



# Global Cosmetics and Personal Care companies' **Microbead commitment ranking**

**GREENPEACE**



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### ***Microbead commitment ranking***

Microbeads are a type of microplastic that can be found in our personal care products such as toothpastes, face washes, scrubs and shower gels. They are tiny plastic particles that are added for their exfoliating properties, but sometimes purely for esthetic purposes only.

Greenpeace East Asia decided to survey the personal care sector as a whole, to get a systematic and comprehensive global picture of their progress to date stopping the use of microbeads in their products. The world's 30 largest personal care companies<sup>1</sup> were surveyed and scored on their microbead commitment, on the basis of four main criteria, to enable customers to understand better which brands are protecting the oceans, and which are not.

The four main criteria we used were;



1. **Commitment & information transparency:** Does the company have commitment on microbeads? Is it publicly available and easy to access?
2. **Definition:** How does the company define microbeads for their commitment?
3. **Deadline:** When will the company meet their commitment?
4. **Application scope:** Does the commitment cover all products in all markets?

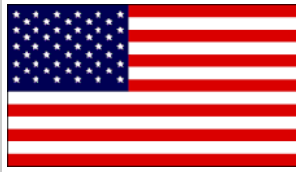
We scored each company based on their their responses to a Greenpeace survey, as well as any publicly available information. Each criteria was weighted equally and scored out of 100, to give a final maximum score out of 400.

Greenpeace East Asia consulted Fauna & Flora International on expected good practice with respect to corporate commitments to ending microplastic ingredient use.

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<sup>1</sup> Greenpeace East Asia selected these 30 global personal care and cosmetic companies based on their sales revenue according to 2015 Euromonitor data.

<p>Beiersdorf (joint first)</p> 	<p>Beiersdorf is a German personal care company which owns brands such as Nivea, La Prairie and Eucerin. In 2015 they were the world's 7th largest personal care company.</p> <ul style="list-style-type: none"> <li>• <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>• <b>Definition:</b> "Solid polyethylene particles smaller than 5mm." (40)</li> <li>• <b>Deadline:</b> End of 2015</li> <li>• <b>Global:</b> Yes</li> </ul> <p><b>Alternatives:</b> "Either individual raw materials or their composites, based on the following substances (INCI): microcrystalline cellulose, cellulose, hydrogenated castor oil, hydrated silica."</p> <p><b>Score:</b> 340/400</p> <p><b>Comment:</b> Beiersdorf's microbead commitment falls short of an acceptable standard because its microbead definition is too narrow.</p> <ol style="list-style-type: none"> <li>1. It is limited to just one type of plastic - polyethylene - rather than all types</li> <li>2. It is silent about its application to all product types</li> <li>3. It is silent about its use of microbeads for all possible functions</li> </ol> <p>Beiersdorf also uses other solid, insoluble plastic polymers (such as nylon/PA) in their leave-on products. This is an example of continued plastic use which falls outside of their narrow definition of microbeads. It is therefore a loophole in their commitment.</p>
<p>Colgate-Palmolive (joint first)</p> 	<p>Colgate-Palmolive is an American personal care, household and healthcare company. It owns brands such as Sanex, Palmolive and Colgate. In 2015 they were the world's 4th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> Since end of 2014</li> <li>3. <b>Definition:</b> "A microbead is intentionally added, 5 mm or less, water insoluble, solid plastic particle typically used to exfoliate or cleanse in rinse-off personal care products." (40)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 340/400</p> <p><b>Alternatives:</b> "Natural materials like Jojoba beads"</p> <p><b>Comment:</b> Colgate-Palmolive's commitment falls short of a strong standard because:</p> <ol style="list-style-type: none"> <li>1. It narrowly applies to microbeads used for a certain function - exfoliating and cleansing - rather than all functions</li> <li>2. It applies only to certain rinse-off personal care products, rather than all products</li> <li>3. It is unclear whether all plastic types are included within the definition</li> </ol>
<p>L Brands (joint first)</p>	<p>L Brands is an American fashion and personal care company. It owns brands such as Victoria's Secret, PINK, Bath &amp; Body Works and La Senza. In 2015 they were the world's 6th largest personal care company.</p>



1. **Commitment:** Yes **Where:** [Website](#)
2. **Deadline:** January 2016
3. **Definition:** *“L Brands has made the commitment to remove microbeads - any intentionally added, 5 mm or less, water insoluble, solid plastic particle used to exfoliate or cleanse - from our hand soaps and scrubs in 2016 for all of our brands.” (40)*
4. **Global:** Yes

**Score:** 340/400

**Alternatives:** *“The alternative that we are using is a non-plastic material.”*

**Comment:** L Brands' commitment falls short of an acceptable standard because their definition is too narrow:

1. It applies to just certain product types - soaps and scrubs - rather than all products.
2. It applies to microbeads designed for a certain function - exfoliating or cleansing - rather than all functions
3. Is unclear whether it applies to all plastic types

L Brands should provide more transparency to its customers by:

- Making their microbead commitment publicly available on their website
- Sharing details about what alternatives to microbeads they are using in their products

Henkel (joint first)



Henkel AG & Co is a German based personal care, home care and adhesive technologies company which owns brands such as Persil and Schwarzkopf. In 2015 they were the world's 11th largest personal care company.



