

BeadRecede: Protecting Precious Aquatic Environments

Rinse-off personal care & cosmetic products sold in Australia are effectively microbead-free. To help protect our precious natural waters from potential microplastic contamination, personal care and hygiene companies have reformulated their rinse-off products so they no longer contain solid plastic microbeads.

Progress towards zero microbeads

Progress towards zero microbeads in Australia was coordinated through Accord's **BeadRecede** campaign.

Industry acted quickly to remove and replace microbeads with non-plastic ingredients.

What is a microbead?

- Solid plastic
- Insoluble in water
- Spherical or irregular



Success! Every little bit helps...

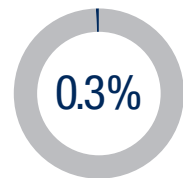
Microbeads from personal care and beauty products, globally, were estimated to contribute approximately 0.3% of the plastics entering the marine environment.³

Most marine plastics come from the breakdown of larger plastics in the environment, such as plastic bags and water bottles (secondary plastics).

Australia's successful industry phase-out has been matched by phase-outs in other nations including the USA and New Zealand.



All other marine plastic sources



Personal care & beauty

What now?

The personal care, cosmetic and cleaning products industry in Australia has done its part.

Action on other, much more significant sources of microplastic in the marine environment should now be the focus, such as controlling land-based litter sources, shipping/fishing litter and significant sources of primary microplastics.

Accord supports the development of a UN Plastics Treaty and has joined with 36 sister associations to release a new global industry statement, *The Beauty and Personal Care Industry Supports a Global Agreement to Address Plastics Pollution*.

Extensive outreach to companies

Ongoing monitoring

Reporting to Environment Ministers

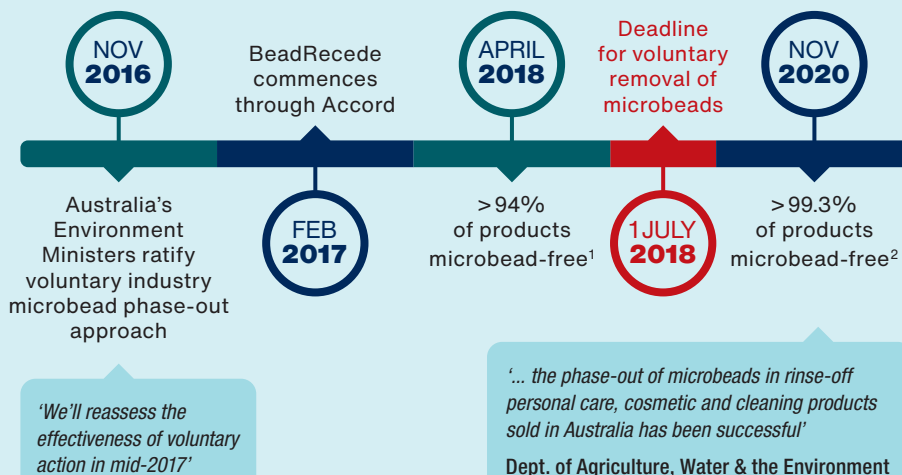


Data collection & analysis

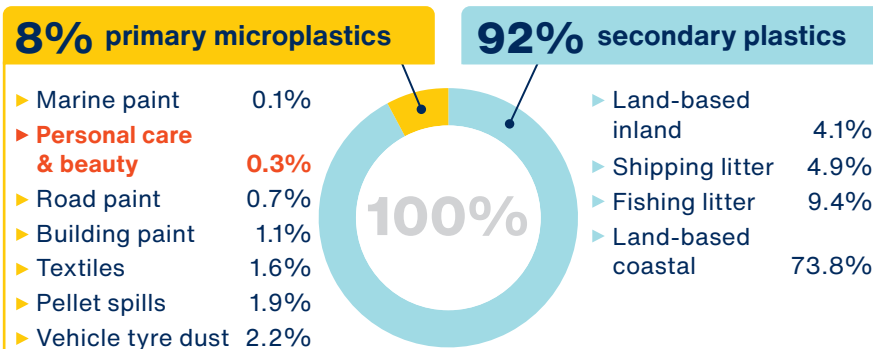
Industry surveys

Collaborative engagement with Environment Departments

Timeline towards zero microbeads



Sources of plastic entering the marine environment³



¹ According to independent on-shelf survey commissioned by Federal Environment Dept. (included out-of-scope products, including leave-on cosmetics such as blush and eye make-up)

² According to independent on-shelf survey commissioned by Federal Environment Dept.

³ <https://www.eunomia.co.uk/reports-tools/plastics-in-the-marine-environment/>

Accord contributes to solving potential environmental issues relating to our industry in collaboration with our member businesses, policymakers, NGOs and other stakeholders. See our Sustainability Charter for other key focus areas in Environmental Stewardship.