

SUSTAINABLE BEAUTY COALITION CALLS ON CONSUMERS TO COLLECT THEIR EMPTIES AHEAD OF NATIONWIDE CAMPAIGN 'THE GREAT BRITISH BEAUTY CLEAN UP'

JANUARY - Beauty's waste problem is undeniable, with the industry producing over 120bn units of packaging globally, much of which goes to landfill¹. The British Beauty Council's [Sustainable Beauty Coalition](#) is launching a first-of-its kind cross-industry campaign to tackle beauty's waste problem, 'The Great British Beauty Clean Up'.

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 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 and household recycling where available. To date, 21 leading retailers and brands have expressed their interest in joining.

The Sustainable Beauty Coalition invites beauty lovers to participate in this initiative by starting to collect all their empties*, making sure to include the products they would usually place in their bathroom bins (currently the least sustainably disposed products in the household). Come March-2025, the industry-wide initiative will provide practical steps and help for all, on how and where to best to reduce, refill, reuse and recycle empty products.

On top of spotlighting the brands and businesses offering take back schemes via a revamped [interactive map](#), the initiative aims to spotlight the power of:

- **Reduce:** With women's average beauty routines jumping from eight to 27 steps between 2006 and 2016², it's clear that beauty purchases are reaching unprecedented heights. The campaign will drive brands and businesses to reinforce the importance of conscious consumerism.
- **Refill / Reuse:** More and more beauty brands are offering refill options for their products. What better way to cut waste, save some money and perfect your routine than opting for a refill of your favourite beauty buy? All the while, you'll be taking part in 'The Great British Beauty Clean Up' by preventing your empty from going to landfill.
- **Using household recycling bins for beauty and bathroom waste:** The initiative 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.

Officially launching in March, aligning with **Waste Week (3rd-9th March)**, as well as Global Recycling Day (18th March) and the United Nations International Day of Zero Waste (30th March) later in the month, the initiative aims to reduce beauty's end-of-life rates.

*Ahead of the launch, the Sustainable Beauty Coalition urges consumers to collect their 'hard to recycle' beauty empties, which are:

¹ Courage to Change, 2020

² Superdrug, 2016

- Too small (travel minis, samples, mascaras, etc)
- Made of composite materials (make-up palettes, compacts, lipsticks, etc)
- Made from non-recyclable materials (toothpaste tubes, lotion pumps, etc)

In March, the British public will be able to use the Sustainable Beauty Coalition's [newly-launched map](#) to pin point exactly where they can return their beauty empties, and play a part in the largest campaign to tackle waste to date. Together, the beauty industry and its shoppers will tackle the ever-mounting waste issue. So, start collecting now to start recycling this Waste Week.

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.