



International Natural and
Organic Cosmetics
Association



NATRUE's Sustainability Conference

SANA 2019 – Saturday 7th September, 11:30 - 13:30, Sala Allegretto

From linear to circular: how the natural cosmetic sector contributes to a more sustainable and circular economy



“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.”



Sustainability in Naturals

- challenges and opportunities linked to sustainability in the NOC sector
- **supply chain risks** - child labour, deforestation, corruption
- Cocoa, Vanilla, shea nuts, copper, silk, Carnauba wax, candelilla wax, Mica
- **environmental footprint** - deforestation (palm oil), water pollution (oats, barley, wheat)
- growing number of **certification** schemes
- **ethical consumerism** and demands for transparency



NATRUE association

- International Natural and Organic Cosmetics Association
- **Mission:** protect and promote natural and organic cosmetics for the benefit of consumers worldwide
- Brussels-based, **founded in 2007** by the pioneers of the sector including....

WELEDA
Since  1921

dalli
g r o u p

lavera
NATURKOSMETIK


PRIMAVERA®

Dr. Hauschka




NATRUE: Areas of Activity

1. Advocacy

- No official legal definition - **voice** for the authentic sector

2. Label

- **Internationally applicable**, founded in **2008**
- **> 6000** certified products, **250** brands, **32** countries

3. Research

- Involved in scientific projects

TRUE NATURAL COSMETICS
ARE RECOGNISED
BY THIS SEAL





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Plastics & Natural Cosmetics: reuse or refuse?

