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Did You Know?

EVERY YEAR, 120 BILLION PACKAGING UNITS ARE PRODUCED GLOBALLY BY THE BEAUTY INDUSTRY. ABOUT 70% OF THE BEAUTY INDUSTRY'S WASTE COMES FROM PACKAGING.

According to British Beauty Council

THE BEAUTY SECTOR CREATES 122 BILLION SINGLE-USE SAMPLE SACHETS ANNUALLY, VERY FEW OF WHICH ARE RECYCLABLE.

According to Vogue Business

According to Zero Waste Week



The Face of Beauty Is Changing

And it's changing for the better. With conscious beauty going mainstream, sustainability & social impact are no longer considered the alternative — but the prime choice.

Who's Driving the Movement?

By 2024, the clean beauty market will reach **\$22 billion** according to Statista Research.







Consumers

Favor brands with core values of sustainability, diversity & inclusivity, and accessibility

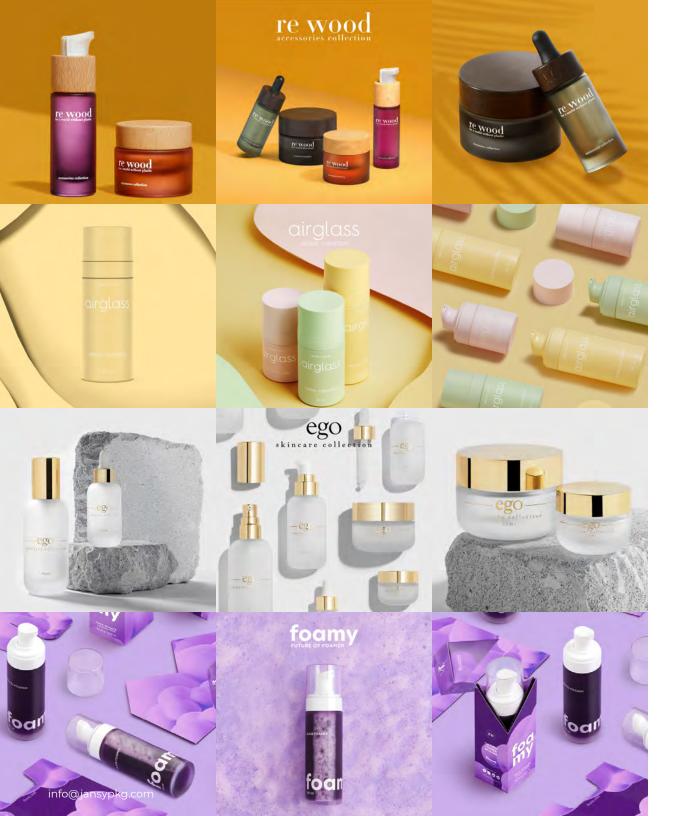
Governments

Push for regulations to switch to sustainable packaging options

Retailers

Highlight responsibly packaged products on their shelves





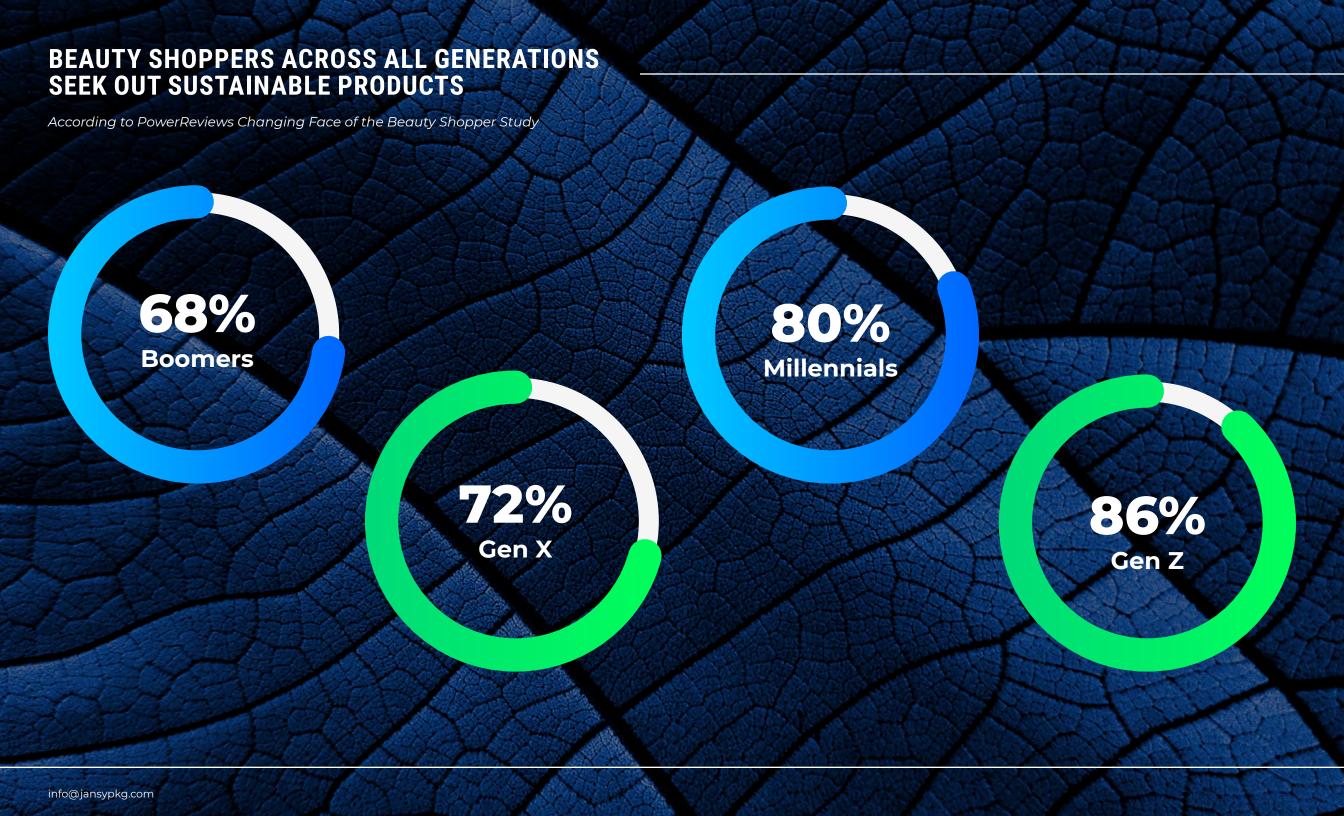
Packaging Solutions

Our innovative beauty packaging solutions optimize sustainability, brand impact, and performance.

Together, we can:

- Tell your brand's unique story.
- · Create an effective, memorable, and seamless consumer experience.
- · Do good for our people and planet.

Partner with us to unpack your sustainability potential.







Our C.O.R.E three pillars — circularity, optimization, and refill & reuse
— are critical to building sustainable packaging. With our C.O.R.E.
model, we bring our customers packaging solutions that truly serve
our people and our planet.

Balaji Jayaseelan, Vice President of Sustainability





From choosing sustainable materials to designing for recyclability: promoting a closed loop system



We discuss sustainable materials with nearly every customer in the beauty space, especially as more retailers are setting brand sustainability requirements. Our unique Practical Creativity™ approach takes into consideration innovation, materials, manufacturability, and overall the best solution for our customer's specific packaging goals.

Jason Ogdon, Creative Design Director



Optimization

Bringing together functionality, sustainability, and performance —all in one package



As part of our holistic approach, we focus on understanding our customer's packaging goals, their unique filling and shipping requirements, and the evolving regulation and retailer landscape. From there, we engineer and optimize our packaging solutions tailored to their unique brand, business model, and sustainability needs.

