



Press release - Levallois, 18.03.2021

L'Oréal France, Carrefour and TerraCycle join forces to recycle cosmetics containers and packaging in stores

Both L'Oréal France and Carrefour have been committed to sustainable development for many years. They are now **joining forces with TerraCycle** to encourage and accelerate the recycling of cosmetics containers and packaging by introducing collection points in **331 Carrefour stores** (235 of which are hypermarkets). This collaboration is part of the extended partnership between L'Oréal France and TerraCycle that was initiated in July 2020, and which has already enabled 600 collection points to be set up in France (see *interactive map* [here](#)).

As part of its "L'Oréal for the Future" programme, the L'Oréal Group is taking practical action to reduce the use of plastics and promote their recycling. By 2025, **100%** of L'Oréal's plastic containers and packaging will be refillable, reusable, recyclable or compostable and by 2030, **100%** will be recycled or bio-sourced.

Within the framework of its transformation plan, Carrefour has made a number of strong commitments, one of which is to improve the sustainability of packaging. In line with its aim of having **100%** of its containers and packaging either recyclable, reusable or compostable by 2025, Carrefour is continuing to phase out plastic in its own-brand product containers and packaging.

Carrefour and L'Oréal are also founder members of the "**Pacte National sur les emballages plastiques**" (National treaty on plastic packaging), which aims to share best practices between retailers, manufacturers and public authorities in order to reduce the use of plastic and develop alternatives.

The recycling of containers and packaging from cosmetics products is a major challenge: L'Oréal is actively involved in each stage of the container and packaging lifecycle: firstly during their **design**, by reducing their weight and sourcing recycled **materials to replace** those currently used. Next, during their **use**. **More than 80% of consumers currently recycle containers and packaging**, but L'Oréal is working to raise their awareness of the need to sort them as well. Since September 2018, 30 L'Oréal brands have been informing their consumers about the need to sort containers and packaging from cosmetics products in order to increase their rate of recycling - through the "Trions en Beauté" ("Let's sort Beautifully") programme (www.trionsenbeaute.fr).

Without waiting for the extended sorting instructions due in 2022, which will enable **100%** of containers and packaging to be sorted seamlessly throughout France, L'Oréal France and Carrefour are joining forces with TerraCycle, which specializes in handling hard-to-recycle waste.

Under the partnership, TerraCycle will process containers and packaging that are not yet recycled in France, thereby giving them a second life.

The programme applies to the containers and packaging of all cosmetics brands on the French market. The way it works is that consumers will collect containers and packaging from make-up products (*mascara, lipstick, eye shadow, eyeliner etc.*), plastic pots, flexible plastic tubes, stick deodorants and others compressed in plastic, flexible plastic packaging of face and body wipes and flexible plastic refill bags, and send them free-of-charge to TerraCycle for recycling.

On receipt, the containers and packaging will be sorted then stored until the required quantity of each type of item has been collected for the recycling process to be launched. Once this target quantity is reached, the material will be crushed then transformed into plastic granules. Manufacturers will then use these to make **recycled plastic products** such as benches and other outside furniture. This initiative will enable the packaging collected to become part of the virtuous loop of the circular economy.

"As a committed player in consumer and beauty products, we have a role to play in mobilizing consumers seeking answers about what happens to products at the end of their lifecycle." So we are naturally very pleased to associate ourselves with Carrefour to extend the TerraCycle recycling programme and raise still greater awareness among citizen consumers of the importance of recycling the containers and packaging of all cosmetics products", explains **Céline Brucker, Managing Director of L'Oréal's Customer Division for France.**

"Our customers are unsure about recycling the containers and packaging of some bathroom products. They don't know how to recycle them or which receptacle to put them in." Our partnership with L'Oréal and TerraCycle will enable us to provide a solution for our customers - they can come into our stores and drop the containers and packaging off for recycling", adds **Rami Baïtieh, Executive Director, Carrefour France.**

"We're delighted to be supporting the continued rollout of the TerraCycle programme with such major players as L'Oréal France and Carrefour. Together we will be encouraging consumers to increase the recycling of their beauty product containers and packaging by providing them with access to this solution directly in Carrefour stores", says **Laure Curcun, General Manager, TerraCycle Europe.**

Images of the collection station and waste accepted in the programme:



DÉCHETS ACCEPTÉS

Les emballages de produits de maquillage
(rouge à lèvres, gloss, mascara, fard à paupières et eyeliner)



Les pots, sticks et sprays en plastique



Les emballages en plastique souple, tubes en plastique, lingettes cosmétiques, ou eco-recharges

About L'Oréal France

"L'Oréal France" refers to the activities of the L'Oréal Group in the French market, that is: Consumers France, Professional Products France, Active Cosmetics France and Luxe France. L'Oréal France federates the activities of the Group's four operating divisions in the French market whilst enabling them to maintain their individuality and specific characteristics to suit their distribution channels. With a portfolio of over 50 brands, (L'Oréal Paris, Lancôme, La Roche-Posay, Kérastase etc.), 20 of which are mainly marketed in France (Mixa, DOP, Bien-Etre, Eau Jeune etc.), France is the third largest operation of the L'Oréal Group in terms of turnover after the USA and China.

About Carrefour France

Carrefour has over 5,200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For 60 years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. To keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omni-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country. For more information, visit: www.carrefour.com (press page), www.carrefour.fr or to follow us on Twitter: @CarrefourFrance, @GroupeCarrefour

About TerraCycle

Established in 2001, TerraCycle is an innovative recycling company that has become a global leader in recycling typically hard-to-recycle waste. Currently operating in 20 countries, TerraCycle supports over 100 multinational corporations in processing packaging and waste that is not recycled using traditional sorting methods (writing instruments, compost pots, detergent refills, biscuit packets, coffee capsules, deodorants etc.). Waste can be collected by individuals, schools, organizations and municipalities, and is processed into recycled materials and then new products.

TerraCycle has been active in the French market since 2011. Since then, more than 118 million tonnes of waste earmarked for landfill or incineration have been given a second lease of life in France thanks to five million citizens who have participated in collections, helping to generate donations totalling €1 million to organizations, schools and charities. More information on Terra Cycle's activities and free recycling programmes on www.terracycle.fr

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