



Case Study 1

Eco-Design Parameters

The Challenge

Significantly reduce the environmental footprint of an existing mass market brand lip color with no trade-offs in performance.

Actions Taken

- Identified the biggest drivers of environmental footprint reduction across supply chain using LCA approach
- Identified **one** change in the product formulation and a **one** change in the pack design to maximize footprint reduction while minimizing complexity

The Outcome

- New product footprint had a 30% reduction in GHG emissions versus the benchmark with no negatives in performance or customer delight