

EMMA  
LEWISHAM  
PACKAGING

# Emma Lewisham's commitment to circular, carbon positive and transparent beauty



Reducing packaging waste is the biggest challenge the beauty industry faces. It is estimated that alone, the beauty industry is responsible for over 100 billion units of packaging every year - all of which are either incinerated, sent to landfill or end up in our oceans. Alongside this, the sheer volume of single-use packaging produced makes it the biggest contributor of carbon emissions in the industry. However, there is a solution - it is predicted that in moving the beauty industry away from the existing linear model of 'take, make, waste', and towards a circular model of 'reduce, reuse, recycle', not only could we eliminate billions of units going to landfill, but carbon emissions could be reduced by up to 70% <sup>1</sup>.

We are extremely passionate about leading this movement towards circular beauty. All Emma Lewisham products are refillable - a world first - and we go a step further by taking ownership of everything we produce through our 'Emma Lewisham Beauty Circle'. All of our product packaging can be returned to us to be sterilised and refilled, or recycled through Terracycle. It is important to understand that most beauty containers are not kerbside recyclable, so initiatives such as this are vital in order to redirect waste from landfill and move towards circularity.

In keeping with our ethos of being transparent in all aspects of our business, from our ingredients to our supply chain, we want to share with you all of the material information for our packaging. We've spent significant time and money assessing the packaging options available to us and collaborating with our suppliers to develop refillable packaging solutions, while also ensuring the quality of formulations.

This document outlines how we design our packaging to be circular and provides details on every packaging item we currently use.

