

# Planet Aware seal – Criteria and principles

Brands are eligible for the Planet Aware seal if they meet a certain set of criteria in all 4 pillars.

**MUST HAVE CRITERIA:** are table stakes requirements today. Brands must meet ALL to qualify.

**ADDITIONAL CRITERIA:** are feasible today but are practices demonstrating a higher level of brand engagement. Brands must meet A CERTAIN NUMBER to qualify.

## 1. SUSTAINABLE INGREDIENT SOURCING & FORMULA

Brands must meet ALL of the must-have criteria across the below sub-topics

Sub-topic	Products concerned	Criteria	
MUST HAVE CRITERIA	Limit formula life cycle impacts	All Disclose full list of ingredients and do not include intentionally added microplastics and microbeads (less than 5mm), and ingredients classified as highly impactful to the environment (e.g. cyclic silicones, phthalates, chemical UV filters – please see full list on the banned ingredients list tab).	
	Source ingredient sustainably	Products using palm oil	100% of palm oil and palm kernel oil certified by the Roundtable on Sustainable Palm Oil (RSPO) segregated mandatory
		Products using palm oil	At least 30% of derivatives of palm oil and palm kernel oil certified RSPO mass balance mandatory
		Products using mica	Trace origins of mica used in formulas and source only through fully vetted suppliers, avoiding child and forced labor
Products using mica	Encourage brands and their suppliers to become members of the Responsible MICA Initiative (if not already members and using Mica in formulas)		
Respect of biodiversity and animal welfare	All	Finished products of the brand are not tested on animals in any part of the world by the brand (aligned with EU regulatory requirements).	
	All	Any plant based or animal based ingredients are not sourced from protected species governed by Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Additionally the brand respects Nagoya protocol relative to protection of traditional genetic resources.	

other brands can meet any 2 of the additional criteria (small brands at least 1).

Sub-topic	Products concerned	Criteria	
ADDITIONAL CRITERIA	Limit formula life-cycle impacts	All	For 40% of ingredient portfolio by mass (excluding water): have conducted an assessment to identify environmental impacts using recognised methodologies (LCA (ISO 14040), PEF) and multiple impact criteria (climate, land, biodiversity, water).
		All	30% of ingredients by mass of the four most common ingredient families used in beauty products (alcohol, silicones, natural oils and their derivatives, minerals) comes from sustainable alternatives already available, including from upcycling and lower-impact bio-tech.
		All	Apply at least 6 out of 12 green chemistry principles in formulation (at the brand level will suffice).
		Rinse-off products	80% of total rinse-off products sold (by sales) are designed with biodegradable and non-ecotoxic ingredients.
		Rinse-off products	Have developed and selling at Sephora at least one no-rinse off product as an alternative to products traditionally using rinse-off, that is 30% or more of total brand sales annually
Source ingredients sustainably	Rinse-off products	Have developed and selling at Sephora at least one waterless formula as an alternative to product using a lot of water	
	All	Have at least select key ingredients that are of certified sustainable origin.	
	All	Have conducted a commodity risk assessment to identify most sensitive commodities/ supply chains	
	Products using natural ingredients coming from forests	Have a policy for 100% of natural ingredients to be deforestation-free (e.g. palm, cocoa, soy, viscose)	
All	Trace 70% of total mass of ingredients used in all formulations to country of origin		