- **Commitment:** Yes **Where:** [Website](#)
- **Definition:** *“Solid microplastic particles (plastic particles with a size from one micrometer up to five millimeters) in cosmetic products / some ‘rinse-off’ facial and body cleansing products.” (40)*
- **Deadline:** Start of 2016
- **Global:** Yes



**Alternatives:** *“The peeling material produced from the lactic acid polymers (INCI: polylactic acid) will be used. Further, we are currently testing formulas with pumice, walnut shells and silica (no nano).”*




**Score:**340/400


**Comment:** Despite ranking well, Henkel's microbead commitment falls short of an acceptable standard because it is too narrow or unclear:

1. It only applies only to certain products - cosmetic products, some 'rinse-off' facial and body cleansing products - rather than all products
2. There is a lower size limit in their definition, rather than covering anything under 5mm in size
3. It is silent about whether microbead function is a limitation



<p>Clarins (joint second)</p> 	<p>Clarins is a French skincare and cosmetics company. In 2015 they were the world's 26th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Definition:</b> "Plastic microbeads in rinse off products"</li> <li>3. <b>Deadline:</b> Since December 2014</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Alternatives:</b> "Cellulose beads derived from a natural and abundant renewable material, that is biodegradable without toxic emissions."(20)</p> <p><b>Score:</b> 320/400</p> <p><b>Comment:</b> Clarins' commitment falls far short of an acceptable standard because it's microbead definition is too narrow in four main ways:</p> <ol style="list-style-type: none"> <li>1. It is limited to one product type - rinse off products - rather than all product types</li> <li>2. It is silent about if it covers the use of microbeads for all functions</li> <li>3. It is silent about whether all plastic types are included or just certain types</li> <li>4. It is silent about whether there is any size limit for microbeads</li> </ol>
<p>Unilever Group (joint second)</p> 	<p>Unilever is a Netherlands based personal care, household products and food company. It owns brands such as Dove, Vaseline and VO5. In 2015 they were the world's 3rd largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> Since end of 2014</li> <li>3. <b>Definition:</b> "We stopped using plastic scrub beads in 2014 in response to concerns about the build-up of microplastics in oceans and lakes. Plastic scrub beads were previously contained in a limited number of personal care products, such as facial cleansers, soaps, shower gels and body washes. We used them because they can gently unblock pores and remove dead cells from the skin's surface. Many people enjoyed the invigorating sensation provided by the beads, which were typically made from polyethylene." (20)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 320/400</p> <p><b>Alternatives:</b> "Apricot kernels, cornmeal, ground pumice, silica and walnut shells."</p> <p><b>Comment:</b> Unilever's commitment falls short of an acceptable standard because it is too narrow:</p> <ol style="list-style-type: none"> <li>1. It is limited to just one type of plastic - polyethylene - rather than all plastic types It applies to microbeads used as a scrub, rather than for all functions</li> <li>2. It is limited to certain products - cleansers, soaps, gels and washes, rather than all products</li> <li>3. It is silent about whether microbead size is a limitation</li> </ol>
<p>Botica Comercial Farmacêutica (joint second)</p>	<p>Botica Comercial Farmacêutica is a Brazilian based beauty and personal care company. In 2015 they were the world's 20th largest personal care company. The position below is from O Grupo O Boticário.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> </ol>



