

DOVE HAIR CARE REFILL

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Sustainable requirement for the brand

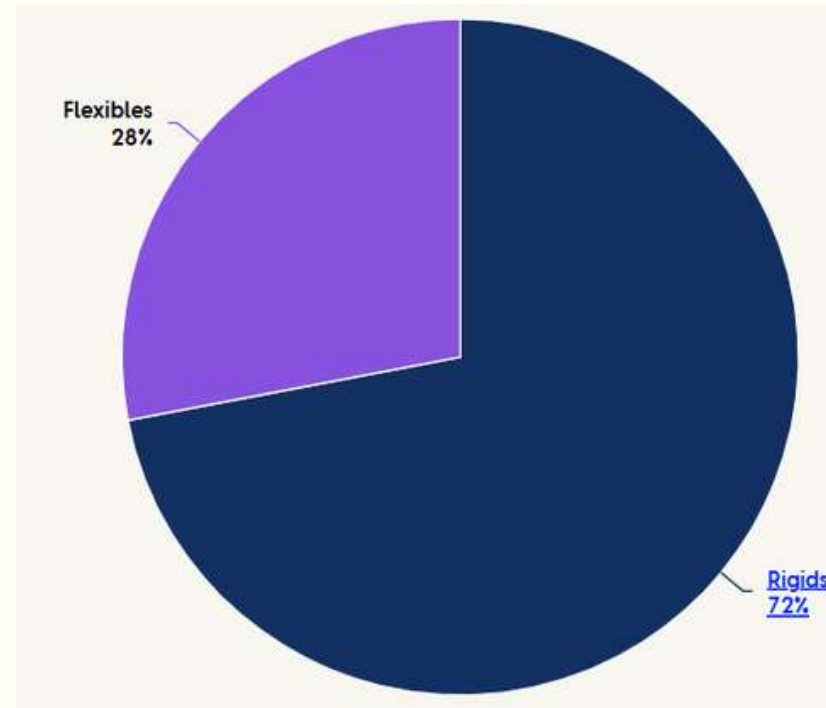
- Dove's 2025 commitment is a 50% reduction in plastic waste, saving about 9,000 tonnes each year (Unilever, 2026a).
- 12 billion tonnes of plastic waste will be in landfills or the natural environment as of 2050 (Unilever, 2026a).
- Brand extension delivers a solution like industry-leading innovations, packaging innovations and alternative materials for reducing the use of virgin plastic.



Brand extension alignment with sustainability goals

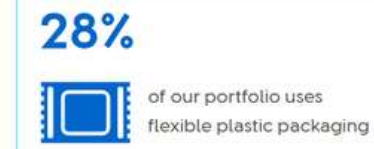
- Reduction in plastic waste aligns with waste reduction goals.
- Achieving 100% of plastic packaging to be recyclable, reusable and compostable by 2030 and by 2035 (Unilever, 2026b).
- Contribution to Unilever to reduce the virgin plastic footprint of 40% by 2028 (Unilever, 2026b).

Percentage of total plastic packaging by weight (2025)



Appealing to the current market

- Sustainable product: refill shampoo and haircare products.
- A Dove refill can come with soft pouches to refill the original bottles.
- Customers have more control over resources (Tassell and Aurisicchio, 2023).
- Consumers prefer brands that take climate action and focus on sustainability
- A potential opportunity for growth for investors



References

- Tassell, C. and Aurisicchio, M. (2023) 'Refill at home for fast-moving consumer goods: Uncovering compliant and divergent consumer behaviour', Sustainable Production and Consumption, 39, pp.63-78.
- Unilever. (2026a) Care for the Planet: Our plastic mission. Available at: <https://www.dove.com/ca/en/stories/about-dove/plastics-commitment.html> (Accessed 27 June 2026).
- Unilever. (2026b) How Unilever is working to end plastic waste. Available at: <https://www.unilever.com/sustainability/plastics/#using-less-virgin-plastic> (Accessed 27 June 2026).