

Cosmetics Europe reacts to the Packaging and Packaging Waste Regulation proposal

Statement

30th November 2022 – Cosmetics Europe supports the overarching goals of the European Commission’s proposal for a Packaging and Packaging Waste Regulation (PPWR). We welcome the commitment to enable fully circular packaging and minimise packaging waste, while safeguarding the integrity of the Single Market and harmonising rules across Member States.

The cosmetics and personal care industry in Europe remains committed to improving the sustainability of the packaging of our products, while emphasizing the need to ensure consumer safety, foster innovation and improve the availability of high-quality secondary raw materials.

Packaging plays a crucial role in protecting cosmetic and personal care products and ensuring consumer safety. Given how cosmetics and personal care products are used, they require packaging that meets the highest quality standards. Cosmetics Europe, therefore, welcomes the inclusion of cosmetic products in the proposed definition of contact sensitive packaging.

Our industry is committed to reducing packaging and packaging waste, yet some of the proposed packaging minimisation requirements may lead to the standardisation of primary packaging and the limitation of brand differentiation and product presentation. Marketing and consumer acceptance serve an essential role in the packaging of products, allowing for the protection of brand value and the competitiveness of our sector. As such, Cosmetics Europe believes it is crucial to consider marketing and consumer acceptance as essential packaging features and include them in the proposed list of performance criteria.

Cosmetic and personal care producers are committed to meeting post-consumer recycled (PCR) plastic targets. Yet, considering the lack of high-quality secondary materials and supply chain fluctuations, these targets would be more attainable if the percentages were applied to the entire company/portfolio as a whole, rather than per unit of packaging.

The cosmetics and personal care products industry in Europe continues to be committed to packaging innovation, enabling the transition to a fully circular economy, while ensuring consumers’ safety and meeting their needs. Cosmetics Europe looks forward to engaging with policymakers as discussions on the proposed PPWR unfold to ensure an environmentally sustainable, yet competitive and innovative EU industry.

Cosmetics Europe is the European trade association for the cosmetics and personal care industry. Our members include cosmetics and personal care manufacturers as well as associations representing our industry at national level, right across Europe.

Media questions: Media representatives should address their questions to media@cosmeticseurope.eu.