

UNDER EMBARGO UNTIL THURSDAY 10 SEPTEMBER, 00:01

MAYBELLINE LAUNCHES THE UK'S BIGGEST EVER MAKEUP RECYCLING SCHEME

"Make-Up, Not Make Waste"

Global makeup brand launches the biggest ever UK makeup recycling scheme across 1000, Tesco, Superdrug, Boots and Sainsbury's stores, accepting ANY makeup brand

New research by Maybelline reveals 83% of makeup wearers would describe themselves as sustainability minded or environmentally aware – yet only 32% of those surveyed have recycled makeup before

Maybelline New York, has teamed up with TerraCycle, a global leader in recycling to introduce specialist in-store recycling bins in over 1000 Tesco, Superdrug, Boots and Sainsbury's stores across the country, for consumers to drop their makeup empties from ANY brand. It is the UK's largest makeup recycling scheme to date.

From plastic water bottles and disposable coffee cups to TV sets and white goods: every single day we buy, use and throw out items without knowing how to dispose of them correctly. In fact, British households create over 26 million tonnes of waste each year.*

Even when it comes to smaller items, such as toiletries or the products in our makeup bag, many of us overlook or are simply not aware of the sustainable and eco-friendly ways we could dispose of them.

According to research carried out by Maybelline into the recycling habits of makeup wearers 45% of makeup wearers admit they had no idea it was possible to recycle makeup, whilst 42% admit they wouldn't know where to start.

Meanwhile, 24% are confused about how to dispose of them properly, resulting in leaving old or out of date products in their makeup bag or drawer, despite the fact that 83% of makeup wearers would describe themselves as sustainably-minded or environmentally-aware.

Other findings from the study show that:

- When it comes to our makeup bags on average makeup wearers currently have 12 items of makeup in their makeup bag that they will probably never use again
- 81% of makeup wearers say that their oldest item of make-up is up to 7 years old
- 14% know that makeup has a best before date but chose to disregard the guidance
- The average makeup bag owners surveyed has a whopping 21 items of makeup in their makeup bag
- 42% of makeup wearers wouldn't know where to start to recycle their makeup



Photo caption: Maybelline's new in-store makeup recycling points, that can be found in 1000 UK stores across the UK

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NEW YORK

- 9% of makeup wearers surveyed didn't know makeup could go out of date, whilst 8% have used the same makeup for years

However, it's not all bad news. Of those who have never recycled makeup, 30% would love to do so, and a further 49% didn't know it was possible and feel guilty that they don't do so already.

Consumers can find their nearest recycling bin on the Maybelline website

www.maybelline.co.uk/recycling and then get rid of those past-it palettes, long-lost liners and finished foundations. TerraCycle then collect the waste from store to be cleaned and recycled.

This follows parent company L'Oréal's launch this summer of L'Oréal for the Future, the company's ambitious sustainable development programme which has set goals for 100% of plastic packaging to be refillable, reusable, recyclable or compostable by 2025 and 100% of the plastics used in product packaging to be either from recycled or bio-based sources by 2030.

This week also sees L'Oreal Paris Elvive, the UK's number one shampoo and conditioner brand announce their sustainability commitment which will save 900 tonnes of plastic in the UK annually with their bottles that not only can be recycled, but will be made from 100% recycled plastic, with the brand also dedicating one third of packaging to clearer recycling instructions.

"Make-up wearers have told us they want to recycle their finished products but they didn't know if make-up recycling was even possible. We're now making it very easy with the launch of Maybelline makeup recycling stations, found in over 1000 convenient locations across the country and accepting any makeup brand. With the influence and scale of one of the country's most loved makeup brands behind the campaign, we aim to lead the way in creating long term beauty recycling habits in the UK," said Vismay Sharma, Country Managing Director of L'Oréal UK & Ireland.

Stephen Clarke, Head of PR & Communications for TerraCycle Europe comments: "TerraCycle is delighted to have partnered with Maybelline on this exciting new instore makeup recycling programme. Consumers simply use the interactive maps on the Maybelline or TerraCycle websites to find their nearest participating store, then drop off any of the accepted empty makeup packaging of any brand to the clearly marked instore recycling stations. Once the recycling station boxes are full they are sent into TerraCycle where they are separated by polymer type, cleaned and then extruded into plastic pellets which can then be used by manufacturers to make a wide variety of products."

- ENDS -

Notes to editors

The research was conducted by Opinion Matters of 1006 Make-up wearers between 05.08.20 - 11.08.20. Opinion Matters abide by and employ members of the Market Research Society which is based on the ESOMAR principles.

What make-up empties are you able to recycle in this scheme?

DO'S

- Compacts & palettes, such as eyeshadows, powders & blushers.
- Mascara's including the plastic tube and wand.
- Eyeliners such as retractable plastic liners or liquid eye liners.
- Lip products such as plastic lip gloss tubes or bullet lipstick tubes.
- Plastic tubes & bottles such as foundation or concealer tubes.

Photo caption: Maybelline's new in-store makeup recycling points, that can be found in 1000 UK stores across the UK

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- Other make-up packaging such as caps, pumps or trigger sprays.

DON'TS

- Glass bottles & cardboard packaging can already be recycled by most local council recycling schemes.
- Unfortunately, we can't accept makeup brushes or nail polish at this time.
- Aerosols aren't accepted, however good news is that in most parts of the UK, aerosol recycling is possible.

To find your nearest recycling station: <https://www.maybelline.co.uk/recycling>

Other weblinks:

<https://www.maybelline.co.uk/recycling>

<https://www.terracycle.com/en-GB/brigades/maybelline-uk>

L'OREAL FOR THE FUTURE

"L'Oréal for the Future", is the Group's set of sustainability ambitions for 2030. In the context of growing environmental and social challenges, L'Oréal is accelerating its transformation towards a model respecting planetary boundaries and reinforcing its commitments to both sustainability and inclusion including:

- By 2025, all of L'Oréal's plastic packaging will be rechargeable, refillable, recyclable or compostable
- By 2030, 100% of the plastics used in our packaging will be either from recycled or biobased sources (we will reach 50% in 2025);
- By 2025, all of L'Oréal's sites will have achieved carbon neutrality by improving energy efficiency and using 100% renewable energy;
- By 2030, L'Oréal will reduce by 50% per finished product, compared to 2016, its entire greenhouse gas emissions.

¹ This excludes the caps, which are not yet made from recycled plastic but still remain 100% recyclable - we're working on that. Like the caps, many of our treatments are already 100% recyclable but we're still working on new technologies that will allow us to use 100% recycled plastic across every format in our portfolio - including tubes, lids, caps and pumps as well as makeup and skincare.

Additional info

*https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/874265/UK_Statistics_on_Waste_statistical_notice_March_2020_accessible_FINAL_rev_v0.5.pdf