

**LUSH**

# 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

BATH

SKINCARE

DON'T  
BE SAY,  
GIVE IT  
A TRY

FIGHTING  
ANIMAL  
TESTING







# Core Values



*FRESHEST  
COSMETICS*



*NAKED!*





# Ethical Buying



# Sustainability in Packaging

## **Refuse**

Go naked

## **Reduce**

Limit the amount  
of packaging

## **Reuse**

Create multiple  
uses

## **Recycle**

Close the loop



# Refuse

## Design packaging out



A close-up photograph of a person's upper body. They have dark, curly hair and are holding a bright green apple. A purple crescent moon tattoo is visible on their left chest. The word "Naked" is written in white text across the center of the image, enclosed in a thin white rectangular border.

Naked



## Sustainability in Packaging – What is “*Naked*” ?













The image shows the interior of a retail store, likely a 'Naked Shop' as indicated by the text. The space is filled with various products, primarily packaged in cardboard boxes and bags, displayed on wooden shelves and a central metal display stand. The shelves are arranged in a way that allows customers to see the products clearly. The central display stand is a black metal frame with multiple tiers, holding various items. The background features a wall with a colorful, abstract pattern and a large chalkboard sign that reads 'SKINCARE' and 'MATTI LA TUA PELLE'. The lighting is warm and focused on the products. The overall aesthetic is modern and eco-friendly, with a focus on natural and sustainable products.

# Naked Shops





# Reduce

## **Relentlessly reduce plastic usage**

Thin out all packaging

## **Know your footprint**

Measure all impacts – carbon impact

Seek transparency in supply chain as far back as possible

## **Test and trial**

Build vertical partnerships

Collaborate

## **Thoughtful end of life packaging design**

Make is easy for the recycling infrastructure



# Sustainability in Packaging

## 100% PCR content Plastics

Black Pots  
Clear PET bottles  
Black HDPE bottles  
Black caps

## 100% Recycled content Paper

Corrugated boxes  
Shopping bags  
Gift wraps and tags  
Lush catalogues  
Gift cards

## 100% reusable & bio- degradable

Gift knot wraps  
Gift tins  
Shampoo and massage bar tins  
Gifts packing peanuts are starch based – alternative to PS.

## New Innovations

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











A woman with long, wavy blonde hair is shown from the side, looking towards the left. She is wearing a dark blue long-sleeved shirt and holding a light-colored tote bag. The bag has the words 'NUDE AWAKENING' printed in large, bold, dark blue capital letters. The background is a lush garden with green foliage and yellow flowers. A white rectangular box is superimposed over the center of the image, containing the text 'Where is leadership needed?'.

Where is leadership needed?

**NUDE  
AWAK  
ENING**



**Taking strong  
action  
creates brand  
value**





# Quality Packaging Options



A large industrial recycling facility with green machinery and a large pile of waste. The facility has a high ceiling with exposed steel beams and fluorescent lighting. A large pile of waste, including cardboard boxes, plastic bags, and other debris, is visible on the right side. A yellow CAT 966G forklift is partially visible in the foreground. The text "Recycling Infrastructure & Value" is overlaid in a white circle in the center of the image.

# Recycling Infrastructure & Value





**Create a  
Cosmetics  
Revolution  
and Save the  
Planet**





Thank you

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