



Press Release

Back into the material cycle: cosnova uses post-consumer recyclates from Interseroh for its cosmetics packaging

Sulzbach, 23 March 2021 – The cosmetics company cosnova and the recycling and environmental service provider Interseroh are carrying out pioneering work by using post-consumer recyclates from the “Gelbe Sack”/yellow waste disposal bin in cosmetics packaging for the first time. In doing so, cosnova has reached another milestone on its way to achieving its goal of producing at least 50 percent of all packaging from recycled plastic by 2025.

The Sulzbach-based beauty player cosnova is the first company ever to use **post-consumer recycled plastic (PCR)** from the “Gelbe Sack”/yellow waste disposal bin in the product packaging for its decorative cosmetics. This is an important step towards **more sustainable packaging** and a **circular economy** in the cosmetics industry. The recycled plastic Procyklen is produced by **Interseroh** in accordance with strict quality standards using plastic waste **collected as part of the dual system**: Extracted from used packaging from the “Gelbe Sack” or the yellow waste disposal bin, cosnova has been using the treated recyclate in the packaging of popular products from its **essence** and **CATRICE** brands since the spring of 2021. In addition to **CATRICE nail polishes** (including the best-selling *CATRICE ICONAILS* range) and the **essence concealers *camouflage+ matt* and *camouflage+ healthy glow***, the best-seller essence lipgloss ***extreme shine volume lipgloss*** (formerly shine shine shine lipgloss) is now also being fitted with a cap made of the 94 percent PCR called Procyklen. The switch in the respective product packaging **saves cosnova around 132 metric tons** of new plastic per year.

With its award-winning Recycled Resource process, Interseroh proves that recycled plastics can serve as a completely adequate substitute for new plastic and at the same time reduce the burden on the environment. As a result, the expert is able to produce recyclates that are quality-assured according to individual specifications. "The composition developed especially for cosnova contains more than 94 percent post-consumer material and was tailored to the exact wishes of the customer by adding a minimum of very finely combined special additives," explains Dr. Manica Ulcnik-Krump, Head of the Recycled Resource

PRESS CONTACT COSNOVA

Eva Kalkuhl | Head of PR & Corporate Communications | e.kalkuhl@cosnova.com | Tel.: +49 6196 76156-1425

Anna Planz | Senior PR & Corporate Communications Manager | a.planz@cosnova.com | Tel.: +49 6196 76156-1426

PRESS CONTACT INTERSEROH

Susanne Jagenburg | Pressesprecherin ALBA Group | susanne.jagenburg@albagroup.de | Tel.: +49 30 35182 5080



Business Unit at INTERSEROH Dienstleistungs GmbH. "In this way, the recyclate meets all quality expectations in terms of color, mechanical durability and stability in processing as well as the purity of the material, and therefore meets the high requirements of decorative cosmetics."

Instead of demonizing plastics: Promoting the mechanical recycling of plastics from the yellow waste disposal bin

It is obvious that it is necessary to exercise caution when using plastics. The use of limited resources and the increasing volume of waste in households are just some of the aspects where urgent action is needed. At the same time, **a differentiated view of plastics** is necessary: "Used correctly, i.e. in the form of recyclable mono-materials and kept in the cycle, **plastic is better than its reputation** – and more environmentally friendly than some attempts to reduce or replace it," states Daniela Soukup, Expert Corporate Responsibility at cosnova. "That's why we are focusing on recycled, reprocessed material, which, of course, has to meet our high standards for the packaging of our products at the same time. There is also a need to **raise awareness of the importance of correct disposal and recycling for the environment and the climate**," says Axel Geiger, Executive Expert Purchase & Packaging at cosnova. Thanks to the use of suitable recyclates, reusable materials are not only returned to the cycle: Scientific studies by the Fraunhofer Institute UMSICHT have shown that the use of the recycled plastic Procyclen also saves **54 percent of climate-damaging greenhouse gases** compared to the use of virgin plastic.

Furthermore, cosnova, together with other partners in the industry, is committed to **establishing recyclate standards** in the cosmetics sector. The fact that these have been missing until now makes the use of recyclates in cosmetics extremely difficult and leads, if at all, to the use of recycled PET, which is approved for use in foodstuffs and can therefore also be used in cosmetics packaging that comes into contact with the product. This makes cosnova all the more proud of its use of the qualified recyclate made especially for the company from polypropylene (PP) recovered from the yellow waste disposal bin. The caps of the packaging that uses this material do not come into contact with the product, making it particularly suitable as a pilot project that will be followed by others.

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Anna Planz | Senior PR & Corporate Communications Manager | a.planz@cosnova.com | Tel.: +49 6196 76156-1426

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ABOUT COSNOVA BEAUTY

cosnova Beauty with headquarters in Sulzbach/Germany is managed by the Executive Managers Mathias Delor, Javier González, Gesine Hild, Dirk Lauber, Christina Oster-Daum, Hilko Prah and Yvonne Wutzler. At the end of the fiscal year 2020, cosnova Beauty had around 650 employees around the world. Meanwhile, its cosmetic brands essence and CATRICE are sold in over 80 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company's customers include drugstores, food retailers, department stores, perfumeries and fashion chains as well as various online trade partners. In addition, essence and CATRICE are also each represented with their own online stores.



ABOUT INTERSEROH

Along with ALBA, Interseroh is one of the brands under the umbrella of the ALBA Group. The ALBA Group is active in Germany and Europe as well as in Asia with its brands ALBA and Interseroh. In 2019, its business units generated sales of €2.0 billion and employed a total of approximately 8,800 people. This makes the ALBA Group one of the leading recycling and environmental service providers as well as raw material suppliers worldwide. In 2019 alone, the recycling activities of the ALBA Group were able to save more than 4.2 million tons of greenhouse gases compared to primary production and 32.3 million tons of primary raw materials.

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