Sharing Sustainable Business Best Practices, Success Stories Among APEC Economies: Health and Wellness and Other Products and Services - Aromatica

Submitted by: Aromatica
APEC BCG Symposium 2022

Young Kyun Kim, Founder & CEO, AROMATICA
Korea
AROMATICICA sources the best ingredients and highest grade essential oils from all over the world, to develop and deliver the essence of Aromatherapy through beauty and life products.
How we developed sustainable packaging as a beauty brand
How can we reduce cosmetic packaging waste?

- **RETHINK**
- **REUSE**: Refill existing containers
- **RECYCLE**: Used containers
- **REDUCE**: Carbon emission
FAKE RECYCLING
REALITY OF PLASTIC RECYCLING

Korea Ranks 2nd Among OECD members in recycling Waste sorting

22.7% Actual % of PET Recycled
(Source: Greenpeace Korea 2020)

RETHINK
How can we reduce cosmetic packaging waste?
18.7%

Actual % of Cosmetics Packaging Recycled

(Source: “Attack Cosmetics Packaging Citizens Action” 2020)
How can we reduce cosmetic packaging waste?

- Refill existing containers
- Used containers
- Carbon emission

RETHINK → REUSE → RECYCLE → REDUCE
AROMATICA REFILL STATION
since Y2020

AROMATICA promotes the refilling and reuse of containers once purchased
REUSE
Refill existing containers

ZERO WASTE SHOP – 120 STORES THROUGHOUT THE ECONOMY

AROMATICA products are refillable at 120 zerowaste stores throughout the economy. Zerowaste shop refill business amounts to 23,944 saved containers.
HOTEL / RESORT REFILLABLE AMENITY

Collaboration with 23 hotels and resorts throughout the economy, to reduce the waste of one-use containers and promote the reuse of refillable amenities.
How can we reduce cosmetic packaging waste?

Refill existing containers

Recycle used containers

Carbon emission reduction
AROMATICA’s Sustainable Package Evolution

**Non-recyclable**
- (Mixed material)
  - Non-recyclable pump
  - Colored plastic bottle with print

**100% Recyclable**
- (Single material)
  - 100% recyclable PP cap
  - 100% recycled PET bottle
  - Easily removable label

Before

After

RECYCLE
used containers
RECYCLE
used containers

JOIN THE CIRCLE

join.thecircle
RECYCLE used containers

‘Bottle to bottle’
Circular economy of transparent PET

Used PET  Flakes  Pellet  Return to Bottle
Our goal is to collect

10 tons

Transparent PET
AROMATICA has installed collection bins in 33 Zero waste stores to collect consumer used PET, and picked up via electric trucks. Starting from Seoul we are expanding collection sites throughout Korea.
23 Community centers in Kangnam, Seoul area are participating in JOIN THE CIRCLE campaign to promote the collection of transparent PET. Residents in Kangnam who participate are rewarded Zero waste points and can later be exchanged with recycled PET products.

CJ Logistics, the largest logistics company in Korea has partnered with us to make the Bottle-to-Bottle circle happen. CJ logistics will pick up all transparent PET bottles used in 5 star hotels such as Hyatt, Lotte, Chosun hotel, and send this PET directly to be recycled.
How can we reduce cosmetic packaging waste?

- Reuse existing containers
- Recycle used containers

Reduce carbon emission.
CARBON REDUCTION IMPACT (2021)

133 M. bottles
Recycled packaging products sold

+ 

6,940 L
Refill bulk sold

3 M. bottles
New Package saving effect

138 t
Carbon emission reduced
SIMPLY CHOOSING AROMATICA MAKES LIFE MORE SUSTAINABLE
THANK YOU