

MAYBELLINE
NEW YORK

2024 IMPACT REPORT



INTRODUCTION

ABOUT THIS REPORT

Welcome to Maybelline New York’s 2024 Impact Report, with the latest updates from our journey to make a more positive impact on the world around us.

In these pages, you’ll see what we’ve been up to since our last report, covering the period from January 2023 through December 2024 (unless otherwise stated). We highlight the progress we’ve made, the areas where we’re still growing, and the ways we’re using our global presence to create positive change. We don’t claim to have the perfect foundation for change – we’re still learning, still growing, still blending new ideas. But, like your favorite makeup routine, we’re committed to the process, one step at a time.

ASSURANCE

Deloitte & Associés has expressed a limited assurance on the indicators identified by this checkmark symbol ‘✓’ and carried out qualitative reviews on content about our Brave Together and takeback programs.

A LETTER FROM OUR GLOBAL
BRAND PRESIDENT

WORKING
TOWARD SKY
HIGH IMPACT

At Maybelline New York, we’ve always believed that beauty is more than skin deep – it’s about self-expression, empowerment, and the confidence to make your mark on the world. This belief is at the heart of everything we do, which is why we’re proud to share the progress of our two impact programs driving real change: Brave Together and Conscious Together.

Brave Together leverages our powerful global platform to improve access to critical mental health resources. I’m proud to share that, in the past two years, we’ve expanded the program from 26 to 37 countries, helping 2.6 million people access free, professional 1:1 mental health support and donating \$7.2 million to our NGO partners worldwide. We’ve set ourselves the ambitious goal of reaching 10 million people and donating \$20 million by 2030.

We’ve also made significant progress through Conscious Together, our program to tackle our environmental impact. I’m particularly excited about our cross-industry effort to recycle makeup packaging and similar hard-to-recover items with Closed Loop Partners. The Consortium to Recover Small-Format Packaging – the result of nearly three years of work, initiated by Maybelline New York – was officially launched in early 2025, aiming to accelerate solutions in the beauty industry and beyond.

These milestones demonstrate how we are using Maybelline New York’s scale and creativity to drive positive change – within our brand, across the beauty industry, and for the world we share.

I’m proud to lead a diverse and talented team that is committed to making an impact on the world, and to work with expert partners who enable Maybelline New York to tackle some of the challenges facing us today.

As we continue this journey, we are committed to making meaningful progress and staying true to our mission. We’re excited for what lies ahead and inspired by the opportunity to create a lasting impact. Thank you for joining us in this important work.

Sandrine Jolly

SANDRINE JOLLY
Global Brand President, Maybelline New York



WHO WE ARE

Maybelline New York is the world’s leading cosmetics brand and a brand of the L’Oréal Groupe, available in over 120 countries.

By combining technologically advanced formulas with on-trend expertise and New York City edge, we offer innovative, accessible, and effortless cosmetics for all.

OUR MISSION

At Maybelline New York, our mission is to give everyone the self-confidence to express their beauty, to play, to make change.

We believe confidence that comes from within empowers everyone to be their best self. Maybelline’s brand mission centers around giving every person the self-confidence to express their individuality through makeup, regardless of their background or expertise. We want everyone to have the self-confidence of the most daring New Yorkers – those who express themselves, who play with fashion and makeup, and who create positive change.

OUR COMMITMENT



OUR APPROACH TO IMPACT

Maybelline New York is committed to making a difference. Our mission outlines the change we see as essential – empowering people to embrace their unique qualities, defying stereotypes, and contributing to a more inclusive and diverse beauty landscape. We encourage people to challenge norms, break boundaries, and drive acceptance for all.

We bring our mission to life through our flagship impact programs, Brave Together and Conscious Together. For us, these programs aren’t “nice-to-haves” – they’re essential to our business.

Our impact strategy and goals have been developed in alignment with the L’Oréal Groupe, of which we are a proud brand. We contribute directly to L’Oréal’s global Sustainability and CSR strategy, L’Oréal for the Future, which has been designed with people and the planet in mind and takes into account urgent social and environmental needs.

The L’Oréal for the Future strategy is evolving for 2025 and beyond, and our future reports will align with the new approach and targets.

READ THE L’ORÉAL GROUPE 2024 SUSTAINABILITY REPORT [→](#)



Launched in 2020, Brave Together is dedicated to destigmatizing the conversation around anxiety and depression and making support accessible for all.

