

# Press release

Paris, December 8 2021

## Veolia supplies L'Oréal with recycled plastic to promote the circular economy

**Making cosmetic packaging with recycled plastic can avoid between 50% to 70% of CO2 emissions compared to a standard bottle. Veolia and L'Oréal have joined forces to reduce the carbon footprint of cosmetic packaging in a circular economy approach. Veolia will thus supply high-quality recycled plastic for L'Oréal's packaging worldwide.**

The recycled plastic will be obtained after processing the plastic material present in waste derived from consumer packaging, especially plastic bottles. These must be collected specifically to ensure the purity of the material and require specific processing tools.

In addition, to guarantee maximum health safety for consumers, this recycled plastic used to produce new cosmetic packaging, complies with food industry requirements and is subject to very demanding certifications. In order to meet international certifications\*, Veolia has adopted an innovative pelletisation technology based on a system for the elimination of organic compounds to obtain very high-quality plastic, which is currently in very high demand worldwide. The process developed by Veolia makes it possible to obtain a quality equivalent to that of virgin plastic.

**Johann Bonnet, Vice-President in charge of Business Development and Strategic Accounts at Veolia declared:** "As a global champion of ecological transformation, Veolia is committed to reducing plastic waste and to promoting industrial ecology. We are delighted to support L'Oréal in achieving its sustainable development objectives, by providing our know-how in resource recovery and recycling. Our ambition is to be a privileged partner for all international brands wishing to develop sustainable packaging processes using recycled plastic all over the world in order to meet the major environmental challenges that face us all. "

**Jacques Playe, Packaging and Development Director of L'Oréal also declared:** " We are pleased to enter into this partnership with Veolia for the supplying of very high-quality recycled plastic dedicated to cosmetic packaging, because we share the same ambitions and values in terms of sustainable development. This will contribute to our sustainable development programme "L'Oréal for the Future", enabling us to achieve our 2030 ambitions and significantly improve the environmental footprint of our packaging. We are convinced that we will succeed in promoting the circular economy if we join forces with expert partners to attain common objectives. This approach can be referred to as working in an extended ecosystem."

\* *Food and Drug Administration*



High quality recycled plastic resins (FDA HDPE). Credits: Veolia

### **About Veolia**

Veolia Group aims to become the benchmark company for ecological transformation. Present on five continents with nearly 179,000 employees, the Group designs and deploys useful, practical solutions for the management of water, waste and energy that are contributing to a radical turnaround of the current situation. Through its three complementary activities, Veolia helps to develop access to resources, to preserve available resources and to renew them. In 2020, the Veolia group served 95 million inhabitants with drinking water and 62 million with sanitation, produced nearly 43 million megawatt hours and recycled 47 million tonnes of waste. Veolia Environment (Paris Euronext: VIE) achieved consolidated sales of 26.010 billion euros in 2020. [www.veolia.com](http://www.veolia.com)

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