

# ANJAC GREEN ATTACK

## INNOVATION PROGRAM SUPPORTING MORE SUSTAINABLE SOLUTIONS

FOR INNOVATION  
AND CUSTOMER DEVELOPMENT

### #WEACT

At Anjac, **we take action every day**, targeting **concrete, pragmatic changes**, not greenwashing. Our expertise comes from years of work on the subject; it's a daily challenge that presents unique characteristics from one technology and market to another.

Our beauty business is a driving force, and industry advances make it possible for us to **innovate every single day**.

All of our companies benefit from this positive dynamic, and contribute to the movement for **healthier, more sustainable solutions**: wellness, health, nutrition and home care.

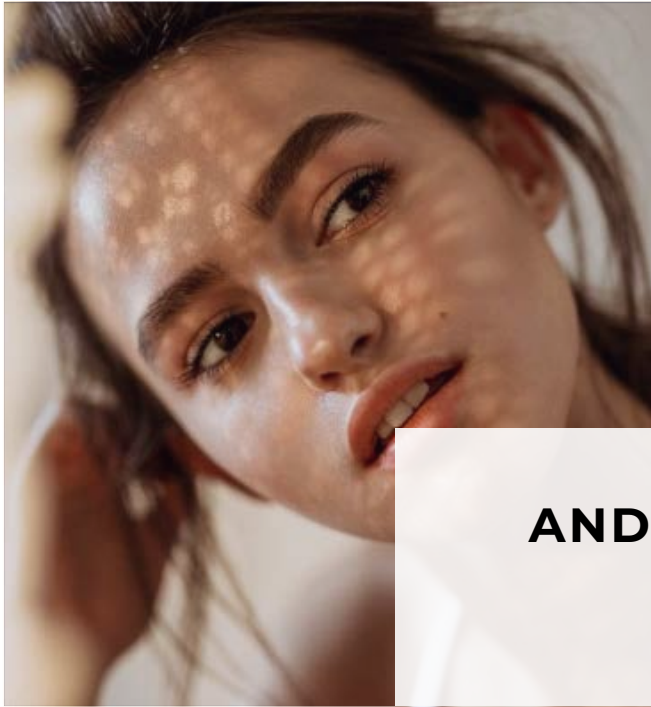
ANJAC  
HEALTH & BEAUTY

**1 UNDERSTAND  
AND PREPARE FOR THE GREEN  
REVOLUTION**

**2 TAKE ACTION  
FOR GREENER PRODUCTS**

**3 DRIVE  
GREEN INNOVATION**

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1

#UNDERSTAND

AND PREPARE FOR  
THE GREEN  
REVOLUTION

## Inspired by you

and our consumers, trendsetting, working with the best regulatory experts and partners, we turn lasting change into bold, pragmatic innovations that are increasingly **safe, healthy and effective.**

## Proof and Transparency

Our partnership with the smart formula analysis tool BEAUTYLITIC helps us **offer a clear, comparative view of the true meaning of Clean** that also incorporates the concepts of **biodiversity and environmental protection.**

We're proud of our role as a **Pathfinder Partner!**

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HEALTH & BEAUTY



BEAUTYLITIC  
INTELLIGENCE OF FORMULATION

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2

#TAKE ACTION

FOR GREENER PRODUCTS

## On formulas

Sick of the “No List”? Anjac is building the “**Positive List.**” We’re experts at finding substitutions for those unpopular ingredients, and we’re already planning the next steps.\*

Phenoxyetanol   Silicones   Talc   PEG & PPG  
Parabens   Triclosan   Nano mineral filters  
Mineral Oils and waxes   EDTA   MIT & MCIT  
Octocrylene   BHA & BHT   SLES/SLS/ALS  
Benzyl alcohol   Quaternary Ammonium

\*titanium dioxide, amorphous silicas, etc.



## On packaging

The only real “better solution” is zero waste. Anjac focuses on the four principles **Reduce, Refill, Recycle, and Responsibility** through new designs, innovative materials, in-house manufacturing or careful sourcing, and our packaging and full service capabilities.

1.

REDUCE



2.

REUSE



3.

RECYCLE



4.

RESPONSIBILITY



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3

#DRIVE

**GREEN  
INNOVATION**

90% of our  
innovations meet our  
CSR goals

Some of our criteria:

- a positive impact on health
- a higher percentage of natural ingredients
- reducing use of virgin plastic
- reducing product water consumption
- contributing to the circular economy

**This ambitious list continues to evolve!**

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“ WANT TO KNOW  
MORE ? ”

We are here to answer your  
questions and introduce our  
solutions !

[contact@anjac.fr](mailto:contact@anjac.fr)

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