



**Asia-Pacific
Economic Cooperation**

2022/CTI/SYM1/015

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

Submitted by: Aromatica



**APEC Bio-Circular-Green Symposium
Bangkok, Thailand
20 May 2022**

APEC BCG Symposium 2022

Young Kyun Kim, Founder & CEO, AROMATICA
Korea

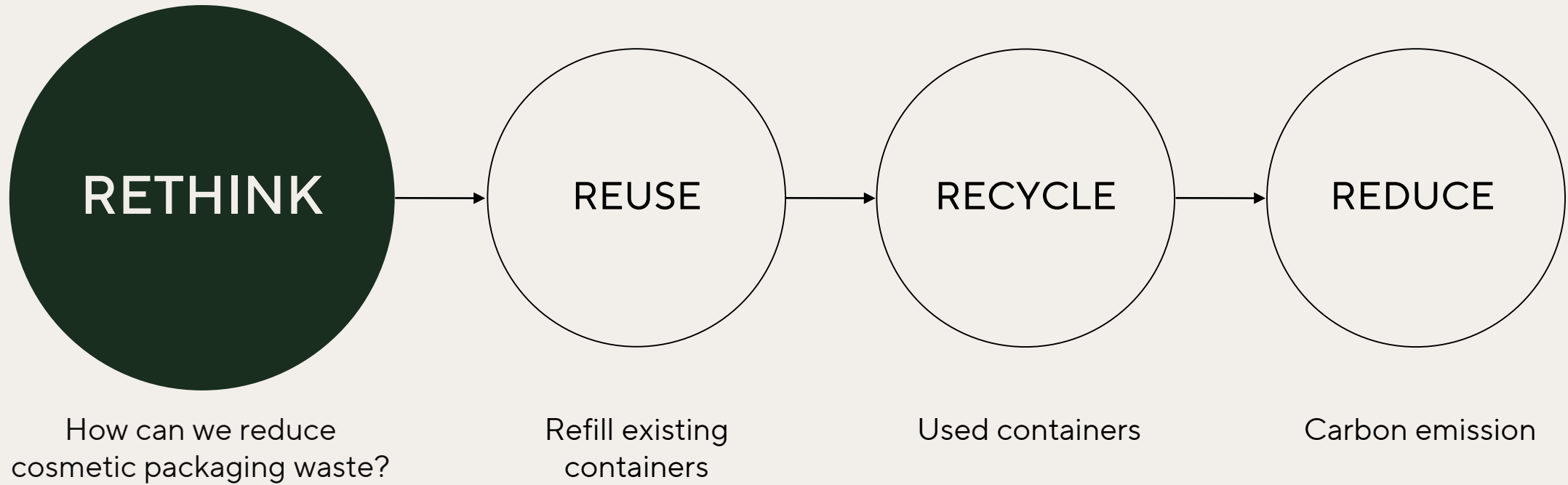
AROMATICA

A woman with dark hair, wearing a dark top, is shown in profile from the chest up, looking towards the right. The background is a soft-focus landscape of mountains under a twilight sky. The overall mood is serene and natural.