<sup>1</sup> LCA Centre

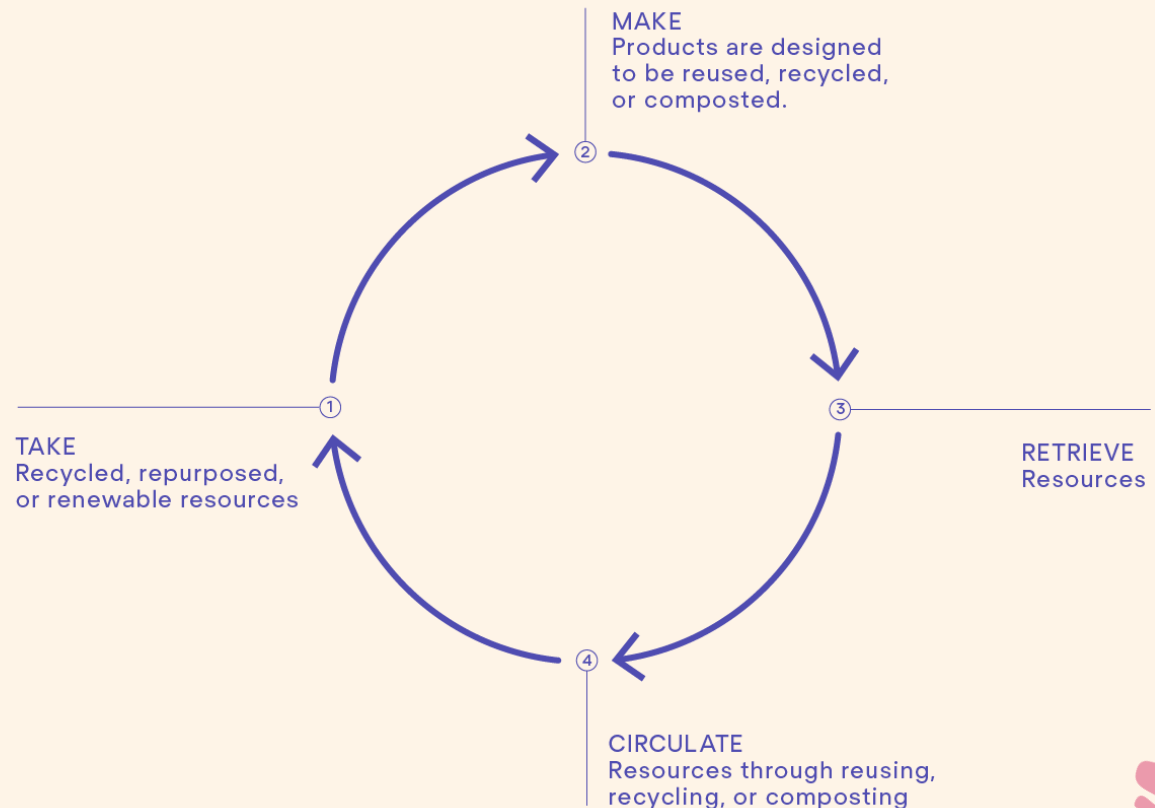
# Circular Business

A linear business model that extracts resources and then wastes them is not sustainable. For a business to truly be sustainable, it has to be circular. This means that we design out waste and pollution, we keep the materials we use in circulation, and we regenerate the ecosystems we operate in. And all of this is to be powered using renewable energy. This is business in the 21st century.

