

* L'Oréal Australia helped restore dignity to the lives of Australians doing it tough.

L'ORÉAL AUSTRALIA

Case Study



Challenge

As part of L'Oréal's sustainability commitment, 'Sharing Beauty With All', L'Oréal Australia is committed to minimising waste, and this includes finding a sustainable solution for how they manage surplus cosmetic and personal care stock.

Approach

As the biggest beauty company in both Australia and globally, L'Oréal places sustainability at the heart of their business and has been a global leader in defining and advancing the standards of ethical business practices. Through working with Good360, and our unique matching model that connects excess stock with people in need, L'Oréal Australia can minimise waste, whilst also achieving an important social purpose, which supports Australians in need.

Solution

- L'Oréal Australia formed a 3 year partnership with Good360 which ensures regular donations of cosmetic and personal care goods are efficiently distributed to people in need through Good360's online store. Partnering with Good360 has allowed L'Oréal Australia to meet key sustainability targets, in particular their commitment that no finished goods reach landfill at their Distribution Centre in Victoria.
- L'Oréal Australia has been able to provide products to over 600 Not for Profits and schools across Australia with over 564,000 items distributed to men, women and children in need and help add some normality to their lives. Many of the people receiving these L'Oréal Australia goods wouldn't have the opportunity to get such high quality products and it can help add dignity, self-respect and personal pride which aids their mental health.

L'Oréal Australia supports doing good with Good360 by:

- Spreading the word of our partnership through L'Oréal Australia's 'Green Week' which dedicates a week to further their sustainability practices and highlights their Sharing Beauty With All commitments
- Sydney staff volunteered at the Good360 warehouse as part of their annual Citizen's Day, which is a day each year where all L'Oréal employees give back to the communities they operate in.

L'Oréal Australia profile

L'Oréal Australia is part of the L'Oréal Group, with its unique international portfolio of 35 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 and employs 82,600 people worldwide. L'Oréal Australia has 28 brands available across all channels nationwide. The business employs over 900 people who work in all states and territories.

Good360 is one of L'Oréal Australia's key partners as part of their sustainability commitment, Sharing Beauty With All.

"Some of the products that we donate to Good360 fall into the category of excess, slow-moving or obsolete. By partnering with Good360 we can provide a new life for products that may have otherwise been destroyed, and create a positive impact to people in need."

L'Oréal Australia and New Zealand
Managing Director, Rodrigo Pizarro

We #makegoodhappen

Good360 is a matchmaker, helping repurpose items of value by directing them to Australians who need them most. We bring together the people working to lift up Australian communities, and the spare brand new goods of businesses. We connect surplus with need.



620,326

Total Goods Donated



17

Brands Donated



717

NFPs & Schools Helped



24

Cause Areas Supported



Good360

GOODS FOR THE GREATER GOOD™

good360.org.au