

The Circular Economy Action Plan must place Hygiene, Health and Well-being of Europeans at its Core

The European Green Deal aims to transform the EU into a modern, resource-efficient and competitive economy while reaching its 2030 climate and energy goals and becoming climate-neutral by 2050, as well as moving towards a zero pollution ambition to protect the EU's natural capital and citizens' health and well-being.¹ Essity, a global hygiene and health company with a vision of bringing well-being for hundreds of million people every day, also contributing to inclusion and all this whilst contributing to a sustainable society.

Essity is continuing to integrate circularity in its business model: from responsible raw material sourcing, more efficient production with a smaller climate footprint, to solutions that enable customers and consumers to minimise waste. Through our continued efforts to make more from less, increase circularity and well-being we help customers and consumers make more sustainable choices.

Any new legislation under the CEAP must take into account also the social aspects of sustainability including the long-term socio-economic benefits and societal value of products and services. When it comes to the hygiene, health and personal care sectors the following benefits needs to be recognized: preventing diseases, viruses and infections; allowing good hygiene conditions everywhere in the EU; and fostering the health, independence, inclusion and well-being of people.

¹ European Commission Communication "The European Green Deal" of 11.12.2019, COM(2019) 640 final

Our Requests at a Glance

A Sustainable Product Policy

One-size fits all solutions should be avoided. Material, products and services must have different requirements depending on their function and usage and should be based on Life Cycle Assessments (LCAs).

We believe the European Commission should

- take account of Life Cycle Perspective, based on ISO1440-series and already developed category rules for personal care and tissue products. This will support a sound European PEF methodology.
- co-ordinate the work in developing an EU-wide PEF product group and sector-specific rules, in close collaboration with stakeholders, such as industry actors, public authorities, academia and NGOs.

Consumer Empowerment in the Green Transition

The multiplication of labels should not come at the expense of brand and product information that companies need to communicate (i.e. brand recognition, conditions of use and own good practice).

On-pack labelling or marking requirements should be proportionate to packaging size and take into the position of label on the product.

We believe the European Commission should:

- support the development of digital product information as an alternative to packaging labelling;
- encourage and support the adoption of nudge policies to bring about positive changes in consumer behaviour based on the Commission's own study on behavioural economics; and
- develop together with the Industry a European Product Database for Paper Based products.

Driving the Transition through Innovation

Rules derived from the Sustainable Product Policy should be **harmonised** for all 27 Member States in line with the legislative framework set up by Decision 768/2008/EC (so-called new legislative framework).

Key Products and Value Chains

- Policy development should be in step with collaborative efforts of the industry such as the Circular Plastic Alliance.

- The European Commission should **support** R&D under framework programmes for new treatment technologies such as improving mechanical and chemical recycling, tracing technologies for better sorting (e.g. digital watermarks).

Less Waste, more Value

- An EU-wide label and digital tools including geolocation should be **promoted** to help consumers separate waste.
- Product rules on material content should be accompanied by a renewed push by the European Commission for the **review and update** of CEN and ISO standard.
- The guideline for eco-modulation of the EPR fees **must be consistent** with existing Essential Requirements of the Waste Framework Directive.
- The European Commission must take the occasion of the CEAP to renew dialogue with Member States to **overhaul** recycling markets at the national level.
- National recycling organisations need to **incentivise** suppliers to use recyclable materials and reorganise their supply chains for maximum recycling.

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A Sustainable Product Policy

Our commitment

We work to create well-being for people consumers and customers while improving the environmental footprint for our products and services. The environmental footprint is improved by reducing consumption during use, developing products with smarter design, superior materials and optimizing resources efficiency in the whole life cycle. We want to increase the use of renewable and recycled materials and explore reuse and recycling.

