

**RECYCLABLE VS. BIODEGRADABLE
WHICH IS THE BETTER SOLUTION?**

LUSH

LUSH - Company Overview

Fresh Handmade Cosmetics:

All products are invented and developed in Poole by our inhouse Product Inventors.

Founded 1995 In Poole, South Coast of England

All products are made and packed by hand in our 7 manufacturing sites.

951 Retail Stores in 52 Countries.

7 Manufacturing sites:

- UK
- Germany
- Croatia
- Toronto
- Vancouver
- Australia
- Japan

66% of our products are unpackaged - no primary packaging, solid “naked” products.

110m products are made globally by hand

35m Bath bombs

2.8m Shampoo Bars (unpackaged Shampoo)

94% of our products are vegan

LEAVE THE WORLD LUSHER THAN WE FOUND IT

LUSH GREEN HUB

We design our products for Zero Waste.

Material recovery and processing facilities.

Repair and refurbish Workshops

Waste and waste water treatment

Product donation centre for charities.



A look at Recyclable vs. Biodegradable

RECYCLABLE

Materials can be recovered and used for new products.

- Mono materials preferred over compound materials
- Recycling infrastructure in place
- If there is a demand and value for the recycled materials
- Structural integrity doesn't suffer
- Recyclable vs. recycled. What is the difference?

CAN WE ASSUME RECYCLING IS CIRCULAR?

A look at Recyclable vs. Biodegradable

BIODEGRADABLE

Materials are broken down “naturally”.

- Biodegradable vs. Industrial compost vs. Home Compost
- Different national standards defining “compostable”
- Composting Infrastructure
- Demand and value of biomass

CAN WE ASSUME BIODEGRADABLE IS LINEAR?

Our responsibility as manufacturers and suppliers

CHOOSE THE RIGHT PACKAGING FOR THE RIGHT PURPOSE!

- single-use vs. multi-use considerations for both product and packaging
- Input vs. output. How much do we process the material to make it work?
- Clear communications to consumers
- Getting involved in material and process R&D
- Start talking about infrastructure downfalls
- Create demand and value for materials

So which is the better solution?

- At the moment both options have their pros and cons
- The right decisions will make one better than the other
- Future improvements will make both choices more viable

THANK YOU

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