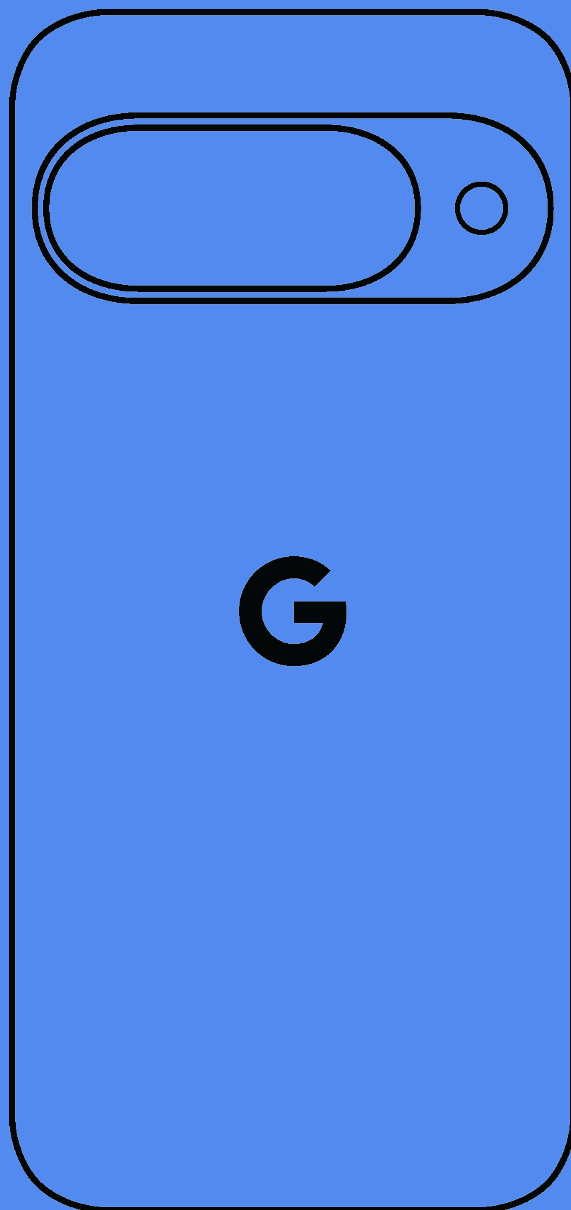


# Pixel 10





## INTRODUCTION

# At Google, operating in an environmentally sustainable way has been a core value from the beginning.

Please refer to our latest Environmental Report for our current approach to sustainability across Google.

[sustainability.google/reports](https://sustainability.google/reports)

We're building consumer hardware products for everyone and the planet. That's why we've developed energy-saving features, created longer-lasting devices, and promote the use of lower carbon and recycled materials.

There is always space to go further. Progress is a journey, not a destination.


The following pages detail the environmental performance of the Pixel 10 including its full life cycle carbon footprint, from design and manufacturing through usage and end-of-life processing.



