

PPWR Timeline for the Cosmetic Industry (2024–2030)

2024 – 2025: Regulation Finalization

- 22 January 2025: Final PPWR text published in the EU Official Journal.
- 11 February 2025: Regulation enters into force.
- 2025: Brands begin transition planning, supplier audits, and packaging redesign.

2026: Mandatory Compliance

- 12 August 2026
- PPWR becomes fully applicable.
- Every cosmetic SKU must have:
 - EU Declaration of Conformity
 - Complete technical documentation
 - Verified recyclability
 - Correct digital labelling
- Heavy-metal limits and PFAS restrictions apply.
- EPR obligation activated

2027–2029: Scaling Reuse, Refill & Recycled Content

- Implementation of reuse systems, especially for e-commerce and premium cosmetics.
- Gradual increase in mandatory recycled content for contact-sensitive plastics.

2030: Full Circularity Targets

- All packaging must be recyclable at scale.
- 30% PCR required in contact-sensitive plastics.
- Several packaging formats (e.g., hotel minis) are phased out EU-wide.

2024–2025 Regulation Finalization



22 Jan 2025 *Final PPWR text Published*

11 Feb 2025 *Regulation Enters into Force*



2025 *Transition Planning Begins
Audits & Redesigns*

2026

Mandatory Compliance



12 Aug 2026
PPWR Fully Applicable

- *EU Declaration of Conformity*
- *Verified Recyclability*
- *Digital Labeling & PFAS Limits*

2027–2029 Scaling Reuse & Recycled Content



- *Reuse & Refill Systems*
- *Increased Recycled Content*

2030

Full Circularity Targets



- *All Packaging Recyclable*
- *30% PCR in Sensitive Plastics*
- *Phase-Out of Single-Use Formats*