Working in partnership with the experts – local non-governmental organizations (NGOs) supporting their communities on the ground – we fund initiatives that provide free, professional 1:1 mental health support, so no one has to struggle alone.



Our sustainability program, Conscious Together, reflects our belief that our products should be as conscious as they are inclusive.

It presents an ambitious set of 2030 goals in four key areas – formulas, production, packaging, and circularity – which, together, help us innovate for a more sustainable future.

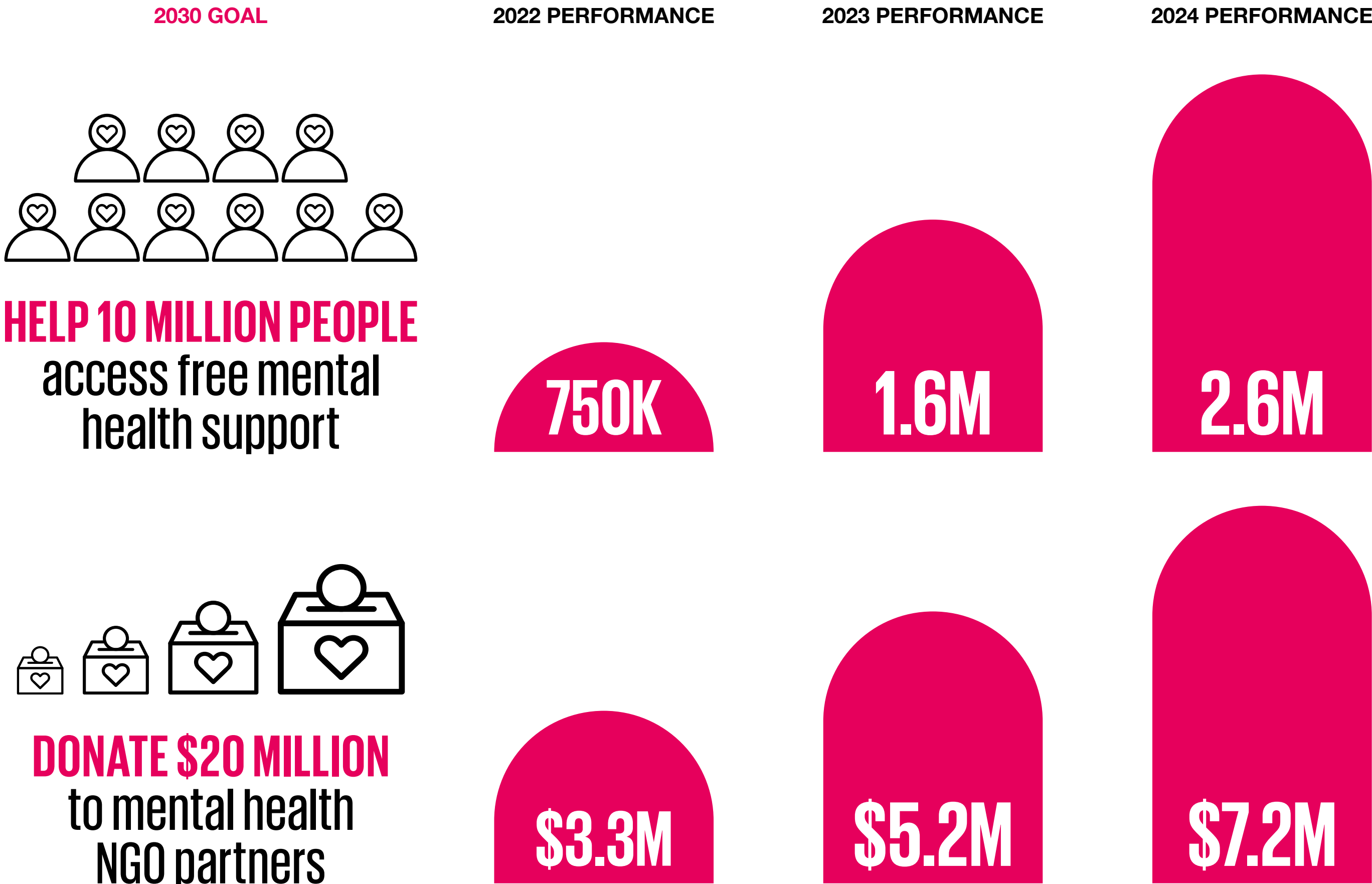
BRAVE TOGETHER

CONSCIOUS TOGETHER

At Maybelline New York, we believe that mental health should never be out of reach. That’s why we created Brave Together – a global initiative funding 1:1 mental health support to help people navigate anxiety and depression with the care, resources, and community they need.