	<ol style="list-style-type: none"> <li>2. <b>Deadline:</b> July 2016</li> <li>3. <b>Definition:</b> <i>"Polyethylene microspheres used in exfoliation products."</i> <i>"By July 2016, O Grupo O Boticário will stop using it in all products."</i> (20)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 320/400</p> <p><b>Alternatives:</b> <i>"O Grupo O Boticário already uses alternative prime matter as part of its sustainability strategy."</i></p> <p><b>Comment:</b> O Grupo O Boticário's commitment falls short of an acceptable standard because their definition of microbeads is limited in two ways:</p> <ol style="list-style-type: none"> <li>1. It is narrowly limited to one type of plastic - polyethylene - rather than all plastic types</li> <li>2. It applies only to products used for exfoliation, rather than products of all types</li> <li>3. It is silent about whether all sizes of microbeads are covered</li> <li>4. It is silent about if there is a restriction on the functions microbeads are used for</li> </ol> <p>Botica has a further restriction in that their definition of microbeads only applies to a certain shape - spheres - used in products - rather than all shapes.</p> <p>Botica did not reply to the survey, so this is based on publicly available information.</p>
<p>Oriflame Cosmetics (joint second)</p> 	<p>Oriflame Cosmetics is a Swedish personal care and cosmetics company known for brands such as Nature's Secret, Optimals and Love Nature. In 2015 they were the world's 30th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> On <a href="#">Website</a></li> <li>2. <b>Definition:</b> <i>"Synthetic, solid plastic particles used in cosmetic products for exfoliating and cleansing purposes that are non-biodegradable in the marine environment. We have, in addition, removed plastic glitter particles from new rinse off developments from January 2015, such that we are addressing all solid plastic particles from our new rinse off developments."</i> (20)</li> <li>3. <b>Deadline:</b> End of 2016</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Alternatives:</b> <i>"Poppy seeds, almond shells, silica and sugar."</i></p> <p><b>Score:</b> 320/400</p> <p><b>Comment:</b> Oriflame's commitment falls short of an acceptable standard because it is too narrow or unclear in four main ways:</p> <ol style="list-style-type: none"> <li>1. It is limited to one type of product only - rinse off cosmetic products - rather than all product types</li> <li>2. It is limited to microbeads designed for certain functions - exfoliating and cleansing - rather than all functions</li> <li>3. It is limited by plastic type - non-biodegradable plastic</li> <li>4. It is silent as to whether plastic size is a limitation or not</li> </ol>
<p>Shiseido Co (joint second)</p>	<p>Shiseido is a Japanese personal care company. It owns brands such as Nars, Tsubaki and Bare Minerals. In 2015 they were the world's 8th largest personal care company.</p>



	<ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> By 2018</li> <li>3. <b>Definition:</b> <i>"We define 'microbeads' as... water-insoluble synthetic plastic particles used for cleansing or exfoliating, with a particle size of 5 mm or smaller (no lower limit)... new cleansing products developed since April 2014 no longer include microbeads."</i> (60)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 320/400</p> <p><b>Alternatives:</b> "Cellulose"</p> <p><b>Comment:</b> Shiseido's commitment falls short of an acceptable standard, because their definition of microbeads is narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to microbeads designed only for a certain function - to cleanse or exfoliate - rather than for all functions</li> <li>2. It applies only to certain cleansing products, rather than all products types</li> </ol>
<p>Avon Products Inc (joint second)</p> 	<p>Avon is an American based personal care, cosmetics and household products company. In 2015 they were the world's 9th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> In 2017</li> <li>3. <b>Definition:</b> <i>"Microbeads are defined as any intentionally added, 5 mm or less, water insoluble, solid plastic particle used to exfoliate or cleanse in rinse-off personal care products. "Avon will no longer use synthetic plastic microbeads as exfoliants and cleansing agents in the development of new rinse-off products such as face and body washes."</i> (60)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 320/400</p> <p><b>Alternatives:</b> "Precipitated silica, hydrogenated, vegetable oil beads, and various ground seeds and shells."</p> <p><b>Comment:</b> Avon's commitment falls short of an acceptable standard because it is too narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to microbeads designed for a certain function - exfoliation or cleansing - rather than all functions</li> <li>2. It applies to certain types of product that are designed to be rinsed-off, rather than all products</li> </ol>
<p>Coty Inc (joint second)</p> 	<p>Coty is an American based personal care and cosmetics company. It owns brands such as Adidas, Calvin Klein, Chloe and Marc Jacobs. In 2015 they were the world's 10th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> By 2017</li> <li>3. <b>Definition:</b> We <i>"follow the definition provided in the US Federal <a href="#">Microbead-Free Waters Act</a> of 2015."</i> This is, "any solid plastic particle that is less than five millimeters in size and is intended to be used to exfoliate or cleanse the human body" in "rinse-off cosmetics." (60)</li> </ol>



