



**DuPont
Sustainable
Solutions**

**DUPONT
SAFETY & SUSTAINABILITY
AWARDS**

SUSTAINABILITY AWARD - REGIONAL WINNER, AMERICAS

Grupo Boticário

Grupo Boticário, a Brazilian manufacturer and retailer of beauty and well-being products, was a regional winner in the sustainability category in the 14th DuPont Safety and Sustainability Awards, gaining recognition for its circular recycling process for fragrance caps.



Grupo Boticário is a leading beauty and cosmetics company headquartered in Brazil. With close to 4,000 points of sales in 1,750 cities and 8 countries, it is the largest beauty franchise in the world.

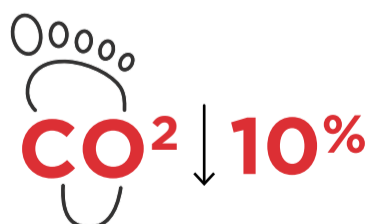
The group was also the **first cosmetics company in Brazil to launch a packaging collection initiative back in 2006** which went on to become the most extensive packaging collection program in Latin America. Collected packaging is sent to 30 authorized recycling cooperatives. As a result, **Grupo Boticário currently has one of the largest packaging reverse logistics operations in the world.**

The fragrance caps used by the company are made of Surlyn® resin, a material that is difficult to recycle. After the group's previous recycling recipient stopped accepting the fragrance caps, Grupo Boticário decided to investigate if it could replace virgin Surlyn® with a recycled alternative.

In an **intense two-year development process** that concluded in August 2019, the group **designed a process to produce Surlyn® perfume caps from residues generated by two of the company's factories and material collected as part of the group's recycling program.**



Today, **used caps are collected, passed on to a processor, separated by color, washed, ground and extruded, and then turned into pellets which can be used to produce new caps.**



This solution allows the company to reuse approx. 3 tons of Surlyn® in production and thus **cut the company's manufacturing carbon footprint by 10%**. A great example of the circular economy at work.



The pioneering solution developed by Grupo Boticário allows the company to **make full use of waste that was previously not returned to the manufacturing process.**