BRAVE TOGETHER

OUR PROGRESS



EXPANDING ACCESS TO 1:1 MENTAL HEALTH SUPPORT

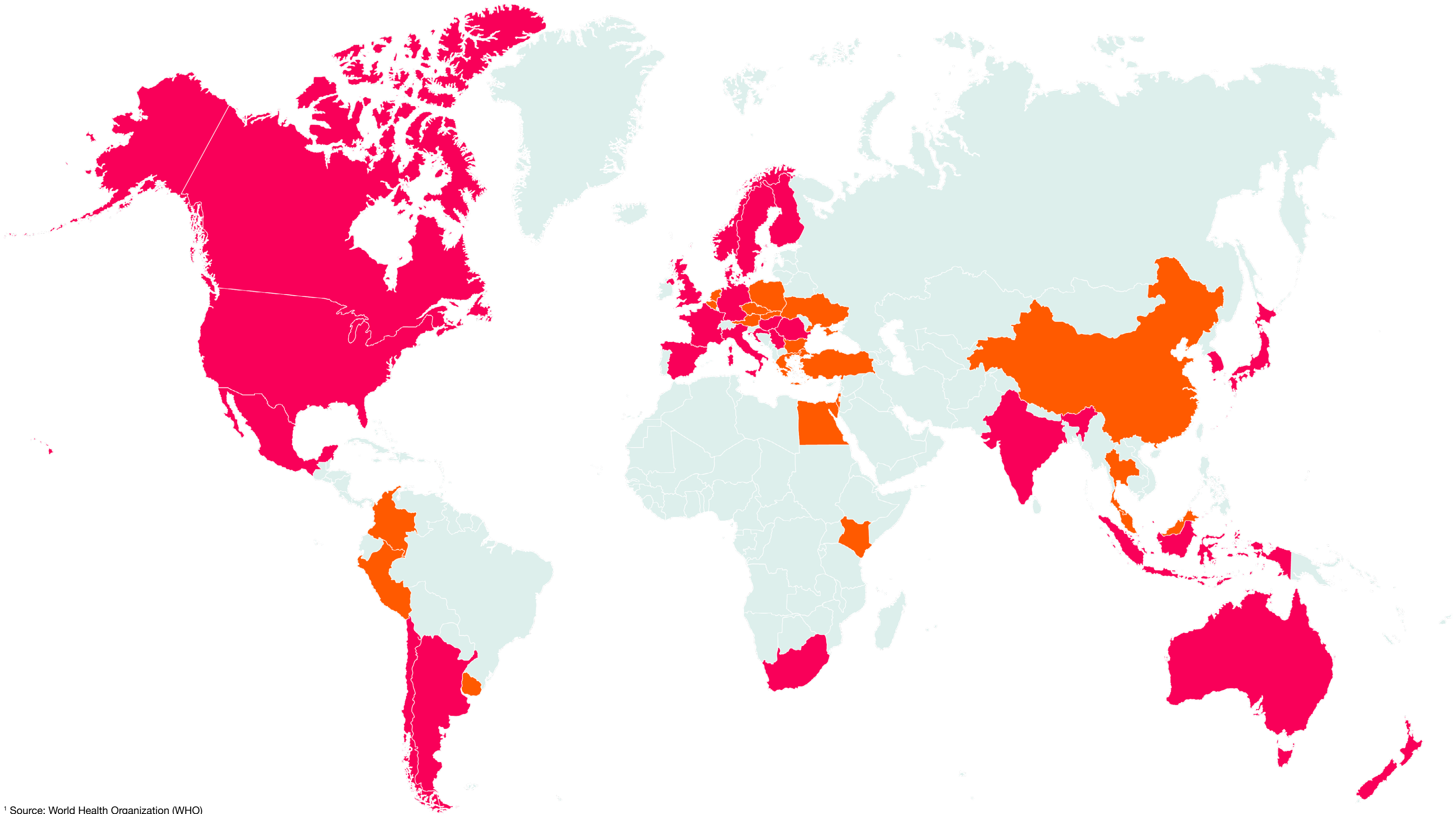
In every country where Brave Together operates, we partner with local NGOs to run free, professional, and confidential mental health phone and text-based helplines.

