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Estee Lauder Cos. designing recyclable packaging in sustainability push

November 16, 2021



Estee Lauder Cos. will now have the opportunity to scale the Pulpex paper bottling technology across its portfolio. Image credit: Estee Lauder Companies

By LUXURY DAILY NEWS SERVICE

Beauty group Estee Lauder Companies is collaborating with packaging technology company Pulpex in crafting the group's first widely recyclable paper bottle.

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The new paper bottle will assist the Estee Lauder Cos. efforts in reducing the environmental impact of its packaging across the lifestyle. Implementing this technology will help the group's efforts in driving progress towards its global sustainable packaging goals.

"At the Estee Lauder Companies, we've long understood the importance of partnership across industries in helping to drive meaningful change," said Daniel Ramos, senior vice president of global packaging at [Estee Lauder Companies](#), in a statement.

"Collaboration plays a significant role in achieving our ambition, and as part of the Pulpex consortium, we are proud to help advance solutions not only for our brands and consumers but also for the industry at large."

Working with Pulpex

Estee Lauder Cos. is the first prestige beauty partner to join the Pulpex partner consortium alongside other companies including Diageo, PepsiCo and GSK Consumer Healthcare. Estee Lauder Cos. will now have the opportunity to scale the Pulpex paper bottling technology across its portfolio.

Implementation of Pulpex technology could aid the company's latest commitment to reduce the amount of virgin petroleum plastic in its packaging to 50 percent or less by the end of calendar year 2030.



ELC is increasingly focused on sustainability. Image credit: La Mer

Esté Lauder Cos. has also committed to using responsibly sourced paper products whenever possible, with a goal of achieving 100 percent FSC-certified forest-based fiber cartons and 75-100 percent recyclable, refillable, reusable, recycled or recoverable packaging by 2025 ([see story](#)).

"We are thrilled to partner with the Esté Lauder Companies as the first leader in beauty to join our consortium of leading companies working to create innovative packaging solutions that are better for both our consumers and the planet," said Scott Winston, CEO of Pulpex, in a statement.

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