SUSTAINABLE BEAUTY & LIFE BRAND

AROMATICA 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



RETHINK

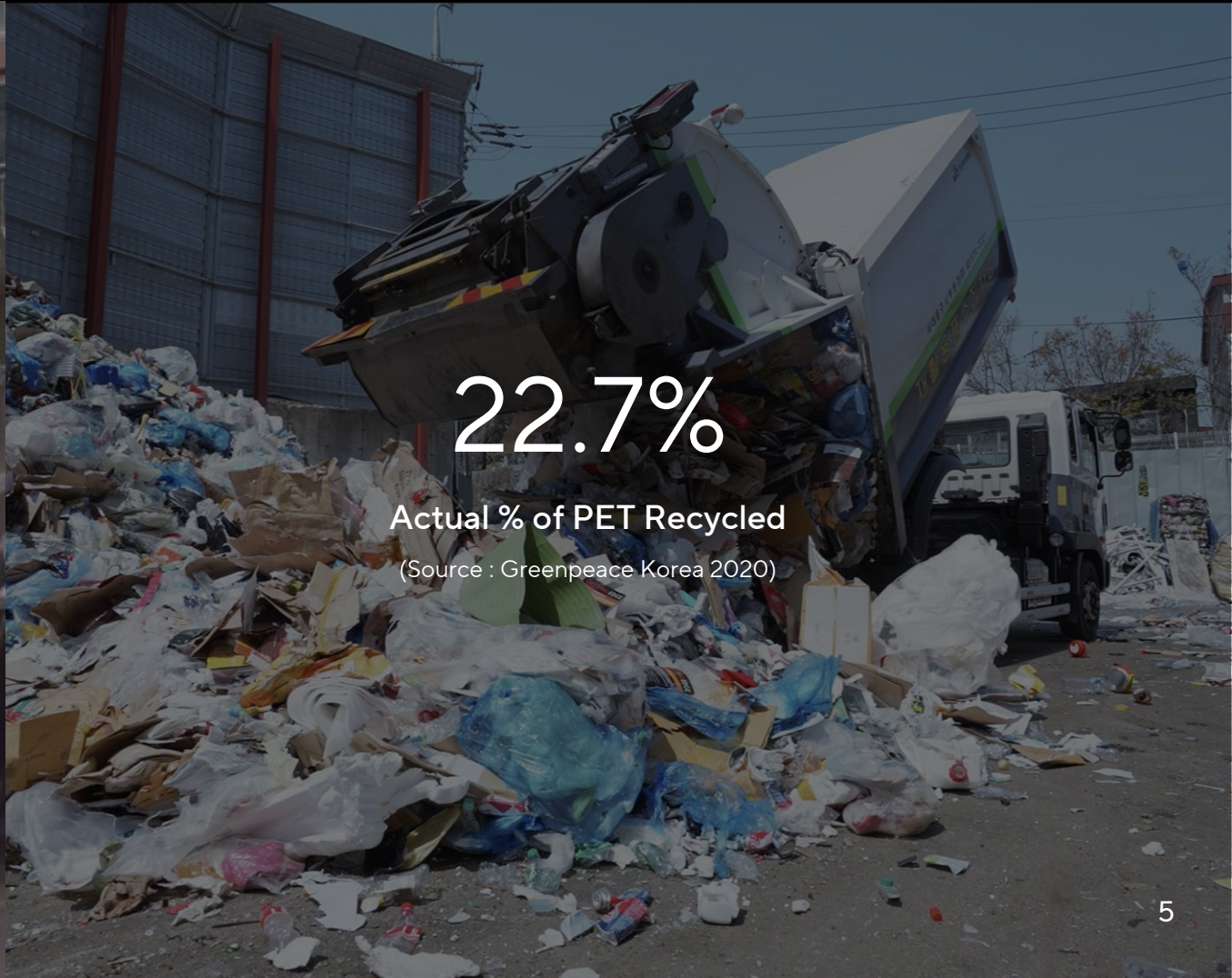
How can we reduce cosmetic packaging waste?

