

MACRO-TREND N°2

FOR A ZERO WASTE CIRCULAR ECONOMY: the packaging, process & product revolution

Trend #1

Zero waste as a
society ideal

With plastic waste accumulating to the point of forming one, or even several new continents on the planet – around 170 million tonnes of plastic in our oceans in 2020, – we are quickly and acutely becoming aware of the need to stop, clean up, innovate and reinvent our habits, and this concerns both brands and individuals.

Packaging and products are reinventing their aesthetic codes, such as nappies that are no longer bleached. Recycled plastic will be grey (or it won't exist). Bioplastic based on sugar cane or sugar beet is arriving in force, with

increasingly rapid biodegradability performances. In a 'cradle-to-cradle' logic*, the promise of a pack that can be (industrially) composted is increasingly displayed on packaging.

Product waste is now unacceptable. Thus, zero-waste packs now make it possible to finish 100% of the product, and everyone is turning to home composting (even in Paris, where it is being tested in three arrondissements).

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aware

**In addition to organic, brands are now committed throughout the entire product life cycle – from sourcing to packaging – to ensure minimum ecological impact.*

PROOF IN PRODUCTS



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COSMETICS AND HYGIENE

- 1 Universal dog shampoo** with 100% recyclable cane sugar packaging, by Beaphar
- 2 Eco-friendly nappies** with the most natural composition on the market, in unbleached cellulose and absorbent microbeads of natural origin, 100% compostable, by Change Now !
- 3 In&Out Anti-age treatment** by Douceur Cerise, "We make organic cosmetics and dietary supplements from wild plants from Chartreuse and the Alps. We are committed to a local circular economy for our raw material supply and work using by-products in a zero-waste approach"
- 4 The Pimpant washing-up kit**, a failproof liquid solution that takes just two minutes to make. It contains no palm oil, reduces the carbon footprint linked to transport by a factor of three and the quantity of plastic used by seven compared to an eco-friendly washing-up liquid in a bottle

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FOOD

- 1 **Salt and Pepper Mix** (dried fruits) in a fully compostable bag, by JusteBio (Un Air d'Ici)
- 2 **Ethiopie eco-responsible coffee capsules**, Nespresso-compatible and made from biodegradable and industrially compostable wood fibre, by Destination
- 3 **Morning Latte Cacao & Maca**, in eco-responsible, compostable and fully recyclable packaging, by Nümorning

- 4 **Sunny**, circular innovation crackers and biscuits by Heisenberg
- 5 **Fig & Périgord AOP Walnut Crackers** by Résurrection: "the first snacking product brand that makes crackers from by-products: spent grains from beer brewing or apple pomace from cider-making. Our activity, committed to the ecological transition, is part of a circular, organic and local approach. Made in Dordogne"

HOUSEHOLD PRODUCTS

- 6 **Veganbottle Go**, a plant-based and compostable drink bottle, without fossil resources and which reduces CO2 emissions by 30%, by Lys Packaging
- 7 **La Culotte Menstruelle**, waterproof, quick-drying, anti-odour, comfortable, sustainable and zero-waste period underwear, by Achel Lemahieu

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Trend #2

The bulk wave,
the refill habit

The other rising zero-waste option is to reuse, refill or even remove the container completely, to keep what matters: the content!

The refill logic even includes objects, to preserve the sustainable parts and change only the parts that wear out. Such as toothbrushes with replaceable heads, which bring about a 90% reduction in plastic use.

Bulk purchasing is completely shaking up our relationship with the object and the way we shop.

Everyone seems prepared to change their shopping habits: 91% of people would be interested in a practical container-refill service².

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There are technical innovations to support the “bulk” wave and in particular to make it possible to distribute all liquids: shampoo, fresh milk, and even sandwich spread.

Even the largest supermarket brands are now surfing the wave: Biocoop with its specific bulk store (ADN in Nation, Paris).

2 - 2019 Survey by PSFK & Suzy™: Closing the Loop With Sustainable Packaging



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Trend #2

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COSMETICS AND HYGIENE

- 1 **Natural Toothpaste** - Frosted Mint in a reusable, recyclable and returnable glass jar, by Endro
- 2 **La Maline**, wooden toothbrush with interchangeable heads, by Althode-J'aime Mes Dents
- 3 **Edith lin**, toothbrush with interchangeable heads (7 different heads) with bio-plastic handle made from French flax waste, by La Brosserie Française - Bioseptyl

- 4 **Biodegradable and refillable concentrated shower gels** to dilute, by Ioumi Provence

SERVICES AND EQUIPMENT FOR SHOPS AND BRANDS

- 5 **Gravity**, solution for the bulk distribution of all everyday liquids, by R Cube Nord
- 6 **Spicoj**, system for selling spices in bulk while reducing waste, by Bulk and Co

- 7 **Vr'Acteur**, innovative, low-tech solution with low carbon footprint, for the in-store bulk distribution of all liquid products, by Qualivrac

- 8 **Zero Waste Dispenser**, bulk food dispensers made of 100% stainless steel and glass, 100% recyclable and zero waste, by Zero Waste & Co

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Trend #3

Solid hygiene

Water-free cosmetics are inspiring every cosmetics category: treatments in stick format, solid perfume and even hair conditioner in a solid cube.

So what's so good about a water-free formulation? It is guaranteed preservative-free, as it's the water in cosmetics that leads to bacterial proliferation.

The promise of a zero- waste bathroom

This new generation of cosmetics goes further still, by backing the promise of a zero-waste bathroom - this is when the container can be substituted, eliminated or made lighter due to a solid content. It's far more practical for travelling light and also means that you don't have to worry about the volume of bottles!



PROOF IN PRODUCTS



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COSMETICS AND HYGIENE

- 1 Jojoba Oil Solid Make-up Remover, by Comme Avant (SI-Créative)
- 2 Toothpaste in tablet form and to chew, by Paos
- 3 Conditioner bar, by Lamazuna
- 4 En Corps Sage, solid perfume, alcohol-free and non-photo-sensitising, by Nomadsens