Our request

The European Commission should

- take account of Life Cycle Perspective, based on ISO1440-series and already developed category rules for personal care and tissue products. This will support a sound European PEF methodology.
- co-ordinate the work in developing an EU-wide PEF product group and sector-specific rules, in close collaboration with stakeholders, such as industry actors, public authorities, academia and NGOs.
- is important that the EU PEF should be a voluntary system and that it is developed in close co-operation with stakeholders. It is beneficial to have clear guidelines for green claims based on ISO Standard 14021. Guidelines for environmental claims on a more detailed level should be created per industry sector to secure relevance and credibility.

Our use of LCAs

Essity is positive to use a Life Cycle Perspective when assessing products and services from an environmental perspective. We have a long tradition of conducting Life Cycle Assessments (LCA). LCAs help us monitor the environmental performance of our innovations. This includes resource efficiency from suppliers and our own production, superior materials, as well as smarter product design.

Essity recognizes that PEF is an important tool and we have been contributing during the phase of testing and developing the method. However, the current state of play of the PEF methodology is not yet sufficiently robust to be used for comparing one product against another. Its methodology and databases still need further development and we are eager to be involved in and contribute to this upcoming work.

Examples of our work

Here is some example of how we show progress through LCAs:

- We have reduced the carbon footprint of our incontinence care solutions e.g. TENA pants by a third since 2008. We optimized material selection to reduce waste based on the needs of the consumer whilst minimizing the risk for leakage.
- A recently performed LCA of the Tork Coreless Bath Tissue has shown an average of 11% reduction in the product's carbon footprint, compared to conventional toilet paper. It also generates 86% less packaging waste. Additionally, Tork Xpressnap, our dispenser innovation especially for restaurants, reduces napkin consumption by at least 25% compared to traditional use of napkins.
- We have reduced the climate impact of Libero baby diapers by up to 25% since 2008 for the whole life cycle.
- We are rolling out a sustainability initiative for the Baby care business in Germany, introducing 30% recycled (PCR) plastic in the baby care product packaging.
- Early 2020 we introduced packaging made of renewable materials on a significant part of our portfolio, for example menstruation liners, Ultra towels and Maxi towels. Our towels plastic packaging is now made from at least 50 percent renewable sources, using responsibly grown sugar cane and our liners paper packaging are made from 100 percent renewable fibres.

Consumer Empowerment in the Green Transition

Our commitment

We develop our solutions to help consumers make more sustainable choices. Going forward, we will broaden our collaboration with customers to even better understand how we can support their environmental strategies and targets. We aim to create more value using less resources and innovate and design products that fit into a circular society.

Our request

Labelling

The multiplication of regulatory labelling schemes should not come at the expense of brand and product information that companies need to communicate (i.e. brand recognition, conditions of use and own good practice).

Any on-pack label/marketing should proportionate to the actual size of the packaging, and relevant and feasible in terms of its positioning on the packaging. Depending on the overall space available on the packaging, only a limited amount of information may be placed on-pack. If the label/marketing has difficulties to fit on the packaging one possibility could be to link a website where more information can be found.

The European Commission should concentrate efforts on labelling that educates consumers to better environmental use and disposal of products (i.e. anti-littering and separation of waste). Brands together with consumer are best placed to decide on the format and design of such labels in line with the compliance criteria on environmental claims, developed by industry, consumer organizations and other stakeholders in 2016 as multi-stakeholder advice in collaboration with the European Commission.

Digital services

The European Commission should support current national, European and international initiatives for the development of digital labelling as an alternative or a supplement to physical product information and adopt a coordinated approach to allow for digital means to provide product information in EU legislation.

Behavioral economics

Labelling schemes and regulatory instruments targeted at customers, to be efficient, should consider the results of the Commission's own study on Behavioral Economics in order to integrate 'Nudge' in their design. Industry should be consulted as to their own findings on consumer behavior to determine the best Nudge mechanisms to change consumer behavior.

The European Commission should build further on the work of the [Commission on Behavioural Economics](#) finding 3 at p.185 and support marketing strategies in the professional care sector and medical sector through the LIFE programme to increase consumer awareness and engagement of product-as-a-service programmes.