This 1:1 approach helps make mental health support accessible to more people by eliminating common barriers like high costs, complicated processes, and privacy concerns. In 2024, we partnered with 45+ NGO partners and expanded our presence to 37 countries – up from 26 countries in 2022.

1 IN 4
PEOPLE WORLDWIDE
struggle with anxiety or depression¹



● 2022
● 2024



¹ Source: World Health Organization (WHO)

WIDENING OUR IMPACT WITH THE WHO FOUNDATION

In 2024, we announced a long-term global partnership with the WHO Foundation to expand access to mental health services worldwide. Together, we’re working toward real impact beyond brand borders – improving health systems, shifting norms, and empowering local NGOs to support their communities.

Maybelline New York has pledged over \$1.8 million to the WHO Foundation, enabling at least two million additional people to access critical mental health services by 2028². This partnership will allow us to expand Brave Together programs to more countries and represents an important part of our journey toward reaching 10 million people by 2030. We know we can’t do this work alone, and by partnering with the WHO Foundation, we’re learning every day how to make a more meaningful difference.

LEARN MORE HERE 



Our Impact in Action

To launch our collaboration with the WHO Foundation, Brave Together was featured in *Healthier Together*, a mini-documentary series produced by BBC Storyworks Commercial Productions and presented by the WHO Foundation. The series highlights our impact in India, Japan, and the U.S., showcasing how local organizations are making a difference in mental health support. By telling these stories, we’re breaking barriers, encouraging open conversations, and showing people they’re not alone.

WATCH THE SERIES HERE 

India

In India, there is roughly one psychologist for every 100,000 people – meaning that around 70% of people experiencing mental health struggles do not receive the care they need.³

Brave Together supports the Sangath Well-Being Centre in Goa, India, to provide free mental health support and combat the stigma that can lead to people feeling they have no one to talk to about their challenges. Our funding allows Sangath — which means “coming together” in Hindi — to train local people as tele-counselors and pay their salaries. That makes it possible for community members experiencing mental health challenges, like depression or anxiety, to call Sangath’s toll-free number and immediately speak to a trained tele-counselor – or be referred to a psychologist if they need more intensive support.

² Source: WHO Special Initiative for Mental Health
³ Source: WHO Mental Health Gap Action Programme

“

I want people to feel like they have experienced a safe space. I want people to feel like they can come back if they need support again. I want people to feel like they can tell other people that there is support available, and that it doesn’t cost anything except their time and their trust, which will not be broken.

Hina Mobar
Health Communications Coordinator,
Sangath Well-Being Centre, India

Japan

The BOND Project was founded in 2009 to support girls and young women who are struggling with their mental health.

Founder Jun Tachibana carries out regular “night patrols” of the streets of Tokyo, speaking to young women who may need support but don’t know where to go. Enabled by Brave Together funding, Jun reached more than a thousand people in 2023 – more than twice as many as the previous year. The BOND Project builds long-term relationships with the young women it supports, inviting them into a supportive community where they can work through challenges together. The NGO also publishes a magazine that shares stories and starts conversations about mental health with those who are struggling or at risk.



REDUCING MENTAL HEALTH STIGMA WITH NAOMI OSAKA

We’ve joined forces with world tennis champion Naomi Osaka as our first-ever Brave Together global ambassador.

Through an advocacy campaign launched in 2024, she’s helping us break the silence and taking down the stigma around mental health struggles – bravely sharing her personal journey and inspiring others to do the same.



“

Taking care of your mental health is just as important as taking care of your physical health and yet taking the leap to get help can feel intimidating. That is why I’m excited to partner with Maybelline New York to support the Brave Together program and help those facing anxiety and depression. I want everyone to know they are not alone.

Naomi Osaka
World tennis champion and mental health advocate



EMPOWERING YOUNG PEOPLE WITH FREE MENTAL HEALTH TRAINING

We’re here to help young people navigate challenging mental health conversations through our training program, Brave Talk.

