

# The Packaging Problem And the Beauty Industry



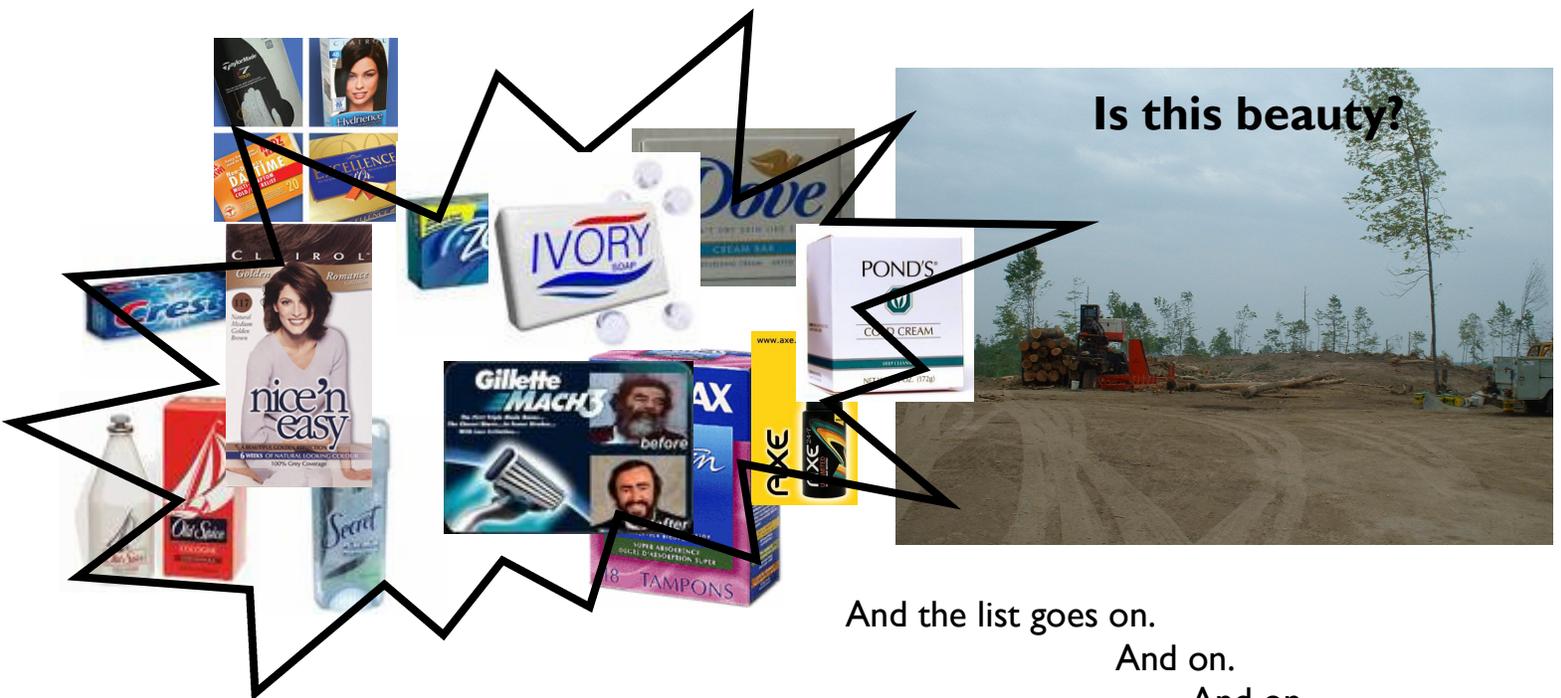
Sometimes Packaging is a reminder that beauty is only skin deep.

Proctor & Gamble, Unilever and Revlon are buying paper for packaging from Southern forests.

They make hundreds of health and beauty products whose packaging ends up in a landfill.

They can change.

You can help.



Is this beauty?

And the list goes on.

And on.

And on.

## Fast Facts

- Beauty products that are packaged with Endangered Southern forests are sold in every city town, and province in America and many countries throughout the world.
- The Health and Beauty Industry is a \$35 billion industry.
- Leading companies like Aveda have already developed sustainable packaging initiatives that the Health and Beauty industry could easily follow—these alternatives are readily available.
- P & G, Unilver and Revlon, major Health and Beauty companies, are sourcing paper from Endangered Southern forests like the Green Swamp.
- P & G, Unilever and Revlon's packaging supplier is International Paper -- the biggest paper company operating in the South, and one of the leading companies in the conversion of the Southern US's natural forests into industrial pine plantations.

Nearly 50% of all landfill waste is paper or wood.

Packaging is a Problem.

The paper packaging industry needs reform. We must reduce the amount of paper in packaging; increase post consumer fiber used for packaging; and ensure that paper products are not coming from endangered forests.

Proctor & Gamble, Unilever and Revlon should switch to readily available packaging options that are more sustainable and not playing a major role in forest destruction.

The Health and Beauty industry is using our forests to sell their products. That's just plain ugly.

## Ask Proctor & Gamble, Unilever, and Revlon, some of the largest health and beauty packaging companies to take the lead in reforming their industry

Send a letter asking where is your commitment to the environment? P&G, Revlon and Unilever, as industry leaders play a key role in the fate of the South's native forests and can lead the reform away from wasteful paper packaging. I am asking that your company, as one of the leading paper packaging producers, *reduce the amount of paper packaging being used, increase the amount of post consumer fiber in your packaging, and ensure your paper does not come from endangered forests.*

Please, lead the reform of the paper packaging industry to save our forests.

### **Unilever**

John Rice, CEO Unilever  
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\*\*Don't forget to let us know if you send a letter to help us track campaign progress

\*\*For more talking points go to [www.dogwoodalliance.org](http://www.dogwoodalliance.org)

### **Proctor & Gamble**

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### **Revlon, Inc**

David L. Kennedy, CEO Revlon Inc.  
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