

A close-up photograph of a person's nose and mouth, with a large green leaf in the foreground. The person's skin is dark and has a natural texture. The leaf is vibrant green and has prominent veins. The background is dark and out of focus.

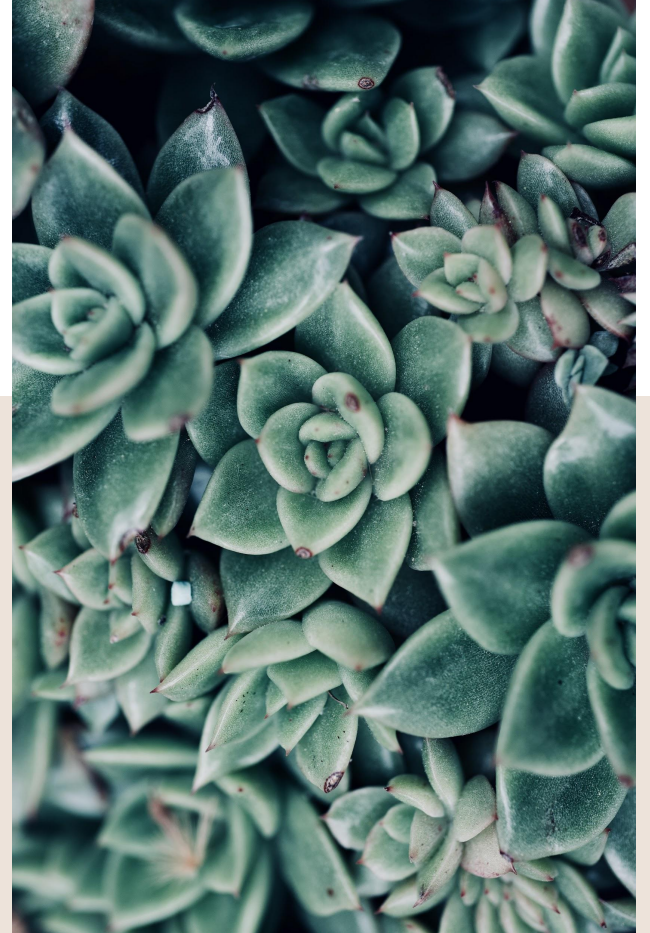
COMMUNICATING SUSTAINABILITY

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COMMUNICATING SUSTAINABILITY

Common mistakes with sustainability in marketing and product development, and how to overcome them.



Eva Lagarde CEO & founder

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re-resources is an online platform and consulting services that helps **beauty brands marketers** master sustainable product development through online courses, tailored workshops or consulting services.

Thanks to Eva's 15 years of experience and great network of specialists in design, product, materials, ingredients, we have built an expert content dedicated to the beauty industry.

Contact us to design your own sustainability strategy.



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A close-up photograph of a person's nose and mouth, with a white rectangular text box overlaid in the center. The background is dark and textured, possibly a leaf or fabric.

SUSTAINABILITY DEFINITION

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SUSTAINABILITY - a definition

The common definition of sustainability is the avoidance of the depletion of natural resources in order to maintain an ecological balance.

Sustainable beauty considers the design of any item with its impact on humans (workers, customers, suppliers, communities), on the planet (fauna, and flora), and on the profit taken or generated.

The impact must be measured in a 360° / circular approach from the extraction, to manufacturing, to the usage and to the destruction or the restoration.

A close-up photograph of a person's nose and mouth. The person's skin is dark and has a natural, slightly textured appearance. The background is dark and out of focus, with some green foliage visible. A white rectangular box is overlaid on the lower half of the image, containing the word "GREENWASHING" in a dark, sans-serif font.