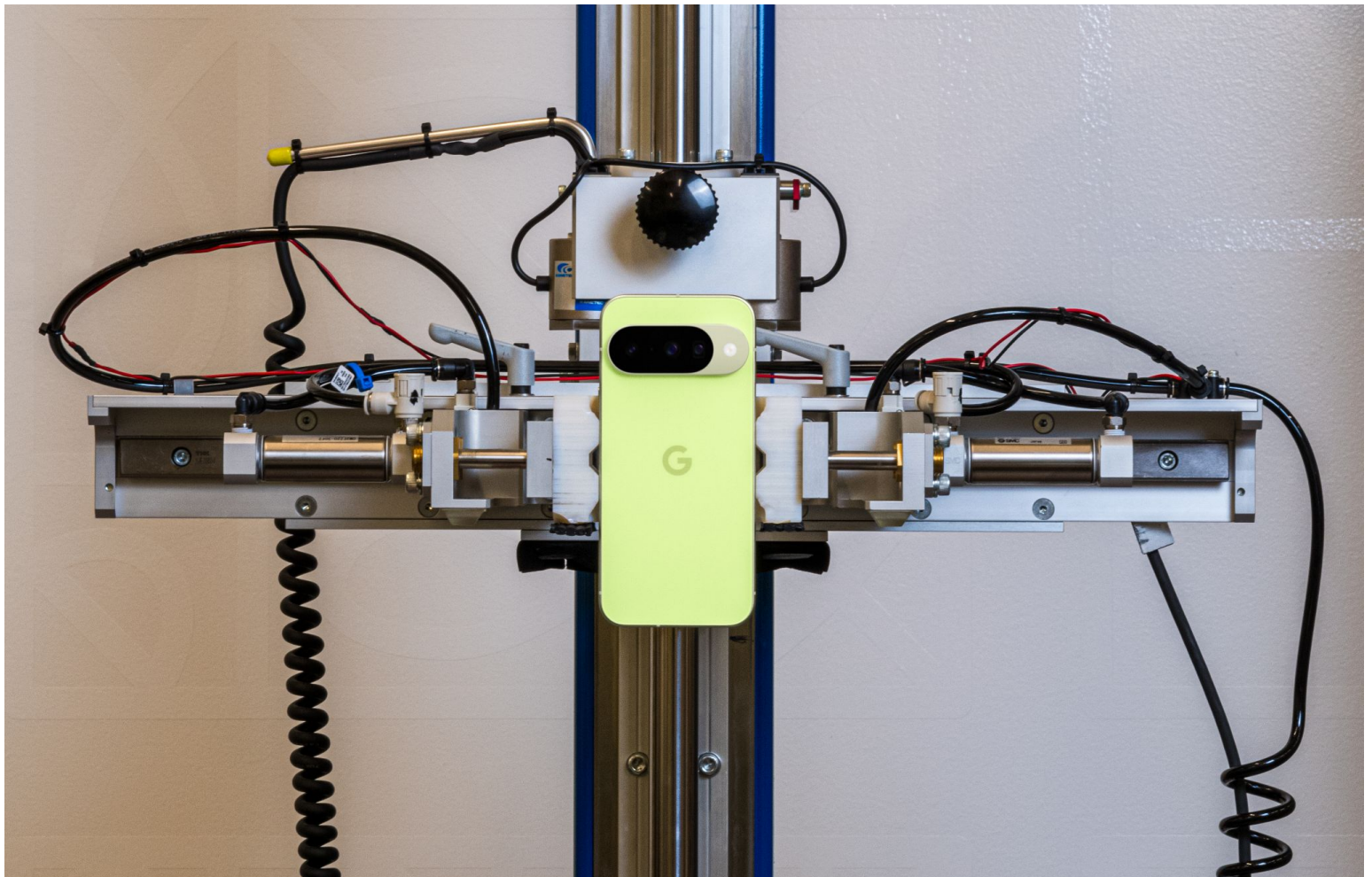
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01. Introduction
02. Our approach
03. Pillars
  - a. Engineering our products to last
  - b. Designing intentionally with responsible materials
  - c. Advancing collective progress through sharing
04. Environmental reporting data
05. Endnotes



Progress is  
a journey,  
not a  
destination.

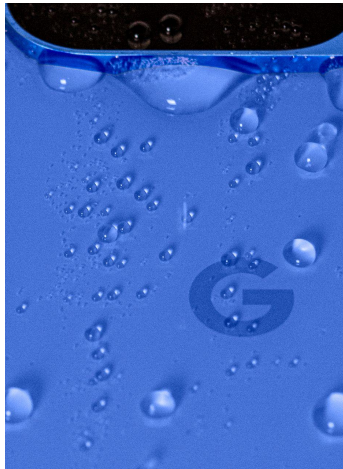


[01]

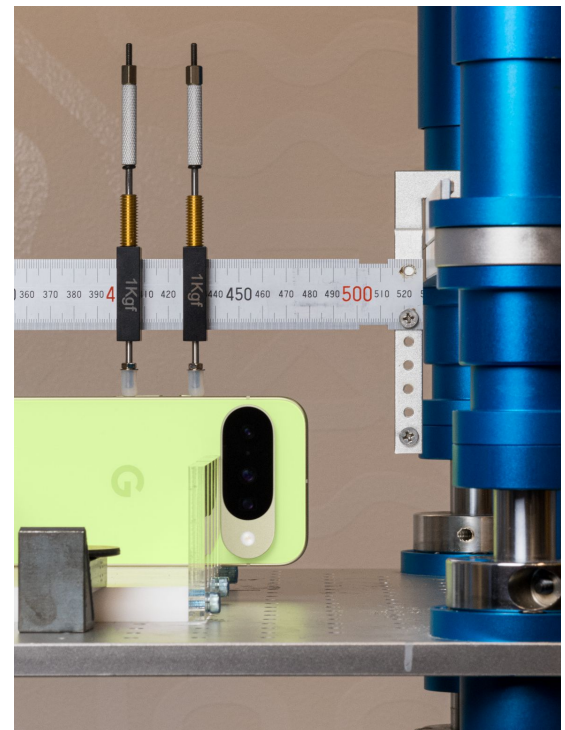
[01]  
1 meter drop test  
2025

[02]  
IPX4 water ingress test  
2025

[03]  
Button press lifecycle  
testing  
2025



[02]



[03]



## OUR APPROACH

# Art and science.

Sustainable design is an iterative process guided by intention, craft, and consideration in every detail. To bring this to life across our Pixel, Google Home, and Fitbit portfolios, we focus on three key pillars to guide our steps forward.