Martin Rathgeber, Director of Engineering



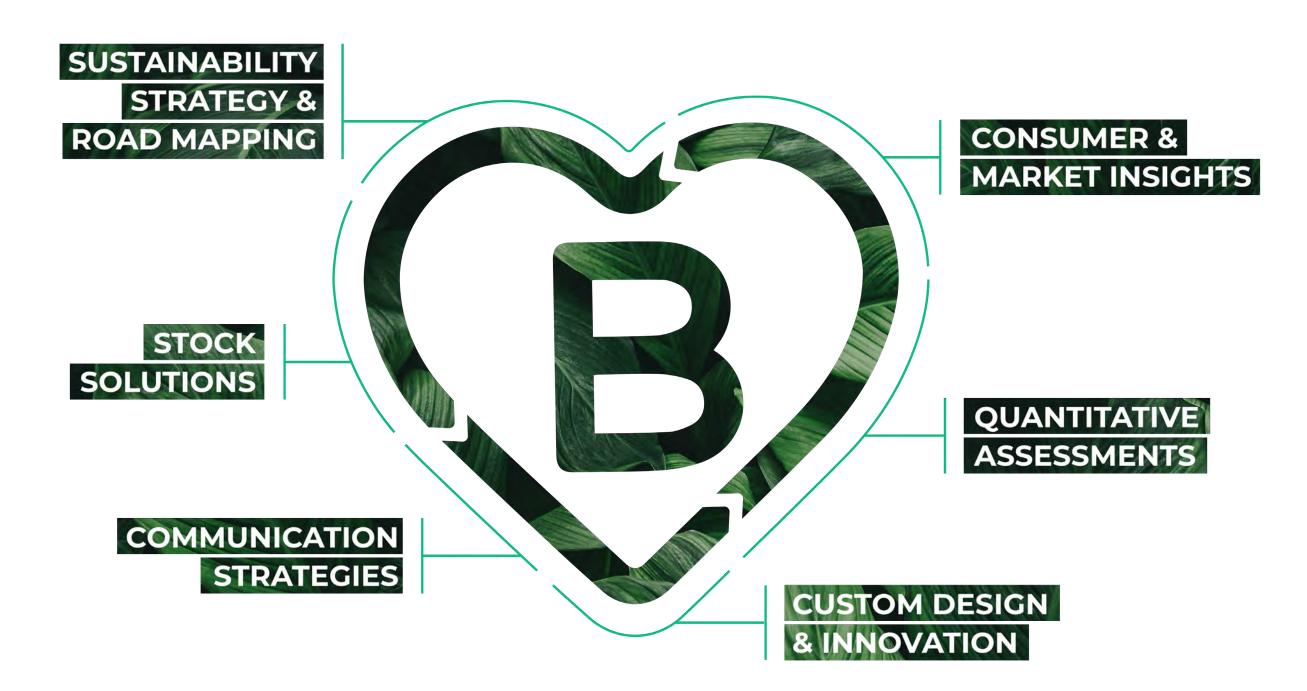
Reuse & Refill

Designing sustainable business models to drive a circular economy



We see refillable packaging as not only the sustainable choice, but something that can give new life to a brand's products. Refillable packaging offers the unique opportunity to personalize both a brand's packaging and the product itself, making it even more compelling to consumers.

Andrea Ucchino, Head of Design & Marketing

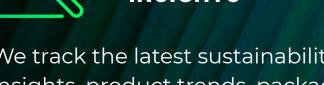


Industry Leading Sustainability Services



CONSUMER & MARKET INSIGHTS

We track the latest sustainability insights, product trends, packaging innovations, and market dynamics.





SUSTAINABILITY STRATEGY & ROADMAPPING

We help you define your corporate sustainability strategy and build comprehensive circularity roadmaps.



STOCK SOLUTIONS

We optimize our supply chain, sourcing stock solutions from our global network of 1,000+ suppliers.



COMMUNICATION STRATEGIES

We help craft compelling communication strategies backed by verified, fact-based, and quantifiable claims.



QUANTITATIVE ASSESSMENTS

We measure your packaging footprint and assess strategies to reduce environmental impact.