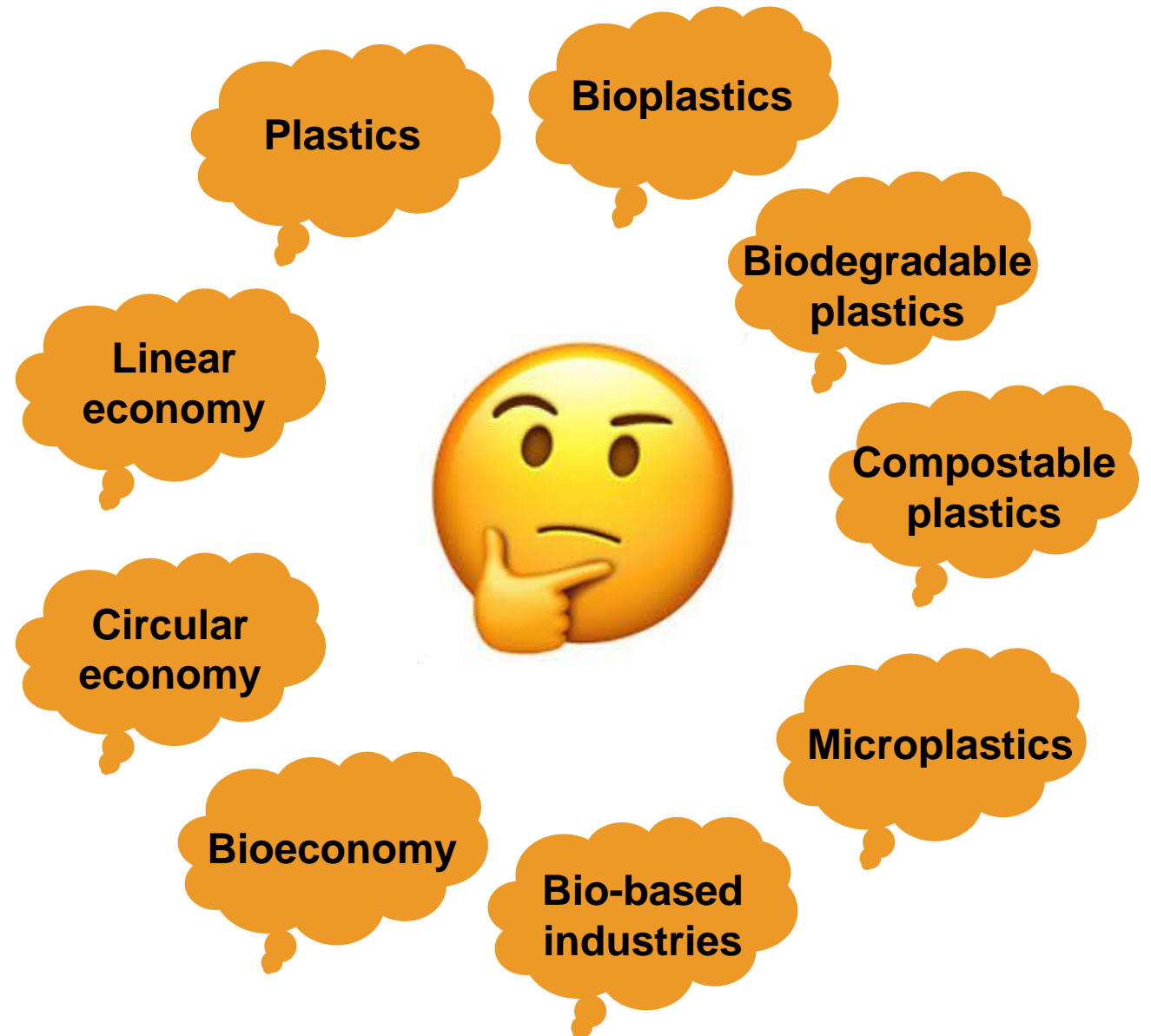
SANA, 7th September 2019

Dr. Hana Mušinić
NATRUE Regulatory & Scientific Manager



Overview

1. Terminology
2. Regulatory update