### PILLAR 01

Engineering  
our products  
to last

### PILLAR 02

Designing  
intentionally  
with responsible  
materials

### PILLAR 03

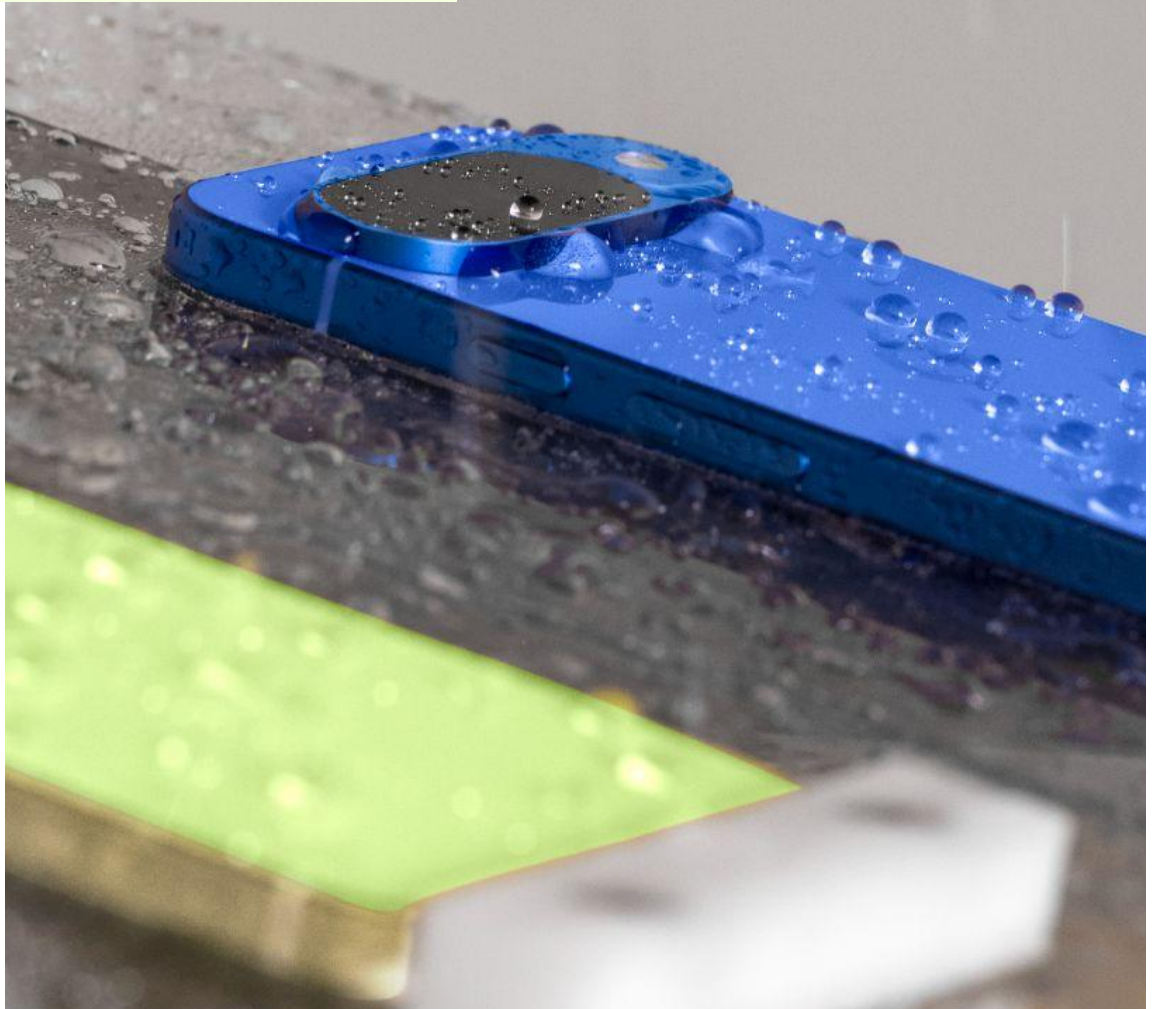
Advancing  
collective  
progress through  
sharing

