Sustainability in Cosmetics

YOUR BUSINESS LEGACY MUST NOW INCLUDE THE PLANET

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Nature's Blueprint
There is NO Planet B

While surveys consistently show recycling and packaging at the top of global consumer concerns, a shift to a much wider definition is emerging.
ENGLISH SUSTAINABILITY IN THE COSMETICS INDUSTRY

All consumer products create environmental impacts throughout their lifecycles. Companies in the cosmetics industry recognize the need to design products and processes that minimize their environmental footprint. To this end, they have implemented a broad range of strategies that contribute to improving the sector’s sustainability.

There is mounting evidence that a large proportion of the environmental footprint of rinse-off or wash-off cosmetic products occurs during this 'last phase'. Hence, innovative products are being developed that require less water during use, such as concentrated shampoo formulas or 'two in one' products.

The use of biodegradable, recyclable and reusable packaging continues to increase and packaging is designed more and more based on a lifecycle thinking.

A significant part of the environmental impact of a product is determined already at this stage, however, the exact proportion varies depending on the product in question.

Environmental and social criteria are increasingly considered when sourcing ingredients and packaging materials. Deforestation is being minimized and steps are taken to ensure that biodiversity is conserved.

THE TOOL:
The cosmetics and personal care industry is using the Environmental Life Cycle Assessment (LCA) to:
- Identify and measure environmental impacts
- Prioritize adaptations to products, processes and packaging to develop cosmetics with an improved environmental profile

Cosmetic products manufacturing is increasingly oriented towards efficient technologies which help to reduce energy and water consumption, emissions, and waste. Using solar or wind power, rainwater harvesting or developing recyclable packaging are only some examples of solutions already in place.

Interested in examples of sustainability actions taken by the cosmetics industry at different stages of the product life cycle?

Read the updated version of the “Socio-economic Development & Environmental Sustainability. The European Cosmetics Industry’s Contribution 2019” report by EuCMA for more information.
Beauty Brand Design & Development must now include words such as re-use, re-cycle, up-cycle, compostable, multi-use, eco-friendly, socially conscious, holistic sustainability, whole-life cycle, no packaging, less is more and “how are you treating your employees?”
## Our Consumer Activists

Today’s young people differ from yesterday’s.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Context</th>
<th>Behavior</th>
<th>Consumption</th>
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| Baby boomer (1940–59) | - Postwar  
- Dictatorship and repression in Brazil | - Idealism  
- Revolutionary  
- Collectivistic | - Ideology  
- Vinyl and movies |
| Gen X (1960–79) | - Political transition  
- Capitalism and meritocracy dominate | - Materialistic  
- Competitive  
- Individualistic | - Status  
- Brands and cars  
- Luxury articles |
| Gen Y (millennial) (1980–94) | - Globalization  
- Economic stability  
- Emergence of internet | - Globalist  
- Questioning  
- Oriented to self | - Experience  
- Festivals and travel  
- Flagships |
| Gen Z (1995–2010) | - Mobility and multiple realities  
- Social networks  
- Digital natives | - Undefined ID  
- “Communaholic”  
- “Dialoguer”  
- Realistic | - Uniqueness  
- Unlimited  
- Ethical |

![Protest sign](image.png)
Repurpose your old packaging
American Gentleman Beard Balm Samples
Every little bit counts

- Remove excess packaging including in box leaflets.
- Use 100% cellulose for wipes and sheets, it is biodegradable & compostable.
- Return program for a discount or free product.
- Use more recycled materials.
- Donate & collaborate with environmental causes.
- Use re-newable energy/solar power.
- Plant more trees.
OUR MISSION
Enabling people to look after the coastlines & waterways they love.

SUSTAINABLE COASTLINES NZ
Waste is sent to Terracycle

Waste is upcycled or recycled into various products

Products can be sent back to Terracycle
Is paper packaging the way of the future?
Compostable
Cosmetic Packaging Design

Features

Reusable Boxes & Pouches
LOOK TO LUSH THEY'VE BEEN DOING IT FOR A WHILE

- NAKED BOTTLES & POTS
- HOT OIL HAIR TREATMENTS
NOHBO Drops

FUTURISTIC PACKAGING

Hold a shampoo drop in hands under shower water, and the product melts instantly. NOHBO Drops are comprised of two parts: An outer film utilising the most advanced up-and-coming water-soluble technology, alongside a moisturising base comprised of shampoo, conditioner, body wash OR shaving cream.
MULTI-tasking with less so you can do more
5 ingredients or less
Multi-functional & Gender Neutral - more value for money?
TATA HARPER
Tata Harper's skin-loving products are also housed in recycled glass - a material that can be continuously recycled - and soy ink is used for the labelling.

MELO LABS
Strangest toothbrush you've ever seen It's 100% recyclable and doesn't require water or even toothpaste - as it contains fluoride that is released when you brush.

LIMITED EDITION
Yearly product that donates 100% of the proceeds to Environmental causes.
ETHIQUE
Leading the charge with solid products with minimal packaging.

REN
With recycling innovator, TerraCycle, they’ve created a new 100% recycled bottle containing 20% ocean plastic.

BYBI
Glass or bioplastic tubes derived from sugarcane, sent in grass paper boxes. The products are often made from food industry by-products (juice pulp in the serums, for example).
The Social Conscious Movement
Essence of Humanity

- 100% Social Enterprise
- Born out of a desire to make a change
- 100% invested in returning all surplus profits to funding streams
- Supporting the poorest and vulnerable children around the world
- Finding love in new places
Sourcing

Who are your partners?
BYE BYE Microbeads
Methods of Manufacturing

COLD PROCESSED SKINCARE
The new demand packaging

- Ocean Recycled Plastic
- Glass
- Aluminium
- Re-fillable
- Cardboard
- Bamboo
- Wood
- Naked
- Plant Based Inks
- Plant Glue
Water everywhere but not a drop to spare!

Towel Off Body Foam

#festivalfresh
California has passed a law to ban tiny plastic hotel bottles by 2023. Other states are sure to follow with the replacement of bulk dispensers or other innovative options.
Which certification is right for my brand?

How much do you want to invest and what is the return?

Not all certifications are created equal.
Certifications

ECO LABEL INDEX
Your business legacy must now include the planet

Know your consumers - GEN Z has an attention span of a goldfish (8 seconds)!

ANY SUSTAINABLE CHANGE IS GOOD JUST START SOMEWHERE

Better Business Practices
Better Manufacturing Practices
Formulations/ingredient sourcing
Packaging
Distribution
Recycle Programs and Consumer Incentives
Education
Certifications
Donations and Support of Sustainable Programs
What can we do for you?

Nature’s Blueprint
INNOVATIVE PRODUCT DESIGNS

Expert Consultancy Services
FROM CONCEPT TO MARKET
BRAND REVIEWS
UPDATED MARKETING & TREND CONCEPTS
PRODUCT DESIGN
FORMULATION DEVELOPMENT
MANUFACTURING,
BRANDING & DESIGN
PACKAGING
CONNECTING OTHER EXPERTS IN THE INDUSTRY
Thank You

THE FUTURE IS GREEN

LIFE CYCLE IN MIND Every day is an earth day