3. Plastics in cosmetics
4. **URBIOFIN** EU project



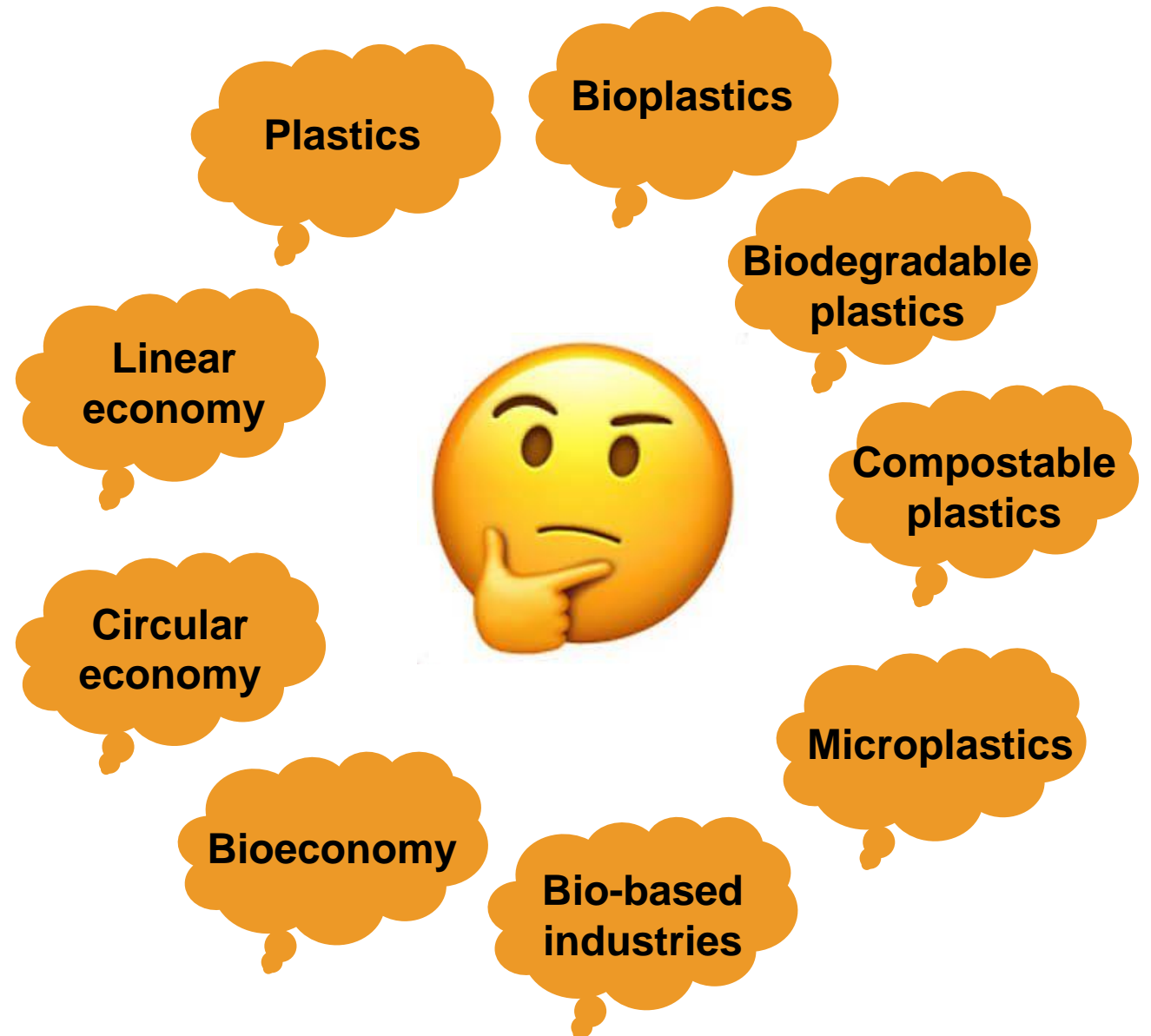
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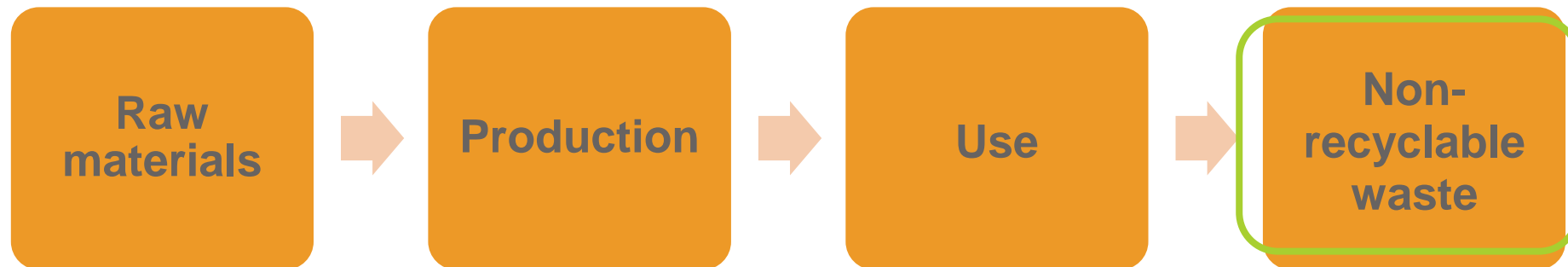




