

SPECSUMMIT

Driving Packaging Sustainability with a Spec-First Approach

Kevin Davis

Packaging Engineering Director

dermalogica[®]



Kevin Davis

Packaging Engineering Director

- Looks after both the *Innovation* and *Sustainability* for a broad line of Skin Care products.
- Works to find leading technology and packaging solutions meeting both recyclability and virgin material reduction while maintaining the Prestige look of the brand.

Previously at _____



AJINOMOTO



dermalogica®

Founded in 1986
by skin therapist,
Jane Wurwand

Products used in
100 countries, by
more than **100,000**
skin therapists

Became a
subsidiary of
Unilever in 2015

Formulas are
always **Cruelty**
and **Gluten Free**

No artificial
colors, fragrances,
and Vegan



dermalogica®

90%

of ingredients will be sustainably sourced

100%

of tubes, bottles, and boxes will be designed to be reused, recycled, or composted

<51%

of plastic in our packaging will be derived from recycled or plant-based material



External Challenges

Consumers

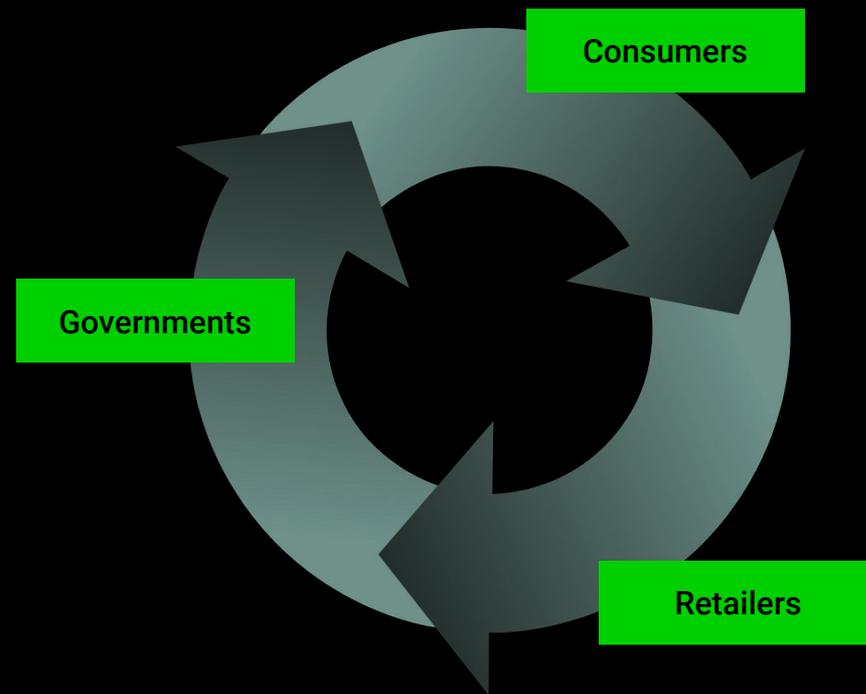
- Keeping up with trends and demand for prestige products which are sustainable

Retailers

- Reporting of sustainability metrics and new standards for sustainable packaging

Governments

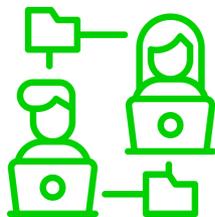
- New or updated laws and requirements driving labeling, reporting and design changes



Internal Challenges



Disparate system –
Overall lack of
information



Resource-intensive,
manual data entry
and aggregation



Majority of data
owned by Suppliers



Sustainability
reporting

Why are we starting from “Ground Zero” every time?

Use Case: Packaging Compliance

Increasing Regulations

- How much PCR?
- Is it recyclable?
- How do you recycle it?

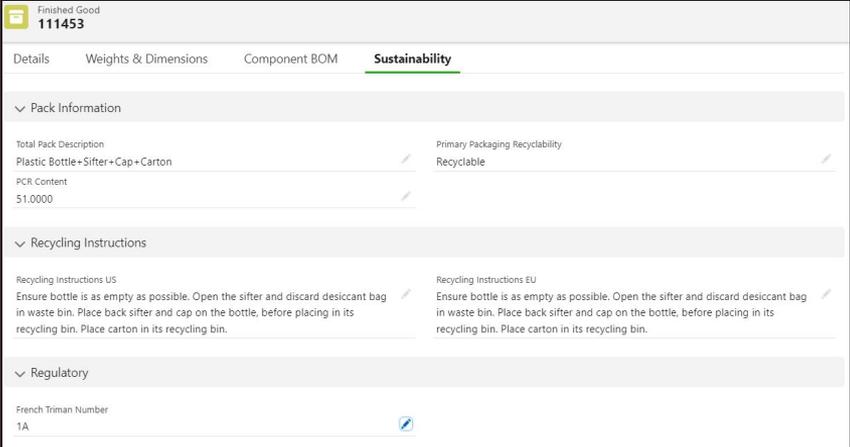
Navigating Complexity

- Regional requirements (Spain vs. Italy vs. France)
- Unique labels with recycling instructions

Regulatory pressure not just on formulas – now, it's also on packaging.

