

&

THE GREAT BRITISH  
**BEAUTY**  
**CLEAN UP**

POWERED BY THE  
SUSTAINABLE BEAUTY COALITION



# AGENDA

1. The 'WHY'  
→ Who are the SBC and what is The Great British Beauty Clean Up?
2. The 'HOW'  
→ How will the campaign work?
3. Retailer and brand implementation:
  - L'Occitane
  - Boots
  - The Hut Group
4. The 'WHEN'  
→ Communication and Strategy
5. What do YOU need to do?



# SPEAKERS



**Victoria Brownlie**  
Chief of Policy and  
Sustainability  
British Beauty  
Council



**Rachel Meckes**  
Senior Sustainability  
Manager  
L'Occitane UK and  
Ireland



**Vivian Simonato**  
Brand Marketing  
Manager  
L'Occitane Ireland



**Beki Moore**  
ESG Manager  
Boots UK



**Georgina Barry**  
Sustainability  
Manager  
THG Beauty



**Grace Warn**  
Head of Creative  
British Beauty  
Council

# WHAT IS THE SUSTAINABLE BEAUTY COALITION?

The Sustainable Beauty Coalition (SBC) is a cross-sector working group formed to →

- advocate on behalf of the beauty industry for better sustainability practices
- co-create an overarching framework of action for the beauty industry
- lead best practice and industry collaboration towards greater environmental responsibility.

To date it has →

- Been a voice for the beauty industry at COP26 and COP28 as well as key public and industry facing events - championing the role of beauty in positive environmental change.
- Held three Plastic Solutions Summits - bringing together key stakeholders from across the beauty supply chain to drive real action to reduce plastic use
- Launched the Planet Positive Beauty Guide which developed into the Planet Positive Beauty Directory offering fact checking, solutions, tools and resources to every facet of the industry as well as consumers.



**"The beauty industry needs to be transparent, accountable and make changes now – we will lose the respect of our customers if we don't. We can and should do better."**

Millie Kendall OBE,  
CEO of the British Beauty  
Council



We **can** and **must** do better.  
We urgently need to **reimagine**  
and **rethink** for the future.

Our industry brings a lot of joy to a great amount of people, helping them to look and feel their very best. However, this must not come at the cost of our beautiful planet. According to **The Courage to Change report** we produce over **120 BILLION units of packaging globally**, much of which goes to landfill. In fact, **70% of our industry's plastic waste is NOT recycled**.



# THE 'HOW'

The Great British Beauty Clean Up Campaign will:

Provide and drive solutions to business from across industry, from retail to professional services, brands, manufacturers, PR and logistics to **REFILL, REUSE, RECYCLE.**

Educate around recyclable packaging, spotlighting take-back schemes and household recycling where available.

Enact a campaign highlighting the key messages around conscious consumerism relating to the full life cycle of the products we use and how we can most responsibly manage our waste.

Unite the UK beauty industry and the public alike around a common 'take back' moment.

DID YOU KNOW?

**70%**  
**OF BEAUTY**  
**PACKAGING IS**  
**NOT RECYCLED\***





# THE 'HOW'

The industry-wide initiative will provide practical steps on how and where to best to **refill, reuse and recycle** empty products.

On top of spotlighting the brands and businesses offering take back schemes via the British Beauty Council's revamped interactive map, the initiative is urging brands to consider:

- **Reduce:**

The Great British Beauty Clean Up aims to reduce the impact of beauty's waste on the planet, it also encourages brands and businesses to consider reducing the unnecessary waste in supply chains.

- **Refill / Reuse:**

More and more beauty brands are offering refill options for their products. Brands taking part in The Great British Beauty Clean Up will urge people to cut waste, save money and perfect their routine by opting for a refill of their favourite beauty buys.

- **Recycle:**

The campaign will reinforce the importance of placing home and bathroom waste in household recycling bins. It will make clear distinctions between what needs to be taken to a 'take back scheme' (hard-to-recycle beauty, healthcare and wellness products), and what people can put in their normal recycling bins.