## Linear Business Design (Powered by fossil fuels)

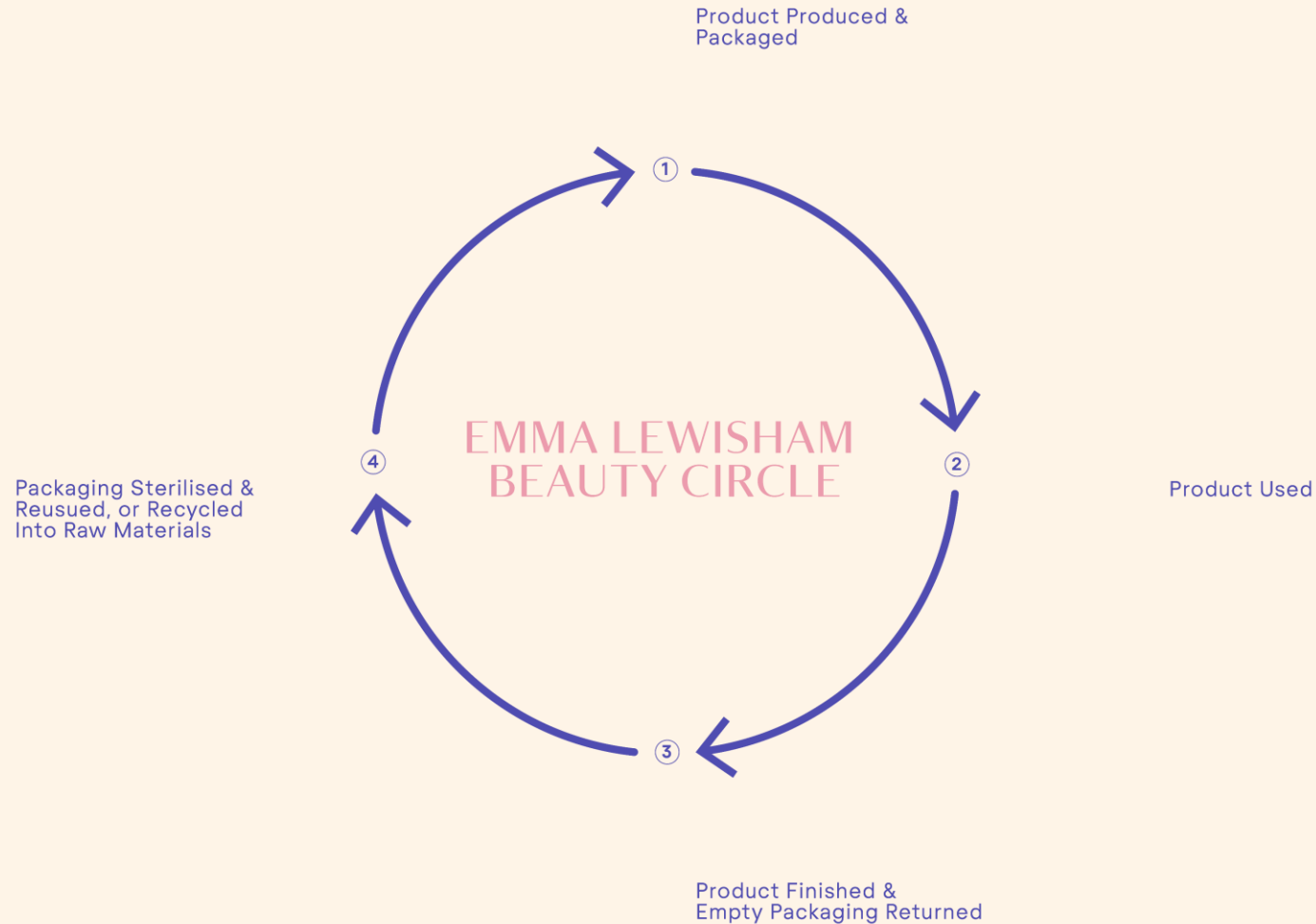


## Circular Business Design (Powered by renewable energy)



# Packaging for a Circular Economy

It is our goal that not one item of packaging from Emma Lewisham is sent to a landfill or pollutes the environment. We take full responsibility for the packaging we produce. This is why we worked alongside our packaging suppliers and product manufacturers to design our packaging to be reused - the first beauty business to do so.



# Packaging for a Circular Economy: Primary, Secondary & Tertiary

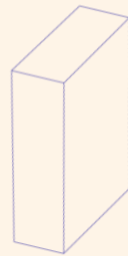
At Emma Lewisham, we do not just consider the packaging that your product comes in but all the packaging in our supply chain. In the packaging world, there are typically 3 tiers we need to consider:

- **Primary packaging** is what touches the product, protects it, and displays information about what is inside. It is the jar or tube that you have behind your bathroom mirror. This is the customer's responsibility to circulate (recycle).
- **Secondary packaging** is what holds your primary packaging. It is the box that you open when you first purchase your product. This is the customer's responsibility to circulate (recycle).
- **Tertiary packaging** is what holds the primary and secondary packaging when it is being transported. This protects the primary and secondary packaging and allows it to be transported in large volumes, e.g. on shipping pallets. This is typically the responsibility of retail and freight businesses to circulate.

## Primary Packaging

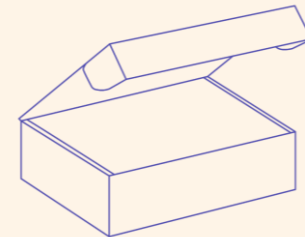


## Secondary Packaging



- All our secondary packaging is made of the same materials (just in different shapes and sizes).
- Certified PEFC Virgin Cardboard (also known as Paperboard)
- Kurz Silverfoil
- Aqueous Soft Touch Coating
- Thorsin UV Inks
- As it is commonly accepted for recycling in kerbside collections, it is not accepted in the Emma Lewisham Beauty Circle

## Tertiary Packaging



- All our secondary packaging is made of the same materials (just in different shapes and sizes).
- Certified PEFC Virgin Cardboard (also known as Paperboard)
- Paper Supplier has FSC MIX accreditation, but we do not have ESC accreditation.
- No Laminate or Foil is used
- Vegetable and Water-based inks
- As it is commonly accepted for recycling in kerbside collections, it is not accepted in the Emma Lewisham Beauty Circle



# Packaging for a Circular Economy: Emma Lewisham Refillable Pods

## REFILL COMPONENTS

## POD REFILLS

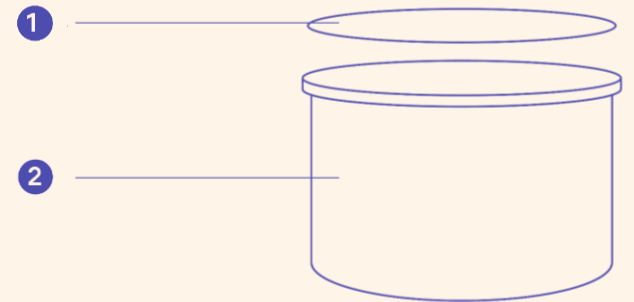
Due to its complexity, most beauty packaging is not recycled through a city's kerbside recycling system. Always check with your local collector what items they accept (usually available on their website). This is why we provide the Emma Lewisham Beauty circle that takes back all of our packaging to ensure it is recycled through specialist recyclers, TerraCycle.