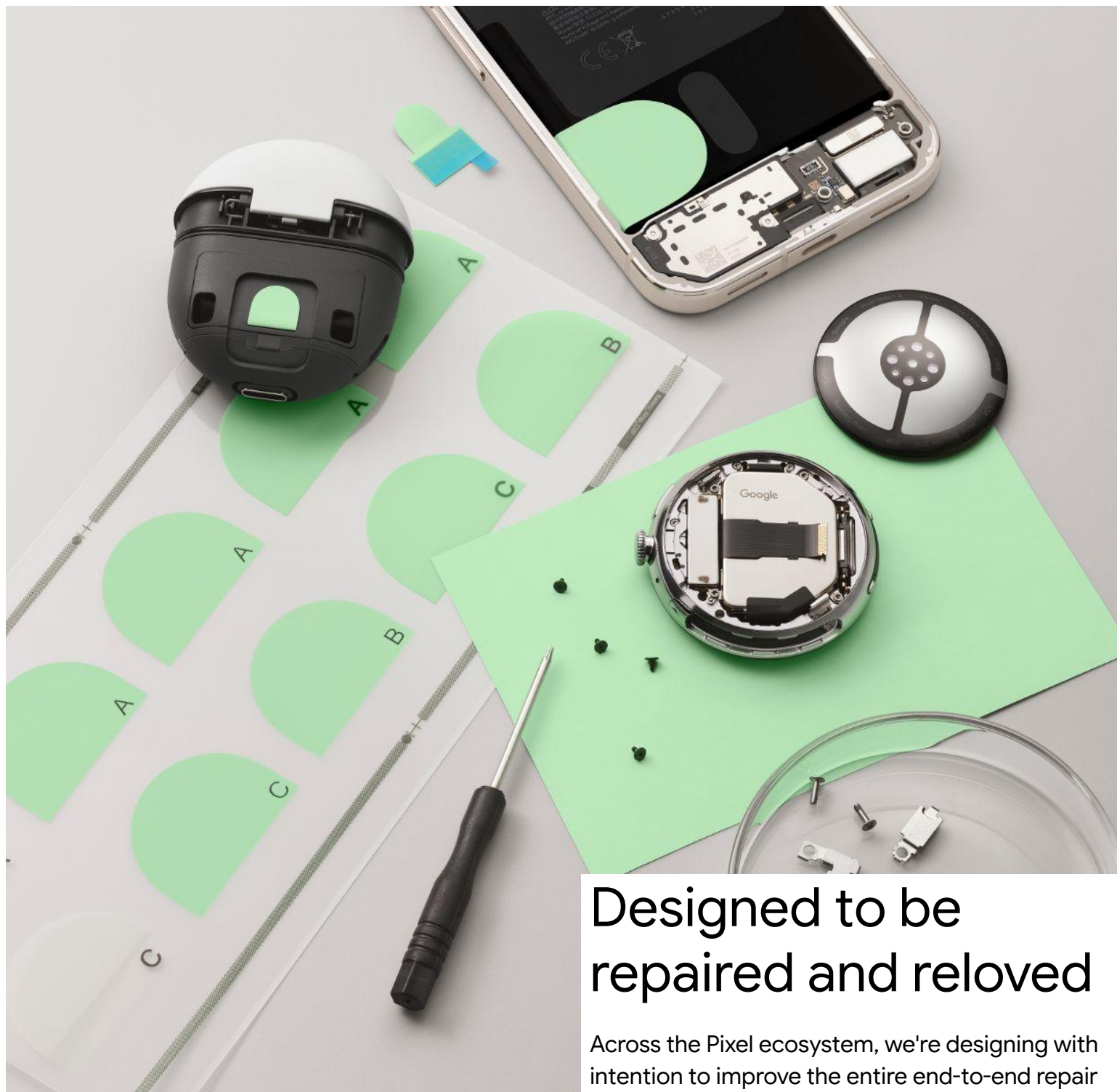
## PILLAR 01

# Engineering our products to last

Durable products last longer, reducing the need for replacement.

Pixel 10 is made using premium, super-durable materials and 100% recycled spacecraft-grade aluminum.<sup>1</sup> It's scratch, dust, and water resistant<sup>2</sup>, and comes with 7 years of OS and security updates, plus Pixel Drops.<sup>3</sup>





## Designed to be repaired and reloved

Across the Pixel ecosystem, we're designing with intention to improve the entire end-to-end repair experience. This includes thoughtful design choices like colorful touchpoints and high-contrast screws to guide battery replacements, alongside improvements to our Google Store experience. Our goal is to make routine upkeep and part replacements straightforward so your phone can serve you better, for longer.

