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Este Lauder added to Dow Jones Sustainability Index

December 3, 2021



Este Lauder continues stepping toward a more sustainable beauty industry. Image credit: La Mer

By LUXURY DAILY NEWS SERVICE

Beauty group Este Lauder Companies is further solidifying itself as a sustainability leader in the beauty industry as it becomes the latest organization to join S&P Dow Jones Indices' [Dow Jones Sustainability Index](#) (DJSI).

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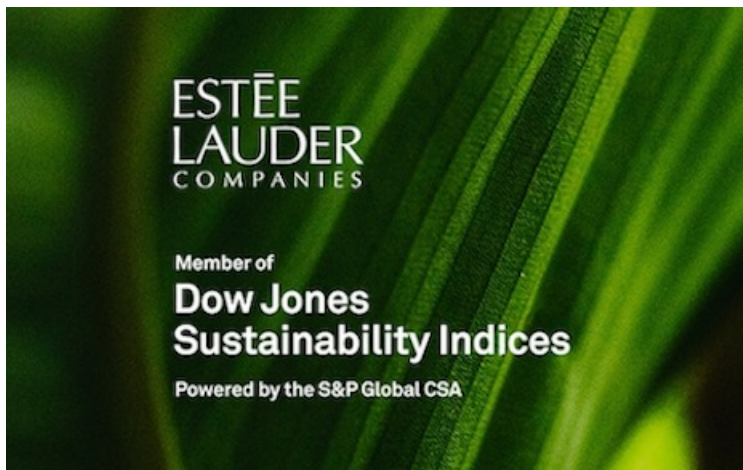
By including Este Lauder in the index, S&P and Dow Jones recognize the company's environmental social governance (ESG) performance over the course of 2021 and its continued commitment to transparency. The results of this year's index will help the company identify the solutions that are moving its ESG strategy forward, and identify new areas of opportunity to deliver positive social and environmental impact.

"At ELC, we have long understood that solving the challenges facing global communities and creating long-term business value are not mutually exclusive," said Fabrizio Freda, president and CEO of Este Lauder Companies, in a statement.

"Our recognition by this year's DJSI reflects both our commitment to decisive action on climate change and other global environmental challenges, as well as our continued efforts to support solutions to social challenges and inequities affecting the communities where we live, work, and source."

Sustainable beauty

Focused on assessing the world's largest companies, the DJSI is a float adjusted market capitalization weighted index that measures the performance of businesses selected with environmental, social and corporate governance criteria.



The DJSI examines the world's largest companies against specific ESG standards. Image credit: Este Lauder Companies

Este Lauder's inclusion on the North America index reflects the efforts to reach the goals set in the company's "Beauty Inspired, Values Driven" social impact and sustainability report.

In November alone, Este Lauder U.K. and Ireland unveiled details of its \$678,000 commitment to fund U.K.-based nature restoration projects over a five year period ([see story](#)) and the global group collaborated with packaging technology company Pulpex in crafting the group's first widely recyclable paper bottle.

The new paper bottle will assist the Este 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 ([see story](#)).

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