

ABSTRACT

This study aims to identify the potential integration between recycling companies, the beauty industry, and consumers in creating sustainable solutions for managing skincare packaging waste. Despite consumers' high awareness of environmental issues, consistent practices of sorting and recycling plastic packaging remain limited. This research utilizes the Creating Shared Value (CSV) analysis method to reveal gaps in consumer understanding, access to recycling facilities, and available incentives. Additionally, this study designs sustainability-based lifestyle products through a circular design approach, incorporating principles of design for disassembly and the use of recycled materials (cradle to cradle). The result is the development of product concepts such as bag charms and hand mirrors that are both aesthetic and functional. The implications of this research highlight the importance of cross-sector collaboration among consumers, skincare manufacturers, and plastic waste management companies to create significant impacts on waste management and promote responsible consumption. These efforts are expected to reduce environmental impacts while creating added value for companies and consumers in supporting sustainability.

Keywords: *circular design, sustainability, skincare packaging, plastic recycling, beauty industry*