# THE 'WHO', 'WHEN' & 'WHERE'

- **Who:**

This campaign is open to all brands and businesses who are interested in helping to solve beauty's waste problem. To date, more than 30 brands, retailers and beauty businesses have expressed their interest in joining.

- **When:**

The Great British Beauty Clean Up will officially kick-off on **March 3rd 2025** to tie in with Waste Week. Brands and businesses are then invited to launch activations throughout March to align with Global Recycling Day (18th March) and the United Nations International Day of Zero Waste (30th March).

- **Where:**

Brands who commit to The Great British Beauty Clean Up are invited to activate under the campaign however they please - from in-stores activations and take back or purchasing promotions, to online visibility, social media support and personalised engagement with your customer base. Just so long as the visual identity of the campaign is maintained.



DID YOU KNOW?

**56%**

**OF PEOPLE DO  
NOT RECYCLE  
THEIR BATHROOM  
EMPTIES\***



L'OCCITANE  
EN PROVENCE

X





# WITH EMPOWERMENT WE POSITIVELY IMPACT PEOPLE AND REGENERATE NATURE

Since 1976, L'Occitane en Provence has been imagining, producing and selling beauty, skincare and wellbeing products with an intention to **share nature's wonders with the world.**

We've always been Cultivators of Change. **We do our best to create positive change for the world, and we always try to inspire everyone around us to do the same.**

We believe actions we take on a local scale can make life better on a global scale.

L'OCCITANE  
EN PROVENCE

Certified



Corporation



PEOPLE PLANET PROFIT

# REDUCE IMPACT



THE GREAT BRITISH  
**BEAUTY  
CLEAN UP**

THE FIRST BEAUTY INDUSTRY  
COLLABORATIVE CAMPAIGN  
TO ENCOURAGE INCREASED  
BEAUTY RECYCLING, REFILL  
AND REUSE RATES



A photograph of a vast lavender field under a clear blue sky. The lavender plants are in full bloom, creating a dense field of purple flowers. In the foreground, there are several yellow rectangular markers or signs placed among the plants. A large, semi-transparent green rectangular box is overlaid in the center of the image, containing white text.