	<p>4. <b>Global:</b> Yes</p> <p><b>Score:</b> 320/400</p> <p><b>Alternatives:</b> <i>"Biodegradable exfoliating beads derived from cellulose and biodegradable synthetic wax. We continue to explore other alternatives."</i></p> <p><b>Comment:</b> Coty's commitment falls short of an acceptable standard because it is too narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to microbeads designed for a certain function - exfoliate or cleanse - rather than all functions</li> <li>2. It applies to cosmetics that are designed to be rinsed-off, rather than all product types</li> </ol>
<p>Kao Corp (joint second)</p> 	<p>Kao Corp is a Japanese personal care, cleaning products and chemical company. It owns brands such as Biore, John Frieda and Curél. In 2015 they were the world's 12th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> End of 2016</li> <li>3. <b>Definition:</b> <i>"Our definition is based on that of Microbead-Free Waters Act of 2015 in the US, or that of the Japan Cosmetic Industry Association. Below is the definition of Microbead-Free Waters Act of 2015. Microbeads: Any solid plastic particle that is less than five millimeters in size and is intended to be used to exfoliate or cleanse the human body." The US Act also applies only to "rinse-off products." (60)</i></li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 320/400</p> <p><b>Alternative:</b> <i>"Only naturally derived materials."</i></p> <p><b>Comment:</b> Kao's commitment falls short of an acceptable standard, because their definition of microbeads is too narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to microbeads designed for a certain function - exfoliate or cleanse - rather than for all functions</li> <li>2. It applies to cosmetics that are designed to be rinsed-off, rather than all product types</li> </ol>
<p>Natura Cosméticos (joint third)</p> 	<p>Natura is a Brazilian based personal care and household products company, owning brands such as Ekos and Chronos. In 2015 they were the world's 16th largest personal care company.</p> <ul style="list-style-type: none"> <li>• <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>• <b>Deadline:</b> Between 2016 and 2017</li> <li>• <b>Definition:</b> <i>"Natura does not use polyethylene spheres as exfoliating agents" (4)</i></li> <li>• <b>Global:</b> yes</li> </ul> <p><b>Alternatives:</b> <i>"vegetal prime matters"</i></p> <p><b>Score:</b> 300/400</p> <p><b>Comment:</b> Natura's commitment falls short of an acceptable standard</p>







	<p>because its microbead definition is too narrow.</p> <ol style="list-style-type: none"> <li>1. It is limited to just a single plastic type - polyethylene - rather than all types</li> <li>2. Only microbeads used as an exfoliant in products is covered by the definition, rather than all possible functions</li> <li>3. It is silent about if there is a size limit on the microbead</li> </ol> <p>Natura has a further restriction in that their definition of microbeads only applies to a certain shape - spheres - used in products - rather than all shapes.</p>
<p>Reckitt Benckiser Group (joint third)</p> 	<p>Reckitt Benckiser is a UK based health, hygiene and home products company. It owns brands such as Dettol, Vanish and Veet. In 2015 they were the world's 27th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> By 2018</li> <li>3. <b>Definition:</b> "RB defines Microbeads as plastic pieces or fibres measuring less than 5 mm, made of polyethylene (PE), polypropylene (PP), polyethylene terephthalate (PET), polymethyl methacrylate (PMMA), nylon or any other materials that are not biodegradable. Larger plastic beads (measuring more than 5 mm) which break down in smaller pieces (measuring less than 5 mm) during foreseeable use including in the waste stream are also considered to fall in the scope of this definition." (40)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 300/400</p> <p><b>Alternatives:</b> "Silica (also called silicon dioxide or hydrophilic silica) with particle sizes ranging from 120 to 320 microns"</p> <p><b>Comment:</b> Reckitt Benckiser's commitment is limited because their definition of microbeads falls short of an acceptable standard:</p> <ol style="list-style-type: none"> <li>1. It does not cover all types of plastic</li> <li>2. It is silent on function of the beads</li> <li>3. It is silent as to whether all products are covered by the commitment</li> </ol>
<p>Amore-Pacific (joint third)</p> 	<p>Amore-Pacific is a Korean personal care, food and cosmetics company. It owns brands such as Sulwhasoo, Innisfree and Etude House. In 2015 they were the world's 15th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Statement</a></li> <li>2. <b>Deadline:</b> By December 2015</li> <li>3. <b>Definition:</b> "Solid plastic particles in rinse-off products intentionally put in for cleansing or exfoliating purposes, and less than 5 mm in size." (40)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 300/400</p> <p><b>Alternatives:</b> "Some mineral and plant derived natural materials like silica and zeolites."</p>


