

**ECO-DESIGN
PACKAGING GUIDELINES**

We're on a mission to redefine luxury Packaging, putting sustainability at its heart. We're exploring new and disruptive innovations, while maintaining the trusted quality and integrity of our products.

These guidelines are a lens to shape our packaging design choices and reduce our carbon footprint. It's our pledge to craft packaging today, for a more beautiful tomorrow.

OUR GOAL

BY 2030
100% of La Prairie products will follow eco-design packaging guidelines

**MAKING TOMORROW
BEAUTIFUL, TODAY**

Mandatory Regulation

REDUCE

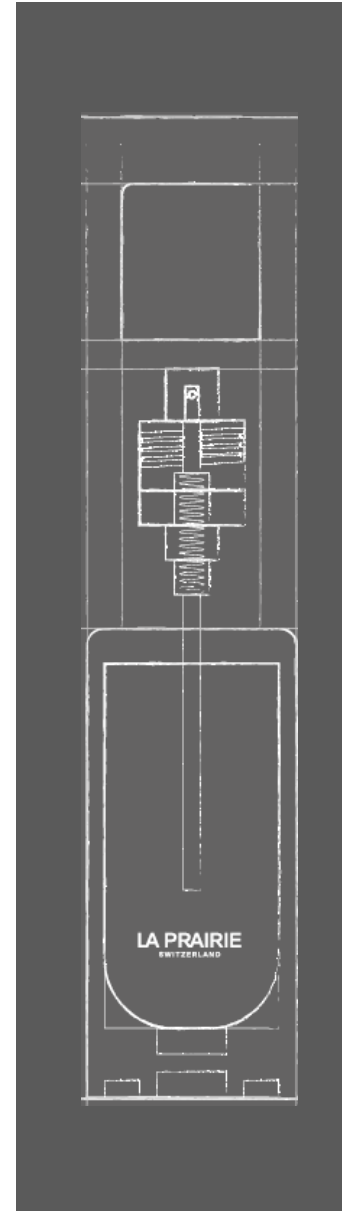
the size and weight of packaging; maximum 4 layers; maximum 40% empty space; eliminate double walls, ALL unnecessary packaging and false bottoms.

**RECYCLED CONTENT (PCR)
PLASTIC**

to be increased across all plastics.
Mandatory % RC targets:
PP=10%, PE=10%, PET=30%,
other plastics = 35%.

RECYCLABILITY

100% of packaging must be designed for recyclability with at least 70% of each product being recyclable.



Additional Requirements

CO2 REDUCTION

additional measures include:

RECYCLED CONTENT (PCR)
recommended content targets for
paper=50%, glass=30% and
aluminum=50%

REFILL

must be optimized for size,
weight = 1 saleable + 2 refills <50%
weight of 3 saleable, and
recyclability = >90% recyclable.

PRODUCTION

Transport of pkg materials by sea,
rail or road only.

75% of primary packaging materials
from locations that are within the
region of our manufacturing sites.

All secondary packaging materials
from locations that are within the
region of the point of assembly.

Only FSC certified paper-based
materials.