Plastic

- *Polymeric material that may contain other substances to improve performance and/or reduce costs (IUPAC)*
- In the 1960s – from fossil fuels and their derivatives
- Today - plastics make up **85%** of beach litter

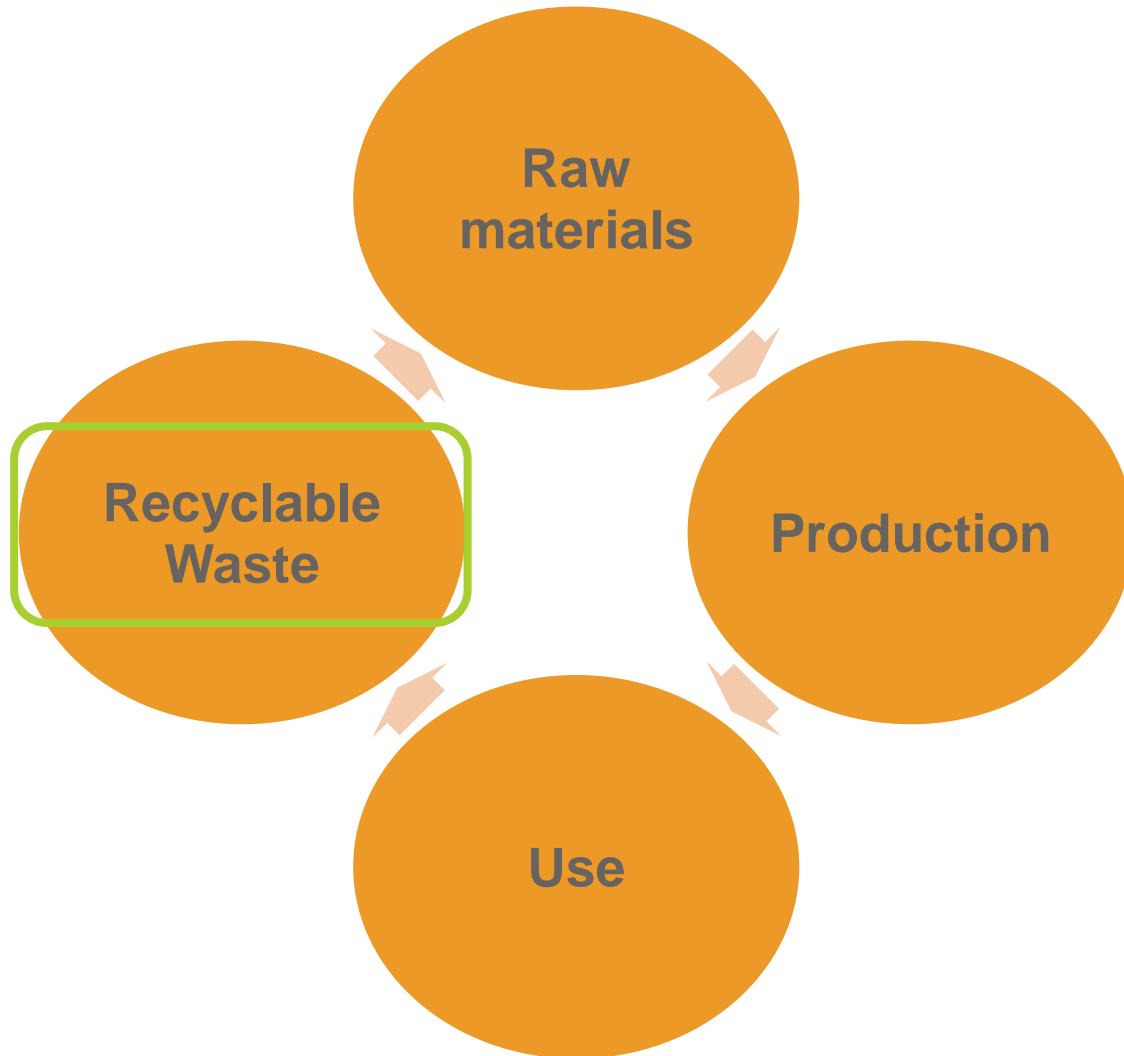
Linear economy




- Finite resources + growing human population



Circular economy

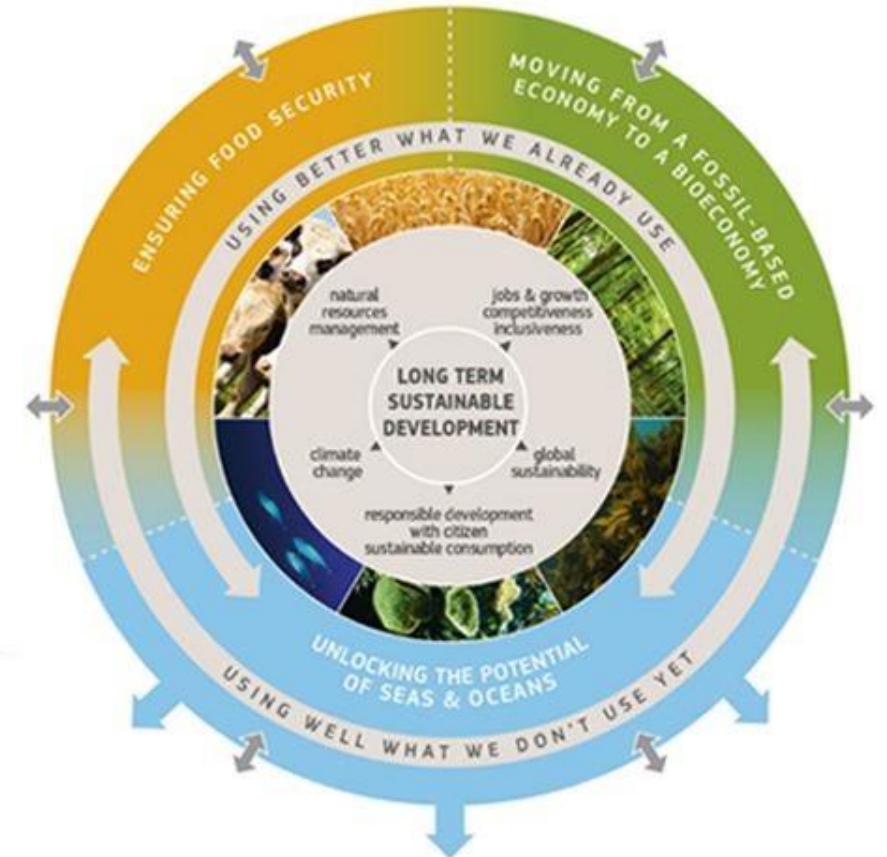


From waste to new products - Waste valorisation contributes to the transition: linear  renewable circular economy



Bioeconomy & Bio-based industries

- **Bioeconomy** – the renewable segment of the circular economy, including:
- **Bio-based industries** - industries that produce products and services from natural, **renewable resources**, as well as waste, rather than from finite petrochemical sources

