COSMETIC BRANDS LEADING THE WAY IN SUSTAINABILITY

KATIE WRIGHT LOOKS AT THE COMPANIES TAKING STEPS TO IMPROVE THEIR ENVIRONMENTAL FOOTPRINT – SO YOU CAN SHOP GUILT-FREE

Last year, a law came into force banning microbeads – the tiny plastic particles used in products like facial scrubs – because they were being ingested by marine life, and the beauty industry patted itself on the back for a job well done.

Of course, eliminating microbeads was a step in the right direction, but take a look at the average bathroom shelf and you’ll discover there’s still a long way to go, as manufacturers are so heavily dependent on plastic packaging to house all those lotions and lipsticks.

Clearly, we need to be reducing the amount of single-use plastic we use and send to landfill, while also increasing the amount we recycle – and fast.

While it may sometimes seem that the beauty industry is doing more harm than good in the battle against plastic pollution, there are a number of companies taking steps to improve their packaging and environmental impact.

Want to do your bit? Here are the brands that can help make your beauty routine more green . . .

1 LUSH

In addition to the new shop, Lush’s plastic packaging-free products are also available online and the brand recently made its Naked skincare range permanent, due to its popularity with fans.

2 NATURAL WORLD

"Did you know that plastic bottles take 450 years or more to decompose?" says Michael Eggerton, director at Brodie & Stone, of which Natural World is one of the brands.

Michael admits that making the move to recycled material wasn’t easy. Because a recycled material isn’t one of the sources, it has a grey tint, rather than being completely clear.

“We also faced the challenge of shininess, as the final bottles come matte, so we need to educate the consumers who think the product has gone off, as the packaging is not a bright as usual.”
3 Love Beauty And Planet

In response to consumer demand, Unilever has launched its new vegan brand Love Beauty And Planet. Every bottle in the hair, body and skincare range is made from recycled plastic and is recyclable.

Currently, the bottle tops aren’t recycled, but the company is committed to finding a sustainable solution for the caps too.

Love Beauty and Planet blooming colour shampoo, £19.49, Superdrug.

5 Bramley

Natural beauty brand Bramley made the switch from traditional plastic bottles to more sustainable biopolymer HDPE, which is derived from sugar cane, thereby reducing greenhouse gas emissions.

“We are really excited to be one of the first bath and body companies to change the material of our bottles to biopolymer HDPE,” says founder Chloe Lenton.

“Alongside the launch of our one litre bottles online and the switch to fully recyclable pumps, we are proud Bramley is working towards a greener future.”

Body lotion, £4, Bramley.

7 Cosmydor

Parisian eco luxe brand Cosmydor makes ‘virtuous cosmetics’ and has a no plastic policy. Packaging is made from glass, aluminium and cardboard, with a priority given to local producers in order to reduce carbon emissions from transport.

£12 essential care tonka, £35, Cosmydor.

9 Natural Deo Co

Looking for an eco-friendly deodorant? The Natural Deo Co creates natural, cruelty free, vegan approved balms that are packaged in plastic-free jars.

Clean deodorant balm orange and bergamot, £11, Natural Deo Co.

4 Dr. Bronner

Bar soaps are best in terms of preventing waste and Dr Bronner has a range of these, but even its liquid soaps are eco-friendly, coming packaged in 100 per cent post-consumer recycled plastic bottles.

Mike Bronner, president of Dr. Bronner, says: “By turning used plastic bottles into new plastic bottles and products, we help conserve virgin resources, reduce landfill, and capitalise on the energy already invested in making existing plastic products.”

Baby unscented pure castile liquid soap, £8.69, Dr Bronner.

6 Mild

Lots of make-up companies are lagging behind in terms of packaging improvements, but there are some notable exceptions, such as Danish brand Mild, which makes allergy and eco certified cosmetics.

“We take our environmental impact very seriously – any products that can come in cardboard, do,” says co-founder Tanja Gregersen.

“So that’s all of our mineral powders, bronzers, blushers, concealers and eyeshadow/eyeliner kits. It’s 12 of our 13 product range currently – the mascara comes in a tube with no outer packaging.”

Mild mineral blush in chestnut splendid, £30, Klarify.

8 Clockface

Yorkshire-based Clockface makes organic vegan products for women and men. All its packaging is recyclable, made from either amber glass or fully recyclable plastic and, wherever possible, is made from recycled material.

Enhanced recovery body oil, clay sage and geranium, £25, Clockface.

10 Little Beau Sheep

Easily the most adorable plastic-free product on the market, Little Beau Sheep lanolin soaps come wrapped in 100 per cent wool and adorned with a sweet little sheep face. When you wet it, the soap lathers up and acts as a flannel, and once the soap runs out all you have left is a biodegradable ball of wool.

Suffolk sheep felted soap, £9.45, Little Beau Sheep.

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