

Call for action from a brand owner: which future for biobased plastics in Fast Moving Consumer Goods' packaging?

*Léa Nature is a French company active in organic food and cosmetics. Léa Nature commits to give high care to the plastic used for its packaging, while also paying attention to the affordability of its products. The major goal for the last 8 years has been trying to reduce our dependency on fossil-based materials... what everyone does today and is becoming a norm for organic cosmetic products.*

*Léa Nature has been an early adopter of Braskem's green PE, and uses as much as possible recycled PET. In 2020, over 50% of the plastic used for cosmetic products' packaging was either biobased or recycled. We are constantly scouting for sustainable access to packaging materials but having in mind we will adopt only those having an effectively managed end of life. For most of them this means recycling.*

*In this context, two major axes on regulation on plastic packaging are creating a major stop in the perspective of development of new biobased plastics amenable to be used for production of plastic packaging:*

- 1) Obligation for all packaging put on the French Market by 2025 to have a recycling stream*
- 2) Stop of all SUP in EU by 2040.*

*These two parts of legislation are very welcome. It seems however today that their conjunction will stop access to the packaging market for new bioplastics if they cannot be treated by existing recycling stream. This a challenge for Léa Nature, and beyond the packaging community, to further decrease our dependency on fossil resources.*