The below components can be recycled via the Emma Lewisham Beauty Circle, when empty and clean.

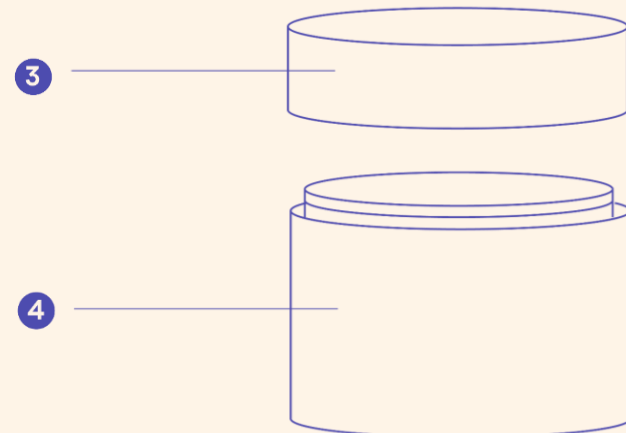
- 1 Refill Pod Seal - Plastic (mixed #7)**  
To ensure the product in the refill pods arrives fresh, we need a seal.
- 2 Refill Pod - Plastic (PP #5)**  
Once empty, a replacement pod can be ordered and inserted.
- 3 Lid - Plastic (ABS #7)**  
This has been designed to be reused over and over.
- 4 Base - Plastic (PMMA #7)**  
This has been designed to be reused over and over.

To make the transition to a circular and sustainable economy we need our recycling rates to drastically improve so we significantly reduce the need to extract more raw materials from the environment. For recycling to improve (it's estimated only 9% of global plastic is recycled<sup>1</sup>) we need recycling to be economically viable for the recyclers. This is why it's so important that businesses are buying recycled materials to go into their products and packaging. It's no use if businesses are just producing recyclable packaging. If businesses aren't also buying the recycled material, there is no demand for the packaging to be recycled in the first place. This is why the beauty industry has such shocking rates of waste.

The gold standard is to use 'post-consumer recycled' (PCR) materials. This means the businesses are supporting the kerbside, or drop-off recycling systems most cities provide to their residents. 'Pre-consumer recycled' materials are from the manufacturing process of products or packaging and are commonly just offcuts or trimmings that would be used again anyway. Our refillable pods use PCR plastic.



