

REPORT

A NEW WORLD FOR FUTURE GENERATIONS AND ECONOMIC RECOVERY

Cosmoprof Asia Digital Week featured a webinar on the evolution on the beauty sector's approach to environmental problems

Moderated by Camille Loiseau, Head of Social Innovation at Sparknews, the webinar offered a platform to the following speakers to give their opinions on the subject: Dimitri Caudrelier, CEO Quantis; Andrea Spinosa, Packaging Development Consultant; César Dugast, Energy & Climate Senior Consultant at Carbone 4, leader of the Net Zero Initiative Project; Alexandre Capelli, Group Environmental Senior Manager, LVMH; Christina Raab, Vice President, Strategy & Development – Cradle to Cradle Products Innovation Institute and Elie Papiernik, Founder and Creative Director, contdégrés.

The social and environmental awareness of the consumer today is also a key value for the beauty sector. Cosmetics play a key role in the well-being of the individual, but it also has an important impact on the community, both due to the productive decisions it makes and its approach to the workers and their families. Companies today must have transparent and authentic communication with the consumer, to share the innovative decisions to reduce the environmental impact.

Andrea Spinosa listed some sustainable solutions in the area of packaging, including the reduction of packaging, refills as a solution for no-packaging products, avoiding decorations and visual materials which with their ink increase the environmental impact of the packaging materials, recycling as a solution to reduce plastic, aluminium and glass and using new resins containing less plastic, or more easily recyclable materials such as paper and cardboard. The challenge for companies is to reconcile sustainability with the need for an aesthetically attractive, protective, safe and informative packaging. There has to be a cultural evolution, with a change to the approach to packaging.

Christina Raab shared an analysis of the state of the circular economy at present, underlining its impact both for individual well-being and for the growth of society. Today only 8.6% of productive activities meet the criteria of the circular economy. The challenge concerns above all the manufacturing sector: research on safe materials and chemicals, and on innovations to reduce waste materials is essential.

Elie Papiernik shared the point of view of a creative agency, proposing that the fundamental values in the creation of a product

today seem to be integrity, the brands must know the production processes and communicate every phase transparently and clearly to the consumers; sustainability, the definition must refer not only to the production processes, but to the whole cycle of the product, until its disposal and playfulness, the experience of the product, with the pleasure that must come from it always being kept in mind.

Lastly, **César Dugast** highlighted the individual impact on environmental topics.

Dimitri Caudrelier highlighted the key topics that must guide a sustainable evolution in the cosmetics industry today, namely looking for more sustainable raw materials, new packaging solutions, greater attention to the management of transport and better management of the production processes.

Dimitri Caudrelier then underlined the positive aspects of a more sustainable approach, namely having a more complete vision of the environmental impact of a more sustainable approach; reducing the impact of our consumption and its consequences; giving rise to new technological solutions and maximizing the transparency of communication on the subject.