



Sustainability Newsletter June 2025

Welcome to our mid-year sustainability update.

As a global leader in hygiene and health, sustainability is a strategic priority at Essity and an area where we have a proud history. We are committed to reducing our environmental impact, reducing waste, and achieving net zero emissions by 2050.

We're pleased to share the latest news on some of the social and environmental initiatives happening here at Essity in the UK and Ireland.

Reducing our environmental impact on the planet

Corporate Knights Recognition

Essity has been recognised in Corporate Knights' Europe 50 Ranking for leading in Sustainable Practices for the fourth year in a row.

The ranking highlights the most responsible companies in Europe and we're proud to be featured in this list along with our inclusion in the Global 100 list of the world's most sustainable companies.

[Find out more](#)

Corporate Knights
SINCE 2002

Essity on CDP 'A' List for Climate

We were proud to have been awarded a place on the global non-profit environmental organisation CDP's "A List" for leadership in corporate transparency and performance on climate this year.

CDP holds the world's largest environmental database and its annual data collection from over 22,000 companies across 130 countries is widely recognised as the leading benchmark of companies' environmental activities.

[Find out more](#)



Spotlight on DEMAK'UP

Sustainability is a core pillar of Essity's DEMAK'UP beauty brands identity - evolving from a traditional makeup removal product to a skincare essential with strong environmental credentials.

Our cotton pads are made from 100% unbleached cotton and contain 30% recycled fibres - in addition the products packaging includes 60% post-consumer recycled (PCR) materials.

DEMAK'UP isn't just a sustainable choice, but a brand that actively redefines skincare for a more conscious consumer.

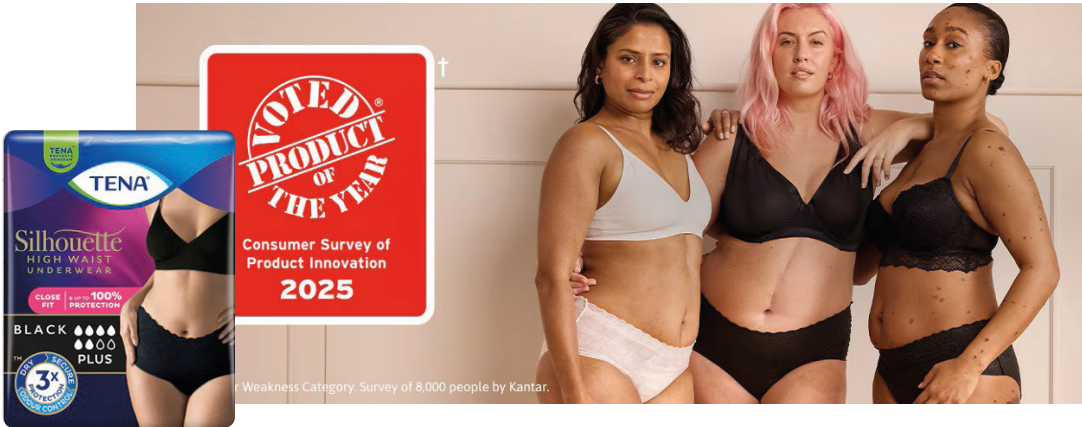
[More about DEMAK'UP](#)



TENA Achieves 60% Post-Consumer Recycled packaging (PCR)

TENA Silhouette, voted Product of the Year 2025, is rolling out new plastic reduced packaging to UK and ROI retailers made using 60% sustainable material and recycled plastics.

[More about TENA](#)



Agribed

A NEW highly effective kiln-dried paper crumb bedding developed for broilers.

There are many benefits:

- Effectively supports poultry health and comfort
- Highly absorbent - actively reduces ammonia
- Potential cost savings




Reducing and Repurposing Waste

Exploring innovative ways to repurpose our manufacturing waste is a key priority to help reduce our carbon footprint. Our paper mills at Stubbins in Lancashire and Prudhoe in Northumberland are setting a new benchmark in sustainable manufacturing through an innovative partnership with environmental services provider Veolia.