Refillable Pod



Reuseable Jar



# Packaging for a Circular Economy: Emma Lewisham Refill Pouches

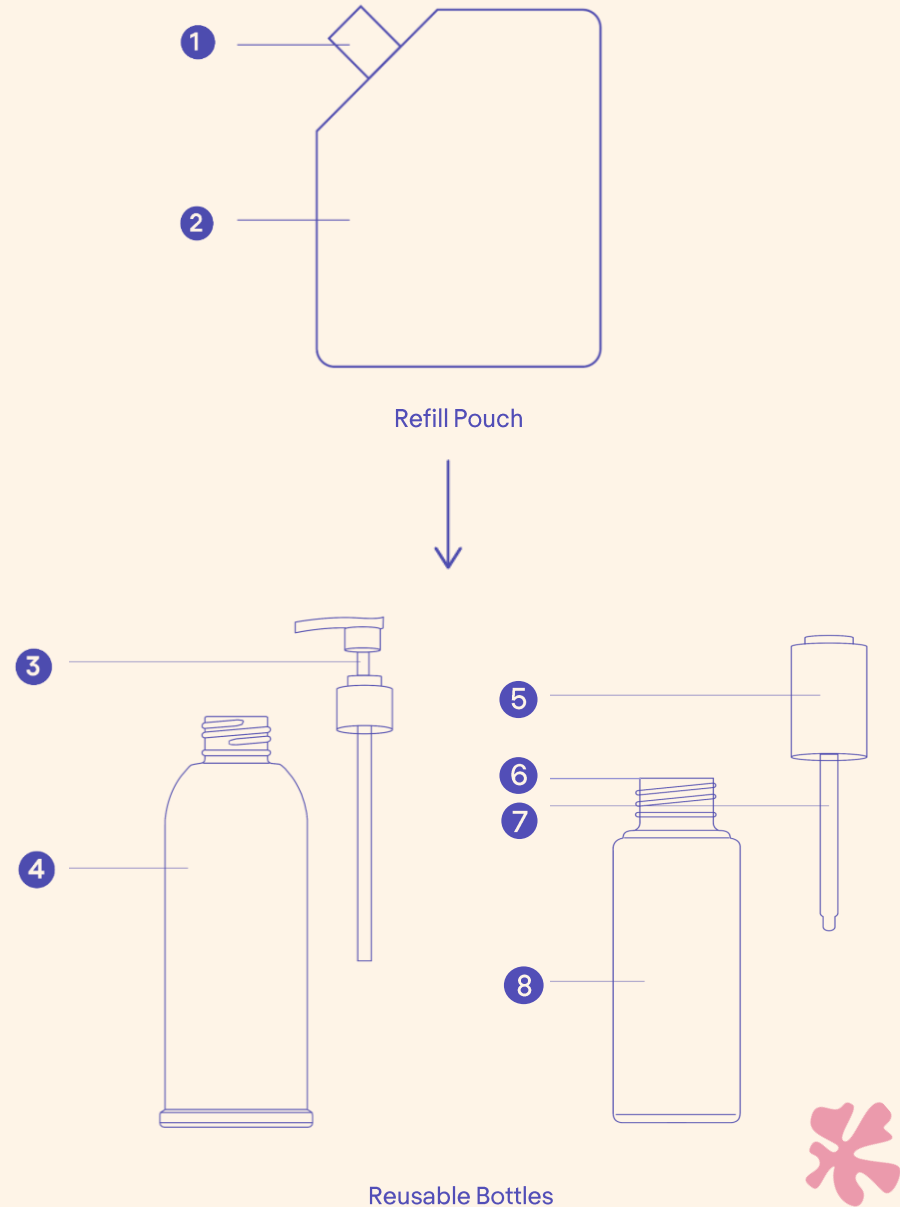
## REFILL COMPONENTS

### POUCH REFILLS

Due to its complexity, most beauty packaging is not recycled through a city's kerbside recycling system. Always check with your local collector what items they accept (usually available on their website). This is why we provide the Emma Lewisham Beauty circle that takes back all of our packaging to ensure it is recycled through specialist recyclers, TerraCycle.

The below components can be recycled via the Emma Lewisham Beauty Circle, when empty and clean.

- 1 Cap - Plastic (HDPE #2)**
- 2 Refill Pouch - Classified as 'mixed plastic' (#7) by recyclers but is made of: Matte Oriented Polypropylene (OPP), Nylon, Polyethylene Terephthalate and Aluminium Foil (PETAL), Polyethylene (PE).**  
Once empty, a replacement pouch can be ordered.
- 3 Pump - Actuator: Plastic (PP #5), Spring Plug: Plastic (PP #5), Spring: Stainless Steel, Stem: Plastic (PP #5), Closure: Plastic (PP #5), Gasket: Plastic (TPO #7), Shell: Aluminium, Valve: Plastic (PE #2), Body: Plastic (PP #5), Dip Tube: Plastic (PE #2)**  
This has been designed to be reused over and over.
- 4 Base - Glass (Painted)**  
This has been designed to be reused over and over.
- 5 Dropper - Aluminium outer shell with plastic (ABS #7), Inner and Plastic Inner Cap (PP #5)**  
This has been designed to be reused over and over.
- 6 Wiper (sits in the rim of bottle, prevents leakages and excess oil on pipette) Plastic (HDPE #2)**  
This has been designed to be reused over and over.
- 7 Pipette - Glass**  
This has been designed to be reused over and over.
- 8 Base - Glass (Painted)**  
This has been designed to be reused over and over.





