

# REFILL, REUSE, AND RECYCLE

**Be prepared for the future: How PPWR will impact the cosmetic industry**

We help cosmetic brands adapt to PPWR regulations by providing:

 Eco-friendly cosmetic packaging solutions that meet EU sustainability laws.

 Refillable packaging development tailored for skincare, makeup, and haircare brands.

 Consultation on recyclability and packaging material improvements.

 [Contact us](#) to discuss how we can support your packaging transition!



**From 2026, the new EU Packaging and Packaging Waste Regulation (PPWR) will introduce stricter rules that will reshape the cosmetic industry's approach to packaging.**

These changes will affect everything from plastic bottles for shampoo to lipstick containers and jars.

The PPWR applies to all EU member states, including France, Germany, Italy, Spain, Sweden, and Norway. Cosmetic brands exporting to these markets must comply with these sustainability laws.

- Ban on PFAS (polyfluorinated alkyl substances) in packaging (August 2026).
- Mandatory recyclability for all beauty packaging (2030).
- Progressive recycled plastic content targets (until 2040)

As a supplier of plastic packaging for cosmetics, we understand the upcoming challenges and offer tailored solutions to help brands stay compliant and competitive.



## Consideration

Skincare brands like L'Oréal and Estée Lauder are already shifting to mono-material packaging that improves recyclability.

Klar, L'Occitane, Fenty Beauty offer refillable deodorants, cream jars, lipstick cases and blush compacts.



### Sources & Further Reading:

Packaging Law – EU PPWR Highlights

Ecomundo – PPWR Regulatory 2026

Grønt Punkt Norge

*EU regulation on packaging and*

## Key Challenges for Cosmetic Brands & How We Can Help

### 1. Recyclability and Sustainable Materials

By 2030, all cosmetic packaging must be 100% recyclable, meaning brands will need to:

- Use recycled plastic in product containers, jars, bottles, tubes, and dispensers.
- Avoid materials that cannot be effectively recycled, such as certain mixed plastics.
- Redesign packaging to meet new sustainability standards.

Our solution: We offer high-quality recycled plastic packaging, including refillable jars and bottles designed for sustainable beauty products. We offer light-weight packaging options.

### 2. Restrictions on Single-Use Cosmetic Packaging

Certain single-use packaging formats will be phased out, including sample-size sachets, miniature hotel toiletries, and single-use plastic beauty containers. Additionally, PFAS and other harmful chemicals in packaging may face bans. Luxury skincare brands like Dior and Chanel are already replacing single-use travel-size beauty products with refillable minis.

Our solution: We provide alternative refill packaging that allows brands to transition toward reusable beauty solutions.

### 3. The Rise of Refillable Beauty Products

The PPWR will introduce mandatory reuse targets for cosmetics, meaning brands must increase the availability of refill stations and reusable packaging.

Our solution: We supply reusable cosmetic packaging, such as reusable jars, airless bottles and deodorants, helping brands meet EU sustainability goals.

### 4. Compliance Risks & Market Restrictions

Non-compliant packaging may face restrictions in the EU. Brands exporting beauty products to Europe must adhere to PPWR guidelines or risk losing market access. Major retailers like Sephora and Douglas are enforcing sustainability rules on the cosmetic brands they sell. We offer regulatory consulting to ensure that beauty brands meet EU packaging and recyclability standards.

The Future of Cosmetic Packaging Starts Today! Navigating the EU's sustainability shift doesn't have to be complicated. We help beauty brands refill, reuse, and recycle, ensuring they stay compliant and competitive in the evolving European market.