CAMPAIGN  
IMPLEMENTATION  
L'OCCITANE

WRAPPED IN LOVE

HAPPY MOTHER'S DAY



Gift Box  
Federal studio - Péggy Golay



Animated from:  
10th - 18th March 2025

During  
**L'Occitane**  
**Mother's Day Campaign**



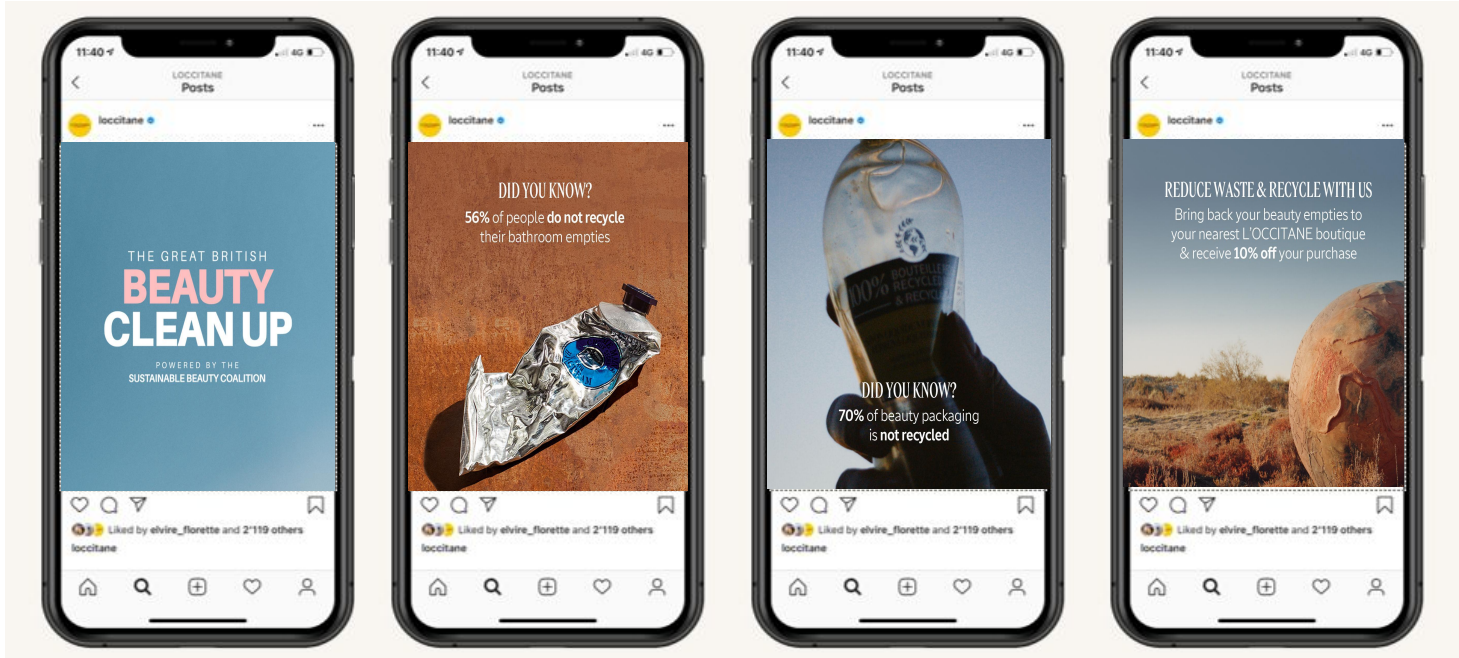
# L'OCCITANE 360° COMMUNICATION PLAN





# CAROUSEL POST INSTAGRAM / FACEBOOK

## SOCIAL MEDIA



L'Occitane is proud to take part of The Great British Beauty Clean Up. This cross-industry campaign, launched by The British Beauty Council's Sustainable Beauty Coalition aims to tackle beauty's waste problem. Swipe to learn more and how to get involved!

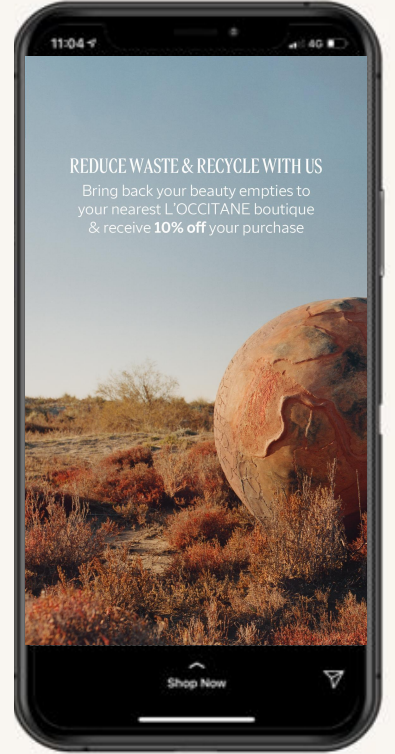
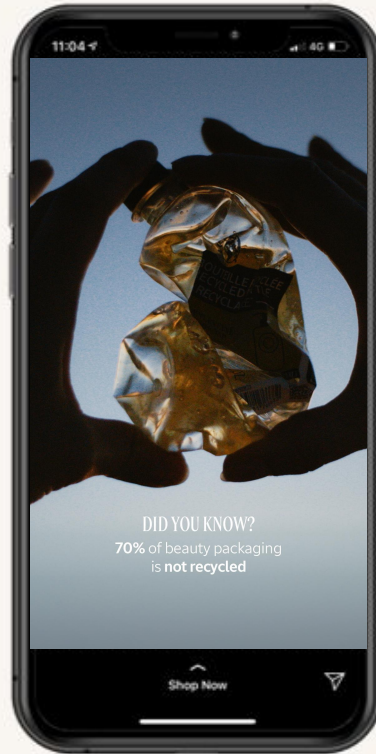
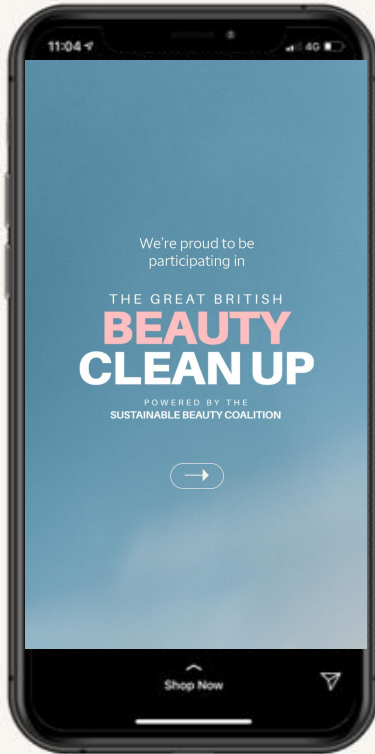