# Packaging for a Circular Economy: Individual Product Breakdown



# Packaging for a Circular Economy:

## Our packaging specifications

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### NON-AIRLESS JAR WITH A REFILL POD (50ml)

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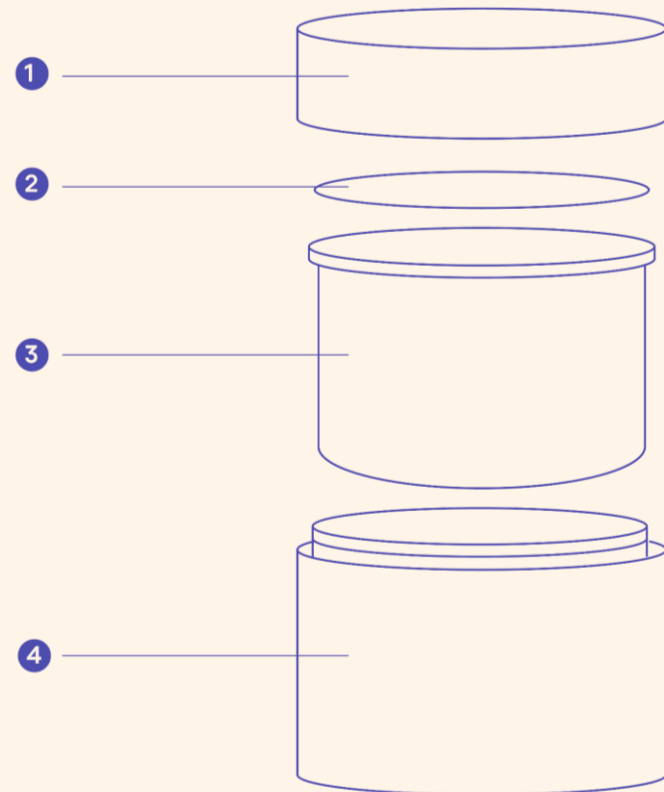
#### Products with this packaging:

- Supernatural 72-Hour Hydration Crème Riche with Collagen Peptides
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The below components can be recycled via the Emma Lewisham Beauty Circle, when empty and clean.

- 1 Lid – Plastic (ABS #7)**  
This has been designed to be reused over and over.
- 2 Refill Pod Seal – Plastic (mixed #7)**  
To ensure the product in the refill pods arrives fresh, we need a seal.
- 3 Refill Pod – Polypropylene Plastic (PP #5)**  
Once empty, a replacement pod can be ordered and inserted.
- 4 Base – Plastic (PMMA #7), Actuator (Pump): Plastic (PP #5), Shoulder: Plastic (ABS #7)**  
This has been designed to be reused over and over.



# Packaging for a Circular Economy:

## Our packaging specifications

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### AIRLESS JAR WITH A REFILL POD (50ml, 30ml)