	<p><b>Comment:</b> Amore-Pacific's commitment falls short of an acceptable standard because its microbeads definition contains many limitations which make it too narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to just rinse-off products, rather than all types of product</li> <li>2. It applies to microbeads used only for certain functions - cleansing and exfoliating - rather than all functions</li> <li>3. It is silent on whether all plastic types are covered by the definition</li> </ol> <p>Amore-Pacific should provide more transparency to its customers by making its microbead commitment publicly available on their website</p>
<p>L'Oréal Groupe (joint third)</p> 	<p><b>L'Oreal is a French skincare and cosmetics company. It owns brands such as The Body Shop, Lancôme, YSL and Biotherm. In 2015 they were the world's 2nd largest personal care company.</b></p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> End of 2017</li> <li>3. <b>Definition:</b> <ul style="list-style-type: none"> <li>o Survey definition: <i>"Plastic microbead: Any intentionally added, 5 mm or less, water insoluble, solid plastic particle used to exfoliate or cleanse in rinse-off personal care products."</i></li> <li>o Website definition: <i>"Microbeads of polyethylene (i.e microplastics) are small particles that are used as scrubs in three types of cosmetics products (exfoliants, cleansers, shower gel)" (40)</i></li> </ul> </li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 300/400</p> <p><b>Alternatives:</b> <i>"Association of perlite (mineral based) &amp; powder of fruit kernels or any other natural polymer."</i></p> <p><b>Comment:</b> L'Oreal's commitment falls short of an acceptable standard. Their definition of microbeads is limited and therefore too narrow because:</p> <ol style="list-style-type: none"> <li>1. It applies to microbeads where their function is only to exfoliate or cleanse, rather than for all functions</li> <li>2. It is limited to just one type of plastic - polyethylene - rather than all plastic types</li> <li>3. It is limited to just certain kinds of product - exfoliants, cleansers and shower gels - rather than all products</li> </ol>
<p>Chanel (fourth)</p> 	<p><b>Chanel is a French based fashion, beauty and personal care company. In 2015 they were the world's 19th largest personal care company.</b></p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> Not publicly available</li> <li>2. <b>Deadline:</b> Already phased out microbeads</li> <li>3. <b>Definition:</b> <i>"Chanel does not use solid microbeads of plastic in its rinse-off products. We use exclusively natural beads such as jojoba to exfoliate. Therefore all of our products comply with the US Federal <a href="#">"Microbead-Free Waters Act of 2015"</a>"</i> This is, "any solid plastic particle that is less than five millimeters in size and is intended to be used to exfoliate or cleanse the human body" in "rinse-off cosmetics." (60)</li> <li>4. <b>Global:</b> Yes</li> </ol>

	<p>Score: 290/300</p> <p><b>Alternatives:</b> <i>"Exclusively natural beads such as jojoba."</i></p> <p><b>Comment:</b> Chanel's commitment falls short of an acceptable standard because their definition of microbeads is too narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to microbeads designed for a certain function - exfoliate or cleanse - rather than all functions</li> <li>2. It applies to cosmetics that are designed to be rinsed-off, rather than all product types</li> </ol> <p>Chanel should provide more transparency to its customers by making their microbead commitment publicly available on their website.</p>
<p>Procter &amp; Gamble (joint fifth)</p> 	<p>Procter &amp; Gamble is an American personal care and household products company. It owns brands such as Oral-B, Downy, SK-II, Pantene, and Olay. In 2015 they were the world's largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>2. <b>Deadline:</b> End of 2017</li> <li>3. <b>Definition:</b> <i>"Microbeads are commonly used as gentle scrubbing agents in exfoliating products. They are made from polyethylene, which can also be used for a variety of purposes, from imparting color in certain types of toothpastes, to providing the base of some chewing gums." "Polyethylene microbeads are used in a variety of personal cleansing and oral care products" (20)</i></li> <li>4. <b>Global:</b> Yes</li> </ol> <p>Score: 280/400</p> <p><b>Alternatives:</b> <i>"New ingredients commonly found in nature."</i></p> <p><b>Comment:</b> Procter &amp; Gamble's commitment falls short of an acceptable standard because:</p> <ol style="list-style-type: none"> <li>1. It narrowly applies to just one type of plastic - polyethylene - rather than all types</li> <li>2. It applies to certain products only - personal cleansing and oral care - rather than all products</li> <li>3. It applies only to microbeads used specifically as scrubbing agents, for colour and as a chewing gum base, rather than for all functions</li> <li>4. It is silent on whether size of the microbead is a restriction or not</li> </ol>
<p>Johnson &amp; Johnson (joint fifth)</p> 	<p>Johnson &amp; Johnson is an American based personal care, household and pharmaceutical company. It owns brands such as Neutrogena, Clean &amp; Clear, Listerine and Aveeno. In 2015 they were the world's 6th largest personal care company.</p> <ol style="list-style-type: none"> <li>5. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Website</a></li> <li>6. <b>Deadline:</b> End of 2017</li> <li>7. <b>Definition:</b> <i>"Microbeads is a marketing term representing synthetic plastic scrubs/exfoliants. They are irregular, not spherical in shape, about 200-500 um in size, and are polyethylene." "Microbeads are designed for consumers with sensitive skin and acne and can be found in a variety of skincare brands including Clean &amp; Clear and Neutrogena." (20)</i></li> <li>8. <b>Global:</b> Yes</li> </ol>

