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## LVMH Beauty teams with carbon negative company

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LVMH Beauty is introducing carbon-negative PET plastic. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton's beauty division is partnering with carbon-negative materials company Origin Materials to develop sustainable low-carbon-footprint packaging for its products.

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LVMH Beauty has signed a multiyear agreement with California's Origin Materials to purchase sustainable, carbon-negative PET (polyethylene terephthalate) for use in its packaging for perfumes and cosmetics. The group's beauty portfolio includes Parfums Christian Dior, Parfums Givenchy and Guerlain.

"At LVMH, with our Life 360 program, we made the decision that our packaging will contain zero plastic from virgin fossil resources in a near future," said Claude Martinez, executive president and managing director at **LVMH Beauty**, in a statement.

"Origin's bioplastic technologies are playing a crucial role in helping LVMH achieve our sustainability targets without any compromise on quality," he said. "LVMH Beauty is happy to collaborate with Origin, supporting innovative technologies."

### Sustainable packaging

According to Origin, its PET is functionally identical to petroleum-based PET but is made from sustainable wood residues, creating a lower carbon footprint.

The material is also "equally recyclable" to traditional PET within existing infrastructure, which removes another obstacle to the circular economy.



*Sustainability is becoming a core part of LVMH's beauty strategy. Image credit: Guerlain*

"LVMH is a powerhouse of luxury brands, with a high standard of excellence for the environmental performance of its products," said Rich Riley, co-CEO of [Origin Materials](#), in a statement.

"Our mission of enabling the world's transition to sustainable materials as fast as possible is completely aligned with LVMH's ambitious environmental initiatives," he said. "We look forward to helping LVMH reduce its carbon footprint and achieve its sustainability goals while continuing to deliver superior product experiences to its customers."

LVMH continues to experiment with sustainable and recyclable packaging for its beauty products.

In June 2021, Christian Dior became the first of LVMH's major houses to introduce Eastman Cristal Renew copolyester, which features 30 percent certified recycled content. LVMH and Eastman plan to continue working together to implement additional sustainable packaging options across the conglomerate's brands ([see story](#)).

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