

## **British Beauty Council's Sustainable Beauty Coalition Launch 'the Great British Beauty Clean Up' To Tackle Industry Waste**

**JANUARY** - In 2025 the British Beauty Council's [Sustainable Beauty Coalition](#) is pushing new boundaries to collaboratively tackle beauty industry waste head on.

According to [The Courage to Change Report](#) the beauty industry produces over 120bn units of packaging globally, much of which goes to landfill. In fact, the beauty industry accounts for a whopping 1/3 of all landfill waste and 70% of our industry's plastic waste is not recycled. What's more, research also shows that 56% of people do not recycle their bathroom products, contributing to the mounting waste crisis.

Launching in March 2025 'The Great British Beauty Clean Up' is a first of its kind collaboration between retailers and brands designed to significantly reduce the amount of waste created by the beauty industry.

The initiative will focus on increasing industry and consumer awareness and adoption of reuse and refill systems. It is also set to increase recycling rates of beauty empties through spotlighting take-back schemes and household recycling where available. To date, 21 leading retailers and brands have expressed interest in joining.

As part of the initiative, the British Beauty Council will be directing consumers to existing recycling schemes across the UK via its [interactive map](#).

All brands and businesses involved will activate under 'The Great British Beauty Clean Up' campaign imagery and call to action, making this a key touchpoint for consumers throughout March and beyond.

'The Great British Beauty Clean Up' will officially launch during **Waste Week (3rd–9th March)**, aligning with Global Recycling Day (18th March) and the United Nations International Day of Zero Waste (30th March) later in the month.

The Sustainable Beauty Coalition is urging all beauty brands and businesses operating in the UK to get involved - register your interest and download the toolkit [here](#).

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### **Editor's Notes:**

1. About "The Great British Beauty Clean Up"

This initiative is a collaborative campaign created by the Sustainable Beauty Coalition in partnership with the British Beauty Council, aiming to promote sustainable practices within the beauty industry. The campaign focuses on Reduce, Reuse, Refill, and Recycle practices and encourages consumer engagement in responsible disposal of beauty packaging.

The British Beauty Council pinpointing existing recycling programmes on its [interactive map](#), it is not launching its own takeback scheme as part of this initiative.

2. Campaign Timing and Key Dates

- o Waste Week: 3rd–9th March 2025
- o Global Recycling Day: 18th March 2025
- o United Nations International Day of Zero Waste: 30th March 2025

3. Industry Statistics

- o The beauty industry generates over 120 billion units of packaging each year, contributing to one-third of global landfill waste.
- o 70% of plastic waste in the beauty sector is not recycled, and 56% of bathroom products go unrecycled by consumers.

4. About the Sustainable Beauty Coalition

The Sustainable Beauty Coalition, part of the British Beauty Council, collaborates with brands, retailers, and professionals across the beauty industry to drive sustainability and reduce environmental impact. To date, it has encouraged industry collaboration to formulate a blueprint for a new approach to plastic use via its **Plastic Solutions Summit** and it has produced the **Planet Positive Beauty Guide and Directory** to help consumers and industry make greener beauty choices more confidently.

5. About the British Beauty Council

The British Beauty Council is a not-for-profit organisation dedicated to solving beauty's shared challenges. It represents the wider industry by generating conversation with the Government to tackle issues facing the industry today and in the future. The Council collaborates with a diverse network of patrons and affiliates so that every sector within the beauty industry can thrive.