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

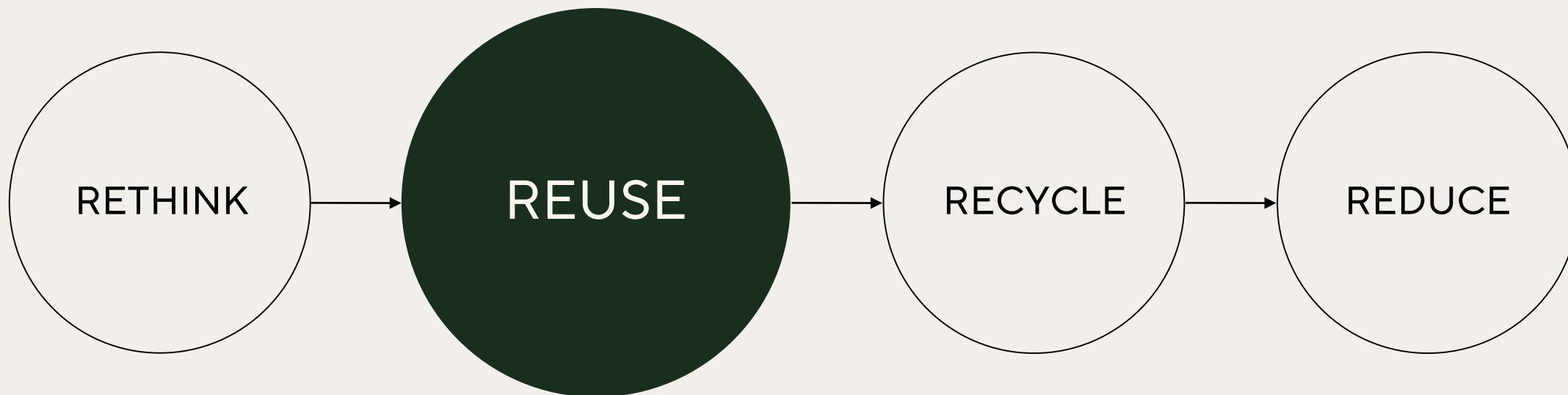
How can we reduce cosmetic packaging waste?

18.7%

Actual % of Cosmetics Packaging Recycled

(Source : "Attack Cosmetics Packaging Citizens Action" 2020)

가장 문제되는 것들이죠



How can we reduce cosmetic packaging waste?

Refill existing containers

Used containers

Carbon emission

REUSE

Refill existing containers

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.

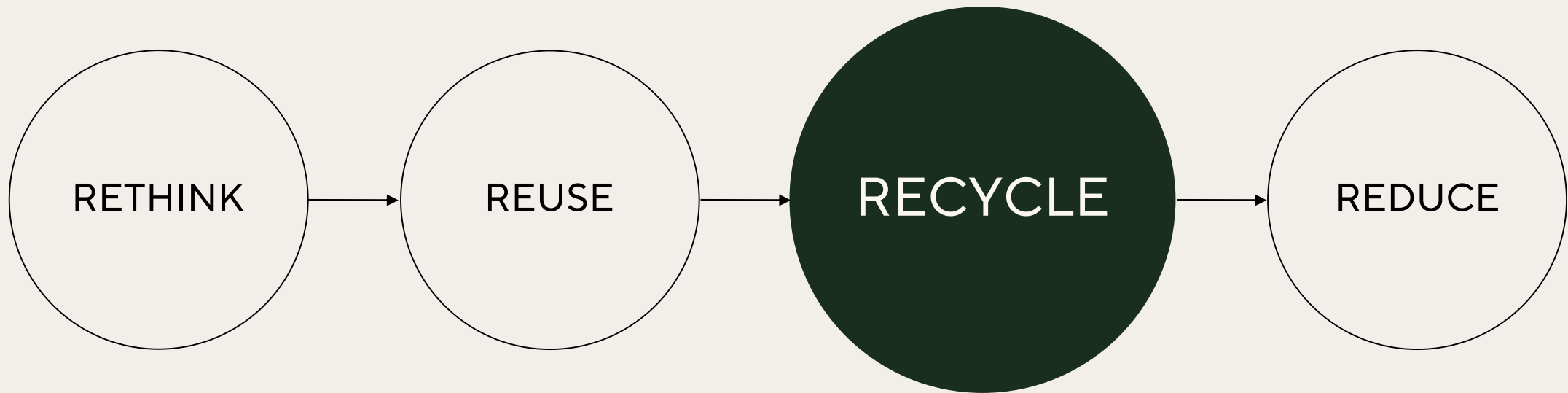
REUSE

Refill existing 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

RECYCLE
used containers

AROMATICA's Sustainable Package Evolution



RECYCLE
used containers



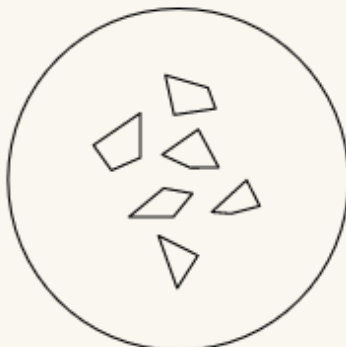
JOIN THE CIRCLE

 [join.thecircle](https://www.instagram.com/join.thecircle)