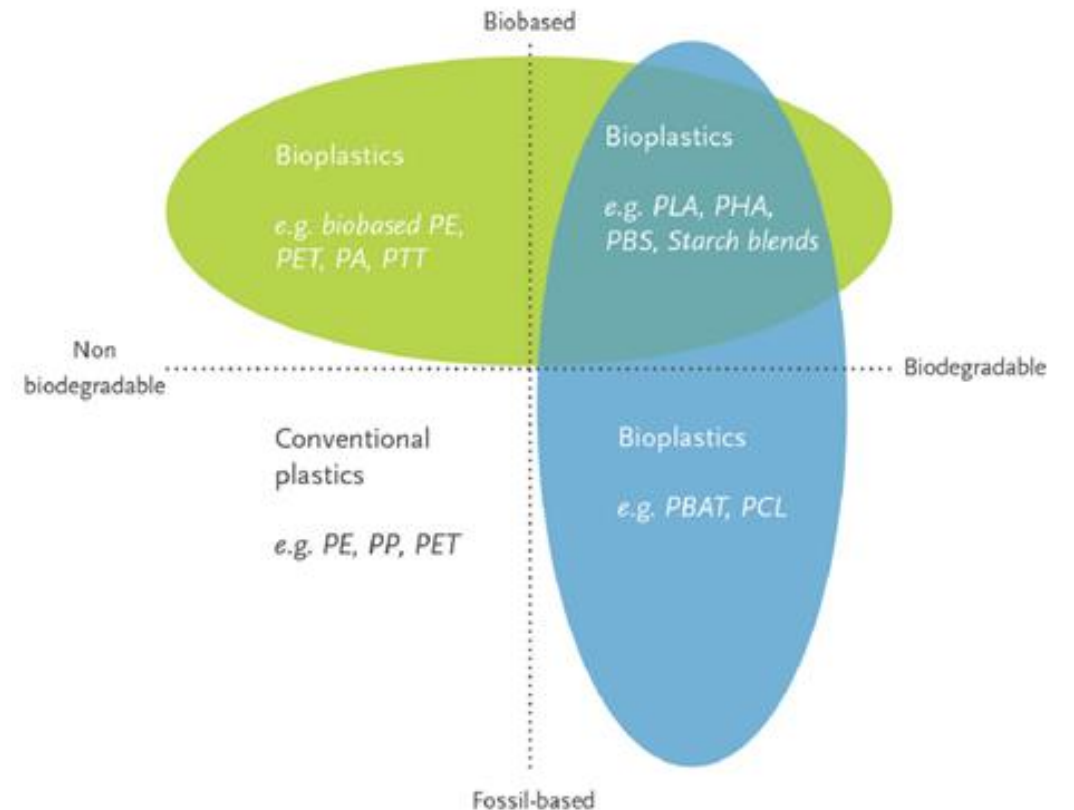




Bioplastics

- Plastics derived from **renewable biological substances** (biomass) rather than the traditional methods using petroleum

	≠ biodegradable plastics	≠ compostable plastics
Degraded by	naturally occurring microorganisms (bacteria, fungi and algae)	
Time needed	no reference	consistent with other compostable materials
End products	no reference	<ul style="list-style-type: none"> CO₂, H₂O, inorganic compounds no visible, distinguishable or toxic residues



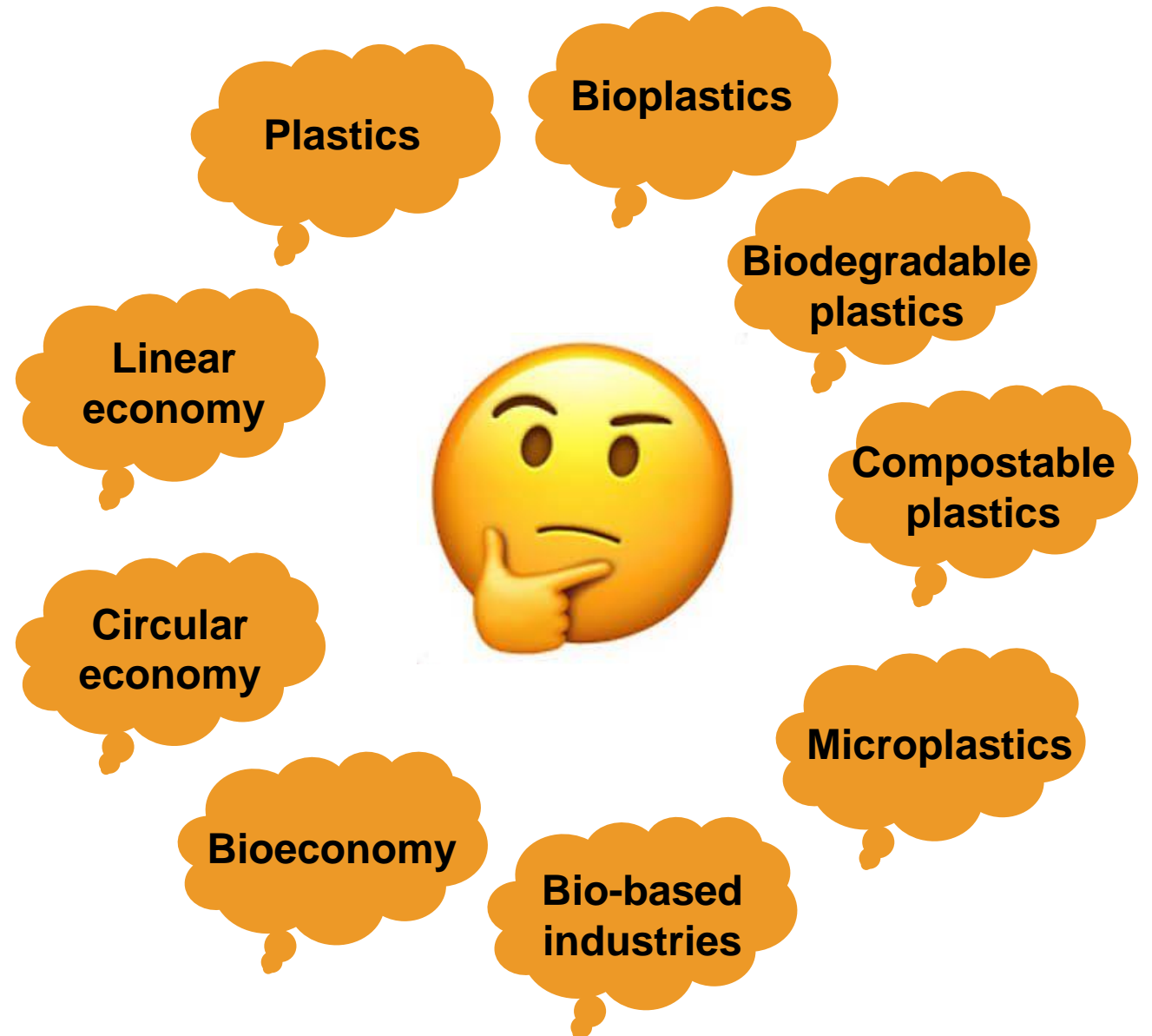
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EU strategies