CUSTOM DESIGN & INNOVATION

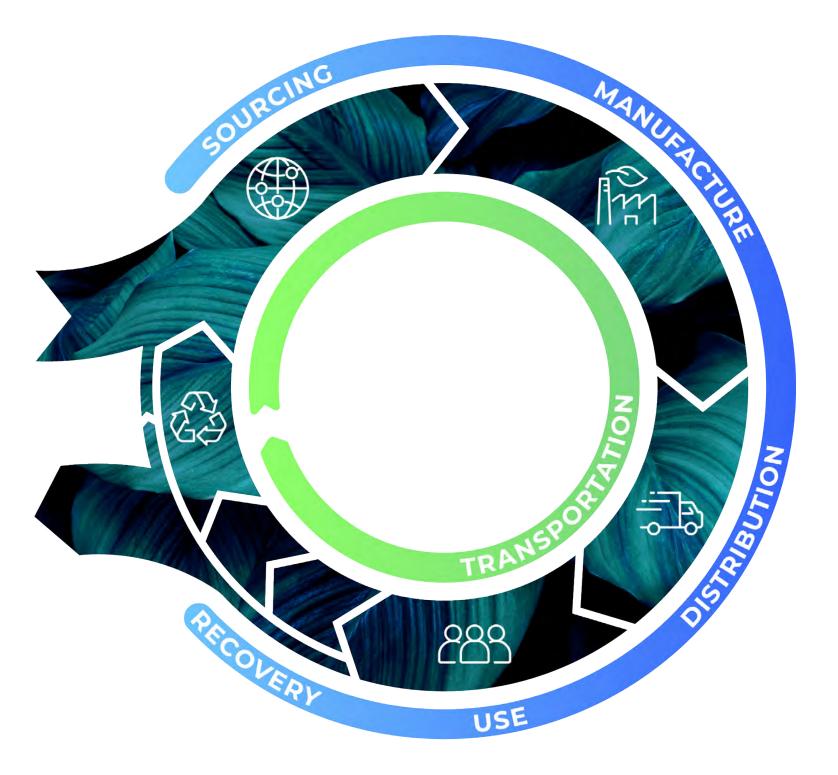
Our award-winning Studio One Eleven® innovation team develops custom packaging solutions optimizing sustainability, brand impact, and performance.

Our Material & Technology Expertise

As we are not limited to any single material, packaging style, or technology, we can help you select the sustainable packaging options that best fit your product needs.

Explore more through our sustainable materials matrix **here.**





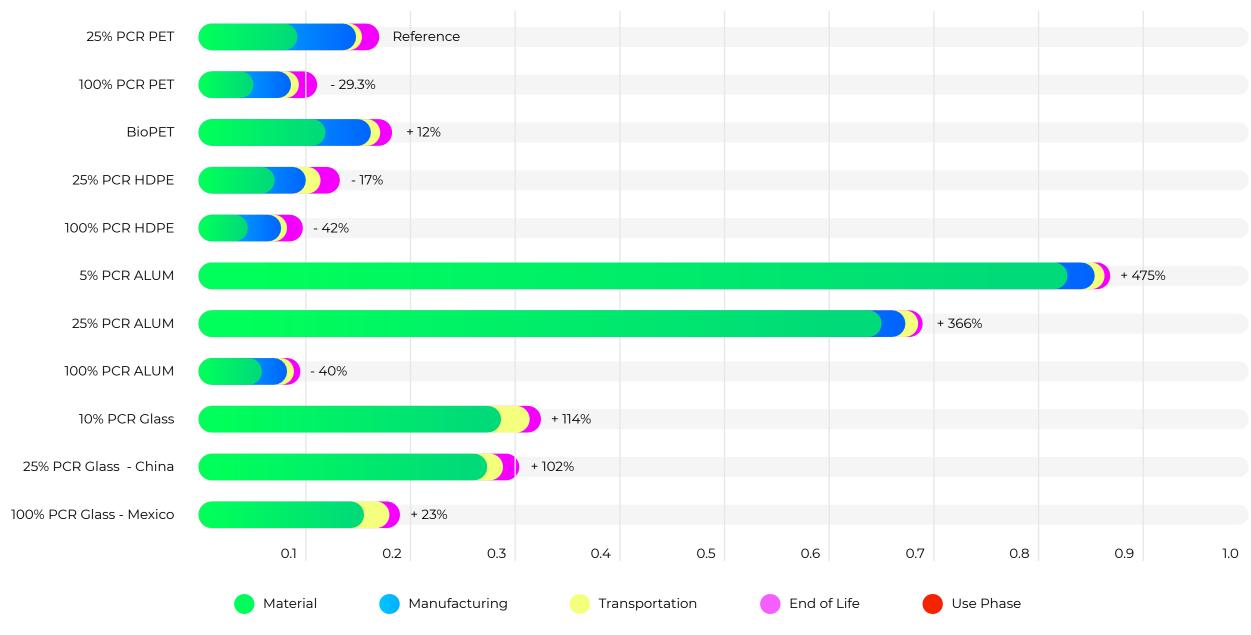
Quantifying Packaging Environmental Impact

