

WUHAN SUNFULL NEW ENERGY TECHNOLOGY CO., LTD.

PACKAGING BUSINESS DIVISION

COSMETIC PACKAGING BUYER RESOURCE

Sustainable Packaging Evidence Guide

Material pathways, evidence requests and qualified claims



How to use this resource

Use this document to structure a B2B packaging discussion, compare responses and define the evidence needed before approval. Adapt each item to the real product, formula, filling process, destination market and commercial terms.

Important: This resource does not verify a supplier, product, facility, test result, environmental claim or legal compliance. Keep project evidence tied to the actual legal entity, manufacturing site, SKU, batch and target market.

Evidence-Led Sustainability

Responsible packaging decisions balance material use, product protection, logistics, consumer experience, manufacturing capability and local recovery systems. The preferred route depends on the actual product and market.



Illustrative sustainability context. Public claims require product-specific evidence and a clearly stated scope.

Design Pathways

Pathway	Potential benefit	Evidence or trade-off to confirm
PCR content	May reduce demand for virgin resin	Verified percentage, calculation basis, source, color and performance variation
Mono-material design	May simplify sorting and recovery	Actual component materials, separability and local collection system
Refill or reuse	May extend the life of a durable outer pack	Return behavior, cleaning, refill availability, durability and lifecycle assumptions
Lightweighting	May reduce material and transport weight	Strength, breakage, barrier, dispensing and user-experience effects
Glass packaging	Offers strong barrier and established recovery in some markets	Weight, energy, breakage, closures and local recovery rate
Right-sized packaging	May reduce unnecessary material and freight	Product protection, filling tolerance and required label area

Evidence Checklist

- Material identity, composition and component map
- PCR percentage, calculation method and chain evidence
- Product and component weights for the approved configuration
- Disassembly method and target-market collection assumptions
- Performance and compatibility results for the intended use
- Comparison baseline for reduction or improvement claims
- Claim wording, scope, limitations and review owner

Claim Quality

Avoid	Prefer a qualified statement
Eco-friendly	State the specific material or design change and the evidence supporting it
Fully recyclable everywhere	Describe the component structure and note that collection and sorting vary by market
Zero impact	State a measured reduction against a defined, comparable baseline
Made from recycled material	State the verified recycled-content percentage, calculation basis and product scope
Sustainable by default	Explain the intended benefit, known trade-offs and applicable limitations

Supplier Evidence Request

Evidence	Confirm before use
Material statement	Legal entity, site, material grade, component, revision and issue date
Recycled-content evidence	Percentage, mass-balance or physical basis, source, chain scope and batch relevance
Test report	Laboratory, method, sample identity, result, date and limitations
Weight data	Approved product configuration, measurement basis and comparable baseline
Recovery claim	Target market, collection, sorting and processing assumptions

Communication rule

Prefer specific, qualified and verifiable statements. The public wording should match the exact product supplied, the evidence available and the market where the claim appears.