- To improve the sustainability and transition towards a more circular EU economy

1. EU Circular Economy Strategy – aims to transform EU linear to circular economy

(**December 2015**) - Covering the whole life cycle from production and consumption to waste management, targets to recycle 75% of packaging waste by the year 2030

2. EU Plastics Strategy – aims to transition plastics economy to respect 3R – reduce, reuse, recycle (**January 2018**) - Ensuring that all plastic packaging are recyclable by 2030, reducing the use of single-use plastics (March 2019)

3. EU Bioeconomy Strategy – aims to develop EU sustainable and circular bioeconomy (**October 2018**)



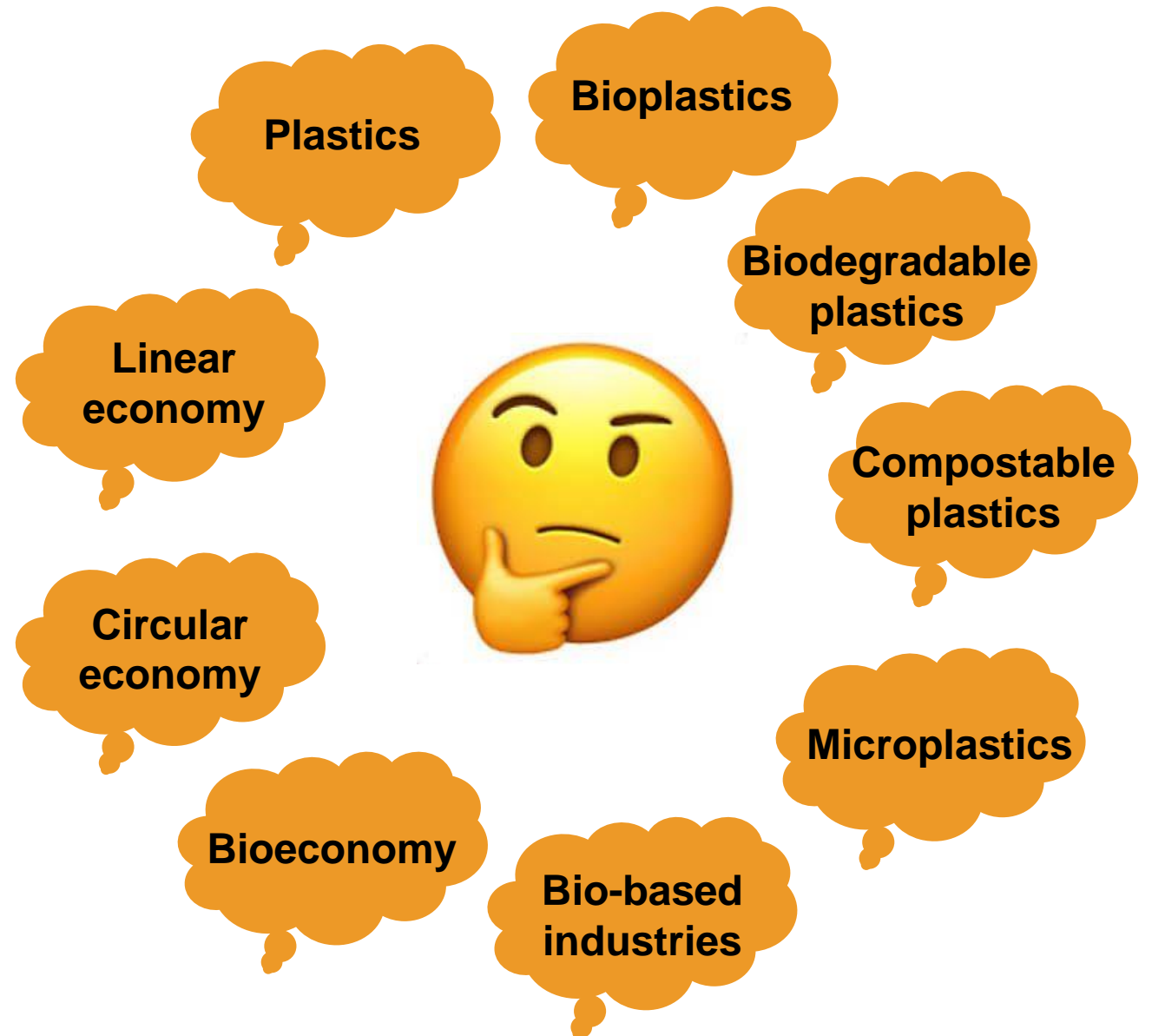
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Plastics IN cosmetics - microplastics