From sourcing to end-of-life, we quantify your packaging environmental impact throughout its entire life-cycle.

With life-cycle assessments (LCAs), we can calculate your product's environmental footprint, including its carbon footprint (greenhouse gas emissions) and its water, mineral resource, and fossil fuel use.

Breakdown: Material Environmental Impact

Through quantitative assessments, we can determine the sustainable material choice that best suits your needs.



Guidelines: Design for Recyclability

Through quantitative assessments, we can determine the sustainable material choice that best suits your needs.

	Green	Amber	Red
	Preferred	Testing Required	Check with Sustainability Team
Rigid Plastics	Clear, natural, non-colored mono-material plastics have the highest value for recyclability • PET/rPET/CPET • HDPE • LDPE • PP	 Lightly tinted or colored, transparent rigid plastics in the green list 	Any polymers/plastics not on the green list including: Polyvinylchloride PVC Polystyrene PS/HPS Expanded Polystyrene EPS Polylactic Acid PLA, Oxo-degradable Plastics Carbon Black or opaque PET
Flexible Plastics	· Mono Polyolefin Mono-material	Laminate films that are not accepted via recycling soft plastic streams	Any flexible plastics not on the green or amber lists
Glass	· Clear, green & amber glass	· Other Colored Glass	 Excess surface area covered with plastic labels with permanent adhesives PVC Shrink Sleeves Opaque and dark-tinted glass
Paper - Cardboard - Pulp	Corrugated CardboardPaperCartonboard/Cardstock	 Plastic Polymer coatings and laminates to be kept to a minimum and only on one side of the paper/board 	 Coated with wax, silicone, PFAS, high wet strength boxboard Plastic-coated Composite containers
Biodegradable - Compostable	· Not recyclable	· Certified compostable	· Should not be used unless certified
Metal	Aluminum Steel	· Not recyclable	· Not recyclable













2022 COSMOPACK AWARDS FINALIST





Airglass Jar

Circularity

Optimization

Refill & Reuse

Product Highlights:

- 100% recyclable outer glass shell with fully recyclable plastic interior cartridge
- \cdot Glass jar can be refilled up to 25x
- · Leverages airless technology to:
 - Reduce product waste
 - Protect contents from contaminants
 - Dispense precise product amounts

Applications:

Face Cream · Face Mask · Face Serum · Gel Cream

Makeup Remover · Primer · Foundation · Highlighter Liquid

Face Powder · Liquid Bronzer · Styling Hair Cream

Fragrance

Ninu Perfume

Circularity

Optimization

Refill & Reuse

Perfume Reinvented: The World's First Smart Fragrance Bottle

Create a personal scent wardrobe—all in one bottle

- Create tailored fragrances on demand by mixing and matching scents via smartphone
- Reusable glass bottle holds three refillable cartridges containing complementary fragrance bases
- · Precise blending system creates various scent combinations









Skincare

Airglass Slim Refill Cream

Circularity

Optimization

Refill & Reuse

- · 100% recyclable glass
- · Refillable up to 25x
- · Leverages airless technology

Skincare

Airglass Slim Refill Spray

Circularity

Optimization

Refill & Reuse

- · 100% recyclable glass
- · Refillable up to 25x
- · Leverages airless technology

Skincare

100% Recycled PET (rPET)