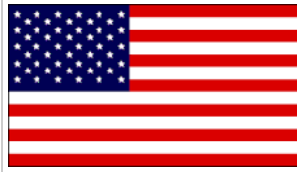
	<p><b>Score:</b> 280/400</p> <p><b>Alternatives:</b> <i>"Cellulose and jojoba waxes"</i></p> <p><b>Comment:</b> Johnson &amp; Johnson's commitment falls very short of an acceptable standard. Their definition of microbeads is narrow because it is limited in four ways:</p> <ol style="list-style-type: none"> <li>1. It applies to microbeads designed for a certain function - scrubs and exfoliants - rather than all functions</li> <li>2. It applies to beads with a lower size limits, rather than everything under 5mm</li> <li>3. It applies to just one type of plastic - polyethylene rather than all plastic types</li> <li>4. The commitment appears to be restricted to skin care products only</li> </ol> <p>The company applies a fifth restriction stating that the microbeads must be irregular in shape, rather than any shape.</p>
<p>LG Household &amp; Healthcare (joint fifth)</p> 	<p>LG Household &amp; Health Care is a Korean personal care and household goods company. It owns brands such as: Whoo, OHUI, the Face Shop, Perioe and Bamboo salt toothpaste. In 2015 they were the world's 21st largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> <a href="#">Statement</a></li> <li>2. <b>Deadline:</b> End of 2016</li> <li>3. <b>Definition:</b> <i>"Microbeads are defined as "solid synthetic plastic particles less than 5mm size that are used for scrub or cleansing purposes" and their range of application is in "rinse off cosmetics.""</i> (60)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 280/400</p> <p><b>Alternatives:</b> <i>"Environmentally-friendly materials like cellulose and mannan."</i></p> <p><b>Comment:</b> LG's commitment falls short of an acceptable standard because their definition of microbeads is limited:</p> <ol style="list-style-type: none"> <li>1. It narrowly applies to just wash off products rather than all products</li> <li>2. It applies to microbeads used for a certain function - cleansing or scrubbing rather than for all functions</li> </ol> <p>LG's definition also includes soft synthetic plastic particles.</p> <p>The company should provide transparency to customers by making their commitment publicly available.</p>
<p>Yves Rocher (sixth)</p> 	<p>Yves Rocher is a French personal care and cosmetics company. In 2015 they were the world's 29th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> Not publicly available</li> <li>2. <b>Deadline:</b> Since April 2016</li> <li>3. <b>Definition:</b> <i>"In 2014, we decided to stop using plastic micro-fragments (polyethylene microbeads) in all our products." (40)</i></li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 270/400</p>

	<p><b>Alternatives:</b> "100% natural micro-fragments like almond or coconut powder."</p> <p><b>Comment:</b> Yves Rocher commitment falls short of an acceptable standard because it has many limitations:</p> <ol style="list-style-type: none"> <li>1. It narrowly applies to just one type of plastic - polyethylene - rather than all plastic types</li> <li>2. It is silent on the application of the definition to microbeads used for all possible functions</li> <li>3. It is silent as to whether there is a size limit</li> </ol> <p>Yves Rocher should also improve their transparency to customers by publishing their commitment so it is publicly available.</p>
<p>Puig (seventh)</p> 	<p>Puig is a Spanish fashion, perfume and personal care company. It owns brands such as Prada, Jean Paul Gaultier, Nina Ricci and Comme des Garçons. In 2015 they were the world's 28th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> Not publicly available</li> <li>2. <b>Deadline:</b> None stated - "We do not use plastic microbeads"</li> <li>3. <b>Definition:</b> "According to the standard position of the sector "nonbiodegradable solid synthetic particles size bigger than 50 micrometres and less than 5mm, used to clean or exfoliate in cosmetic rinses. "" (20)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 250/400</p> <p><b>Alternatives:</b> "Biodegradable organic materials like polylactic acid."</p> <p><b>Comment:</b> Puig's commitment falls very short of an acceptable standard because their definition of microbeads is limited in four ways:</p> <ol style="list-style-type: none"> <li>1. It has a lower size limit for microbeads, rather than applying to everything under 5mm</li> <li>2. It applies to microbeads designed for a certain function - cleanse or exfoliate - rather than for all functions</li> <li>3. It narrowly applies to certain product types only - cosmetics rinses - rather than all product types.</li> <li>4. It is limited to only non-biodegradable solid synthetic particles, rather than all plastic types</li> </ol> <p>Puig should provide more transparency to its customers by making their microbead commitment publicly available on their website.</p>
<p>Kosé Corp (eighth)</p> 	<p>Kosé is Japanese based skincare and cosmetics company. It owns brands such as Sekkisei, Decorte and Jill Stuart. In 2015 they were the world's 25th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> Not publicly available</li> <li>2. <b>Deadline:</b> Since 2014</li> <li>3. <b>Definition:</b> "We define microbeads as synthetic, non-water soluble solid plastic particles, that are less than 5mm in size, and which are used in personal care products in order to remove keratin or cleanse the skin." To "new developed products" only. (60)</li> </ol>