Our approach to consumer behaviour

The European Commission is considering labelling requirements under different initiatives:

- Anti-littering labelling under the Single Use Product Directive²;
- Labelling on microplastics;
- Labelling on bio-based plastics;
- Labelling of compostable plastics;
- EU-wide labelling on separation of packaging waste at the source;

We believe in simple, understandable and EU-harmonised information about the sustainability features of a product as well as proper waste disposal, anti-littering.

Essity together with other companies in AIM is working on waste labelling. In 2018 a concept paper with industry representatives, NGOs and the European Commission, highlighting existing labelling schemes, their benefits and disadvantages. AIM should now develop it further and invite the European Commission to endorse the commitment through a joint initiative.

In order to change consumer behaviour, labelling is one aspect, but we think behavioural economics (such as the “Nudge”³ concept) as well as different levels of campaigns can multiply the efforts of policymakers towards new consumption and disposal habits.

We have long worked to tackle taboo-breaking issues and we have experience in bringing awareness on sensitive societal issues with a very extensive reach.⁴We are happy to be a partner to the European Institutions in finding out-of-the-box ideas to make sustainability and circularity stick in the mind of European consumers.

² Directive (EU) 2019/904 of the European Parliament and of the Council of 5 June 2019 on the reduction of the impact of certain plastic products on the environment, OJ L 155, 12.6.2019, p. 1.

³ Introduced by Cass Sunstein and Richard Thaler in 2008. Essity has been recognized for our work at several occasions and for example awarded by AIM the European Brands Association that is encouraging business in Europe to take actions to promote more sustainable behaviour. More information can be found on www.nudgingforgood.com

⁴ E.g. through our Red.Fit initiative, followed by Blood normal in 2017 and Viva la Vulva in 2018 relating to menstruation, #Wombstories in 2020 and Zewa campaign Hygiene has no Gender challenging stereotypes and promoting equality.

Person centered incontinence care is an enabler to find an optimal care solution for the individual that are also including selecting products that are facilitating for toileting. TENA have successfully worked with this and developed tools such as TENA Identifi Sensor Wear and products such as TENA Flex and TENA pants that have proven to reduce consumption and waste.

Digital services

Digital services in supply chains but also with our professional customers not only enable to save resources but also bring cost savings through the rationalisation of supply chains.

Essity also works with its professional customers to develop solutions for an efficient deployment of resources (i.e. Tork EasyCube®).

Example of our work

- The Essity Tork EasyCube® is a facility management software that brings real time data from connected devices and dispenser systems to an easy-to-use web application. It directs cleaning teams to where they are needed most. The service empowers the facility personnel but also avoid replacing products that are not yet finished, e.g. soap in the toilet.
- We inform our customers both by labelling our products and use digital means of information (see [Essity.com](https://www.essity.com) for more information and link to our brands).

Driving the Transition through Innovation

Our commitment

We constantly innovate to anticipate and respond to consumer and societal trends. We measure and report progress in our annual report. 1/3 of our innovations need to show clear progress towards a more sustainable society.

Our request

In order not to hamper innovation and support the single market, rules derived from the Sustainable Product Policy should be harmonised for all 27 Member States and in line with the legislative framework set up by Decision 768/2008/EC (so-called new legislative framework).

Grants through the LIFE programme, Horizon 2020 for research efforts and under InvestEU should be available to the industry to further digital services enabling circularity in supply chains and researching new materials.

To help value chains to scale up and achieve recycling at high volume, the European Commission **should support R&D and innovation under framework programmes** for new treatment technologies, such as tracing technologies for better sorting (e.g. digital watermarks).

Our approach to innovation

To avoid locking industry into short-term solutions that could rapidly become obsolete, we believe legislation on circularity will better serve its aims through broadly defined objectives and targets rather than hard and fast material rules sector by sector.