- Small, water-insoluble particles (< 5 mm) from synthetic plastic polymers (non-biodegradable)
- **Microbeads** in cosmetics - exfoliation in skin care or tooth polishing
- Enter water waste and pass unfiltered ending up in the sea
- **NATRUE Label criteria prohibited**
- **Natural alternatives:**
 - ✓ Inorganic minerals (quartz sand)
 - ✓ Plant Isolates and derivatives (finely milled fruit seeds or shells e.g. from apricot, olive, walnut)
- European Commission (EC) welcomes ECHA's opinion for possible restrictions concerning microplastics intentionally added to products – public consultation opened until 20 September 2019 - EC expected to amend REACH Regulation in 2020





Plastics AROUND Naturals - Cosmetic Packaging

- NATRUE Packaging requirements
 1. Kept to a **minimum**
 2. Designed for **multiple uses**
 3. **Recyclable packaging materials**, possibly of renewable raw materials
 4. **Halogenated plastics prohibited**
 5. **Pressurised gas packs only with Air, N₂, O₂, CO₂, Ar**
- NATRUE Scientific Committee is currently reviewing them



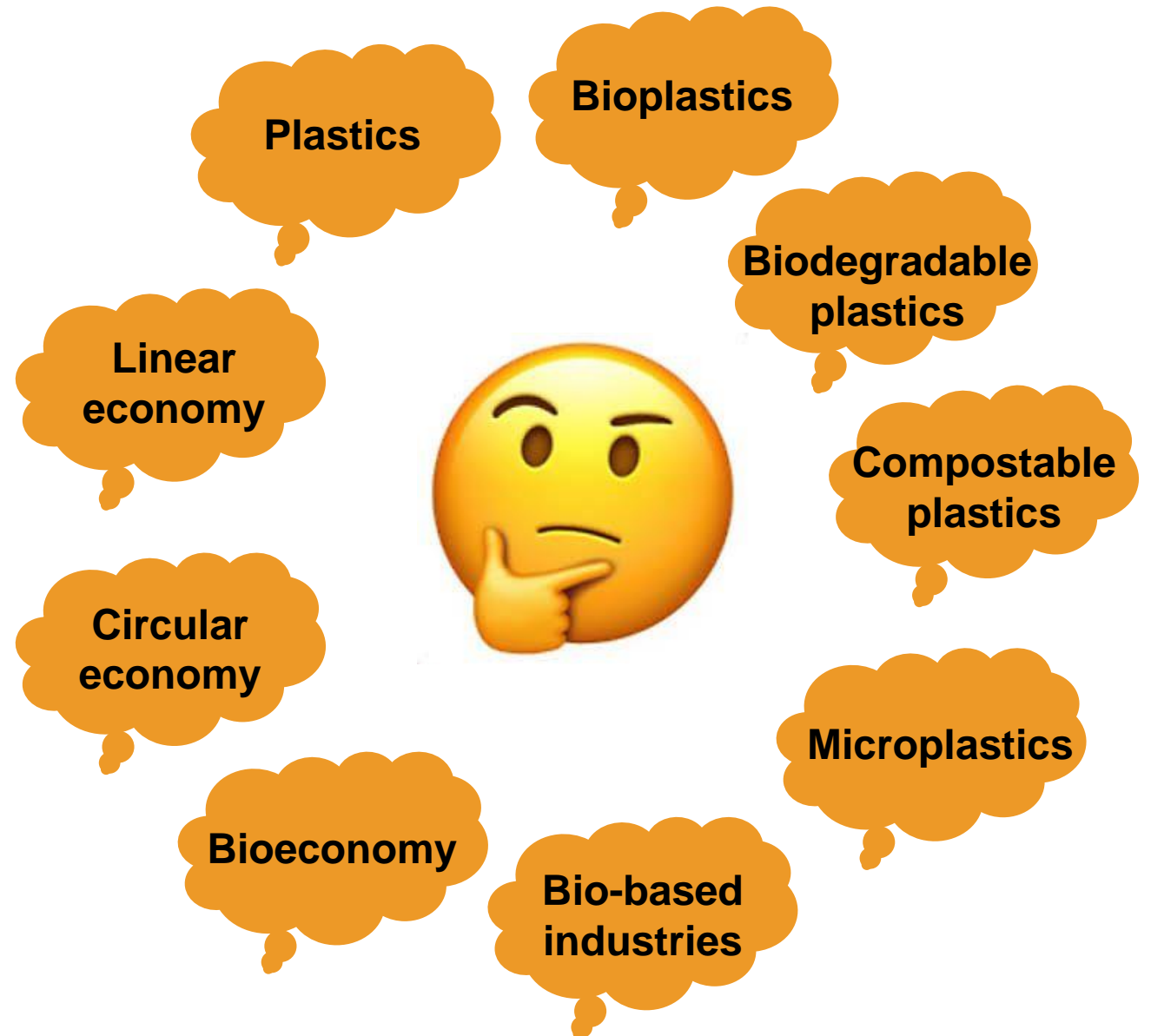
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NATRUE for sustainability

- EU inhabitant generates **0.5 tonnes MSW** (municipal solid waste) / **year**
- **40-50% is organic waste** - useful raw materials
- → **100 million tonnes of biomass / year** in the EU
- NATRUE involvement in the **EU project URBIOFIN**

“... to help solve environmental pollution and contribute to the transition to a renewable circular bio-economy through sustainably converting municipal waste into targeted products like cosmetic packaging.”



