

FRAGRANCE AND PERSONAL CARE

Estee Lauder Cos. reveals sustainability blueprint

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Estee Lauder Cos. is setting new sustainability goals. Image credit: Estee Lauder Cos

By LUXURY DAILY NEWS SERVICE

Beauty group Estee Lauder Companies has unveiled new sustainability goals, keeping in mind that affluent consumers are showing more interest in brands' environmental policies.

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The new sustainability strategy is specific to **Estee Lauder Cos.' travel retail** unit, which includes duty-free environments such as airports, cruises and more. While this sector has taken a hit amid the COVID-19 pandemic, it is one of the group's highest growth channels and serves more than 1 billion shoppers annually.

"The Estee Lauder Companies' commitment to citizenship and sustainability reflects our belief that our long-term business success depends on our ability to make conscious decisions to embed sustainable practices across our entire value chain," said Nancy Mahon, senior vice president of global corporate citizenship and sustainability at the Estee Lauder Companies, in a statement.

"We feel confident that the ambitious steps our travel retail team is taking will not only accelerate progress towards our company's sustainability goals, but will also make a tangible impact on the travel retail industry, enabling consumers to make more environmental choices," she said.

Beauty meets sustainability

The sustainability goals cover several priorities: emissions, packaging, store design and visual merchandising.

By the end of fiscal year 2023, the group plans to achieve net zero carbon emissions for transportation to travel retail customers.

In terms of packaging, plastic film-wrap will be removed travel retail exclusive (TREX) outside cartons by 2023 and TREX paper cartons will be responsibly sourced with FSC-certified board by 2025.

The removal of film wrapping alone will eliminate an estimated 54,000 kilograms of plastic waste the equivalent of 5.4 million plastic water bottles.



Este Lauder Cos. is reducing use of plastic wrap in its packaging across brands, including La Mer. Image credit: La Mer

Starting this year, Este Lauder Cos. will also begin incorporating sustainable materials in new store designs in the travel retail segment. Other environmental practices will be incorporated in store design and visual merchandising in the coming years.

According to the group, new Este Lauder and La Mer beauty counters in Seoul were built, on average, with 80 percent reused display fixtures to reduce waste and environmental impact.

Sustainability is top of mind for both beauty consumers and travelers.

This fall, BeautyCycle, the first beauty take-back and recycling programming accepting all brands of beauty packaging at a major retailer, debuted at U.S. department store chain Nordstrom.

Customers can now bring in their empty beauty product packaging to be recycled at any of Nordstrom's full-line stores or Nordstrom Local service hubs in the continental United States ([see story](#)).

Este Lauder Cos. also cited a recent study by the Tax Free World Association (TFWA), which show that 70 percent of participants would be influenced by sustainability credentials when purchasing an item during their travels.

"The Este Lauder Companies and its brands have made great strides to ensure we continue to be a company rooted in values and it is important that we do our part in travel retail to uphold this vision," said Olivier Bottrie, global president of travel retail and retail development at the Este Lauder Companies, in a statement. "By implementing sustainability goals for travel retail, we are furthering the company's commitment to the environment and demonstrating to travelers how we are making a positive impact in this space."

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