Learn more at <https://store.google.com/repair>

## PILLAR 02

# Designing intentionally with responsible materials

Through innovative design and a commitment to expanding our recycled materials portfolio, we are driving carbon reduction and minimizing waste across our operations.

- The Pixel 10 series is made with the most recycled materials of any Pixel phone generation yet,<sup>4</sup> and the product packaging is 100% plastic-free.<sup>5</sup>
- Pixel 10 is made with at least 32% recycled materials.<sup>6</sup>
- At least 20% of the material Google used in our new products launched and manufactured in 2024 was recycled content.<sup>7</sup>



Recycled Aluminum



**Recycled Plastic**



**Recycled Tungsten**



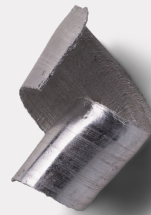
**Recycled Gold**



**Recycled Rare Earth Elements**



**Recycled Glass**



**Recycled Aluminum**



**Recycled Copper**



**Recycled Cobalt**



**Recycled Tin**



**Recycled Newsprint**  
[Packaging]



**Bamboo**  
[Packaging]



**Molded Fiber**  
[Packaging]

A detailed view of a Pixel phone's internal chassis, showing the camera module, battery compartment, and various internal components. The chassis is made of a dark, textured material, likely recycled aluminum, and is resting on a large, dark, industrial-looking metal block.

