

A Lush Approach to Circular Economy & Environmental Stewardship

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OVERVIEW

- Lush Introduction & Core Values
- Ethical Buying & Packaging Sustainability
- Closing the Loop
- Ocean Plastics Story
- Engagement & Leadership





Core Values







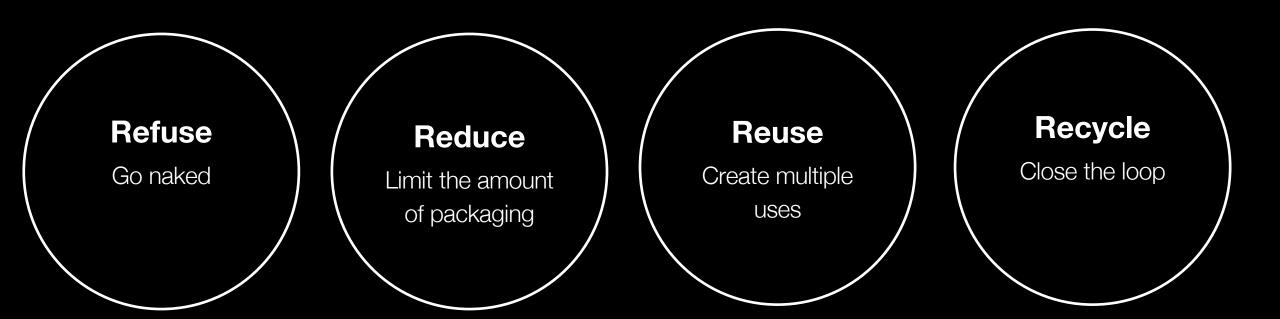








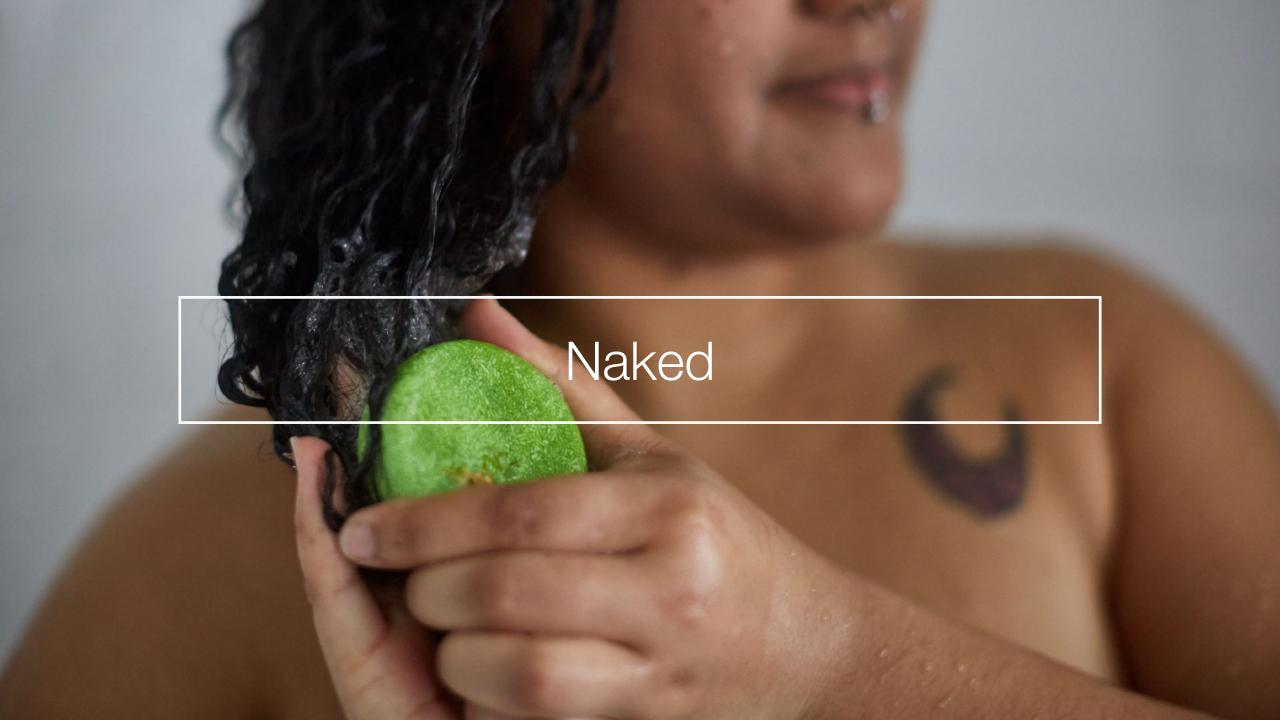
Sustainability in Packaging



Refuse

Design packaging out





Sustainability in Packaging – What is "Naked"?











Reduce

Relentlessly reduce plastic usage

Thin out all packaging

Test and trial

Build vertical partnerships

Collaborate

Know your footprint

Measure all impacts – carbon impact

Seek transparency in supply chain as far back as possible

Thoughtful end of life packaging design

Make is easy for the recycling infrastructure

Sustainability in Packaging

100% PCR content Plastics

100%
Recycled
content
Paper

100% reusable & bio-degradable

New Innovations

Black Pots

Clear PET bottles

Black HDPE bottles

Black caps

Corrugated boxes

Shopping bags

Gift wraps and tags

Lush catalogues

Gift cards

Gift knot wraps

Gift tins

Shampoo and massage bar tins

Gifts packing peanuts are starch based – alternative to PS.

Bath oil trays made from recycled coffee cups in the UK.

Recyclable label liners with 100% recycled content.

Bamboo replacing plastic moulds in manufacturing.

Sustainability in Packaging









Black pots 100% PCR

First in cosmetics for using 100% PCR since 2009.

Feb 2015 – Locally sourced using local recycled plastics.

Gift wrap 100% recycled content

Gift boxes, wraps and tags have 100% recycled content.

All printed paper are 100% recycled fiber.

Gift knot wraps PET

Gift knot wraps are re usable.

Also made from 100% recycled PET bottles.

Bath Oil trays

Bath Oil trays are made from 100% recycled coffee cup from James Cropper UK.

Reuse

Create options for your customers

Knot-wraps – made from recycled PET bottles or organic FT cotton

Cotton bags – FT and organic cotton

Aluminum tins – 40% recycled materials



Recycle

100% Post Consumer Recycled Materials

Excess of existing plastic

Paper

Create repeat customers

Bring back 5 pots and get a free face mask

Closed Loop Systems

Hold the value as high as possible to a virgin material

Close Loop / Bring back Program

Close Loop / Bring back Program



"Bring back 5 empty and clean black pots and receive a FREE face mask"

Close Loop / Bring back Program

Thank you!

Rewarding customers for their loyalty

Education

Customer engagement, the habit of recycling.

Recycling

Returned black pots are ground up.

17% returns

Return rate in 2018

Ocean Plastics story

Ocean Plastics at Lush – project goals

Plastic Bank 2014

BC and Alaska shoreline clean up project. 2016 & 2017
Supporting
bigger clean up
projects in BC

Education

Increase awareness on marine pollution Material source

Transforming marine debris into possible resource