Examples of our work

- In 2019 we launched the new Tork Xpressnap Fit® napkin dispenser system. It is limiting the consumption of napkins and thereby reducing the environmental impact when it comes to production, transport and waste.
- Essity researches new materials to provide more sustainable products. For example, Tork Natural Napkins has a sugarcane-based packaging. We are also working towards the increased composability of napkins and other products.

Key Products and Value Chains - Packaging

Our commitment

We have a holistic approach to packaging and use LCAs balancing the use of recycled content and greenhouse gas emissions. Our packaging strategy contains both innovating for increased circularity and at the same time reduce greenhouse gas emissions. One way we reduce the environmental footprint, is that we use renewable (bioplastic) materials. We also believe better packaging material should be enabled and facilitated through collaborations, such as the ones developed by the EMF or the Circular Plastic Alliance.

In 2019, Essity's packaging for hygiene and health products contained on average 68 percent renewable or recycled material.

By 2025 we aim to achieve:

- 100 percent recyclability,
- 85 percent renewable or recycled materials in our packaging; and
- 25 percent recycled content in plastic packaging.

Our targets are inspired and complimented thought our membership of the Ellen MacArthur Foundation and its Global Commitments on plastic packaging.

Our requests

Overarching asks

It is important to avoid one-size fits all solutions since both material and products have different requirement depending on their function and use.

Measures affecting the design of packaging must be coherent with existing policy requirements on consumer protection, health, safety and hygiene. Increasing reuse where possible, optimizing packaging (material usage and structural design) and using material in packaging that is recycled with increased recyclability should be the guiding star.

Collaboration with the value chain and organisations such as EMF⁵ to increased recycled and renewable materials, as well as improved recyclability in packaging, should be promoted.

2030 target adaptation

⁵ [Circular Economy - UK, USA, Europe, Asia & South America - The Ellen MacArthur Foundation](#)

The 2030 target for all packaging to be recyclable or reusable must take into account the fact that hygiene and medical products that require packaging to be sterile and provide an efficient barrier against germs and pathogens.

Therefore, individual exemptions or adaptations to rules on packaging may be necessary for a discrete and limited category of products in the care sector.

Standards at the centre

Any new rule on packaging design should be developed under through ISO- and CEN Standards. Standards have a well-functioning way of working that has been developed for decades and it is important to build on existing standards.

By ensuring consistency between the Essential Requirements and the guidelines for eco-modulation of Extended Producer Responsibility (EPR) fees, a consistent and harmonised set of signals for packaging design can be provided to the industry.

Our approach to packaging

Packaging protects and preserves products as they transit through supply chains. It also guarantees that products are safe and remain of the intended quality. In the case of care and hygiene product guard against the risk of contamination and infections. Therefore, safety requirements are higher for most of our products than for conventional Fast moving Consumer Goods Safety requirements on opening may also be a requirement on some products.

Examples of our work in the value chain

We innovate to increase the use of recycled content and we do that in collaboration with external partners. Together with our customers we are taking important steps to increase recycled plastic in packaging.

- For example, we have engaged in a project with the research institute RISE IVF, Trioplast and the main Swedish retailer ICA. Here we collaborated to develop a circular and sustainable packaging. We are proud to have innovated a packaging for toilet paper that contains 60 percent recycled plastic and 20 percent renewable raw material from sugarcane. This is a good example where both our ambition to reduce greenhouse gas emissions and increase circularity is achieved at the same time.

Collaboration for increased Circularity

Our commitment

We are determined to work together with the complete value chain to improve the economics and quality of plastics recycling in Europe.

Our request

The European Commission has an important role in setting targets and incentives circular business models. However, technical requirements need to be developed in collaboration with the whole value chain. The best way to achieve this is through industry collaborative efforts such as the Circular Plastics Alliance (CPA).

We believe policy developments should not undermine the efforts taken in the Circular Plastics Alliance. For example, EU-wide quotas on recycled content should be considered in alignment with industry from the whole value chain.