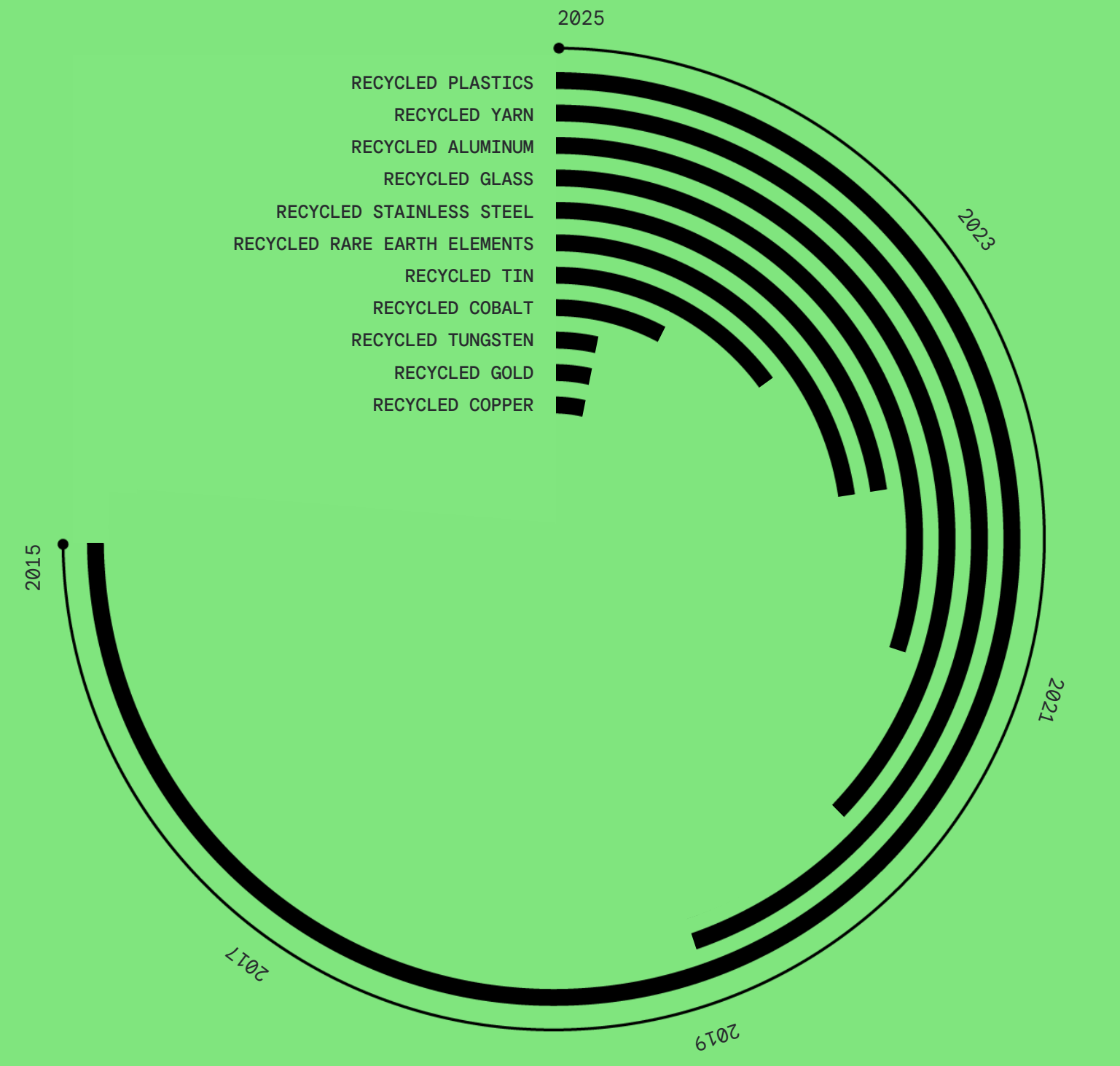
# Carbon conscious design

At Google, our goal is to achieve net-zero emissions across all of our operations and value chain by 2030.

100% recycled aluminum was first used in the enclosure of Pixel 5 to reduce its carbon footprint. Since then, we have expanded the use of recycled aluminum across the portfolio, including 100% recycled aluminum in the enclosures of all Pixel phones since Pixel 6, and Pixel watches since Pixel Watch 2.<sup>8</sup>

# A decade of progress

Since 2015, we have been striving to expand our portfolio of recycled ingredients. While exact percentages and applications vary across products, our goal is to maximize recycled content everywhere possible.



# Advancing collective progress through sharing

Collaboration is key to advancing sustainability. We're committed to sharing our progress to help fuel industry-wide change. Learn more:

[Plastic-Free Packaging Design Guide](#)

[Consumer Hardware Carbon Reduction Guide](#)



Pixel 10

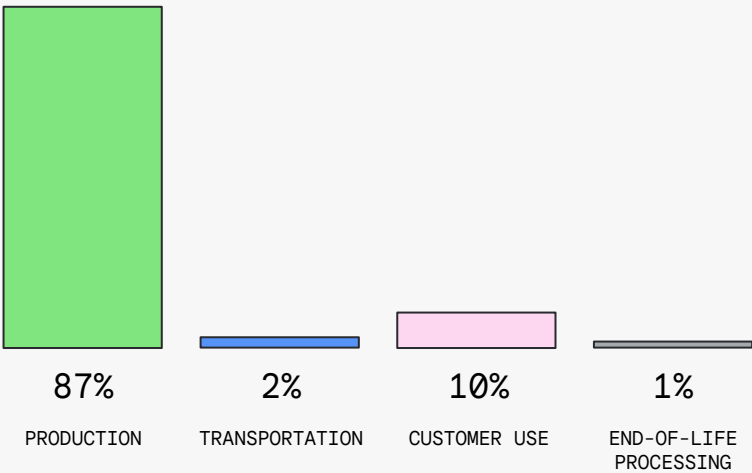
Product Environmental Report

GREENHOUSE GAS  
(GHG) EMISSIONS

The production, transportation, use, and end-of-life processing of electronic products generate GHG emissions that contribute to rising global temperatures. Google conducted a life cycle assessment on this product to identify materials and processes that contribute to GHG emissions, with the goal of minimizing these emissions. See our [Consumer Hardware Carbon Reduction Guide](#) to learn more.

ESTIMATED GHG  
EMISSIONS FOR PIXEL 10  
ASSUMING THREE YEARS  
OF USE:<sup>9</sup>

82 kg CO<sub>2</sub>e



ENERGY EFFICIENCY

The Pixel 10 incorporates power-management software to maximize battery-charging efficiency and extend battery life during use.

ENERGY EFFICIENCY  
OF PIXEL 10

	115 V, 60 Hz	230 V, 50 Hz
Standby (battery maintenance mode) power <sup>10</sup>	0.17 W	0.20 W
Annual energy use estimate <sup>11</sup>	7 kWh	7 kWh
Annual cost of energy estimate	US\$1.20 <sup>12</sup>	€2.01 <sup>13</sup>