GREENWASHING

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GREENWASHING

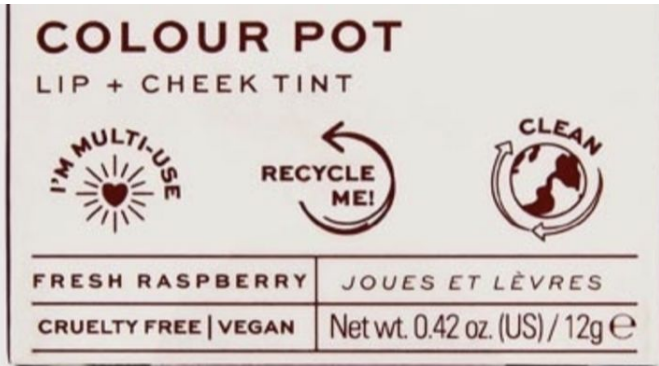
The UN's guidelines for providing product sustainability information, defines greenwashing as:

- An attempt to mislead consumers and to market products more environmentally friendly than they actually are.
- An exaggeration or misrepresentation; a claim that cannot be verified, is irrelevant or is simply false.
- Where green relates to environmental claims but is also used in the context of social and ethical product information.

40%

of claims online could be misleading

Source: Green Claim Code (UK)



- Multi-use, recycle me, clean, cruelty free, vegan ...
- Not specific
- No proof
- No commitment or accountability



our careful recommendation



► COLGATE

Sanex déodorant 0 %

YouTube

Septembre 2019

Le recours à “libérer la planète des émissions de CO²”, allégation associée à un visuel de fumée grise symbolisant la pollution, pour promouvoir un format compressé de déodorant, est disproportionné au regard des actions menées par l’annonceur en matière de développement durable ainsi que des propriétés environnementales réelles du produit.

ARPP ruling (equivalent to ASA)



CLAIMS TO AVOID

- Zero Waste
- Eco-Friendly
- Greener
- Saves the oceans or the planet
- Biodegradable
- etc.

A close-up photograph of a person's nose and mouth, with a large green leaf in the foreground. The person's skin is dark and has some freckles. The leaf is vibrant green and has a prominent vein structure. The background is dark and out of focus.

GREEN CLAIMS CODE

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CLAIMS “CRITERIA” IN GENERAL

- Legality
- Truthfulness
- Evidence
- Honesty
- Fairness
- Informed Decision

ENVIRONMENTAL CLAIMS

Environmental claims suggest that product:

- has a positive environmental impact or no impact on the environment;
- is less damaging to the environment than a previous version of the same good or service; or
- is less damaging to the environment than competing goods or services.

ENVIRONMENTAL CLAIMS

Environmental claims scope (explicit or implicit):

- the meaning of any terms used;
- the qualifications and explanations of what is said;
- the evidence that supports those claims;
- the information that is not included or hidden;
- the colours, pictures and logos used; and
- the overall presentation.

ENVIRONMENTAL CLAIMS

Businesses must ensure that their environmental claims:

- (a) are truthful and accurate;
- (b) are clear and unambiguous;
- (c) do not omit or hide important;
- (d) compare goods or services in a fair and meaningful way;
- (e) consider the full life cycle of the product or service;
- (f) are substantiated.

A close-up photograph of a person's nose and mouth. The person has dark skin and is wearing a dark green, textured garment. A white rectangular box is overlaid on the lower half of the image, containing the word "RECOMMENDATIONS" in a dark teal, sans-serif font.

RECOMMENDATIONS

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CLAIMS RECOMMENDATIONS

Compostable Parts

Part of this product's packaging is capable of decomposing naturally in a home compost or in an industrial compost environment, in a way that is not harmful to the environment and produces compost.

Partly Recyclable Packaging

Part of this product's packaging is curbside collected and can be broken down into raw materials and repurposed so it can be used again. This does not guarantee that it will be recycled – always check locally.

Reusable Packaging

This product's packaging is designed to be reused for the same use case. It's capable of being used repeatedly without impairing its protective function.

PROVENANCE*

A close-up photograph of a person's nose and mouth. The person has dark skin and is wearing a dark green, textured garment. A white rectangular box is overlaid on the lower half of the image, containing the text 'ABOUT re/sources'.

ABOUT
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A close-up photograph of a person's face, focusing on the nose and lips. The person's skin is fair with some freckles. The lips are slightly parted and have a natural, healthy-looking color. In the foreground, several large, dark green leaves with prominent veins are visible, partially obscuring the face. The background is dark and out of focus, suggesting an outdoor setting with trees and foliage.

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