## 2. SUSTAINABLE PACKAGING

Brands must meet ALL of the must-have criteria across the below sub-topics

Sub-topic	Products concerned	Criteria	
MUST HAVE CRITERIA	Reduce packaging	Brand-level internal reduction targets across portfolio based on SKUs and/or sales volume. This could include defined actions to reduce packaging (e.g. formula compression, light weighting, packaging material selection, design optimization, etc.)	
		Products launched before 2024 (or date of joining the program)	100% of SKUs: No single-use items in salable products, or non-salable marketing and PR outreach (excluding samples)
		Products launched starting 2024 (or date of joining the program)	90% of individual product SKUs: Eliminate all unnecessary material, optimizing weight and volume. If secondary packaging is used, its size must be minimized according to the criteria ratio. Integrate sustainability best practices for gift kits and sets from the Sephora Sustainability Kit Guide.
Drive circular models	Products launched before 2024	50% of product packaging is recyclable, refillable and/or compostable (25% for makeup brands)	
		100% of skus: set an ambition to achieve 100% circularity (recyclable, refillable or compostable product packaging)	
	Products launched starting 2024	75% of product packaging designed for circularity i.e. recyclability, refillability/reusable and/or compostability (50% for makeup brands)	
		Plastic parts of packaging use at least 30% of PCR content or other sustainably sourced and recyclable biomaterial (2nd/3rd generation) 100% of paperboard is either made of recycled cardboard or 3rd party verified for sustainably managed forests (FSC-certified or PEFC)	
Use more sustainable packaging materials:	All	100% of inks used are vegetable, water or UV based (non-petroleum derived and no VOCs) and long term are committed to EUPA ink requirements	
Eliminate impactful and particularly		Ban materials that are toxic to eco-systems in packaging design	

promotional sets/sizes unless specified)

Sub-topic	Products concerned	Criteria	
ADDITIONAL CRITERIA	Reduce packaging	All 100% of SKU: No secondary packaging	
	Drive circular models	All products launched before 2024	75% of product packaging designed for circularity i.e. recyclability, refillability and/or compostability (50% for makeup brands)
		All products launched starting 2024	100% of product packaging designed for circularity i.e. recyclability, refillability and/or compostability (75% for makeup brands)
		All	Have established policy or roadmap to eliminate by 2030 non-curb-side recyclable materials in packaging design
	Use more sustainable materials:	All	Overall all primary (and secondary if used) packaging uses at least 30% of Post-Consumer Recycled (PCR) or upcycled material
	Further maximize recycled content across packaging materials		Aluminum packaging is made at least 50% of Post-Consumer Recycled (PCR) Plastic packaging is made at least 50% of Post-Consumer Recycled (PCR) or other sustainably sourced biomaterial (2nd/3rd generation) Glass packaging is made at least 20% recycled (PCR)
	Use more sustainable packaging materials:	All	Fully plastic-free packaging, if replaced by more a proven lower-impact alternatives (for example, aluminum or glass produced with low carbon energy, paperboard)
Eliminate plastic			
Other packaging types:	Samples	Integrate sustainability best practices in sampling strategy	
Reduce unnecessary material and packaging mass, use sustainable materials, drive innovation			

### 3. CORPORATE COMMITMENTS & PRACTICES

Brands must meet **ALL** of the must-have criteria across the below sub-topics

Sub-topic	Products/brands concerned	Criteria
<b>Measure and Reduce Carbon Footprint</b>  Assess and reduce corporate environmental impacts/drive positive impact - measure, set targets, and disclose progress	All	Have calculated Scope 1 and 2 emissions
	Large independent brands and all brands within large multi-brand parent companies	Have calculated Scope 3 emissions
<b>Sustainable sourcing strategy</b>	All	Set carbon reduction targets for at least Scopes 1 and 2 (with a planned date for Scope 3), verified by a third party.
	Large brands and brands within multi-brand parent companies where sourcing is managed at corporate level	Sustainable sourcing strategy Monitor top 10 (by expenditure) Tier 1 suppliers to ensure compliance with brand's sustainable sourcing policies.

Brands must meet at least 4 of the following additional criteria, of which at least 2 from the two "Assess and reduce environmental impact" sub-