Pixel 10

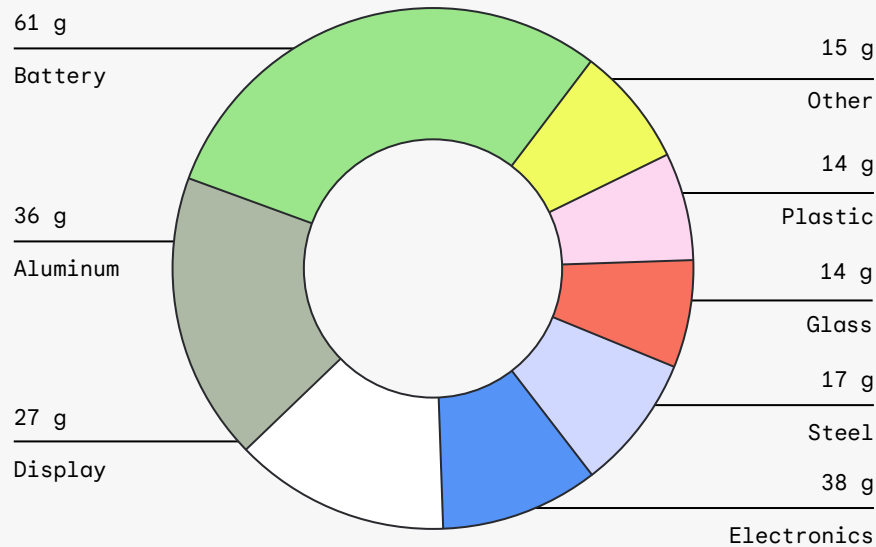
Product Environmental Report

MATERIAL USE

Pixel 10 is designed to be light and compact. Minimizing the size and weight of the Pixel 10 allows materials to be used more efficiently, thereby reducing the energy consumed during production and shipping as well as minimizing the amount of packaging.

MATERIALS USED IN  
PIXEL 10

TOTAL MATERIALS:<sup>14</sup>  
204 g



RECYCLED MATERIALS

- ↻ The aluminum in the housing is 100% recycled content.<sup>15</sup>
- ↻ The cobalt in the battery cell is made with 100% recycled material.<sup>16</sup>
- ↻ The Pixel 10 main logic boards are made with 100% recycled copper and gold.<sup>17</sup>
- ↻ The Pixel 10 magnets used for Qi2 charging and in the speakers, haptics engine, and multiple cameras are made with 100% recycled rare earth elements.<sup>18</sup>
- ↻ Of the 13 plastic parts in Pixel 10, 8 parts are made with at least 53% recycled plastic, and the housing plastic is made with 30% recycled plastic.<sup>19</sup>

Pixel 10  
Product Environmental Report

RECYCLED MATERIALS  
(Cont'd)

- ♻️ 100% recycled tin in the solder of multiple printed circuit boards, including the main logic board.<sup>20</sup>
- ♻️ The haptic engine is made with 100% recycled tungsten.<sup>21</sup>

BATTERY

- ✅ Lithium Ion Polymer

RESTRICTED SUBSTANCES

Historically, many electronic devices contained materials such as lead, mercury, cadmium, and brominated flame retardants that pose environmental and health risks. We designed Pixel 10 to meet global regulations that restrict harmful substances, including the following:

- ✅ European RoHS Directive restrictions on lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls (PBB), polybrominated diphenyl ethers (PBDE), and four different phthalates (DEHP, BBP, DBP, DIBP)
- ✅ European Battery Regulation restrictions on lead, mercury, and cadmium in batteries
- ✅ EU Packaging and Packaging Waste Regulation restrictions on lead, mercury, cadmium, and hexavalent chromium in packaging

Pixel 10  
Product Environmental Report

VOLUNTARY SUBSTANCE  
RESTRICTION

Pixel 10 also meets the following voluntary substance restrictions:<sup>22</sup>

- ✔ PVC-free<sup>22</sup>
- ✔ Brominated Flame Retardant (BFR)-free<sup>22</sup>

PACKAGING

Pixel 10 comes in consciously designed packaging. Our light and compact packaging is built with recycled and responsibly sourced fibers and continues to be 100% plastic-free, improving recyclability.<sup>5</sup> To learn more about our plastic-free packaging, please see our [Plastic-Free Packaging Design Guide](#).

RESPONSIBLE SOURCING

Google is committed to fostering a sustainable and responsible supply chain through treating workers with respect and dignity, promoting healthy and safe working conditions, and conducting environmentally responsible and ethical operations. Learn more about our expectations for supply chain partners in the [Google Supplier Code of Conduct](#), our [2025 Supplier Responsibility Report](#), and our [Conflict Minerals Policy](#).

