

09 Jun 2022 | Interviews

# Over the Counter 9 June 2022: Reusable Packaging For Consumer Health Goods With Annika Greve

by [Hannah Daniel](#)

In this episode, HBW Insight speaks to Annika Greve from Loop and Terracycle about the work that they do reducing waste across industries. Loop works with companies like Bausch+Lomb to create packaging that can be bought, used, and then dropped off in big box stores where consumers regularly shop. The discussion ranges from how greenwashing from companies can harm consumer trust in the industry, to how relatively recent habits of disposability will ultimately drive how companies switch to sustainable practices.

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## Further Reading

[HBW Insight's Key Takeaways From 2021: #2 Get Serious About Sustainability](#)

[Sustainability In Consumer Health: How The Major European Players Are Tackling The Climate Crisis](#)

[Fungi Perfecti Earns Ostrom's 110% Positive Status In Example Of Systemic Sustainability Approach](#)

[LVMH Lines Up Carbon-Negative PET Packaging; Sk\\*P Enters Ulta With Recyclable BeautyCarton; Sustainable Beauty News](#)

[Garden Of Life Survey Points To Consumer Preference For Carbon-Neutral Product Providers](#)

['Green' Personal Care Proving Fertile Ground For Lawsuits In US Courts – Alston & Bird Attorneys](#)

## Further Listening

You can listen to a similar episode about sustainability trends in the beauty industry here: [Over The Counter 11 April 2022: Sustainability In US And EU Cosmetics With HBW's Ryan Nelson](#)

And also to a discussion with AESGP director general and GSCF board member Jurate Švarcaite about the GSCF's Charter for Environmentally Sustainable Self-Care, which it describes as the “first industry-wide climate action resolution issued by the consumer health sector.” [Over The Counter 10 Jan 2022: Greening The Global OTC Industry With Jurate Švarcaite](#)

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