

# Forward Thinking: Sustain to Gain

Flavor and fragrance are in good company among industries turning an eye to eco-friendliness

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Sustainability—a blanket term that encompasses responsible use of resources and stewardship of the planet—is a hot topic receiving a lot of attention in the press across multiple industries. Within the fragrance and flavor industry, packaging and environmental factors such as carbon dioxide emissions, water consumption and energy efficiency, are focal points for many leading suppliers and manufacturers. This is evidenced by the recent trend for fragrance suppliers to publish sustainability reports to show their efforts and progress (see Page 34). For example, Givaudan's 2012 report, which was measured against its 2009 baseline, showed “water efficiency had improved by 13.8%, energy efficiency up by 7.8%, and carbon dioxide emissions are down by 12.8% per metric ton of product.”

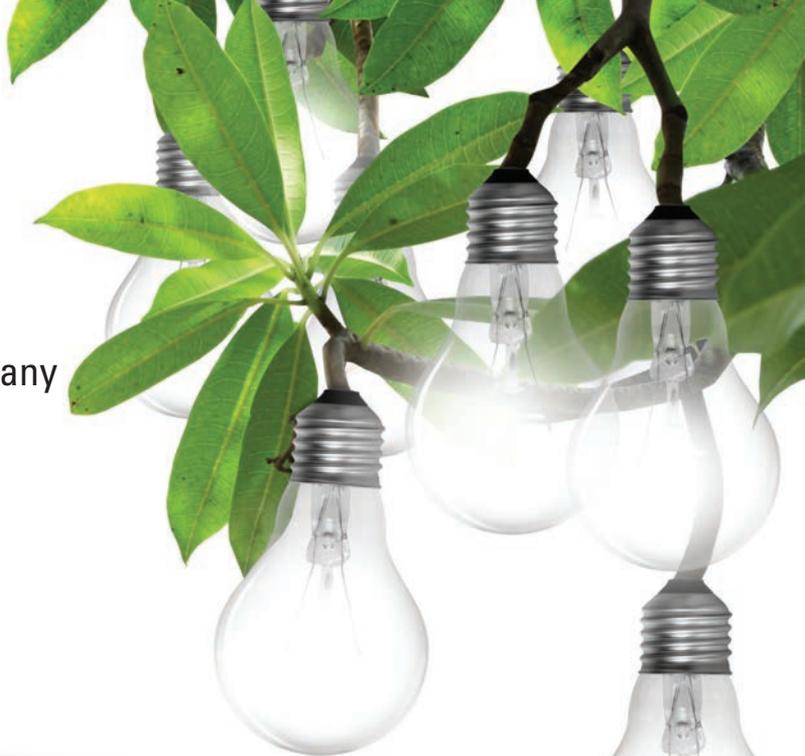
This data reflects manufacturers' reaction to consumers' environmental concerns. According to Nielsen's 2011 Sustainability Survey, “Three out of four global consumers rated air pollution (77%) and water pollution (75%) as top concerns, both increasing six percentage points compared to 2009. Among other environmental and sustainability efforts manufacturers have taken, recycled packaging and energy efficient products are seen as the most broadly helpful. Eighty-three percent believe that manufacturers using recycled packaging and producing energy efficient products and appliances have a positive impact on the environment.” Eco-friendly packaging, cause marketing and better business practices are the most recognizable efforts to address sustainability as evidenced by the amount of recent market activity.

## Alternative Packaging Materials

To address the world's depletion of natural resources, there have been several initiatives from both niche and Fortune 500 companies to create eco-friendly consumer packaged goods that range from recyclable to refillable and/or biodegradable designs.



