

# Biocodex

## “Transforming CSR commitments into concrete actions”

Interview conducted by Quentin Paillé, Journalist - Emballages magazine for L'Usine Nouvelle

Biocodex integrates Pharma Recharge with the objective of “transforming CSR commitments into concrete actions”

*Ambre Manseau*, Marketing Group Manager France, and *Lucille Jacquier*, Project Portfolio Manager, explain how Biocodex, through its Saforelle brand, is joining the Pharma recharge consortium to develop innovative pharmacy solutions while responding to the challenges of sustainability and sector collaboration.



On the left, Ambre Manseau, head of the France marketing group, women's health pillar at Biocodex, on the right, Lucille Jacquier, project portfolio manager.

### **Emballage Magazine: Why did Biocodex choose to join the Pharma Recharge consortium?**

**Lucille Jacquier:** Biocodex already has solid experience in consortiums, particularly with our participation in Pulp in Action, which aims to find an alternative to plastic packaging for the cosmetics sector. Joining Pharma Recharge was part of this collaborative dynamic, where the objective is to work with other industry players to develop solutions for the future rather than remain in a competitive logic.

This approach aligned with our CSR ambition, which is based on four pillars: “People, Profit, Planet, Purpose”, and one of our values “We dare to innovate”.

We dare to innovate and take on challenges with a pragmatic and empirical spirit, according to the principle: “We test and learn.” This approach allows us to remain agile and stand out. The goal is to transform our CSR commitments into concrete actions. And what better way to embody this than through our Saforelle brand, which has always been a pioneer in innovation?

### **Why Saforelle for this project?**

**Ambre Manseau:** It was obvious. Saforelle is a leading brand in the feminine hygiene market, and its DNA is based, among other things, on continuous improvement of consumption patterns. For example, in 2010, Saforelle launched the first eco-refill for intimate cleansing products. At the time, it was avant-garde: some pharmacists were perplexed, considering that eco-refills were only suitable for products such as laundry detergent or sugar.

It has become a strong trend today, and so much the better!

We were also pioneers by launching Saforelle Essential this year; the first reconstitute intimate cleansing product with a reusable bottle made from recycled aluminum and compacted formulas in small cardboard boxes. Integrating Pharma recharge is a logical next step to go even further in this responsible innovation approach.

## Which Saforelle product will you include in Pharma recharge?

**Ambre Manseau:** We have not yet made our choice. It will probably be an intimate cleansing product, because it is an everyday product that consumers renew frequently. This gives full meaning to the refill format. By using this system, customers regularly return to the pharmacy to refill their bottle, which is more relevant than with products used more occasionally. We are also thinking about the possibility of offering several references. But the main thing is to start with a flagship product, to test and refine the model.


## Have you ever considered using the deposit system before joining the consortium?

**Lucille Jacquier:** It corresponds to our desire to reduce the environmental impact of our products. Launching this project alone is complex: you must convince pharmacists and consumers and manage the entire supply chain. Having several laboratories within a consortium is a major asset. We are grateful to the pioneer laboratories of this consortium for carrying out this project. The first brands already have a year of experience and were able to collect feedback from pharmacists and consumers, and this initial experience is valuable to us.

With eight laboratories, we have a greater weight, we know that the collective is a real lever to convince pharmacists to adopt this new model. They are more inclined to install a refill cabinet when they know several recognized brands are involved. This perfectly illustrates our value "We play collectively", where listening, sharing experiences and co-construction take precedence over the simple commercial competition, to imagine innovative and sustainable solutions together.

## What is the expected impact of this switch to deposit packaging reduction?

**Lucille Jacquier:** Quantifying the impact is difficult. Each laboratory in the consortium has very different packaging: some already use recycled plastic, others glass or virgin plastic. We are still in the testing phase, with only five pilot pharmacies. The objective is to learn, adapt the model, and identify areas for improvement.



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However, we are actively working to make this model more virtuous than the classic model: 1 purchase = 1 bottle = plastic waste. Millions of bottles are produced, every year, consumed, and then thrown away. With the refill model, this number will necessarily decrease, and this should represent an environmental saving.

## Will the deposit also reduce secondary packaging?

**Lucille Jacquier:** Yes. Most of our cleansing products are currently sold with secondary cardboard packaging. By integrating these products into the refill system, we will also be able to reduce, or even eliminate, this packaging. This represents a double saving: less plastic and less cardboard.

## More generally, what is Biocodex's strategy for sustainable packaging?

**Lucille Jacquier:** We aim to reduce the environmental footprint of all our packaging. Each brand in the group, such as Saforelle, develops initiatives adapted to its market and products. That said, we harmonize our efforts to maximize their impact. We are working on an eco-design and sustainable purchasing strategy for the entire group worldwide. We still have a lot to do. However, the Pharma Recharge project is an example of this synergy by collaborating with other players we will be able to rethink our models and build more responsible consumption for tomorrow.