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## Esté Lauder goes beyond plastics' in space sustainability challenge

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*Esté Lauder joins the International Space Station in its effort toward sustainability. Image credit: Esté Lauder*

By LUXURY DAILY NEWS SERVICE

Beauty group Esté Lauder has joined the [International Space Station \(ISS\) National Lab's Sustainability Challenge, Beyond Plastics](#), as an exclusive partner to fund research toward sustainable plastics alternatives.

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Beyond Plastics aims to unite innovators by addressing the issue of plastic waste and enabling scientific or technological advancements that help improve Earth's environment. This announcement marks the first time a beauty brand has partnered on a research initiative that leverages the ISS National Lab to advance sustainability research for plastics alternatives.

"We are proud to be the exclusive partner of the ISS National Lab Sustainability Challenge, funding research for future-thinking plastics alternatives," said Stéphane de La Faverie, global brand president of Esté Lauder and group president of Esté Lauder Companies, in a statement.

"As a global leader in the beauty industry, we are committed to furthering scientific research and innovation for more sustainable business practices," she said. "We are excited to be part of an initiative that could be truly transformative for our brand, our beloved consumers and the future of our planet."

Looking ahead

The ISS National Lab Sustainability Challenge invites all U.S.-based organizations to propose projects that leverage the research platform for applied research and technology development.



*Estee Lauder set new sustainability goals at the beginning of 2021, geared toward reducing plastic in its packaging. Image credit: Estee Lauder*

The projects will be evaluated by a panel of judges, and on March 19, 2022, a Sustainability Challenge event will be held at Kennedy Space Center Visitor Complex where finalists' presentations will be livestreamed to a global audience.

The objective of the "Beyond Plastics" sustainability initiative is to use the ISS environment to develop, test and adjust products and processes that work towards the reduction of new plastic manufacturing and waste and alternative feedstocks and pathways for polymer production.

As ISS National Lab's exclusive partner on the initiative, Estee Lauder is reinforcing its commitment to long-term science research for more sustainable practices.

In addition to responsible sourcing and energy and emissions efforts, sustainable packaging is a key part of Estee Lauder's sustainability strategy.

The brand has set a goal that, by 2025, 75-100 percent of its packaging will be recyclable, refillable, reusable, recycled or recoverable.

By 2023, it plans to remove plastic film-wrap from travel retail exclusive (TREX) outside cartons and achieve net zero carbon emissions for transportation to travel retail customers ([see story](#)).

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