# STORY POST

# SOCIAL MEDIA





# HOME PAGE

HP Banner 1 – CELEBRATE HER GIFTING  
HP Banner 2 – NEROLI EAU HARMONIEUSE

## MOTHER'S DAY GIFTS CAROUSEL

VIEW ALL GIFTS FOR HER

GIFTS UNDER XX

GIFTS UNDER XX

GIFTS UNDER XX

LUXURY GIFTS

## BEST SELLERS CAROUSEL

FRAGRANCE FINDER



WEB



# LANDING PAGE



This March, L'Occitane is proud to take part in the first Great British Beauty Clean Up. This is a cross-industry campaign launched by The British Beauty Council's Sustainable Beauty Coalition to tackle beauty's waste problem.



DID YOU KNOW?  
70% of beauty packaging is not recycled.

The beauty industry produces over 320m units of packaging globally, of which 70% is not recycled. The Great British Beauty Clean Up is set to focus on increasing industry and consumer awareness and adoption of reuse and refill as well as increasing recycling rates of beauty packaging through local schemes, like L'Occitane's refill scheme, and household recycling where available.



DID YOU KNOW?  
50% of cosmetics are not recycled.



One of the main challenges is to raise awareness that 50% of cosmetic is not recycled (mainly placed in the bathroom bins) but rarely the least sustainable product in the household. One of the focuses of The Great British Beauty Clean Up is to promote the Sustainable Beauty Coalition's beauty barter map to allow beauty brands to swap products with British public can return their beauty empties including all L'Occitane's products.

The initiative also will share information for customers to make their own decisions between what needs to be taken to 'take back' either 'bring your own' beauty, household or refillable products, and what people can do in their normal recycling bins. Together, the beauty industry and its shoppers will tackle the ever-mounting waste issue.

### Our Mission As A Brand

By 2025, 100% of our bottles will be made from 100% recycled plastic, and 100% of our owned facilities will offer recycling service.

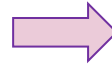
Reduce Reuse Recycle steps: Step 1: Reduce waste, Step 2: Reuse bottles, Step 3: Recycle empties.

### Reduce Waste & Recycle With Us



Recycling info

Responsible for the environment is the heart of L'Occitane. From the creation of our formula to the development of our packaging, L'Occitane aims to be as environmentally sound as possible. That's why we've partnered with a British collection and recycling programme for our customers to help reduce the environmental impact of our L'Occitane's products.





Plus, Enjoy 10% Off When You Bring Back Your Beauty Empties\*  
If you are having trouble viewing this email, please [click here](#)

L'OCITANE  
EN PROVENCE

ECO-REFILLS SKINCARE BATH & BODY BESTSELLERS

### The Great British Beauty Clean Up



L'Occitane is proud to be participating in the Great British Beauty Clean Up to help reduce waste and recycle. Start collecting your beauty empties now to start recycling this Waste Week and visit one of our stores to reduce your impact.

[VISIT NOW](#)



#### The Future of Sustainable Beauty

The Beauty Clean Up aligns with Global Recycling Day (18th March) and the initiative aims to reduce waste of beauty empties that are deemed by consumers as 'hard to recycle'. Bring your beauty empties to recycle in-store today.

[VISIT NOW](#)

#### Reuse, Refill, Recycle

**More pampering, less packaging**  
L'OCITANE eco-refills help save an average of 85% of plastic compared to the product in its standard packaging.