Developed in partnership with clinical experts from The Jed Foundation, an NGO that protects emotional health and prevents suicide for teens and young adults, Brave Talk is a free, 90-minute, scenario-based training course that equips students with the skills and confidence to recognize when someone is struggling, offer meaningful support, and connect their peers to professional help.

Piloted in 2022 with New York City universities and colleges, Brave Talk trainings are now being delivered on campuses in 28 countries worldwide – helping students build a culture of care, one conversation at a time.

>60%
of college-aged students turn to a peer when struggling with anxiety or depression.⁴

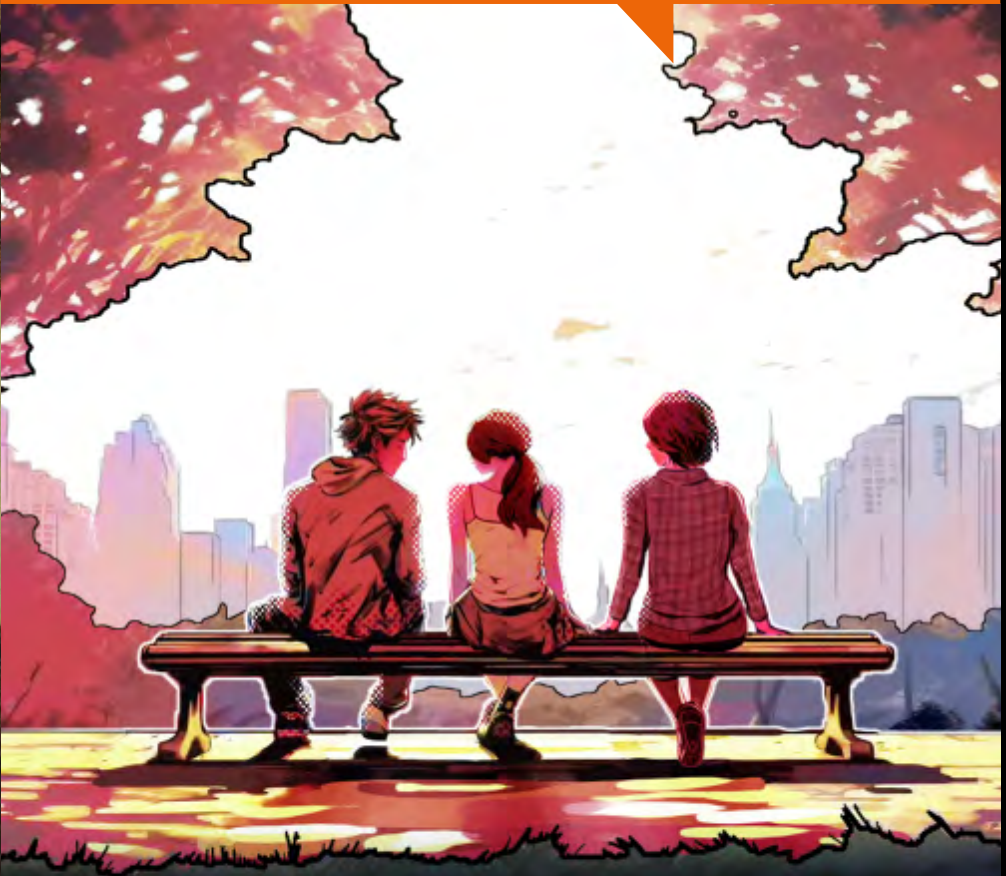
⁴ Source: The Healthy Minds Study: Fall 2020 Data Report



BE BRAVE.
HAVE THE TALK.
HELP A FRIEND.

We’re expanding Brave Talk beyond the college scene with a new 10-minute, online version of the training. Our animated, scenario-based course will be available in 28 countries and 22 languages by the end of 2025 – helping more people recognize the signs of anxiety and depression, offer support, and connect loved ones to the help they need.

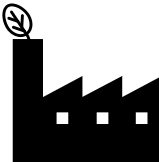
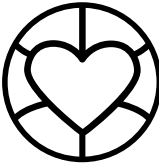
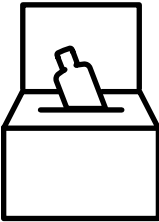
SCAN THE QR CODE TO
TAKE THE TRAINING NOW



At Maybelline New York, we’re looking across our business at where we can improve our environmental impact and setting concrete goals to transform our products with sustainability front and center. Conscious Together is our blueprint for contributing to a more sustainable future, focusing on four key areas: formula, production, packaging, and circularity.

