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TOOLS FOR ECODSIGN

**LVMH ENVIRONMENTAL PERFORMANCE INDEX (EPI):
EVALUATION OF PACKAGING ON 4 INDICATORS AND
BONUSES**


- Percentage of separable elements (for recycling)
- Number of layer (the lower are the layer, the better it is noted)
- Weight of the package (versus total product weight)
- Volume of the package (versus total volume)
- Bonuses: refill, recycled materials, information to consumer

THE “FOOD TO THOUGHT” HANDBOOK

- Selection of 40 innovative materials environmentally friendly
- Appropriate for the luxury goods industry
- For designers and marketing teams



**Ecodesigned
packaging – Veuve
Clicquot**



**Refill and services
associated
GUERLAIN**

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PRODUCTS COLLECTION IN SEPHORA FRANCE

RECYCLE / SAVE

- Bring back your empty perfume bottle in STORE
- Sephora recycle it and give you
- -20% on a new perfume purchase

**RECYCLEZ
ÉCONOMISEZ**

Rapportez votre flacon de parfum vide
EN MAGASIN
Sephora le recycle et vous offre

-20% Sur votre
nouveau
parfum*

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CEDRE: DECONDITIONNING AND RECYCLING PLATFORM



Dior packaging treated on CEDRE platform



An employee on a deconditioning line



Plastics and metals sorted



Textiles treated on CEDRE platform CEDRE

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THANK YOU FOR YOUR ATTENTION!