[SHOP NOW](#)



#### Good for the Planet - and your wallet

Our eco-refills also mean you can save up to 25% on your favourite L'OCITANE products, compared to standard-format products. Better for you and better for the planet. Plus, bring back your beauty empties for 10% off!

[SHOP NOW](#)

#### Discover Our Top Eco-Refill Picks



Almond Shower Oil Eco-Refill  
£32.50 | 500ml

[SHOP NOW](#)



Overnight Reset Eco-Refill  
£75 | 50ml

[SHOP NOW](#)



Shea Ultra Rich Body Cream Eco-Refill  
£32.50 | 200ml

[SHOP NOW](#)



Free gift wrapping



Free samples



Recycling programme



Boutique locator



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CRM





# RETAIL STORES & OUTLETS





# PRESS & INFLUENCERS



## Press Release

L'OCCITANE  
EN PROVENCE

&



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DO YOU KNOW?  
70% of beauty packaging is not recycled.

The beauty industry produces over 120bn units of packaging globally, of which 70% is not recycled.

The Great British Beauty Clean Up is set to focus on increasing industry and consumer awareness and adoption of **reuse** and **refill** as well as increasing recycling **rates** of beauty empties through take-back schemes, like L'Occitane's recycle scheme, and household recycling where available

One of the main challenges is to raise awareness that 56% of people do not recycle empties placed in their bathroom bins (currently the least sustainably disposed products in the household).



DO YOU KNOW?  
56% of people do not recycle their bathroom empties.

L'OCCITANE  
EN PROVENCE

One of the focuses of The Great British Beauty Clean Up is to promote the Sustainable Beauty Coalition's newly launched map to pinpoint exactly where British public can return their beauty empties, including all L'Occitane Boutiques.



Customers can bring back a large variety of beauty packaging, from any beauty brand, to be recycled with us and receive a 10% Off on their purchase.

The initiative also will share information for customers to make clear distinctions between what needs to be taken to a 'take back scheme' (hard-to-recycle beauty, healthcare and wellness products), and what people can put in their normal recycling bins. Together, the beauty industry and its shoppers will tackle the ever-mounting waste issue.

Scan learn more about and how to get involved.



L'OCCITANE  
EN PROVENCE

# CAMPAIGN IMPLEMENTATION BOOTS



SCAN YOUR  
PRODUCTS AT HOME  
AND VERIFY THEM



Boots884  
SCAN  
THE QR  
CODE



GET  
REWARDED!

A *Boots* SCHEME POWERED

REC

ADVERTISING:  
not take if you:  
your most used & relevant



800  
locations

Over 7.5  
million  
items  
recycled

Insights



**SOCIAL**

**DIGITAL**

**IN STORE**





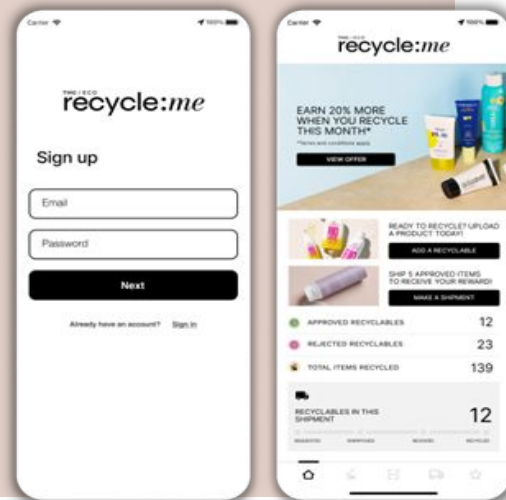
CAMPAIGN  
IMPLEMENTATION  
THE HUT GROUP



THG / ECO

# recycle:me

- Doorstep collection take back scheme for hard to recycle beauty & cosmetic packaging
- Fully EPR compliant:
  - Fully national as uses the Royal Mail doorstep collection service and network of 14,000 drop off locations
  - No purchase necessary to use the scheme
  - Accepts all brands regardless of where they have been purchased
  - Educates the customer on what should be recycled kerbside vs sent via the take back scheme
  - Fully traceable from customer to point of recycling
- Attractive to consumers:
  - easy to use, free to download app,
  - convenient doorstep collection,
  - can use any packaging (ideally the packaging we have sent them)
  - generously rewarded for either LOOKFANTASTIC or Cult Beauty
  - accepts Fragrance
- All data available to brand partners