Indie brands pioneered the use of alternatives to plastic packaging such as corn and paper plantable cartons. *Cargo PlantLove*, an eco-friendly cosmetic line, launched in 2007 and is 100% natural, including the award-winning packaging made entirely out of corn. In 2006, *Pangea Organics* was early to market with its zero-waste molded fiber soap box package embedded with seeds. In 2012, the multi-award-winning brand received recognition for its revised package design, which is “a glueless, origami folded box made from sustainably harvested paper. The origami paper is 80% postconsumer, Forest Stewardship Council (FSC)-certified, elemental chlorine free (ECF) and Process Chlorine Free (PFC), and printed using Zero VOC, vegetable inks.” *Biao* (Beauty Inside and Out), offers plantable packaging embedded with wildflower seeds as well as 100% recyclable custom-made, eco-friendly bottles crafted using a low-impact, bio-renewable source. Another notable brand is *Neuma Beautiful Sustainable* hair care. The products are formulated with renewable plant-based ingredients and housed in up to 85% postconsumer recycled bottles, produced with 100% wind power. Staying true to its brand, Neuma prints its marketing collateral on recycled plantable paper embedded with wildflower seeds. *Organic Essence*, a USDA-certified organic body care line, features two novel custom-designed biodegradable packages. “Home compostable lip balms, because packaging shouldn't last forever,” is Organic Essence's clever lip balm tagline. The biodegradable eco tube for lip balms and biodegradable eco jar for creams are home compostable and printed with soy ink on FSC, postconsumer waste (PCW), 100% recycled paper. A noteworthy beverage package is *Earth Wise's* juice carton. Earth Wise juices are packaged in aseptic cartons that display the FSC logo and the Rainforest Alliance Certification (RAC). The company selected the carton package



because of its environmental benefits including “being lightweight, having a small carbon dioxide footprint, consuming very few resources, and being fully recyclable.” The company’s tagline “Earth Wise. Good for you. Good for the planet.” supports its packaging philosophy.

Driven by their consumers, large manufacturers such as the Coca-Cola Co., Procter & Gamble and Stonyfield have recognized the need for sustainable packaging and made huge strides in the mass market without sacrificing functionality or cost. The Coca-Cola Co. has garnered attention for its *PlantBottle* initiative sourced from sugarcane, originally introduced in its Dasani and Odwalla bottles in late 2009. The Dasani bottle is made of “up to 30% plant-based materials” while the Odwalla bottle is made from “up to 100% plant-based materials with high-density polyethylene (HDPE) plastic.” Both bottles are 100% recyclable. Delta and Dasani’s *Recycling Above and Beyond* advertisement in the April 2012 *Delta Sky* magazine is compelling. The ad states “Delta Air Lines shares our passion for progress. To date, Delta has recycled more than 6 million pounds of aluminum, paper and plastic. And our switch to PlantBottle packaging conserves enough resources to power 7,800 homes a year. Help make a difference and recycle.” Like Coca-Cola, Stonyfield replaced its plastic bottles with “HDPE #2 plant-based plastic derived from sugarcane” for its organic Super Smoothies, YoBaby drinkable yogurt and

Oikos Drinkable Greek Yogurt products. In addition, in 2010 the company repacked its multipack yogurt cups in 93% plant-based PLA plastic made from corn, which reduced the global warming impact of its packaging by 9%. Procter & Gamble also created plant-based packaging derived from sugarcane for its *Pantene Pro-V Nature Fusion* collection, which launched in Western Europe in 2010 and expanded to North America in 2011. The bottle is “made with up to 59% plant-based plastic, excluding cap.” The company plans to roll out this technology for its Covergirl and Max Factor brands. Even McDonald’s announced it is currently “testing a double-walled fiber hot cup” to replace its polystyrene foam beverage cups.

The greening of consumer packaging has also influenced household products. In 2006, *Method* made its first bottle entirely from postconsumer recycled plastic and in the fall of 2011, Method announced its new packaging is engineered with “100% postconsumer polyethylene, 25% of which is plastic collected from the North Pacific Gyre, often referred to as the Great Pacific Garbage Patch.” *Better Life*, founded by two dads, Tim Barklage and Kevin Tibbs, offers plant-derived products that are “GMO-free, cruelty-free, made in the USA, fragrance-free, sulfate-free and petroleum-free.” A notable newcomer is *Eco Nuts Natural Laundry Soap*, based on natural soap nuts, “a berry that grows in the Himalayas that naturally produces

a soap called saponin.” Users are instructed to place four or five berries into the included reusable muslin bag and place in a washer with clothes. After each use the berries should be air-dried and when finished, the berries are compostable. The company claims the product works in both standard and high-efficiency machines (HE) and each berry can be used at least 10 times.

