

SOLID SOLUTIONS: LUSH CONTINUES TO TACKLE PACKAGING WASTE IN COSMETICS

A case study on how Lush Cosmetics is continuing to revolutionize its packaging approach.

PACK4GOOD:

Through our Pack4Good initiative, Canopy partners with companies committed to transform their packaging supply chains and reduce the environmental impacts of paper-based packaging. Pack4Good helps brands shift away from fibre sourced from Ancient and Endangered Forests, instead embracing low-impact, circular alternatives like agricultural residues and recycled materials. Since its launch, Pack4Good has united over 400 companies committed to protecting biodiversity, reducing carbon emissions, and meeting consumer demand for sustainable choices. By choosing Pack4Good, brands are joining a global movement to ensure that the world's forests stay standing and our packaging choices align with a healthy planet.

We are proud to showcase the story of one of our Pack4Good partners, Lush Cosmetics, and the incredible strides they are making to redefine sustainable packaging, reduce waste, and champion innovative solutions that protect the world's forests and climate.

3.1 B

trees, many from the world's vital Ancient and Endangered Forests, are destroyed annually for paper packaging.

400+

companies have signed on to Pack4Good, representing over 200 billion USD of annual revenue.

NAKED PRODUCTS. ZERO PACKAGING.

Brands looking to move away from single-use plastic don't have to turn to paper as the only alternative.

Recognizing the environmental and financial cost of traditional plastic packaging, Lush revolutionized its product line by formulating solid, naked, alternatives that eliminate the need for packaging altogether. By crafting solid products and removing water content, Lush not only reduced waste but also inspired a paradigm shift within the beauty industry.



SINCE 2005:

Lush has avoided nearly

14,000

tonnes of plastic from being produced and discarded through the sale of solid, package-free products including soaps, deodorants, and shampoo and conditioner bars.

Lush has sold nearly 61 million shampoo bars, potentially saving over

180 M

plastic bottles from becoming waste.

ACTIONS

CIRCULAR SOLUTIONS

Lush has implemented several initiatives to reduce packaging waste, including lightweighting packaging materials, and using 100% recycled content.

One of Lush’s signature initiatives is their **“Bring It Back” program**, where customers are encouraged to bring back their used polypropylene (#5) plastic containers to Lush shops. Customers can receive \$1 off their next purchase for each eligible item of packaging returned; or choose a free fresh face mask for five pieces of returned packaging.

This program is a fully closed loop system where the collected containers are sent to a recycling partner for processing back into pellets that are then molded back into new Lush black pots and lids. **Lush customers in North America returned over 700,000 pots during their last fiscal year**, diverting them from local disposal which would likely result in landfill or waste to energy.

Lush is always looking at how to increase participation in the program, recognizing that uptake varies depending on many different factors.

VALUE CHAIN PACKAGING PRODUCTION

Lush’s packaging reduction efforts go beyond the customer-facing, extending to their suppliers and manufacturing operations. Through internal waste audits, they have identified packaging reduction opportunities, for example collaborating with their label supplier to take back and recycle label backing paper into new backing. They have

recycled almost nine tonnes of label backing from their Vancouver manufacturing facility alone since the starting in 2021. Lush encourages suppliers to reduce packaging where possible and continues to develop internal initiatives such as the use of reusable totes to transport finished products internally.

LOW IMPACT PACKAGING SOLUTIONS

Lush’s clear PET bottles and closures (including caps) and black pots are made from 100% post-consumer recycled content (PCR). Their kraft paper bags*, also made from 100% PCR can be added to domestic curbside recycling. Lush’s packing peanuts are starch-based, compostable, and biodegradable.

The company also experiments with alternative fibres for packaging and gift wrap, such as Lokta paper, which is handmade, hand-dyed paper made from the fibrous inner bark of evergreen shrubs, Lokta bushes, in Nepal. It can be reused and composted. Lush also offers knot wraps (made from organic cotton or recycled plastic bottles) as a packaging alternative, which can be reused or upcycled into accessories.

By leading the way in innovation and sustainability, Lush hopes to inspire other companies to join the movement towards more sustainable practices.

*Lush strives to always source 100% PCR paper materials for their packaging. In circumstances where these materials are not available, they source the highest PCR content possible.



CONCLUSION

Lush exemplifies how companies in the cosmetics industry can drive positive change. By embedding sustainability and challenging conventional practices, Lush continues to set a high standard for the industry, proving that we can leave the world lusher than we found it.



PARTNER WITH US TO TRANSFORM YOUR SUPPLY CHAIN AND PROTECT THE WORLD'S FORESTS

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Through the Pack4Good initiative, we help brands to transform supply chains, reduce waste, and take the pressure off of forests, all while meeting growing consumer demand for packaging that respects the Earth. To date, 400+ companies have signed on to Pack4Good, representing over 200 billion USD in market share, and more companies are signing on every day.

FOR MORE INFORMATION AND TO EXPLORE A CANOPY
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