PRODUCT CERTIFICATIONS

- ✔ UL ECOLOGO® Gold<sup>23,24</sup>



# Pixel 10

## Product Environmental Report

### ENDNOTES

1. Recycled aluminum is at least 12% of product based on weight.
2. Designed to comply with dust and water protection rating IP68 under IEC standard 60529 when each device leaves the factory but the device is not water or dust proof. The accessories are not water or dust resistant. Water resistance and dust resistance are not permanent conditions and will diminish or be lost over time due to normal wear and tear, device repair, disassembly or damage. Phone is not drop/tumble proof and dropping your device may result in loss of water/dust resistance. Damage from drops, tumbles, and other external forces are not covered under warranty. Liquid damage voids the warranty. See [g.co/pixel/water](https://g.co/pixel/water) for details.
3. Pixel updates for 7 years from when the device first became available on the Google Store in the US. See [g.co/pixel/updates](https://g.co/pixel/updates) for details.
4. These materials include recycled plastics, glass, aluminum, tin, cobalt, copper, gold, tungsten and rare earth elements. Recycled materials are at least 28% of product based on weight.
5. Based on retail box packaging weight reduction and absence of plastic (excluding adhesive materials and required plastic stickers) as shipped by Google. To meet the request of some retail partners, stickers and/or security tags are applied to some packaging variations and may contain plastic. Google defines responsibly sourced fibers as those derived from recycled content, FSC-certified suppliers, or reclaimed industrial residues (such as bagasse). Recyclability improvement based on fiber yield recovered certified by the Fibre Box Association voluntary standard.
6. Based on product weight.  
In accordance with European Union's Ecodesign of Smartphones 2023/1670 requirements, the "Indicative Weight Range" of the following critical raw materials are:
  - Cobalt in the battery: above 10 g;
  - Tantalum in capacitors: less than 0.01 g;
  - Neodymium in loudspeakers, vibration motors, and other magnets: above 0.2 g;
  - Gold in all components: less than 0.02 g;

Google contracted a testing, inspection and certification company to evaluate our products independently, using EN45555:2019 as a standard methodology: the Recyclability Rate for the Pixel 10 is 68.81% and the recoverability rate is 80.14%.
7. Based on total weight of new Google Pixel, Nest, and Fitbit products launched and manufactured in 2024.
8. Recycled aluminum in the enclosures is at least 3% of Pixel Watch, 9% of applicable Pixel Phones. Recycled aluminum was not used in the enclosure of Pixel 5a.
9. GHG emissions estimates are calculated in accordance with ISO 14040 and ISO 14044 requirements and guidelines for conducting life cycle assessments, and include the production, transportation, use, and end-of-life processing of the product, accessories, and packaging. GHG emissions estimates are for the 128 GB memory configuration.

Pixel 10  
Product Environmental Report

ENDNOTES (Cont'd)

- 10. Power measured with phone connected to cellular and Wi-Fi networks in standby mode with fully charged battery and attached to the power adapter using the in-box USB-C cable. Tested in accordance with a modified version of the U.S. DOE Uniform Test Method for Measuring the Energy Consumption of Battery Chargers. Energy consumption patterns may vary when adaptive charging is enabled.
- 11. Based on average charging of previous generation devices. Actual energy consumption will vary by user.
- 12. The average residential cost of energy for U.S. households was \$0.17 per kWh in April 2025 (source: U.S. Energy Information Agency).
- 13. The average household cost of energy for consumers in the EU-27 was €0.29 per kWh in the second half of 2024 (source: Eurostat Statistics Explained).
- 14. Product material masses are for the Pixel 10, excluding packaging and accessories. For the U.S. configuration, an additional 27 g of electronic accessories are included in-box.
- 15. Recycled aluminum is at least 12% of product based on weight.
- 16. Recycled cobalt is at least 25% of the battery cell weight.
- 17. The recycled copper is at least 53% of the main logic board weight. The gold plating of the main logic board is made with 100% recycled gold.
- 18. Recycled rare earth elements are at least 24% of the magnet weight for each item.
- 19. This recycled plastic accounts for at least 1% of the product based on product weight. This does not include plastics in printed circuit boards, labels, cables, connectors, electronic components and modules, optical components, electrostatic discharge (ESD) components, electromagnetic interference (EMI) components, films, coatings and adhesives.
- 20. Solder paste is made with multiple materials and contains at least 80% tin.
- 21. Recycled tungsten is 56% of the haptics engine weight.
- 22. Google continues to restrict arsenic content in glass, mercury in displays, and heavy metals (lead, cadmium, and mercury) in batteries as listed in Google's Restricted Substances Specification.
- 23. ECOLOGO® Certified products are certified to ECOLOGO® standards for reduced environmental impact. For more information, visit ul.com/el. ECOLOGO-registered in the US only.
- 24. Pixel 10 is designed with approximately 69% recycled content across its plastic parts. This does not include plastics in printed circuit boards, labels, cables, connectors, electronic components and modules, optical components, electrostatic discharge (ESD) components, electromagnetic interference (EMI) components, films, coatings and adhesives.