CONSCIOUS TOGETHER

OUR PROGRESS

	2030 GOAL	2022 PERFORMANCE	2023 PERFORMANCE	2024 PERFORMANCE
	Increase our contribution ⁵ to L'Oréal Groupe's goal to source OVER 75% OF INGREDIENTS⁶ FROM NATURE (from plant or mineral sources) OR FROM RECYCLED MATERIALS in formulas	32%✓	33%	34%✓
	All of our L'Oréal-owned factories making Maybelline New York products ⁷ will use 100% RENEWABLE ENERGY	50%✓	99%	100%✓
	All of our L'Oréal-owned factories making Maybelline New York products will use RECYCLED AND REUSED WATER in their industrial processes	NEW IN 2023	18%	15%✓
	All of our new or renovated products will have an IMPROVED ENVIRONMENTAL OR SOCIAL IMPACT⁸	100%✓	98%	100%✓
	Source 50% OF ALL MATERIALS used in product packaging either from RECYCLED OR BIO-BASED SOURCES	3.5%✓	7.4%	9.2%✓
	Expand our TAKEBACK PROGRAMS GLOBALLY	50 TONS OF EMPTY PRODUCTS COLLECTED ACROSS 3,200 LOCATIONS IN 7 COUNTRIES	DATA IS COLLECTED EVERY TWO YEARS. SEE 2024 DATA FOR CUMULATIVE FIGURES	140+ TONS OF EMPTY PRODUCTS COLLECTED ACROSS 3,250 LOCATIONS IN 7 COUNTRIES

⁵ By 2030, 65% of Maybelline New York's ingredients will contribute to L'Oréal Groupe's goals.

⁶ Ingredients from nature (e.g. bio-based ingredients) come from renewable sources such as plant materials. We are working with our Research & Innovation teams to leverage the power of Green Science for the formulation of high-performing renewable ingredients using more responsible processes (e.g., reduced carbon impact, waste, and use of solvents) of transformation, extraction, or fermentation. Among the practices of Green Science are the careful cultivation, transformation, and formulation of ingredients using practices that help lower the environmental footprint and minimize chemical use.

⁷ Our thirteen L'Oréal-owned factories account for approximately 87% of total Maybelline New York production.

⁸ Improved products include products with a new or renovated formula and/or packaging and that improve their environmental or social impact according to L'Oréal's SPOT (Sustainable Product Optimization Tool) methodology, based on criteria such as green chemistry, renewability, biodegradability, ecotoxicity, recycled material and end-of-life, contribution to communities, information display, and accessibility.

While our Conscious Together journey has its challenges, we’re proud of the steps we’ve taken so far. Like the fact that all of our new and renovated products (including packaging) are eco-designed⁹ – meaning that we’ve created them with environmental impact in mind from start to finish. From reformulating with bio-based ingredients to designing smarter, more sustainable packaging, we’re working within our company and with the broader industry to make moves that matter. Because every change, big or small, moves us closer to a better future.

CONSCIOUS FORMULAS

As we launch new products and renovate our classics, we’re evaluating our formulas to provide options that are less impactful on the planet.

We are excited to contribute to L’Oréal Groupe’s objective of sourcing over 75% of our ingredients from nature (plant or mineral sources) or recycled materials in formulas by 2030¹⁰. The idea is to increase our reliance on ingredients that can be replenished or regrown, reducing our impact on nature’s resources.

⁹ Improved products include products with a new or renovated formula and/or packaging and that improve their environmental or social impact according to L’Oréal’s SPOT (Sustainable Product Optimization Tool) methodology, based on criteria such as green chemistry, renewability, biodegradability, ecotoxicity, recycled material and end-of-life, contribution to communities, information display, and accessibility.

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34%
of Maybelline New York
ingredients are from NATURE
OR RECYCLED MATERIALS

CONSCIOUS PRODUCTION

Behind the scenes, we’re remaking how our products come to life by reducing the environmental impact of our manufacturing processes.

Approximately 87% of our products are manufactured in thirteen L’Oréal-owned factories across the world, and the rest are made by carefully selected vendors. In 2024, we met our goal to power our L’Oréal-owned factories with 100% renewable energy, from sources such as wind power and solar energy (excluding safety and security installations).