Sub-topic	Products/brands concerned	Criteria
<b>Measure and set targets:</b>  Assess and reduce corporate environmental impacts/drive positive impact - measure, set targets, and disclose progress	All	Have set near-term SBTi targets for Scopes 1-3
	Large brands	Disclose through the Carbon Disclosure Project (CDP) and receive at least an A- rating
	All	Have a No Deforestation commitment / policy
	All	Have conducted a risk assessment of brand's impacts on nature/ biodiversity (including climate change but also land, water, ecosystems) to identify hotspots to tackle
	All	Have a strategy / action plan to reduce impacts and/or generate positive impacts beyond carbon (water use and pollution, land use and change, etc.)
<b>Implement for positive impact:</b>  Assess and reduce corporate environmental impacts/drive positive impact - implement actions and seek out certifications	All	Have a 3rd party certification related to carbon footprint and reduction (e.g. carbon neutral operations, carbon neutral shipping)
	All	Have put in place actions to drive measurable improvements in energy efficiency of operations
	All	Have corporate office(s) and owned and leased operations powered by 100% renewable energy
	All	Participate in collaborative initiative driving significant impact around decarbonization (e.g. RE100)
	Small brands	Manufacture 50%+ of SKUs locally
	All	Take action to protect biodiversity and/or restore and regenerate land used in the value chain at scale
	All	Have put in place actions to reduce water consumption
	All	Have a holistic environmental certification at corporate level or for all products in portfolio
<b>Have sustainable practices and ways of working</b>	All	Sourcing: Have a supplier standard or code of conduct including environmental and social/ethical impacts
	All	Sourcing: Map the supply chain to identify all Tier 1 suppliers
	All	Sourcing: Evaluate Tier 1 suppliers' sustainability performance with external party (e.g. EcoVadis)
	All	Sourcing: Conduct physical supplier audits using e.g. SAB8000 standard or the SEDEx (SMETA)
	All	Rethink packaging for logistics / e-commerce (e.g. reusable/ deposit shipping boxes)
	All	Join coalition aiming to identify packaging impact reduction, such as SPICE, Ellen MacArthur foundation
	All	Commit funds annually to invest in solutions to environmental best practices in supply chain and/or restore ecosystems through environmental giving
<b>Financially support best practices for environmental protection and impact solutions</b>	All	Commit to giving at least 1% of brand profit per year to a credible long-term environmental giving program that is multi-year and ongoing (if brand is under 25M in annual revenue for Sephora sales, they must give a minimum of 25K per year). Donation amounts are based on profit for the prior year donated by end of the following year

### 4. CONSUMER INFORMATION & ENVIRONMENTAL LABELING

Brands must meet **ALL** of the must-have criteria across the below sub-topics

Sub-topic	Products concerned	Criteria
<b>Provide environmental information to consumers</b>	All	Provide sustainability-related information to consumers on packaging (e.g. through QR code if needed) and online, including at least 2 of the following (brand should be working towards all): <ol style="list-style-type: none"> <li>carbon emissions,</li> <li>information about traceability of ingredients,</li> <li>product environmental scoring (proprietary to the brand, based on criteria of the brand's choice),</li> <li>type of materials used in primary and secondary packaging,</li> <li>production location,</li> <li>% of sustainable material content (recycled, biobased in ingredients and packaging)</li> <li>environmental/social certifications</li> <li>Recycling instructions</li> </ol>
<b>Educate consumers about sustainable behaviors</b>	All	100% of SKUs: Provide clear instructions on recyclability on packaging (or at minimum online) i.e. how to properly dispose of packaging/product

Brands must meet at least 1 of the following additional criteria from any of the sub-topics below

Sub-topic	Products concerned	Criteria
<b>Partner with or inform about external tools or resources</b>	All	Partner with external tools or resources providing cross-brand environmental information about products, or guide consumers to relevant resources (in online materials, social media, on packaging etc.)
<b>Provide environmental information to consumers</b>	Top SKUs	Provide sustainability-related information to consumers on packaging (e.g. through QR code if needed), including: carbon emissions, information about traceability of ingredients, product environmental scoring (proprietary to the brand, based on criteria of the brand's choice), type of materials used in primary and secondary packaging, production location, % of sustainable material content (recycled, biobased in ingredients and packaging, environmental/social certifications, INCI list of ingredients
<b>Educate consumers about sustainable behaviors</b>	All	Participate in sector-wide initiatives to provide standardized, comparable product environmental impact information (e.g. EcoBeautyScore)
	All	Raise awareness around use phase and end of life impacts and consumers' roles in reducing them