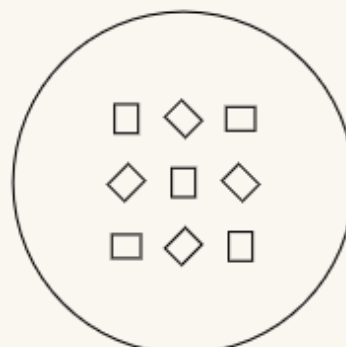
'Bottle to bottle'
Circular economy of transparent PET



Used PET



Flakes



Pellet



Return to Bottle

RECYCLE
used containers

Our goal is to collect

10 tons
Transparent PET

RECYCLE

used containers

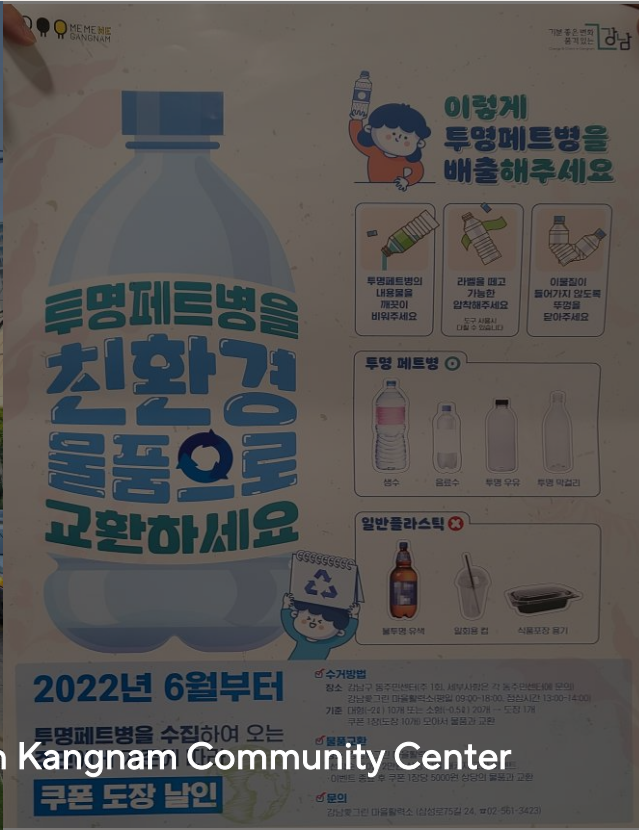
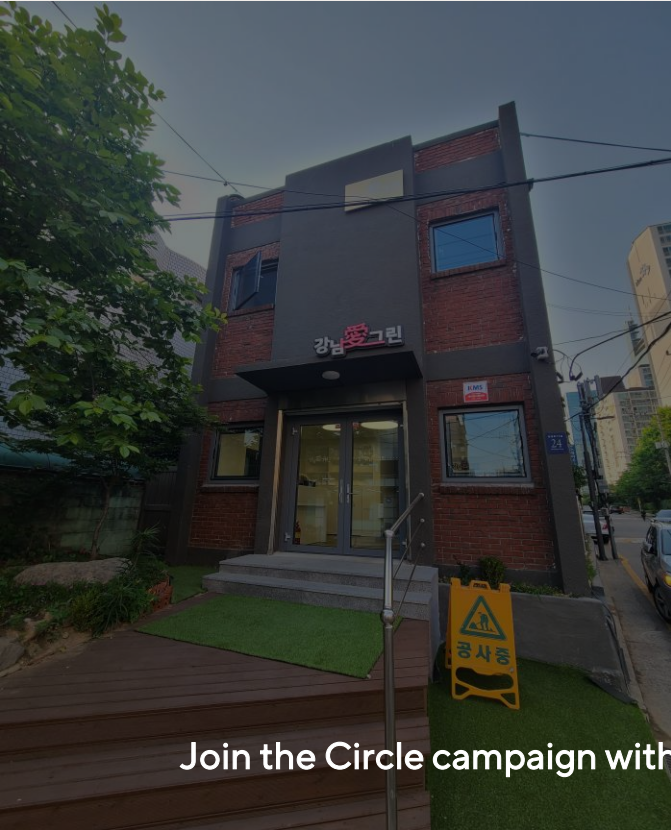
Collection site