### Water, Water, Everywhere

Water, particularly bottled water, is a source of controversy. Two underlying reasons for the conflict are 1) the fact that the US consumes the largest amount of bottled water while having access to the safest drinking water, and 2) the amount of waste produced by plastic water bottles. According to a 2011 *National Geographic* article titled “Drinking Water: Bottled or From the Tap?” “Americans buy more bottled water than any other nation in the world, 29 billion water bottles, and for every six water bottles used, only one makes it to the recycling bin.” Consumers’ interest in bottled water is not waning as evidenced by the 4.1% growth by volume in 2011 reported by the Beverage Marketing Cooperation. These statistics have sparked innovative concepts and unique package designs in the bottled water segment. *My Cause Water* by Panacea Beverage Co. LLC donates \$0.05 from each bottle sold to a nonprofit organization, which consumers select on the company’s website via a code printed on the bottle. Uncollected proceeds are pooled together monthly and given to a charity of the company’s choice. *Icebox Norwegian* spring water is “focused on building awareness around the impact of bottled water on our environment” and therefore is packaged in a box instead of a bottle. According to the company “the box is 100% recyclable, 97% sustainable, 97% biodegradable, carries a 76% smaller carbon footprint than plastic and is BPA-free.” *82Go Water* (“eight-to-go”) “contains eight ounces of purified water in an innovative ‘bod’ pouch that you open with your teeth.” According to the company, the pouch uses the same amount of plastic as the cap on a bottle of water. Canadian company Botl Inc. offers *Botlfilter*, an alternative to bottled water. It is a water filtration system that uses a replaceable device and biodegradable bag of coconut shell-activated carbon. The company’s mission is “to create environmentally responsible products and reduce plastic waste.”

### On Tap

“Reduce, Reuse, Recycle” is now a mainstream sustainable motto and reusable and refillable packaging with unique retail concepts are gaining popularity in fragranced and flavored products. According to the EPA, in 2010 the United States alone generated some 31 million tons of plastic waste, and only 8% of that was recovered through recycling.

The *Green Depot* in New York City has a unique refill station resembling beer on tap, which offers bulk household supplies including dish soap, glass and window cleaner, tub and tile cleaner, and an all-purpose

cleaner. Two similar concepts are Minneapolis’ *Restore Refill Stations*, which are “patented in-store kiosks” that allow consumers to refill five of the company’s leading cleaning products, and *The Soap Dispensary* in Vancouver, BC, which describes itself as “a refill store specializing in premium household soaps, cleaners and personal care products.”

Fine fragrance and cosmetic introductions are also exploring the reusable concept. During the recent renovation of Fresh’s Union Square, New York, flagship store, the company introduced the *Fresh Sensorial Bar*, which features self-serve fragrances in laboratory vessels and encourages customers to explore and experiment with fragrance layering. *Voyage d’Hermès*, Hermès’s most recent unisex scent, launched in a refillable glass bottle. Designed by in-house Hermès designer Philippe Mouquet, the bottle is “the perfect travel companion and life companion because it’s lasting—it’s refillable, so it’s good for the environment. It’s a timeless object, not a disposable object.” *Guerlain Noir G* mascara is cleverly and luxuriously designed; it features a refillable applicator and mirror.

Since food and beverages are perishable, developing reusable packaging is more difficult. However, the return of the old school milkman concept, delivering milk weekly in refillable glass bottles, has been revisited. *Manhattan Milk* is a service that delivers “100% organic, farm-raised dairy products” to your doorstep. The company offers free pickup of its recyclable glass bottles. The *Mylkman Mylk* based in Los Angeles spins the milkman concept. Through a subscription, the company delivers handmade organic, almond milk. Bottles are refillable and if a customer needs a new bottle, the company charges three dollars to replace it. *Whole Foods Beer Bowery* in New York City encourages consumers to bring its beer growlers (refillable glass containers used to tote beer from local pubs) and purchase one of six different beers on tap. For beer novices, they sell 64- or 32-ounce beer growlers. *Otarian*, an innovative sustainable restaurant model, provides a comprehensive carbon dioxide footprint for every item on its vegetarian menu. Located in New York City, the entire restaurant uses sustainable design and architecture with the use of recycled materials from the floors to the ceilings. “98% of our restaurant waste, including packaging and food waste, is recovered as compost, recycled or re-used” stated the company’s website ([www.otarian.com](http://www.otarian.com)). According to founder Radhika Oswal, “I wanted to provide food that was loving life and the planet. It was a holistic way of looking at sustainability for me.”

### Be-Cause

In addition to eco-friendly and green packaging, brands are becoming more socially and environmentally conscious. In reaction, they are participating in cause marketing campaigns including sourcing ingredients through sustainable partnerships.