	<p>4. <b>Global:</b> Yes but limited to newly developed products only</p> <p><b>Score:</b> 240/400</p> <p><b>Alternatives:</b> <i>"We are replacing them mainly with plant-derived materials and the like."</i></p> <p><b>Comment:</b> Kosé's commitment falls short of an acceptable standard because their definition of microbeads is too narrow:</p> <ol style="list-style-type: none"> <li>1. The definition only applies only to microbeads used for the function of removing keratin or cleansing the skin, rather than all possible functions</li> <li>2. It applies only to newly developed products. This is a major loophole in their commitment and they should expand it to apply to all products urgently.</li> </ol>
<p>LVMH Moët Hennessy Louis Vuitton (joint ninth)</p> 	<p>LVMH is France based personal care and cosmetics company. It owns many brands such as Christian Dior, Guerlain, Benefit and Kenzo. In 2015 they were the world's 13th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> Not publicly available</li> <li>2. <b>Deadline:</b> December 2017</li> <li>3. <b>Definition:</b> <i>"Our commitment concerns synthetic, solid, non-biodegradable plastic particles that are between 50 microns and five millimetres in size that used for exfoliating and cleansing."</i> (20)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 210/400</p> <p><b>Alternatives:</b> <i>"Natural derivatives and synthetic wax."</i></p> <p><b>Comment:</b> LVMH's commitment falls short of an acceptable standard, because their definition of microbeads is narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to non-biodegradable plastic, rather than all plastic types</li> <li>2. It is limited to microbeads with a lower size limit, rather than anything under 5mm</li> <li>3. It contains a restriction on microbeads used for certain functions - exfoliating and cleansing - rather than all functions</li> <li>4. It is unclear whether the commitment applies to all product types</li> </ol> <p>LVMH should provide more transparency to its customers by making their microbead commitment publicly available on their website.</p>
<p>Mary Kay (joint ninth)</p> 	<p>Mary Kay is an American personal care and cosmetics company. In 2015 they were the world's 24th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> Yes <b>Where:</b> Not publicly available</li> <li>2. <b>Deadline:</b> Early 2017</li> <li>3. <b>Definition:</b> <i>"Microbeads (also known as Polyethylene Beads)... used in personal care cleansing products because of their exfoliating properties."</i> (20)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 210/400</p>

	<p><b>Alternatives:</b> <i>"We selected Hydrated Silica to replace polyethylene microbeads. Hydrated Silica is a safe and natural solution for exfoliating skin care formulations such as shower gels and body cleansers."</i></p> <p><b>Comment:</b> Mary Kay's commitment falls short of an acceptable standard because their definition of microbeads is very narrow:</p> <ol style="list-style-type: none"> <li>1. It applies to just one type of plastic - polyethylene - rather than all plastic types</li> <li>2. It applies to only cleansing products, rather than all products</li> <li>3. It applies to microbeads used only for an exfoliating function, rather than for all functions</li> <li>4. It is silent about whether microbead size is a limitation</li> </ol> <p>The company should provide transparency to customers by making their commitment publicly available.</p>
<p>GlaxoSmithKline (tenth)</p> 	<p>GlaxoSmithKline is a UK-based pharmaceutical and consumer goods company. It owns brands such as Sensodyne, Parodontax, Lamisil and Physiogel. In 2015 they were the world's 17th largest personal care company.</p> <ol style="list-style-type: none"> <li>1. <b>Commitment:</b> No, but in process of evaluation <b>Where:</b> Not publicly available</li> <li>2. <b>Deadline:</b> TBC- but by their definition they claim to be microbead free</li> <li>3. <b>Definition:</b> <i>"The term "Microbead" means any intentionally added micro-plastic particles with a maximum diameter of 5 millimeters that are synthetic, non-biodegradable, solid forms that retain their defined shapes during life cycle and after disposal, and are used to exfoliate or cleanse or scrub in a rinse-off product, except for a microbead composed of biodegradable plastic; and 2) Any intentionally added, 5 mm or less, water insoluble, solid plastic particle used to exfoliate or cleanse in rinse-off personal care products."</i> (40)</li> <li>4. <b>Global:</b> Yes</li> </ol> <p><b>Score:</b> 190/400</p> <p><b>Alternatives:</b> Not stated</p> <p><b>Comment:</b> Whilst GSK has not yet formally adopted a commitment to end the use of microbeads, their current working definition falls short of an acceptable standard and places them low in the ranking. This is because:</p> <ol style="list-style-type: none"> <li>1. It narrowly applies to microbeads designed for a certain function - exfoliate, cleanse or scrub - rather than for all functions</li> <li>2. It applies to certain products that are designed to be rinsed-off only, rather than all product types</li> <li>3. It is limited to only non-biodegradable plastic, rather than all plastic types</li> </ol> <p>GSK has a further restriction in that microbeads must retain their defined shape during their lifecycle and disposal, rather than include beads of all shapes.</p>
<p>Estée Lauder (eleventh)</p>	<p>Estée Lauder is American personal care and cosmetics company. It owns brands such as Estee Lauder, MAC and Origins. In 2015 they were the</p>