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.

Community Collaboration

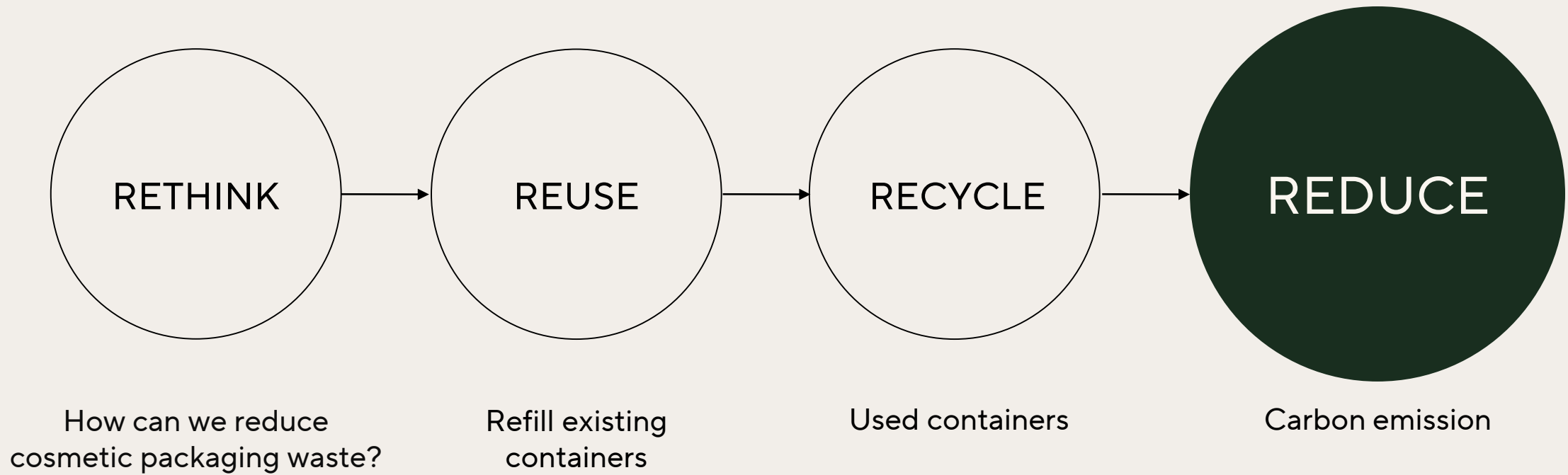


Join the Circle campaign with Kangnam Community Center

Partnership with CJ Logistics

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.



REDUCE
carbon emission

CARBON REDUCTION IMPACT (2021)



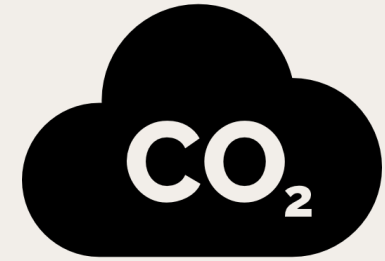
133 M. bottles

Recycled packaging products sold

+

6,940 L

Refill bulk sold



138 t

Carbon emission reduced

3 M. bottles

New Package saving effect



**SIMPLY CHOOSING AROMATICA
MAKES LIFE MORE SUSTAINABLE**

THANK YOU

AROMATICA