THG / ECO

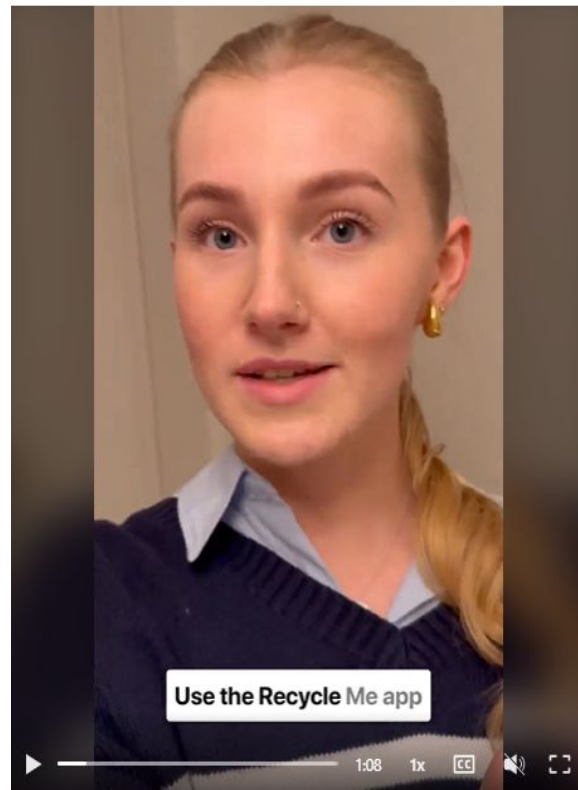
# recycle:*me*

Lookfantastic Marketing Intern Eleanor Ansell, tapped into ~Project Pan trend with a Tik Tok reel talking about the THG Beauty recycle:me scheme.

Directly drove

- 200k views in 24 hours
- Significant engagement from Gen Z
- +33.3% registrations
- +187.5% items recycled

[Find out more here!](#)

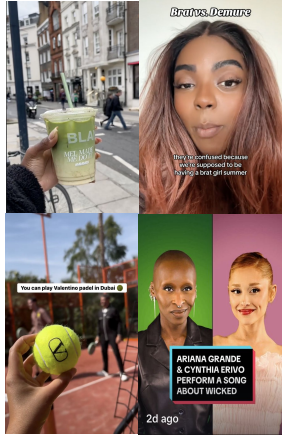


# Supporting with a 360 marketing campaign across Cult Beauty and Lookfantastic



## Community Led

Nurture and expand sustainability centric community online and offline to drive brand consideration and preference.



## Cultural Conversation

Actively utilise trend forecasting and social listening to create a social-first approach to content, campaigns and comms.

## OWNED

- Instagram; Organic posts & stories
- CRM integration
- Sitewide amplification – Homepage, Strip Banners and key landing pages e.g. Cult Conscious
- Homepage coverage on selected days

## PAID

- UGC amplified on Tik Tok, specifically focused on Gen Z engagement and reach. Recycle:me led content with "project pan" storytelling
- Influencer led marketing leveraging empties round ups. Targeting category specialists

## EARNED

- Engaging our network of fashion and beauty editors

To allow us to both *represent* & *reach* new audiences

# WANT TO GET INVOLVED?

HERE'S HOW...