Additionally, 15% of our L’Oréal-owned factories use recycled and reused water in their industrial processes through an innovative concept called Waterloop. This means that industrial needs, such as cleaning or steam production, use water treated directly on site – saving the potable tap water for manufacturing our products and for the people on-site.

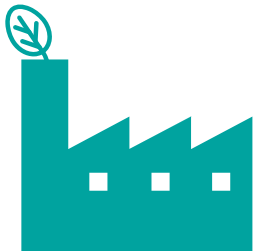


15%

of L’Oréal-owned factories making Maybelline New York products use RECYCLED AND REUSED WATER IN THEIR INDUSTRIAL PROCESSES



OUR L'ORÉAL-OWNED FACTORY FOOTPRINT



100%

of L'Oréal-owned factories¹¹ making Maybelline New York products use 100% RENEWABLE ENERGY



¹¹ Our thirteen L'Oréal-owned factories account for approximately 87% of total Maybelline New York production.

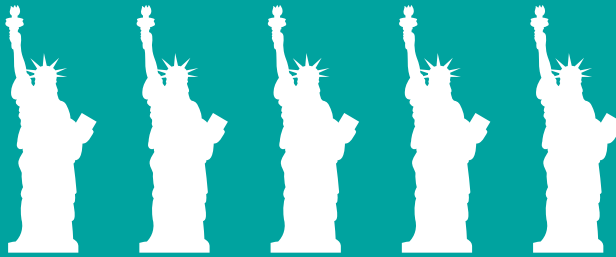
CONSCIOUS PACKAGING

We’re not just revamping our look – we’re also making sure that our products are packaged with sustainability in mind.

One way we’re reducing the environmental footprint of our packaging is by using more post-consumer recycled plastic, which has a lower carbon impact than virgin plastic.

In 2024, we increased our use of post-consumer recycled plastic, so that it makes up 9.2% of the total plastic we use in our packaging (up from 3.5% in 2022). Ultimately, our goal is to source 50% of all materials used in product packaging either from recycled or bio-based sources by 2030.

1,100 TONS
OF VIRGIN PLASTIC REPLACED WITH
RECYCLED PLASTIC SINCE 2019 (more than
5x as heavy as the Statue of Liberty!*)



*without its base

We’re making strides in reducing the packaging impact of your favorite Maybelline New York products:



Lash Sensational Sky High®
Waterproof Mascara (U.S.):

BOTTLES MADE FROM
**100% POST-
CONSUMER
RECYCLED
PLASTIC**
(EXCLUDING WIPER)



Super Stay Matte Ink®
Liquid Lipstick (North Asia):

BOTTLES MADE FROM
**100% POST-
CONSUMER
RECYCLED
PLASTIC**
(EXCLUDING WIPER)



Expert Eyes® Moisturizing Eye
Makeup Remover (North Asia):

BOTTLES (WITHOUT CAPS)
MADE FROM
**100% POST-
CONSUMER
RECYCLED
PLASTIC**
(EXCLUDING COLORANT)

CONSCIOUS CIRCULARITY

Our commitment to impact doesn’t end when our products are sold; we consider their entire lifecycle, from how they’re made to how we dispose of them when they’re done.

Real change demands we look beyond our own operations to contribute to systemic transformation across the entire beauty landscape. That’s why our circularity efforts touch a range of issues, from packaging takeback programs and expanding access to recycling, to partnering across the beauty industry to tackle shared challenges – like small-format packaging that is notoriously difficult to recycle.

ACCELERATING SMALL-FORMAT MAKEUP RECYCLING

Each year, consumers buy billions of products – including beauty and personal care items – packaged in small-format plastics that are difficult to recycle due to their size and other factors.

Currently, most of these items are discarded into the trash, ending up in landfills or incinerators. The small fraction that does end up at recycling facilities often slips through sorting equipment due to its size, contaminating the glass stream and ultimately being sent to landfills.

In 2023, Maybelline New York partnered with Closed Loop Partners to conduct initial tests at recycling facilities to find out if small-format packaging could be recovered. In 2024, four partners – our parent company L’Oréal Groupe, Kraft Heinz, P&G, and Target – joined this effort. Together, we uncovered a major opportunity: the potential to recover tens of thousands of tons of valuable small materials, including plastics like polypropylene, from materials recovery facilities and glass recycling plants across the U.S.

