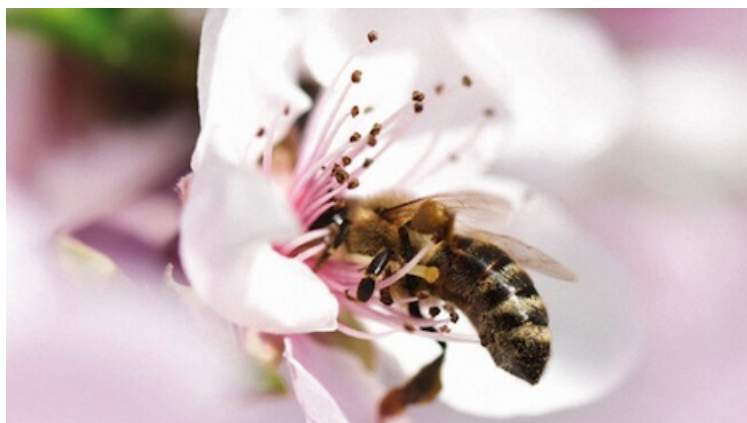


FRAGRANCE AND PERSONAL CARE

## LVMH, L'Oral addressing environmental transparency in beauty industry

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*Guerlain is one of the beauty maisons in the LVMH portfolio. Image credit: Guerlain*

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By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton and French cosmetics group L'Oral are among the organizations that are collaborating on an industry-wide environmental impact assessment for cosmetics products.

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LVMH owner of beauty retailer Sephora and L'Oral which recently achieved carbon neutrality in the United States are joined by Henkel, Natura & Co and Unilever on the endeavor, and are inviting other cosmetics companies to join their efforts. The new assessment, which will include a scoring system, aims to meet growing consumer demand for greater transparency about sustainability.

### Cosmetics collaboration

The consortium of beauty giants plans to work with sustainability consultancy Quantis to ensure the methodology and scoring system is rooted in science.

The assessment is meant to cover several areas, including providing a common method for measuring the environmental impacts throughout products' lifecycles; a common database of the impact of standard ingredients and raw materials used in formulas and packaging; an easy-to-use tool to empower brands to calculate the impact of individual goods and an independently verified scoring system for consumers to compare beauty products.



*LVMH recently introduced more recycled packaging options for cosmetics such as for Dior Addict Lip Maximizer. Image credit: Dior*

In addition to recruiting other cosmetic companies, regardless of size, the consortium will work with scientists, academics and NGOs throughout the process. The tools developed by the collaborators will be made accessible on a voluntary basis.

"It is possible for the cosmetics sector, as has happened in other sectors, to build a scientific environmental impact assessment of their products, based on a full life cycle assessment," said expert in the application of life cycle assessment to eco-design, consultant providing expertise for the European Commission and AFNOR (Association française de normalisation, French Standardization Association), in a statement.

"It requires a cross-industry pooling of knowledge and expertise, particularly concerning the environmental impact data," he said. "This is exactly what the consortium founding members are embarking on."

This is not the first time LVMH has partnered with rivals and peers on a joint environmental effort, allowing all participants to benefit from preexisting work and contribute their expertise.



*Protecting biodiversity is a top priority for L'Oral. Image credit: L'Oral*

In April, LVMH, Prada Group and Richemont announced a joint program promoting the use of a single global blockchain solution open to all luxury brands.

The Aura Blockchain Consortium is their solution to addressing the challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format. Through the development of this technology, the groups are continuing to raise industry standards, driving change and increasing customer trust in the companies' sustainable practices and product sourcing ([see story](#)).

LVMH, Kering and Richemont also helped launch a joint initiative to encourage sustainable change across the jewelry industry. The Gemstones and Jewelry Community Platform offers tools and training resources such as presentations and webinars focusing on sustainability in the jewelry and gemstones industries ([see story](#)).