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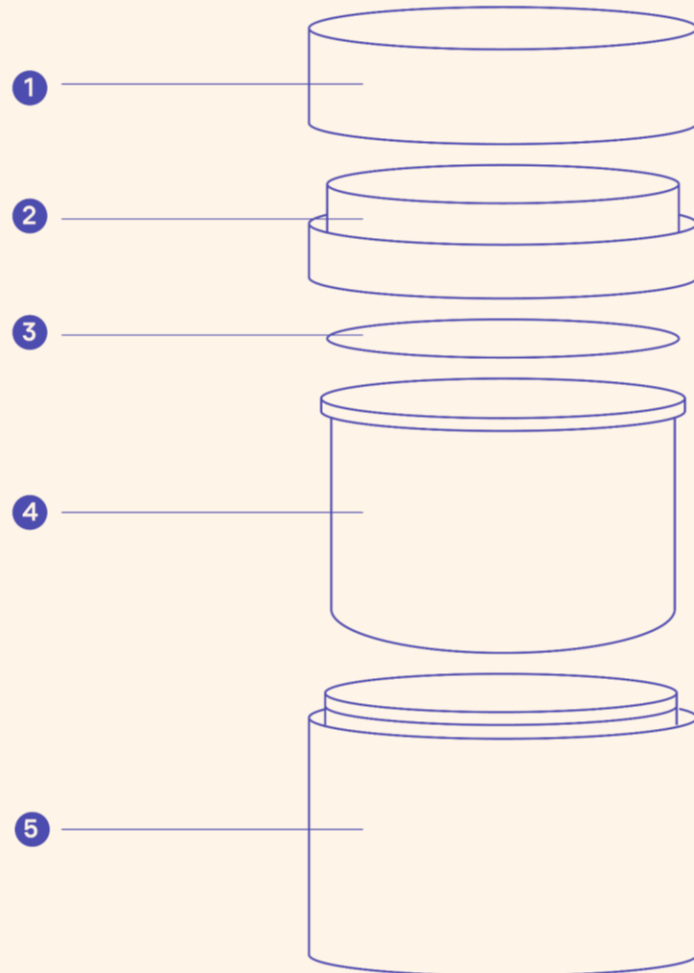
#### Products with this packaging:

- Skin Reset Concentrated Even Skin Tone Serum
  - Illuminating Brighten Your Day Crème
  - Skin Shield Take On The Day Crème With SPF 30
- 

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The below components can be recycled via the Emma Lewisham Beauty Circle, when empty and clean.

- 1** Lid - Plastic (ABS #7)
- 2** Airless Lid - Refill Pouch - Mixed plastic #7, made of: Cap (PMMA/ABS #7), Actuator (Pump): Plastic (PP #5), Shoulder Cover Plastic (ABS #7), Connecting Cover: Plastic (PP #5), Piston: Plastic (HDPE #2), Gasket: Plastic (HDPE #2)
- 3** Refill Pod Seal - Plastic (mixed #7)  
To ensure the product in the refill pods arrives fresh, we need a seal.
- 4** Refill Pod - Plastic (PP #5)  
Once empty, a replacement pod can be ordered and inserted.
- 5** Base - Plastic (PMMA #7), Actuator (Pump): Plastic (PP #5), Shoulder: Plastic (ABS #7)



# Packaging for a Circular Economy:

## Our packaging specifications

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### PUMP BOTTLE WITH A REFILL POUCH (115ml, 100ml)