In early 2025, we officially launched the Consortium to Recover Small-Format Packaging, sharing the results of our three years of research with the wider world. Now, we’re inviting other companies with small-format packaging – from the beauty industry and beyond – to join the consortium and support recycling and recovery nationwide.



READ THE FULL RESEARCH REPORT HERE 

“

The challenge of recovering small-format packaging in the U.S. is a complex one — and not unique to any single brand. Yet Maybelline has stepped up with bold leadership and is investing outsized resources, time, and commitment to drive meaningful progress. Together, we are now building a powerful consortium to bring these solutions to life.

Kate Daly
Managing Partner, Center for the Circular Economy at Closed Loop Partners



EXPANDING RECYCLING ACCESS ACROSS THE U.S.

We’re committed to making beauty accessible for all – and now we want to make recycling accessible for all too. Yet we face a bold truth: an estimated 20 million people across the U.S. lack access to basic recycling programs in their communities¹². So even if our consumers want to do the right thing and recycle their products and packaging, they’re not always able to.

That’s why we’re a founding partner of The Recycling Partnership’s Small Town Access Fund, which supports the development of recycling programs in U.S. towns with populations under 50,000. These communities account for 27 million households, each generating approximately 767 pounds of recycled material annually.

Between 2021 and 2024, we’ve helped bring recycling access and education to approximately 55,000 households across the U.S. These efforts are projected to deliver approximately 2,000 tons of recyclables – beauty waste that can get a second life instead of a one-way ticket to landfill.

¹² Source: The Recycling Partnership, 2024

ENCOURAGING PRODUCT TAKEBACK

Through Maybelline New York’s product takeback programs, consumers can return empty products for reuse and recycling, keeping them out of landfills.

To date, we have collected over 140 tons of empty products and have launched takeback programs in 3,250 retail stores across seven countries (U.K., Canada, Australia, New Zealand, Hong Kong, Taiwan, and Japan).

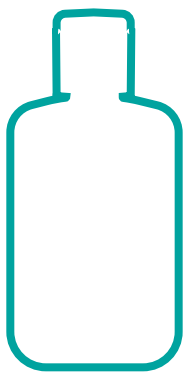


Taiwan

In 2023 and 2024, the Conscious Together initiative in Taiwan engaged customers in bottle recycling by providing 100 green bins in local stores – that’s four times more than in 2022 – and raising awareness through our sponsorship of National Geographic’s Run for Earth.

For every empty bottle recycled, we donated \$10 to support the environmental NGO Re-Think, and our retail partner AS Watson offered complementary products to customers who participated. Through the bottle recycling program, we collected approximately 12,500 empty bottles over these two years, recycling more than two metric tons of materials.

12,500
empty bottles collected
in Taiwan over two years



United Kingdom

Our Beauty Collection Program in the United Kingdom has become the country’s largest makeup recycling initiative, accepting products from all makeup brands.

Partnering with major retailers Tesco, Sainsbury’s, and Superdrug, the program is available at over 1,500 locations across the U.K. To date, we’ve collected over 80 tons of makeup packaging, helping to drive positive change in the industry and empower consumers to embrace more sustainable lifestyles.



At Tesco, we are working hard to remove, reduce, reuse, and recycle plastic and packaging; including working in partnership and innovating with our suppliers. We are proud to be Maybelline’s largest global partner for this initiative and continue to drive solutions to make the recycling of makeup even easier for our consumers

Sarah Sturgeon
Beauty Category Buying Manager, Tesco



When it comes to impact, we know we can go further, faster when we go together. Thank you to our entire Maybelline New York family and to the range of partners and NGOs who have stepped up in our mission to make change.

WORK HARD.
PLAY HARD.
MAKE CHANGE.



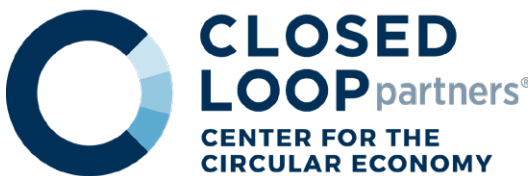
WHO Foundation



The Jed Foundation



CRISIS TEXT LINE |



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