

L'Oreal USA

Category: Industry and Manufacturing

Under its global sustainability strategy, *Sharing Beauty with All*, L'Oreal is strongly committed to improve its environmental performance and advance the cause of energy efficiency. We have pledged to reduce our CO2 emissions in absolute terms by **60%** by 2020 (from a 2005 baseline) as well as to reduce our water consumption and waste per finished product by the same percentage. L'Oreal USA is paving the way for the Group, having already attained **-58%** of CO2 emissions at end 2014. This represents saving of over **59.3 metrics thousand tons of CO2**. L'Oreal USA has also reduced its water consumption per finished product by 40% per finished product by end 2014.

L'Oreal USA has achieved these milestones by implementing both large-scale and small-scale solutions throughout its facilities. Our foremost solution has been to develop the use of photovoltaic technology across our American facilities. Today we have photovoltaic infrastructures in eight of our facilities, representing over 35 million dollars in investment. Our South Brunswick (NJ) Distribution center alone has an array of over 10,000 solar panels, with the capability of generating **2,800,000 kWh** annually, supplying 95-100% of the building's electrical energy requirements and reducing CO2 emissions by close to 900 tons annually.

L'Oreal USA's total photovoltaic infrastructure generates **solar output of over 10,500,000 kWh annually**, placing L'Oreal USA in the top tier of US companies in terms of solar capacity. Our efforts were recognized by the Solar Energy Industries Association (SEIA) who presented us with the **"Solar Champion Award" in 2013**. Further solar installations planned for other facilities should increase our total output to 16.727 MW, which would make L'Oréal USA the 6th largest solar-capacity company in the USA.

But our energy stewardship has not been driven by photovoltaic development alone. All of our facilities, which are all certified ISO-140001, have identified additional pathways to improve their energy consumption, identify other renewable energy sources and reduce their carbon footprint. Our manufacturing plants for example require natural gas to produce steam to sanitize the vats and heat the cleaning water. Water optimization plans have been put in place to reduce the need for hot water; in all of our facilities, our teams implemented a vessel cleaning optimization program called OptiCIP, which uses dishwasher-like technology for cleaning equipment, enhanced spray balls as well as an improved 3-step cleaning process: pre-rinsing, recirculating and last rinse. This has contributed to reduce **our water consumption by 40%** and consequently reduced the energy necessary to heat the water.

Our ETNEHS teams have found a myriad of other ways to reduce energy consumption, including the generalized used of LED lighting, motion-activated lights, as well as high-efficiency air compressors, vacuum pumps and boilers. Always on the lookout for best practices, we have implemented solutions on a facility-per-facility. Our plant in Piscataway (NJ) for example is lit by sun tubes that collect and redistribute sunlight to illuminate the warehouse without the need for electric lighting. These 65 sun tubes will save an estimated 13,000 Kg of CO2 emissions per year. Our R&I Laboratory in Clark (NJ) installed daylighting systems to maximize natural sunlight and installation of new low E-coated windows that reduce the need for climate control.

Many of our facilities have been recognized for their exceptional environmental performance and energy management. Our Laboratory in Clark (NJ) and Offices in Berkeley Heights (NJ) achieved LEED Gold Certification and also received in 2014 **the Emerald Award from the NJ Chapter of USBCG**, as *"an outstanding example of what can be accomplished in a short timeframe when resources, expertise and corporate vision are all aligned towards the goal of leadership in sustainability"*¹.

At L'Oreal USA, we also looked beyond our facilities and found ways to support our employees' efforts to improve their homes' energy efficiency. L'Oréal USA's North Little Rock plant (AR) was the first industry to participate in the HEAL program in 2009, whereby the plant's energy savings were passed on to L'Oréal employees in the form of HEAL home energy assessments, financing and energy efficiency retrofits. Over the course of the partnership, HEAL completed ninety home energy assessments for L'Oreal employees, of which thirty-three received free retrofit assistance.

All of these many examples demonstrate that energy efficiency and carbon stewardship are instilled in the way our company operates, manufactures and distributes its products nation-wide and worldwide.

¹ Quote by Florence Block, Executive Director of USGBC NJ. <http://www.usgbcnj.org/news/3134361>