

SUSTAINABILITY

## Sephora introduces container recycling program

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The company is addressing packaging waste with "Beauty (Re)Purposed," launching across 600 North American locations throughout the month. Image credit: Sephora

By LUXURY DAILY NEWS SERVICE

LVMH-owned beauty retailer Sephora is furthering circular initiatives across North America.

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The company has launched "Beauty (Re)Purposed," a pickup program for cleaned and empty containers, in a move to lessen post-use packaging waste. Partnering with sustainability nonprofit Pact Collective, Sephora is attempting to offer a solution for the heaps of nearly unrecyclable containers that plague both its shelves and the conventional beauty industry as a whole.

"The launch of the Beauty (Re)Purposed program is an exciting step forward in Sephora's commitment to leading the industry and offering more sustainable solutions for the communities we serve," said Desta Raines, director of sustainability at [Sephora](#), in a statement.

"And the reality is that discarding beauty packaging can be complex for many consumers," Ms. Raines said. "It was important for Sephora to find a partner like Pact who shares our values and, in collaboration, can help to educate our clients and the broader industry in making the process more accessible for all."

Creating a diversion

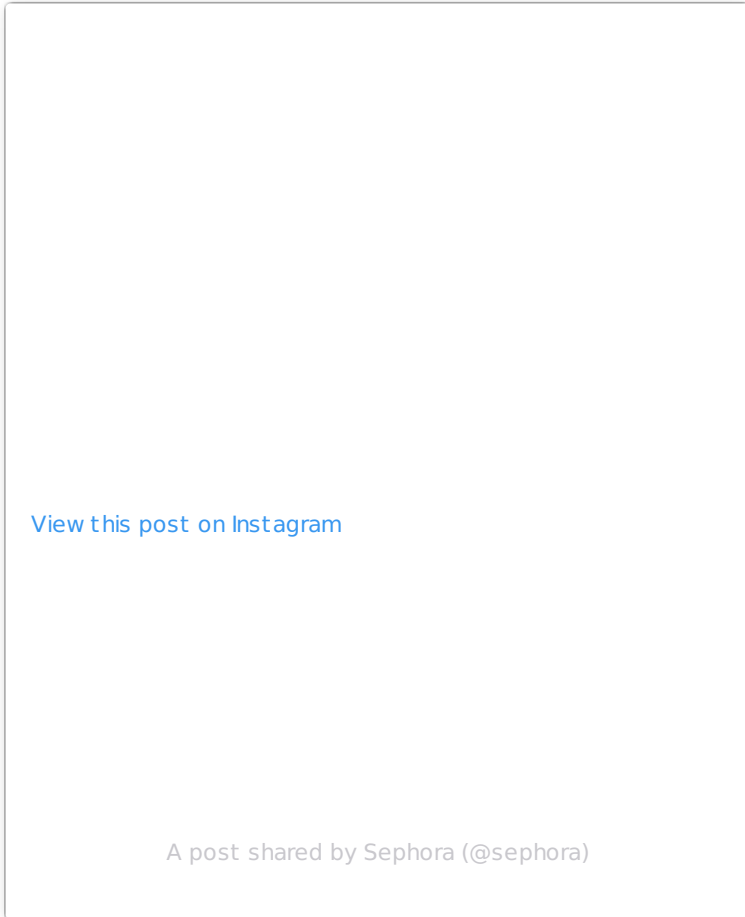
As of 2020, the cosmetic industry's annual packaging creation accounts for 120 billion units of plastic containers. According to the United States Environmental Protection Agency, that figure is largely unrecyclable, with 70 percent ending up in a landfill.

This is due to two factors: the packaging for makeup and skincare is often made up of many little parts, making it difficult for impossible for recycling centers to repurpose, and recycling is not accessible to everyone.

Sephora is stepping up to address both of these issues.

The Beauty Re(Purposed) program gives consumers a place to drop off their empty and cleaned-out containers at their local Sephora store, available in over 600 locations across Canada and the U.S.

A list of participating Sephora stores can be found at [www.pactcollective.org/locations](http://www.pactcollective.org/locations).



The most popular luxury beauty retailer in the U.S. ([see story](#)) has attempted to make greener choices in the past ([see story](#)), conjunct less environmentally-friendly upgrades such as an unlimited same-day delivery service ([see story](#)), launched in 2022.

This year, Sephora is teaming up with Pact Collective, which will handle the selling of packaging to organizations that repurpose the items, granting them a second life, whether that be as park benches, carpeting, asphalt or new containers, in pursuit of a truly circular beauty economy.

"We are thrilled to announce the partnership between Sephora and Pact Collective, and to see Beauty (Re)Purposed collection bins in all Sephora doors," said Carly Snider, program director at Pact, in a statement.

"Partnering with a major player like Sephora is a critical step in scaling our collection program and making it more widely available to beauty shoppers," Ms. Snider said. "Together, we're excited to take responsibility for beauty's packaging problem and encourage more sustainable packaging decisions to drive industry-wide change."