Our approach to collaboration

We believe collaboration in supply chains is the best way to bring about meaningful change in industry practice. Essity is involved and taking an active role in several collaboration projects at European and global level.

Examples of our collaborative work

- Essity is represented through the trade associations AIM and Edana. Through AIM, we are participating to the Circular Plastic Alliance (CPA) working group on packaging. We are also part of the Global Commitments on plastic packaging ran by the Ellen MacArthur Foundation.
- Essity is participating in RecyClass in collaboration with the Plastic Recyclers Europe organization to the design of products and packaging. The aim is to improve the design of packaging so that is easily recyclable into new secondary plastic materials. RecyClass relies on an online tool that displays and ranks at-a-glance the recyclability of products and packaging. RecyClass then formulates recommendations to improve the design of poorly ranked product and packaging.

Less Waste more Value

Waste policy in support of waste prevention and circularity

Our commitment

Through our continued efforts to make more from less, increase circularity and well-being we help customers and consumers make more sustainable choices. Essity's strategic objective is to contribute to a sustainable and circular society. Since December 2018 our targets for CO₂-reduction have been approved by Science Based Targets Initiative. The approved reduction goals includes absolute targets for energy, electricity, transports, raw materials, suppliers and waste.

For energy use within the company and purchased electricity (scope 1 and 2), Essity commits to reduce greenhouse gas emissions 25% by 2030 from a 2016 base-year. When it comes to waste Essity commits to reduce greenhouse gas emissions from purchased key raw materials, transport, waste generated in operations and end-of-life treatment of sold products (scope 3), by 18% by 2030 from a 2016 base-year.

In addition our goal is that all solid production waste is to be recovered and nothing should be sent to landfill after 2030.

Our request

An important part of the circular economy is to increase the availability of recycled materials and promote a functioning single market for Secondary Raw Material, see more in next chapter.

Separate collection is important both to reduce waste but also to enable a well-functioning market of recycled materials. We support that the plan for an EU-wide label to help the separation of packaging waste at source. We request to prioritise the implementation and communicated to the consumer through digital means (e.g. QR codes or digital watermarks).

Any digital packaging waste tracing system should enable geolocation to direct waste streams to the waste management system available at the consumer's location.

Member States do not all have a well-functioning infrastructure for collection and sorting system. In order to truly achieve increased recycling of plastic packaging waste management system, the Commission should spearhead a bold initiative to

- **Promote** waste separation through EU and nationwide campaigns;
- **Work together** with National Recycling Organisations to eliminate the last barriers to effective waste separation in Member States,
- **Explore** the use of Nudge in labelling for waste separation.

Our approach

Essity together with other companies in AIM is working on waste labelling in 2018 and have already shared a concept paper with industry representatives, NGOs and the European Commission, highlighting existing labelling schemes, their benefits and disadvantages. We commit to develop it further and invite the European Commission to endorse of commitment through a joint initiative

Examples of our work on waste prevention

- Through our continued efforts to make more from less, offer solutions that enable customers and consumers to minimise waste, increase circularity and well-being we help customers and consumers make more sustainable choices.
- We optimized material selection to reduce waste based on the needs of the consumer whilst minimizing the risk for leakage. We have reduced the carbon footprint of our incontinence TENA pants by a third since 2008.
- With regards to our manufacturing, our goal is that all solid production waste is to be recovered and nothing should be sent to landfill after 2030. The target inspires and drives a series of measures and local adaption to find suitable ways to recover Essity's various types of waste. On a global level we achieved a recovery rate of 63% in 2019.

A functional market for Secondary Raw Materials (SRM)

Our commitment

We use a lot of renewable materials in our products such as pulp, tissue, airlaid, viscose, renewable polyethylene (PE), Polylactic acid (PLA) and cotton. Tissue products use pulp as the main fiber raw material. Furthermore, more than 40% of the fibers used in our tissue products are recycled.