Circularity

Optimization

- · Reduce use of virgin plastics
- · Can reduce carbon footprint by 35%
- · Ideal for skincare products







Skincare

100% Ocean-Bound Plastic

Circularity

Optimization

- Prevent plastics from entering the ocean and mitigate plastic waste
- · Can reduce carbon footprint by 35%
- · Ideal for skincare products

Body Care

Bio-Resin

Circularity

Optimization

- Reduce use of virgin plastics
- · Carbon neutral product
- \cdot Ideal for body care products

Body Care

PCR & Hemp Material Blend

Circularity

Optimization

- · Reduce use of virgin plastics
- · Can integrate up to 100% PCR content
- · Ideal for body care products







100% PCR Content: Curie

Circularity

Optimization

- Reduced virgin plastics by incorporating 100% PCR content
- Reduced carbon footprint by 30% as compared to conventional packaging

Body Care

Aluminum Packaging: natureofthings

Circularity

Optimization

- Reduced virgin plastics by switching to fully-recyclable aluminum packaging
- Promote circular economy with fully recyclable packaging



Body Care

PCR Content: doTERRA

Circularity

Optimization

- Reduced virgin plastics by integrating 70% PCR content
- Reduced carbon footprint by 20%
 as compared to conventional packaging







Hair Care

DevaCurl

Circularity

Optimization

- Reduced virgin plastics by integrating
 50% ocean-bound plastics
- Reduced carbon footprint by 20% as compared to conventional packaging

Hair Care

100% Ocean-Bound Plastic: Kenra Professional

Circularity

Optimization

- Reduced virgin plastics by integrating 100% ocean-bound plastics
- Reduced carbon footprint by 30%
 as compared to conventional packaging

Hair Care

PCR Content: Amika

Circularity

Optimization

- Reduced virgin plastics by integrating
 30-70% PCR content for PET bottles and
 90% PCR content for PE bottle
- Reduced carbon footprint by >20%
 as compared to conventional packaging





Refillable Lipstick

Refill & Reuse

- Easy to use and travel friendly
- · Blends elegance, design, and functionality
- · Custom decorative options
- · Designed for disassembly



Makeup

Miracle Refill Collection

Circularity

Optimization

Refill & Reuse

- Jar with single insert that can be easily separated, making packaging completely recyclable
- · Smooth refill experience
- Unique decorative options—can internally lacquer the jars and avoid any product contamination



Home Care & Fragrance

PCR Content: Elise Revive

Circularity

Optimization

Refill & Reuse

- · Can integrate PCR content
- Promote circular economy with fully recyclable packaging



Our Commitments

We're committed to driving a sustainable beauty movement. Together, we can make beauty a force for good—for our people and our planet.

Innovation & Circularity

- · Double our number of sustainable product launches every year
- Continue our excellent customer health and safety legacy with zero product recalls

Energy Efficiency & Decarbonization

 By 2030, reduce our Scope 1, 2 & 3 emissions by 25% based on 2022 baseline by monitoring energy usage, implementing reduction initiatives, and transitioning to renewable energy sources

Waste Reduction

- · By 2030, certify twenty of our strategic warehouses as zero waste
- Reduce waste across our global operations and divert from landfills as much as possible

Biodiversity & Community Engagement

- Actively engage our network to help conserve, protect, and restore our ecosystems
- Engage our people to give back through community health and well-being initiatives

OUR SUSTAINABILITY COLLABORATIONS & PARTNERSHIPS

















Anything Is Possible® With Berlin Packaging | Jansy

We are committed to leading the future of sustainable packaging.

As the world's largest Hybrid Packaging Supplier® we combine best-in-class solutions in consulting, design, sustainability, manufacturing, distribution, and value-added services. From Fortune 500 companies to family-owned businesses, we partner with our customers to unpack their sustainability potential.

We can help your brand join the future of sustainable packaging. Work with our award-winning team: info@jansypkg.com



JANSY

Watch Our Sustainability Video



READY TO UNPACK YOUR

SUSTAINABILITY

POTENTIAL?

CONTACT US AT SUSTAINABILITY@BERLINPACKAGING.COM