As part of our commitment to circular economy practices, the mills paper crumb—a by-product of tissue production—is being converted into high-quality animal bedding for horses, cattle and chickens.

This partnership not only reduces landfill dependency but also supports local agriculture, demonstrating how industrial by-products can be transformed into valuable resources.






Think ahead.

Recycling made easy with Tork PaperCircle

Give your used hand towels a new life



Tork PaperCircle

Since its UK launch in 2021, Essity's Tork PaperCircle - the world's first recycling service for paper hand towels - has been making a significant impact by reducing waste and cutting carbon emissions.

In 2024, we recycled over 100 million used paper towels in the UK alone from organisations including a host of Premier League football clubs, schools, churches, high profile tourist attractions and businesses.

[More about Tork PaperCircle](#)



Update on Unifibres

Essity's new £30 million state-of-the-art recycled fibre facility at Prudhoe, Northumberland is on track to open later this year. As the UK's largest user of recycled fibre in household tissue, this investment marks a significant milestone in our commitment to sustainable production.

The new facility will supply high-quality recycled pulp to our own tissue mills—including those producing Cushelle, Velvet, Plenty and Tork.

Improving well-being for people and societies

Buy 2 Donate 1 Hygiene Poverty Campaign

In spring, Essity once again joined forces with Tesco and charity - In Kind Direct, for the UK's largest multi-supplier hygiene poverty campaign. The initiative provides one hygiene product donated to In Kind Direct for every two selected items purchased in-store or online at Tesco.

Essity's Bodyform and TENA brands featured prominently in the April campaign which unlocked an astounding 1.3 million essential product donations, bringing the cumulative total since this annual campaign began to almost 5 million products, supporting thousands of families who would otherwise go without throughout the UK.



Find out more



Menstrual Hygiene Day Event

On 28 May, to mark Menstrual Hygiene Day, Essity was proud to co-host a landmark awareness event in London, highlighting the ongoing menstrual health gap which leaves 2.8 million people in the UK unable to access period products.

Attended by a number of influential key speakers and guests, Essity launched a white paper calling for action to ensure menstrual health is more widely addressed across all sectors.

[Read our White Paper here](#)



TENA Men Supports Prostate Cancer UK

TENA Men continues to support long-term partner Prostate Cancer UK in 2025, donating £85k and over 10,000 packs of TENA Men Protectors as part of Prostate Cancer UK's post-operative support packs.

More about TENA Men

Essity has supported In Kind Direct since 2002. In that time we have donated:



Essity Charity Donations Hit Record Milestone

Essity has been proudly supporting charity partner In Kind Direct for over 22 years. To date, our Bodyform brand alone has donated over 10 million period pads.

Last year, 2024 was a record year with our annual donations hitting over 5.5 million essential hygiene products including Bodyform period products, Velvet and Cushelle toilet roll, Plenty kitchen roll, TENA pants and pads and TORK hygiene products: toilet roll, handwash, napkins and hand towels. All of this has in turn supported over 3,300 charities throughout the UK.

[Read our 2024 charity impact report here](#)



Reducing the Impact of Clinical Waste Disposal

JOBST®: our pioneering compression therapy brand, is supporting UK health and medical teams to reduce the environmental impact of clinical waste disposal. Did you know, up to 0.9km of 2-layer compression bandage waste is sent to landfill from treating one venous leg ulcer (VLU) patient's leg over six months?

That's an equivalent height of up to 2.8 Eiffel Towers per leg!

Alternatively, the same treatment can be delivered with one JOBST FarrowWrap or one JOBST UlcerCare, both of which promote supported self-care saving valuable nursing time.

Learn more

To read more about our global sustainability commitments, and read our latest Annual and Sustainability Report, [click here](#).

