

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

MUST HAVE CRITERIA	Sub-topic	Products concerned	Criteria
	Limit formula life cycle impacts	All	
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.

Brands must meet at least 2 of the following additional criteria. Brands with over 50% of rinse-off SKUs must meet 2 rinse-off product criteria. All other brands can meet any 2 of the additional criteria (small brands at least 1).

ADDITIONAL CRITERIA	Sub-topic	Products concerned	Criteria
	Limit formula life-cycle impacts	All	
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
Rinse-off products			Have developed and selling at Sephora at least one waterless formula as an alternative to product using a lot of water
Source ingredients sustainably	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
	Products launched before 2024 (or date of joining the program)	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.)

MUST HAVE CRITERIA	Reduce packaging	Products launched starting 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) 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)
packaging materials: <i>Eliminate impactful and</i>	All	100% of inks used are vegetable, water or UV based (non-petroleum derived and no VOCs) and long term are committed to EUPia ink requirements Ban materials that are toxic to eco-systems in packaging design	

Brands must meet at least 4 of the following additional criteria for all products, covering at least two different sub-topics below (excl. sampling and promotional sets/sizes unless specified)

ADDITIONAL CRITERIA	Sub-topic	Products concerned	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-curbside recyclable materials in packaging design
	Use more sustainable materials: <i>Further maximize recycled content across packaging materials</i>	All	Overall all primary (and secondary if used) packaging uses at least 30% of Post-Consumer Recycled (PCR) or upcycled material 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: <i>Eliminate plastic</i>	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)	
Other packaging types: <i>Reduce unnecessary material and packaging mass, use sustainable materials, drive innovation</i>	Samples	Integrate sustainability best practices in sampling strategy	

3. CORPORATE COMMITMENTS & PRACTICES

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

MUST HAVE CRITERIA	Sub-topic	Products/brands concerned	Criteria
	Measure and Reduce Carbon Footprint	All	Have calculated Scope 1 and 2 emissions
	Assess and reduce corporate environmental impacts/drive positive impact - measure, set targets, and disclose progress	Large independent brands and all brands within large multi-brand parent companies	Have calculated Scope 3 emissions
		Large independent brands and all brands within large multi-brand parent companies	Set carbon reduction targets for at least Scopes 1 and 2 (with a planned date for Scope 3), verified by a third party.
Sustainable sourcing strategy	All 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-topics below

Sub-topic	Products/brands concerned	Criteria
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ADDITIONAL CRITERIA	Measure and set targets:	All	Have set near-term SBTi targets for Scopes 1-3
	Assess and reduce corporate environmental impacts/drive positive impact - measure, set targets, and disclose progress	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.)
	Implement for positive impact: 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
		All	Ecodesign: Integrate environmental impact criteria in the product design process and ensure that all new products are ecodesigned (specific definition of ecodesign / improvement to be provided by brand)
		Have sustainable practices and ways of working	All
	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. SA8000 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
Financially support best practices for environmental protection and impact solutions	All	Commit funds annually to invest in solutions to environmental best practices in supply chain and/or restore ecosystems through environmental giving	
		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

MUST HAVE CRITERIA	Sub-topic	Products concerned	Criteria
	Provide environmental information to consumers	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"> 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 Recycling instructions
	Educate consumers about sustainable behaviors	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

ADDITIONAL CRITERIA	Sub-topic	Products concerned	Criteria
	Partner with or inform about external tools or resources	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.)
	Provide environmental information to consumers	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

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	All	Participate in sector-wide initiatives to provide standardized, comparable product environmental impact information (e.g. EcoBeautyScore)
Educate consumers about sustainable behaviors	All	Raise awareness around use phase and end of life impacts and consumers' roles in reducing them