Our request

The availability of high-quality, safe and reliable SRM at an affordable price is essential. Functional markets with an appropriate infrastructure for SRM collection, production and trading are needed to ensure enough scale and material availability. Separate collection is important both to reduce waste but also to enable a well-functioning market of recycled materials

We believe the European Commission should **promote**:

- circular 'product-as-a-service' programmes to increase the availability of SRMs,
- push for the update of relevant product and services standards that stand in the way of 'product as a service' programmes;
- 'push' or 'pull' tools for the effective recovery and flow of SRM.

To ensure the success of such measures, the European Commission should **strive** to:

- **balance** product material rules on mandatory recycled content against the impact on the demand and supply of SRMs;
- to **develop** effective harmonised end-of-waste criteria to reassure manufacturers, regulators and consumers that use recyclates;
- **support** appropriate plastic waste separation that SRM streams remain of high quality.

Our approach to secondary raw materials

Waste reduction and the uptake of recycled content depends on the availability of high-quality, safe and reliable recycled Secondary Raw Materials (SRM) at competitive prices.

We are one of the world's biggest user of wood fiber and we use three sustainable ways of sourcing: wood-based fresh fiber, recycled fibers and are increasing the use of alternative fibers.

It is important to promote circularity to increase the availability of recycled fibers. Therefore, innovations that promotes increased collection of recycled paper should be encouraged.

Examples of our work on secondary raw materials

- The fibers in a paper hand towels can be reused up to eight times with the award winning Tork PaperCircle® service. The service helps go circular by recycling used paper hand towels locally into new tissue product. Tork PaperCircle® is a complete solution that helps our customers to meet their sustainability targets by reducing the carbon emission by 40 percent compared to current waste management options.⁶

⁶ Results of a Life Cycle Assessment conducted by Essity Tork and verified by IVL, Swedish Environmental Research Institute in 2017, where the avoided processes have been taken into account.

Enhancing circularity: the product safety perspective

Our commitment

In order to truly promote circularity, there is a need to reduce unintended barriers to circularity and at the same time to safeguard Product Safety for the customers and consumers. The pulp and paper and tissue paper industry, in general, does not use any substances of concern in critical levels that could have a negative impact on the product safety. However, the industry must comply with a demanding chemical and product safety regulatory framework. Current legislation is still far from being aligned with circular operations and the classification of waste as hazardous, according to the EU waste classification methodologies, can in some cases complicate the use of the waste even though the risks are low.

Collaboration and leadership are needed to discover new technologies and materials to use recycled plastic without sacrificing the safety of the product. Essity has an ambitious target when it comes to packaging for hygiene and health products, which are part of the Ellen MacArthur Foundation's plastics initiative the Global Commitment ". By 2025 we aim to achieve:

- 100 percent recyclability
- 85 percent renewable or recycled materials in our packaging, and
- 25 percent recycled content in plastic packaging

Our request

- Essity calls for the implementation of an European environmental, product and health and safety regulatory regime that is based on a circular and risk-based approach, does not result in overlapping product, waste and chemical regulation and takes into account the variety of industrial sectors and their particularities.
- The Commission should consider opening different sectoral dialogues with the main industry sectors, while ensuring appropriate coordination of chemicals, product and waste-related policies and their proper implementation.
- We believe that introducing general mandatory requirements for recycled content for packaging without robust data could undermine product safety and the quality of packaging.
- We support the current initiative of ECHA to gather information on the presence of SVHCs in waste streams through the SCIP database.
- We request a commitment from the European Commission that the data gathered under the REACH Regulation and for the purpose of the SCIP database curated by the European Chemicals Agency serves the purpose of ensuring that only recyclates with good traceability are used for the manufacture of new products. It is important that the recycled material is safe and fit for its purpose.