Navigating Complexity

- Easily create reports
- Add new data points easily (frequency increased significantly in the last year)



Finished Good
111453

Details Weights & Dimensions Component BOM **Sustainability**

✓ Pack Information

Total Pack Description	Plastic Bottle+Sifter+Cap+Carton	✓	Primary Packaging Recyclability	Recyclable	✓
PCR Content	51.0000	✓			

✓ Recycling Instructions

Recycling Instructions US	Ensure bottle is as empty as possible. Open the sifter and discard desiccant bag in waste bin. Place back sifter and cap on the bottle, before placing in its recycling bin. Place carton in its recycling bin.	✓	Recycling Instructions EU	Ensure bottle is as empty as possible. Open the sifter and discard desiccant bag in waste bin. Place back sifter and cap on the bottle, before placing in its recycling bin. Place carton in its recycling bin.	✓
---------------------------	---	---	---------------------------	---	---

✓ Regulatory

French Triman Number
1A 

Use Case: Balancing Sustainability with Consumer Preference

For beauty companies, it's not always about just reducing waste

76% consumers say they make conscious buying decisions based on sustainability

Sustainable Packaging is now the price of admission



Use Case: Balancing Sustainability with Retailer Efforts

Challenge

- The need to build unique reporting and seamlessly share data with network partners (Not unique to the beauty industry)

Solution

- Easily provide data required for “conscious beauty” certification at Ulta

Impact

- Product placement
- Potential for additional retailers
- Bottom-line and green-line growth opportunities



Value to Our Organization

- Detailed report rolled up internally, externally in real-time
- Ability to drill down to detailed data in a few clicks
- Significant time and resource savings
- Ensure data accuracy and compliance

Specifications (7)

7 Items • Updated a few seconds ago

	Part Number	Component Description	Primary Re...	Secondary ...	Quantity o...	UsM
1	511249-4-10	Daily Microfoliant 2.6 CAP-PCR	CAP-000002		1,0000	EA
2	511249-4A-10	Daily Microfoliant 2.6 SFF-PCR	CAP-000003		1,0000	EA
3	4601-11	1.5gm Silica Gel Desiccant MSC			1,0000	EA
4	511249-3-10	BTL-Daily Microfoliant 2.6 w/ PCR	BTL-000067		1,0000	EA
5	511249-1-10	Daily Microfoliant 2.6 CTN	CTN-000034		1,0000	EA
6	6517-8-10	Consumer Halo-Plastic w/ notch...	LBL-000018		1,0000	EA
7	5605	8 1/2 x 6 1/2 x 5 3/4 SHP	SHP-000011		0,0833	EA

Finished Good 111249-04	
Annual Weight Details	
Annual FG Weight	Annual FG Weight(Kg)
12,170,450	12,170
Annual FG Weight Plastic	Annual FG Weight Plastic (Kg)
6,687,858	6,688
Annual FG Weight Recyclable	Annual FG Weight Recyclable (Kg)
12,164,141	12,164
Annual FG Weight Plastic Recyclable	Annual FG Weight Plastic Recyclable (Kg)
6,687,858	6,688
Annual FG Weight (lbs)	
26,775	
Annual FG Weight Plastic (lbs)	
14,713	
Annual FG Weight Recyclable (lbs)	
26,761	
Annual FG Weight Plastic Recyclable(lbs)	
14,713	

A Spec-First Approach at Dermalogica

Implemented comprehensive reporting on Sustainability



Overall Packaging Recyclability



Plastic Recyclability



Ulta Recyclability

What We've Learned

One source of truth for data sets you up for success across business strategies

Harness the power of the data you have to tackle big challenges (Sustainability)

Don't rely on Tribal Knowledge – **focus on implementing the right tools and technology** to enable your workforce (remember, don't start from “ground zero”)



Make Amazing Things

- Spend more time on innovation
- Less time on manual data management
- Create the best packaging for your customers:
 - Consumers
 - Retailers
 - Governments

**Everyone is demanding we do better.
It's not just a "nice" to do anymore. It's a must.**



**WORLDSTAR
WINNER 2023**

Thank You

SPECSUMMIT

SPECIFICATION MANAGEMENT SUMMIT