

Corporate Brands

## Sustainable Packaging Strategy

Welcome to the DOUGLAS Group, where we combine beauty with responsibility. As a leader in the cosmetics industry, we understand that every aspect of our products, including packaging, should reflect our commitment to excellence. Our packaging strategy embodies our dedication to quality, safety, and sustainability, setting rigorous standards for regulatory compliance, technical precision, and environmental stewardship.

### 1. Our Goals:

At the DOUGLAS Group, we're dedicated to meeting and exceeding our customers' expectations in terms of sustainability and packaging waste reduction. Through our commitment to the principles of the circular economy as they apply to packaging, our Corporate Brands strives to minimize its environmental impact by minimizing waste generation, making efforts at each stage of the product lifecycle while promoting sustainability, circularity, and responsible stewardship of natural resources.



### 2. Our Commitments:

By incorporating these initiatives into our brand, we're not only meeting customer expectations, we're leading the way towards a more sustainable future in the cosmetics industry.

With this in mind, we are proud to present our objectives related to our packaging for the 2025-2027 period:

2025	2027
80% of packaging marketed being RRR*(under our criteria)	100% of packaging marketing being RRR* (under our criteria)
50% recycled content target	90% recyclability target, when technically feasible
100% certified paper-based product packaging	20% product packaging carbon footprint reduction target
100% ban of single-use plastic, when technically feasible	100% Eco-designed approach for our new marketed packagings

What does that mean?

#### **RRR\*: Recyclable, Recycled or Reusable:**

**Recyclable Packaging:** We are targeting that over 90% of our packaging materials will be designed to be recyclable by 2027.

#### **Recycled Materials Integration:**

We aim to integrate at least 50% recycled content in all packaging materials from 2025 on.

**Reusable Solutions:** We aim at developing more packaging that can be refilled or reused

multiple times to promote sustainable consumption.

**No Single-Use Plastic:** We remove plastic items that are designed to be used only once before being discarded. We also systematically eliminate unnecessary one-use plastic components from packaging to minimize waste.

**Certified Paper-Based Product Packaging:** We are committed to using only paper-based packaging materials certified to recognized standards for sustainable forestry practices.

### 3. Focus on Packaging Carbon Footprint:

In its sustainability efforts, the DOUGLAS Group recognizes the importance of transparency and accountability. In order to accurately assess and reduce our carbon footprint associated with packaging, we have implemented a rigorous methodology for calculating our products' emissions.

To have support on this path, we've decided to partner with **QUANTIS**, well-known in the cosmetics industry for its commitment to sustainability and environmental responsibility.

One result of this collaboration was the realisation that packaging represents a significant portion of our products' emissions: it constitutes **70% of our total CO<sub>2</sub> corporate products footprint**, based on 2023 sales volumes.

Based on these results, we plan to achieve our goal of reducing the carbon footprint of our corporate brands packaging by 20% by 2027, directing our efforts towards optimizing packaging practices by:

- Integrating sustainability into packaging practices and operations.
- Promoting eco-designed packaging solutions to minimize environmental impact.
- Collaborating with designers and suppliers for innovative sustainable packaging.
- Prioritizing sustainable materials like recycled or renewable options.

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