**FROM URBAN WASTE TO BIOPRODUCTS
THROUGH BIOREFINERY**



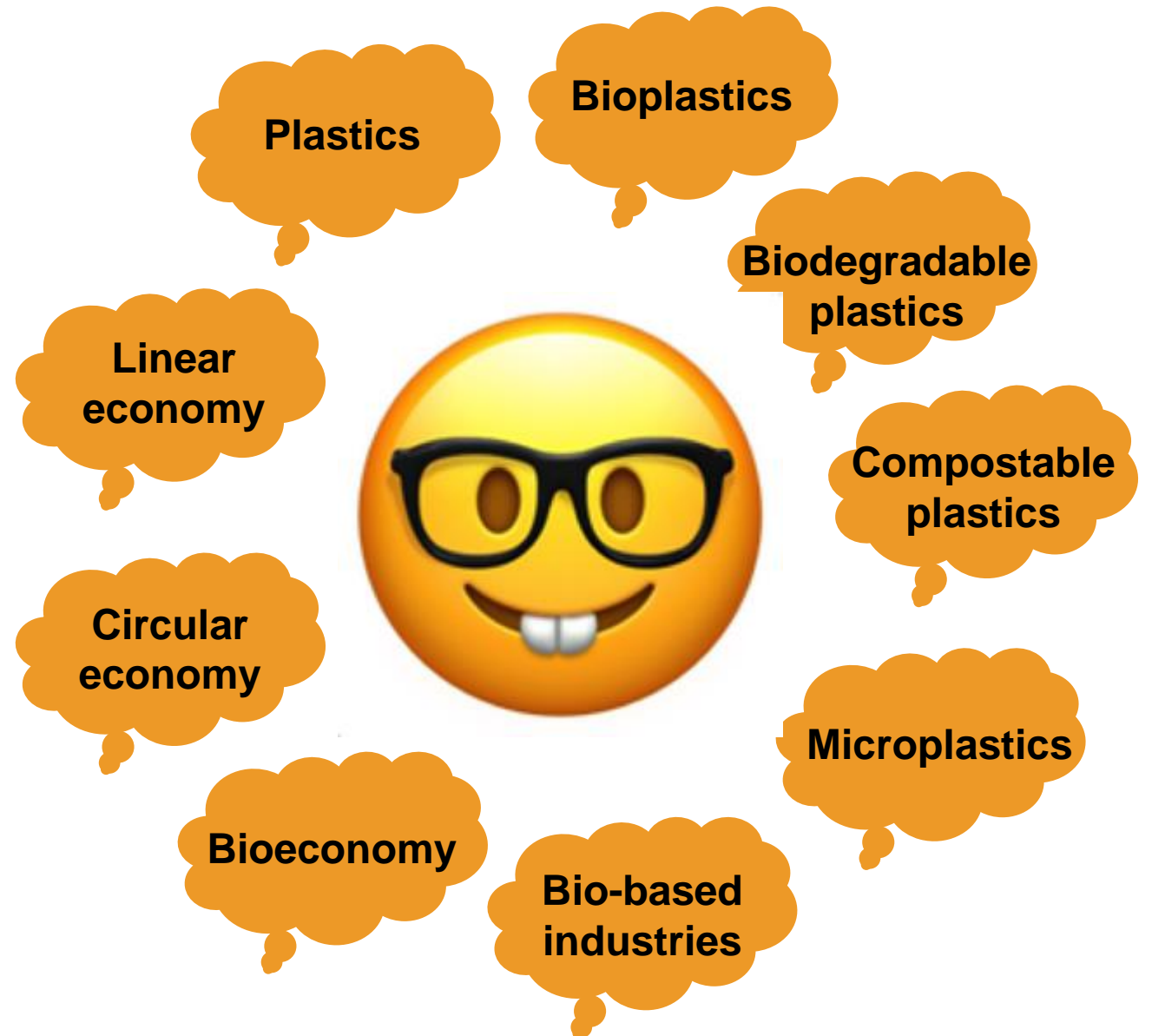
EU project URBIOFIN

- **Biorefinery** converting 10 tonnes of OFMSW (organic portion of the municipal solid waste) per day into different **bioproducts with a high industrial interest**
- From **municipal solid waste** to → **cosmetic packaging**
- **Contributing to:**
 - ✓ Solving **environmental pollution**
 - ✓ Transition to a **renewable circular bio-economy**
 - ✓ Reduction of the **biodegradable fraction** of MSW sent to landfill
 - ✓ Environmental and socio-economical **sustainability**
 - ✓ Implementation of the EU **Bioeconomy Strategy**





Many thanks
for you
attention!





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NATRUE

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