

Health & Beauty

Healthy Life, Happy Planet

The most impactful way to make health and beauty products more circular is to change the way they're packaged. For the most part, the products themselves get used up in the process of consumption. Things like toothpaste, makeup and sunscreen typically don't exist after they've been used, but the same cannot be said for the container(s) used to used to distribute them.

- *Single use packaging is a byproduct of the take-make-waste mentality, and it is prevalent amongst health & beauty products*
- *A smorgasbord of component materials and unused product make health & beauty packaging notoriously difficult to recycle*
- *The industry is enormous and growing fast! In 2020 it was worth \$438 billion, by 2027 it's projected to be worth \$784 billion.*[Source](#)

Making health and beauty products circular starts with changing the way they're packaged. Strategies include...

- I. **Fixed Package** - *The container in which a product is sold - like the spray bottle that holds Windex - is durable, reusable and fixed inside the home. The product itself is sold and distributed in packaging that dissolves, biodegrades or can be effectively recycled. A good example of this is a company that sells reusable dispensers and concentrated soap product packed in dissolvable satchels.*
- II. **Revolving/Reusable Packaging** - *The container in which a product is sold - like a deodorant stick - is durable, reusable and recovered by the company that sold it (or a predetermined 3rd party) after the product has been consumed. A good example of this is the milkman model, where milk bottles are recovered by their distributors when the next shipment takes place.*
- III. **Cascades**- *Packaging is designed to be safely and efficiently transferred to an existing cycle of materials after it has served its purpose. This includes biological cycles for biodegradable materials and technical cycles for engineered materials. The key to this is to inform the consumer on how to facilitate the transaction and provide an incentive them to do so.*