

## DE-INFLUENCED

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Aastha Walia	2026	Supply Chain Management
Anh Dong	2026	Marketing
Urvi Jalan	2026	Supply Chain Management
Sofia Poulos	2027	Supply Chain Management

**Advisor(s):** Ronda Bunnell

**Topic Title:** Skincare Burnout: When Self-Care Becomes Environmental Waste

**Audience:** Amorepacific Board of Directors & Suh Kyung-bae (Chairman & CEO of Amorepacific)

### Sustainable Development Goal

SDG #12: Ensure sustainable consumption and production patterns.

SDG #6: Ensure availability and sustainable management of water and sanitation for all.

### Executive Summary

The global skincare market is projected to exceed \$200 billion by 2030, built on the logic of multi-step Korean beauty routines: the more steps a routine requires, the more products a brand sells. At the center of this economy sits water, not as a scarce resource, but as a marketing asset.

Laneige, whose name means "the snow" in French, has built a billion-dollar brand on the promise of water as beauty. Yet the same identity that markets hydration as self-care is quietly driving one of the most under-examined environmental problems in consumer goods: the hidden water footprint of multi-step skincare. Laneige's hero products are formulated with up to 70% water by weight, packaged in single-use plastics, and designed for nightly routines that normalize five to ten steps. Amorepacific, Laneige's parent company, has published a "2030 A MORE Beautiful Promise" strategy targeting carbon neutrality, zero-waste-to-landfill, and significant plastic reduction. The contradiction is structural: those commitments cannot be met while Laneige's marketing continues to accelerate the routine culture, packaging waste, and rinse-off water demand they are designed to reduce.

De-Influenced recommends that Amorepacific reposition Laneige around a "skinimalism" strategy, using the brand's water equity to lead the industry toward fewer, higher-performance products and lower environmental impact. This means three shifts. First, reformulate hero products toward waterless and low-rinse formats, reducing production-stage consumption and eliminating rinse-off waste simultaneously, advancing SDG 6.4. Second, replace multi-step marketing with routine simplification messaging backed by dermatological evidence, reducing packaging waste and expired product disposal in line with SDG 12.5. Third, introduce impact-based labeling that quantifies water saved and plastic reduced per routine, giving consumers the transparency to make genuinely sustainable choices under SDG 12.8. Fewer steps, higher-margin products, and a brand story that finally means what the name says: the business case and the sustainability case converging.