



- STRONG**
 - Beiersdorf
 - THE GATE PALM OIL CO.
 - Lbrands
 - Henkel
- GETTING THERE**
 - CLARINS
 - Unilever
 - oBoticário
 - ORIFLAME
 - JH/EIDO
 - AVON
 - COTY
 - KAO
 - Reckitt Benckiser
 - AMOREPACIFIC
 - L'ORÉAL
 - natura
 - CHANEL
 - P&G
 - Johnson & Johnson
 - LG
 - VYVE ROCHER
 - PUIG
 - KOSE
 - LVMH
 - MARY KAY
 - gsk
- FAILED**
 - ESTÉE LAUDER
 - Amway
 - REVLON
 - Edgewell

REVEALED: WHICH PERSONAL CARE COMPANIES MAY BE STILL POLLUTING OUR OCEANS WITH MICROBEADS

MICROBEADS COMMITMENT SCORECARD

The world's 30 biggest personal care companies were surveyed on their microbeads commitments.

The scorecard reveals the survey results based on four main criteria: commitment presence and microbeads definition, transparency, global application and deadline. Company size refers to place in the world's biggest 30 personal care companies, based on 2015 sales revenue data from Euromonitor.

Full details of the results [here](#).

COMPANY	NATIONALITY	SIZE <small>sales revenue</small>	COMMITMENT	TRANSPARENCY	GLOBAL	DEADLINE	MICROBEADS DEFINITION STRENGTH
BEIERSDORF		7 th				End of 2015	
COLGATE-PALMOLIVE		4 th				Since end of 2014	
L BRANDS		6 th				January 2016	
HENKEL		11 th				Start of 2016	
CLARINS		26 th				Since December 2014	
UNILEVER		3 rd				Since end of 2014	
BOTICA		20 th				July 2016	
ORIFLAME		30 th				End of 2016	
SHISEIDO		8 th				By 2018	
AVON		9 th				In 2017	
COTY		10 th				By 2017	
KAO		12 th				End of 2016	
NATURA		16 th				2016 - 2017	

COMPANY	NATIONALITY	SIZE <small>sales revenue</small>	COMMITMENT	TRANSPARENCY	GLOBAL	DEADLINE	MICROBEADS DEFINITION STRENGTH
RECKITT BENCKISER		27 th				By 2018	
AMORE-PACIFIC		15 th		Limited		By December 2015	
L'ORÉAL		2 nd				End of 2017	
CHANEL		19 th				Already done	
PROCTER & GAMBLE		1 st				End of 2017	
JOHNSON & JOHNSON		6 th				End of 2017	
LG HOUSEHOLD & HEALTH CARE		21 st		Limited		End of 2016	
YVES ROCHER		29 th				Since April 2016	
PUIG		28 th				Not using	
KOSÉ		25 th			Partial	Since 2014	
LVMH MOËT HENNESSY LOUIS VUITTON		13 th				December 2017	
MARY KAY		14 th				Early 2017	
GLAXOSMITH-KLINE		17 th				To be confirmed	
ESTÉE LAUDER		5 th			Not stated	Not stated	
AMWAY		22 nd			Not stated	Early 2017	
REVLON		24 th		Limited	Not stated	Not stated	
EDGEWELL PERSONAL CARE BRANDS		23 rd	No reply or publicly available information				