Meeting report Commissioner Sinkevicius with L’Oréal on 31 January 2023 from 11h00 to 11h45 in the Berlaymont.

Present: Commissioner Sinkevicius, Elena Montani, (CAB ENV), (DG ENV), , xxxxxx (L’Oréal)

L’Oréal is the world-leading company in the cosmetics sector, with about half of its production and a third of its market in the EU. explained that L’Oréal aims to keep production in Europe and further invest in those locations. The company has started a sustainability transformation, labelled “L’Oréal for the future”, which addresses various aspects of production, packaging, bio-sourcing of ingredients and product safety for consumers and the environment. CO₂ emission have already been significantly reduced, and aim is to move all factories to carbon neutrality by 2025.

On issues related to chemical legislation, L’Oréal already started to phase out PFAS in 2018 and is well on the way to complete the phase-out, so an upcoming PFAS restriction is not an issue for the company. On the REACH revision, stated that L’Oréal supports legislative framing of conditions of operations to protect consumers and the environment and to ensure competitiveness (China, Japan, Korea, US are biggest competitors). Regulation needs to be implemented for everyone. The aims of Commission with the CSS are aligned with the company’s goals. However, there are some concerns on details. Issues mentioned in this context were the following:

- Definitions of essentiality: this needs to be science-based and assessment has to be of essentiality of the ingredient, not the product.
- Mixture assessment factor (MAF): L’Oréal estimates that 73% of products will need reformulation. Mostly preservatives would be concerned. Reduction of preservation would also work against move to more sustainable packaging. An application of MAF only to substances of very high concern (SVHC) would alleviate much of the concern.

L’Oréal explained their work with the ECObeauty consortium (sector-wide participation), developing a scheme to assess and communicate the impact of products on the environment. They are conscious of consumer interest in information on product sustainability. ECObeauty methodology is aligned with PEF approach, DG ENV and JRC were consulted in the process.

With regard to the CLP revision, L’Oréal supported clear rules for all players. Their only concern is the proposed rules for more-than-one-constituent substances (MOCS), which may affect the use of essential oils. While they are not certain about the interpretation of the proposed provisions, they thought there should be a notion of intention.

On UWWTD they stated concern as to the list of ingredients which is not clear. The proposed rules in their view would not incentivise a move to greener products.

L’Oréal was very supportive of the revision of the Packaging legislation, as it provides a much-needed push toward sustainable packaging including recycled content. Harmonising rules in MS are key (ex: problem in FR due to single use plastics definition including shampoo bottles).

In relation to microplastics, L’Oréal supported the proposed scope and timelines.