# COMMUNICATIONS AND ROLL-OUT TIMELINE:



# DOWNLOAD THE CAMPAIGN TOOLKIT



SCAN ME

<h2 style="text-align: center;">THE GREAT BRITISH BEAUTY CLEAN UP</h2> <p style="text-align: center;">POWERED BY THE SUSTAINABLE BEAUTY COALITION</p>			
<p>Thank you for being part of the beauty industry's first cross-sector campaign designed to reduce the impact of beauty's waste on the planet. To ensure we make the most out of the campaign, please complete this checklist and share all of the relevant details. This will help the British Beauty Council amplify your contribution and track the performance of the campaign.</p>			
Action	Deadline	Information	Done?
Download the campaign toolkit and watch the campaign webinar to help you brainstorm implementation.	30/01/25	<a href="#">Download the toolkit here</a> . <a href="#">Watch the webinar recording here (to be added post 30th)</a> .	<input type="checkbox"/>
Confirmed your commitment to the campaign with the British Beauty Council team.	05/02/25	To confirm your commitment, email <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> . Once you make this commitment, you agree to be cited in press as a contributing brand.	<input type="checkbox"/>
Confirmed if you are implementing The Great British Beauty Clean Up in-store or online.	12/02/25	You can implement the campaign in whichever way you see fit for your company. From one social post to in-store decals, the sky is the limit.	<input type="checkbox"/>
Shared the full detail of your activation with the British Beauty Council team.	17/02/25	Please email <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> with full details of your marketing implementation. Outlining the WHAT, WHEN AND WHERE of your implementation. Please also share details of your main point of contact for this campaign and their contact details.	<input type="checkbox"/>
Prepped a brand press release outlining your involvement in the campaign, you can use this as an outline	27/02/25	We will need you to circulate this via your own PR team, so that multiple releases are hitting inboxes from brands. This should have an embargo date of the 3rd March. Please notify the British Beauty Council team at <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> of when/if you plan to issue a release to ensure campaign cohesion. - In this press release you should detail any existing waste commitments to increase reduce, reuse, refill & recycle and what you will be doing for The Great British Beauty Clean Up. Note please put recycle as your last commitment.	<input type="checkbox"/>
Shared information of your beauty takeback scheme with the British Beauty Council team to ensure locations are listed on the central recycling map (if applicable to you)	26/02/2024	Fill out this <a href="#">spreadsheet with all location details</a> - email to <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a>	<input type="checkbox"/>
Shared details of how to track reach/performance of your implementation with the British Beauty Council	26/02/2024	Email information metrics to <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> . This information is needed to measure the overall impact of the campaign, this could be social reach, web traffic, number of take backs and more.	<input type="checkbox"/>
GO LIVE	03/03/25	We would ideally like all brands and businesses to go live digitally on 3rd March to flood socials etc. However, we are open to activations happening throughout the month.	<input type="checkbox"/>
Throughout campaign - share performance and press coverage	03/03/25 - 31/03/2025	To ensure we are tracking all performance metrics and coverage, please keep in touch with the British Beauty Council team via <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> , sharing any press coverage and uptick in engagement with <a href="#">refill/reuse and recycle systems</a> .	<input type="checkbox"/>

# FAQS

## **Do I have to have a takeback scheme/recycling programme to take part in The Great British Beauty Clean Up?**

NO. We welcome brands and businesses who have take back schemes and those who don't to activate. If you don't have a scheme, you can direct people to the British Beauty Council's recycling map, or spotlight your retailers' takeback scheme.

Can't do either of those things? You can still spotlight your commitment to managing beauty's waste issue and refill/reuse systems.

## **How do I get my takeback scheme listed on the British Beauty Council map?**

If you do have a takeback scheme, we would love to list it on our interactive map. All we need is a list of store names, locations and phone numbers. There is a handy form you can fill out linked to the campaign checklist.

## **Will the British Beauty Council be launching a takeback scheme as part of this campaign?**

No, the Council is listing all of your schemes – this means you'll maintain your scheme's success and (hopefully) see an increase in footfall too!

## **How big do I have to go?**

As big as you see fit for your brand or business! We want the campaign to work for you. All we ask is that you plan your campaign activation for March 2025 and let us know how you are going to activate.

## **Do I have to 'go live' on March 3rd?**

We ask that all brands and businesses circulate the launch release via their internal PR teams on 3rd March, but you can activate at any time throughout the month.

## **Can beauty salons/services get involved?**

YES. We want as many brands and businesses taking part. If you are a salon or hairdresser, why not direct people to the British Beauty Council Interactive Map or Planet Positive Beauty Directory?