

# Case **Closed Paper Loop for LUSH**

**LUSH** FRESH  
HANDMADE  
COSMETICS

## **About LUSH**

LUSH is a fresh, handmade cosmetics retailer who began trading in Poole, England in 1995. For over 20 years LUSH has been creating cosmetics for customers all over the world. Since LUSH started trading they have been conscious how the products they manufacture and sell interact with the environment. Using creative solutions to make a positive impact on the planet, environmental issues are at the heart of the company and are considered in every aspect of their daily decisions. Their passion when designing a product is that it should come with no packaging.

*LUSH is using creative solutions to make a positive impact on the planet.*



## **The Challenge**

Sometimes packaging is unavoidable. LUSH prefer to use recycled materials. Measured by weight, 90% of their packaging material is recycled and LUSH are working on removing the remaining 10%. What is the particular challenge? There is a wide range of recycled packaging solutions and the degree of quality and environmental friendliness is just as great, which is why it was important to find a reliable partner who could offer suitable solutions. Providing innovative concepts and added value in terms of reusing the packaging.

### *The LEIPA Solution*

LEIPA, a paper company established over 170 years ago, has a long history of sustainable paper making. As early as the 1970's LEIPA established themselves as a pioneer in recycling and resource saving and today they boast two Mill sites, including the largest recovered fibre Mill site in Europe. When LUSH wanted a 100% recycled paper for gift wrap they chose LEIPA as their conscientious partner, to reduce refuse while simultaneously making positive contributions to saving water and energy consumption.

*LUSH wanted a  
100% recycled paper  
for gift wrap.  
So LEIPA delivered.*



### *Added Value*

LUSH creativity remains unfettered by industry trends, thriving on passion and innovation. As sustainability consultants, LEIPA suggested recycling LUSH waste –the Dusseldorf distribution centre was discussed- and the project began when LEIPA found a local partner for waste collection. Here, the circular economy model started! LEIPA's partner collects the waste paper from LUSH's distribution centre and, in turn, material from their facility is recycled into new products at our Schwedt Mill.

*And what does the future hold?  
Today LUSH is investigating the  
possibility of implementing more LEIPA  
products throughout their portfolio.  
Thinking about today... and tomorrow.*

At all phases of the circular economy model the flow of material is measured to provide accurate data on resource efficiency. The adoption of a circular economy offers considerable benefits; **including fewer material inputs, less waste produced, and more materials recycled.** The journey continues, focusing initially on the reduction and recyclability of packaging, now progressing to making resource use more efficient.