# GREENPEACE



world's 5th largest personal care company.

1. **Commitment:** Yes **Where:** [Website](#)
2. **Deadline:** Not stated
3. **Definition:** "Small plastic beads are used to provide gentle exfoliation in cleansing products" (20)
4. **Global:** Not stated

**Alternatives:** Not stated

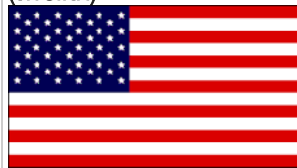
**Score:** 120/400

**Comment:** Estée Lauder's commitment falls short of an acceptable standard because their definition of microbeads is both too narrow and unclear:

1. It applies to certain cleansing products only, rather than all types of product
2. It is applicable only to microbeads used for certain exfoliating functions - rather than all functions
3. It is silent about whether all plastic types are covered
4. It is silent about whether microbead size is a restriction

Estée Lauder should provide transparency to customers about their commitment deadline and if the commitment applies globally across all products in all markets.

Amway  
(twelfth)



Amway is an American based health, beauty and home care company. In 2015 they were the world's 22nd largest personal care company.

1. **Commitment:** Yes **Where:** Not publicly available
2. **Deadline:** Early 2017
3. **Definition:** "Beginning in early 2017, we will no longer utilize plastic microbeads in personal care products. Amway remains committed to developing products that are safe for our distributors, consumers, and the environment." (20)
4. **Global:** Not stated

**Alternatives:** Not stated

**Score:** 110/400

**Comment:** Amway responded to our survey with just 3 sentences. The company's commitment falls short of an acceptable standard because their definition is too narrow:

1. It is limited to just personal care products, rather than all products
2. It is silent on whether all types of plastic is covered by the definition
3. It is silent on whether microbeads used for all functions is covered
4. It is silent on whether there is a microbead size limit in the definition

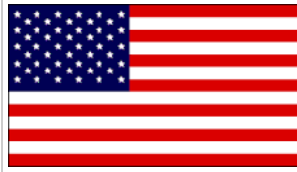
Amway must improve their transparency by making their commitment and microbeads definition publicly available, so that customers can make informed choices about their products.

Revlon  
(thirteenth)

Revlon is an American based skin care, cosmetics and fragrance company. In 2015 they were the world's 24th largest personal care company.

1. **Commitment:** Yes **Where:** [Website](#)





- 2. **Deadline:** Not stated
- 3. **Definition:** “*Small plastic balls used in certain personal care products.*” (20)
- 4. **Global:** Not stated

**Score:** 80/400

**Alternatives:** Not stated

**Comment:** Revlon’s commitment falls far short of an acceptable standard because their definition of microbeads is too narrow in four ways:

- 1. It is limited only to certain personal care products rather than all products
- 2. It is silent on whether product function is relevant or not
- 3. It is silent about what size of microbead is included in the scope of the definition
- 4. It is silent on whether all or only certain plastic types are covered by the commitment

Revlon has a further restriction on the shape of the microbeads in their definition - small plastic balls - rather than all shapes.

The company should provide transparency to customers about the deadline for their commitment, as well as if it applies globally across all products in all markets.

Edgewell Personal Care Brands  
(fourteenth)



Edgewell is an American consumer products company. They own brands such as Banana Boat, Wilkinson Sword and Wet Ones. In 2015 they were the world’s 23rd largest personal care company.

**Score:** 0/400

Edgewell scored zero because they did not respond to the survey and no publicly available information was found.

However, Edgewell will be required to comply with the 2015 Microbead-Free Waters Act, which bans the manufacture and sale of microbeads in rinse-off cosmetics in the US. The law defines microbeads as “any solid plastic particle that is less than five millimeters in size and is intended to be used to exfoliate or cleanse the human body..”