As a follow up to Donna Karan’s 2010 Pure DKNY fragrance based on vanilla sourced from Uganda, *Pure DKNY Drop of Verbena* launched in 2011. The verbena is sourced from Togo, and the packaging is 100% recyclable. The

teardrop-shaped bottle is made from recycled glass while the cap is made with recyclable aluminum and the paper packaging uses certified forest paper. *Hanae Mori Parfums* added *No. 6*, a new limited-edition, to its *Eaux de Collection*. Like the earlier fragrances in the series, the fragrance was created using renewable energy sources (solar and wind power) and the company continues to support the anti-global warming organization Clean Air-Cool Planet. This year The Body Shop, known for its ethical practices and Community Fair Trade program, announced plans to revamp its stores as part of the company's Beauty with Heart initiative. The *Pulse Boutiques* will "promote the brand's ethical products, high-quality ingredients and commitment to fair trade." The Community Fair Trade program turns 25 this year and currently has "25 suppliers in 21 countries, and brings real benefits to more than 300,000 people around the world." In addition, The Body Shop Foundation funds education in Zambia, environmental conservation in Romania, domestic violence victim support in Europe and protects children from child trafficking in Asia.

In April, *Caribou Coffee* announced it had reached its goal of becoming 100% Rainforest Alliance Certified, making it the first major US coffee producer with this rigorous certification. *One Degree Organic Foods* is a unique company based on the idea that there is "a natural connection between healthy soil, healthy plants and healthy people, making it one degree of separation from your food." Canada-based One Degree Organic Foods partners with North American family farmers who use sustainable, vegan growing practices to produce bread, flour and seeds. They "keep the number of ingredients few—seven or less" and with the use of a QR code, consumers can "trace the life story of every ingredient used" through the company's website or mobile phone app. Prompted by a five-year campaign by Michigan Girl Scouts' Madison Vorva and Rhiannon Tomtishen, who were concerned about deforestation caused by palm oil production, *Girl Scouts of the USA* (GSUSA) launched a GreenPalm program to source sustainable palm oil for their cookies. In addition, as part of GSUSA's science, technology, engineering, and math (STEM) initiative, they offer *It's Your Planet—Love It!* National Leadership Journey where Girl Scouts learn about the water cycle, energy efficiency, air quality assessments, food print calculations and waste management.

## Noteworthy Products

Sustainability touches all aspects of our lifestyles, from the time we wake up to the time we go to sleep. This is demonstrated by the plethora of innovative sustainable products launching across industries to meet a variety of growing consumer needs. Although not directly related to the fragrance and flavor industry, these are a few intriguing products worth mentioning. For example, shoes and umbrellas are two unexpected categories to see biodegradable products. *OAT* "Shoes that bloom," an Amsterdam-based company, features sustainable plantable

sneakers created with bio-cotton, cork, hemp canvas, certified biodegradable plastic and seeds. *OIM OneMoment* based in Spain, produces "a completely biodegradable shoe that can be folded and rolled for storage." The shoes' "packaging (both primary and secondary) are made from vegetal origin polymers, fossil organic matter, natural fiber and recycled cardboard." *Brelli* dubbed as "luxury earth friendly umbrellas" offers "the world's first 100% biodegradable umbrella made of renewable bamboo, organic cotton and patented biodegradable bio-film." *LunchSkins* are reusable sandwich and snack bags available in three sizes and a variety of colorful prints and patterns. Its witty tagline is "reduce your daily lunchprint." According to the company, "the bags are made with food-safe fabric (no lead, BPA or phthalate)" and are dishwasher safe. Pets are as important as children, and *Castor & Pollux PetWorks*, the maker of organic dog food, released "the first #2 recyclable pet food packaging" for its organic small dog food formula. A thoughtful retail concept is *The Swap-O-Matic*, "a vending machine that encourages users to SWAP rather than buy! It playfully reminds us that reusing and recycling can be just as fun as buying something new." Based on the honor system and a credit system, the vending machine is currently located in The Ample Hills Creamery in Brooklyn and contains 13 compartments for users to donate and swap goods.

## What's Next?

Like natural products, sustainable products and practices are here to stay. In comparison to other countries, the United States has been slow to embrace sustainable business practices. However, pressure from consumers has expedited green initiatives across industries, causing companies of all sizes to seek more sustainable solutions. Because sustainable practices and business models, and new technology that address carbon dioxide emissions, water consumption and energy efficiency, have evolved in the past few years, new companies entering the market have an advantage while many established companies need to retrofit their products, services and production. Regardless of size and resources, companies and individuals are becoming more socially and environmentally conscious and will continue to address all aspects of sustainability including educating our children and future generations. The fragrance and flavor industry is just one aspect of this very broad subject.

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