Our approach to safe products

The safety of our customer always comes first. EU policy should ensure a sound interface of chemicals, products, and waste considering the circumstances of the different sectors. Thus, the Commission should consider opening different sectoral dialogues with the main industry sectors, while ensuring appropriate coordination of chemicals, product and waste-related policies and their proper implementation.

There are several challenges in the way of using recycled plastic in production of plastic film and bags such as fluctuating quality, impurities (ex. gel, color residues), durability and smell as well as their effect on extruders in film production etc. In addition the use of recycled plastic puts high demands on securing product safety. Food contact requirements is also an area of concern.

We see that collaboration and leadership is needed to discover new technologies and materials to use recycled plastic without sacrificing the safety of the product.

There are great uncertainties about how material can cease to be waste. Essity are of the view that the Commission should not address the described difficulties on the classification of waste with a single solution for all industrial sectors. Instead, it should encourage a classification of waste that is more risk based for most sectors, and address with specific measures those sectors that may raise concerns and that have a high environmental and health impact.

Examples of our work on the use of recycled plastics

- Better packaging material can be developed through collaboration. Essity is participating in RecyClass in collaboration with the Plastic Recyclers Europe organization to the design of products and packaging. The aim is to improve the design of packaging so that is easily recyclable into new secondary plastic materials. We are also participating through our trade associations in the Circular Plastic Alliance. Essity has started the process of working with recycled content in packaging taking into account both qualitative and product safety issues.
- Our targets on increase recycled or renewable content in packaging, together with EMF shows that concrete, measurable and ambitious targets gives results. In 2019, Essitys' packaging for hygiene and health products contained on average 68 percent renewable or recycled material.

About Essity

Essity is a leading global hygiene and health company. We are dedicated to improving well-being through our products and services. Sales are conducted in approximately 150 countries under the leading global brands TENA and Tork, and other strong brands, such as JOBST, Leukoplast, Libero, Libresse, Lotus, Nosotras, Saba, Tempo, Vinda and Zewa. Essity has about 46,000 employees. Net sales in 2019 amounted to approximately SEK 129bn (EUR 12.2bn). The company's headquarters is located in Stockholm, Sweden, and Essity is listed on Nasdaq Stockholm. Essity breaks barriers to well-being and contributes to a healthy, sustainable and circular society.

Essity's products and services cover all phases of life and benefit both individuals and society. We share our knowledge of hygiene and health by educating young girls and promoting an open dialogue about menstruation, using our Feminine hygiene & health expertise. Within Incontinence, we increase awareness about the silent disease to empower more people to seek help, we participate in and drive discussions on improving care pathways for elderly and incontinence care. We provide education about hand hygiene in e.g. schools, kindergartens and with healthcare professionals and we actively participate in Private Organizations for Patient Safety (POPS), a WHO initiative for better handhygiene in health care settings.

We are providing essential hygiene & health products and solutions for consumers, private- and public actors including schools, hospitals, elderly care and nursing homes. We produce both soap, sanitizers and paper hand towels; effective tools to ensure good health and well-being for everyone. Simple handwashing with soap removes 90 percent of contaminants, and safe hand hygiene could spare one out of three children who get sick with diarrhoea⁷, and almost one out of five who get respiratory infections like pneumonia.⁸ In the current pandemic our products are critical elements in the fight against COVID-19. We continue to contribute to a more circular and sustainable society and look forward to an enhanced dialog with you soon.

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⁷ R. Ejemot-Nwadiaro et al., "Hand washing for preventing diarrhea", Cocharane Data base Systematic Reviews, 2008, (1):CD004265; AE. Aiello et al., "Effect of hand hygiene on infectious disease risk in the community setting: a meta-analysis", The American Journal of Public Health, vol. 98, no.8, 2008, pp. 1372-1381.

⁸ T.Rabie & V. Curtis, "Handwashing and risk of respiratory infections: a quantitative systematic review", Tropical Medicine & International Health, vol.11, no.3, 2006, pp.258-268