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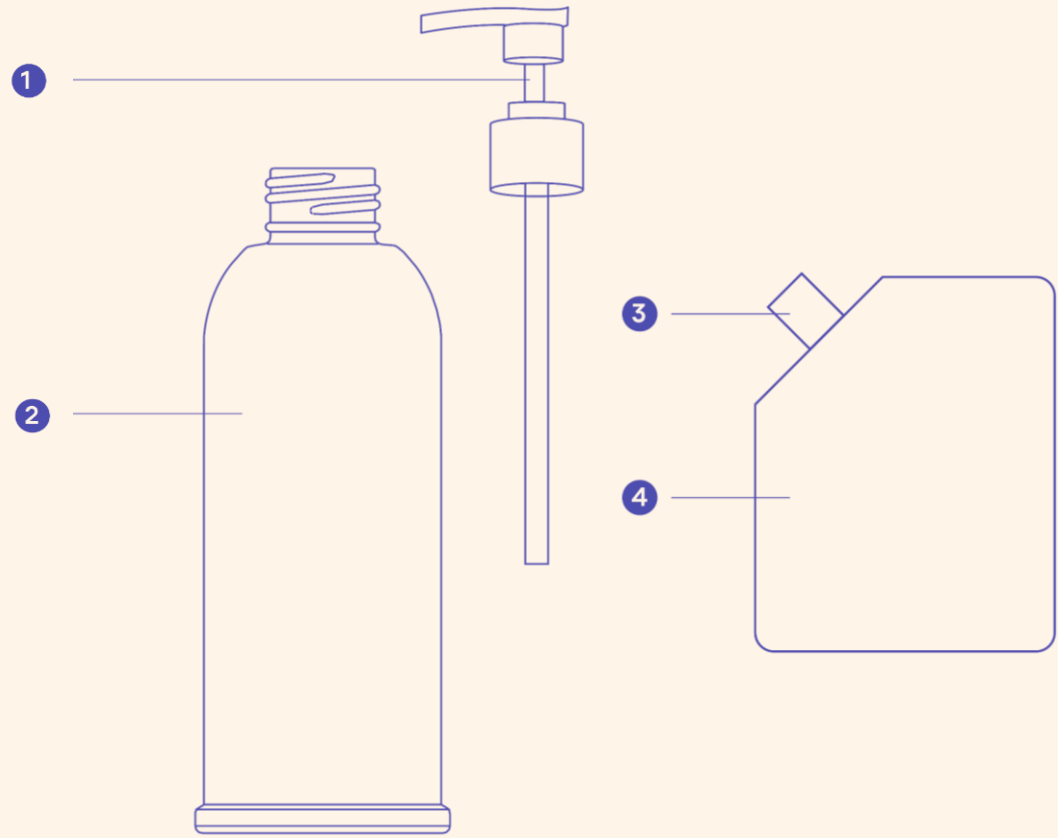
#### Products with this packaging:

- Illuminating Oil Cleanser
  - Illuminating Exfoliant
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The below components can be recycled via the Emma Lewisham Beauty Circle, when empty and clean.

- 1 Pump - Actuator: Plastic (PP #5), Spring Plug: Plastic (PP #5), Spring: Stainless Steel, Stem: Plastic (PP #5), Closure: Plastic (PP #5), Gasket: Plastic (TPO #7), Shell: Aluminium, Valve: Plastic (PE #2), Body: Plastic (PP #5), Dip Tube: Plastic (PE #2)**  
This has been designed to be reused over and over.
- 2 Base - Glass (Painted)**  
This has been designed to be reused over and over.
- 3 Cap - Aluminium foil and plastic (HDPE #2)**
- 4 Refill Pouch - Plastic (mixed #7): Matte Oriented Polypropylene Plastic (OPP), Plastic (Nylon #7), Polyethylene Terephthalate and Aluminium Foil Plastic (PETAL), Polyethylene Plastic (PE).**  
Once empty, a replacement pouch can be ordered.



# Packaging for a Circular Economy:

## Our packaging specifications

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### DROPPER BOTTLE WITH A REFILL POUCH (30ml)

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Products with this packaging:

- Supernatural Vitamin A Renewal Face Oil
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The below components can be recycled via the Emma Lewisham Beauty Circle, when empty and clean.

- 1 Dropper – Aluminium outer shell with plastic (ABS #7), Inner and Plastic Inner Cap (PP #5)**  
This has been designed to be reused over and over.
- 2 Wiper (sits in the rim of bottle, prevents leakages and excess oil on pipette) Plastic (HDPE #2)**  
This has been designed to be reused over and over.
- 3 Pipette – Glass**  
This has been designed to be reused over and over.
- 4 Base – Glass (Painted)**  
This has been designed to be reused over and over.
- 5 Cap – Aluminium foil and plastic (HDPE #2)**  
This has been designed to be reused over and over.
- 6 Refill Pouch – Plastic (mixed #7): Matte Oriented Polypropylene Plastic (OPP), Plastic (Nylon #7), Polyethylene Terephthalate and Aluminium Foil Plastic (PETAL), Polyethylene Plastic (PE).**  
Once empty, a replacement pouch can be ordered.

