

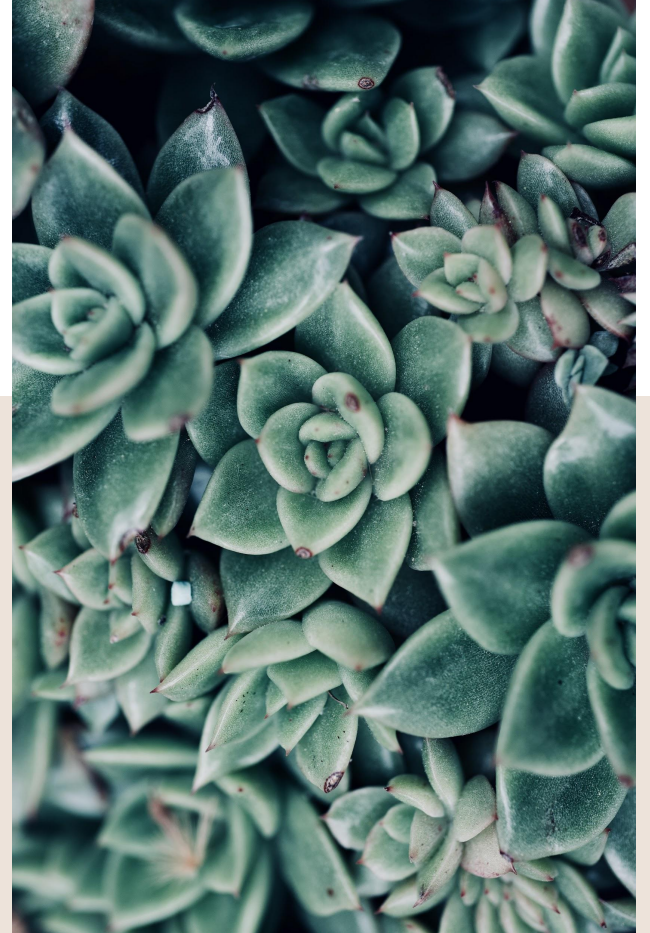
The background of the image is a dense field of green leaves, likely from a tree or shrub, with a dark green color palette. The leaves are layered, creating a sense of depth and texture. The lighting is soft, highlighting the veins of the leaves.

Communicating Sustainability

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COMMUNICATING BEAUTY & SUSTAINABILITY

There is increasing regulatory attention on sustainability-related claims companies are making. It's more important than ever for brands to understand what they can and should not say, and why. How can brands best communicate their sustainability efforts?



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re-sources is an online educational platform and consulting services that helps **beauty brand 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.



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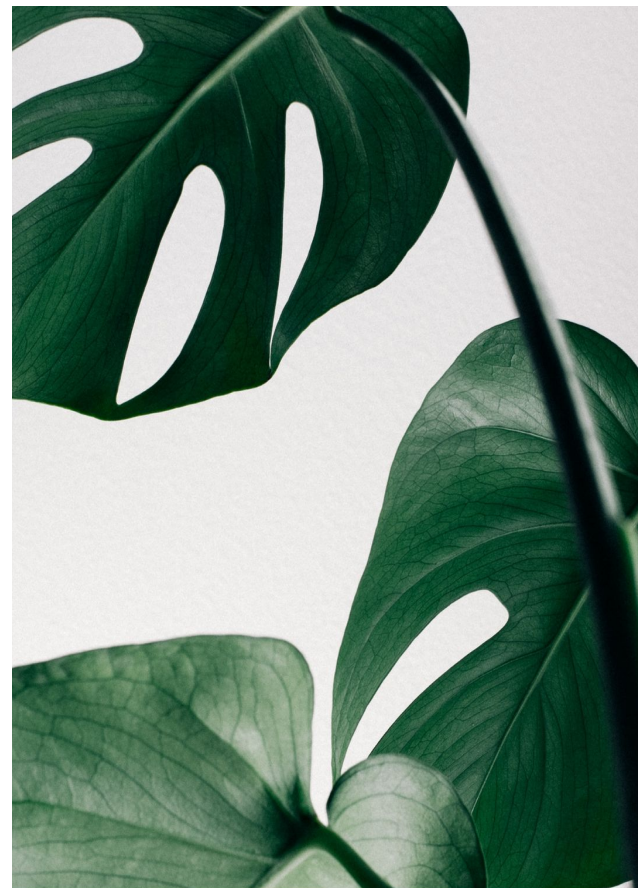




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In terms of sustainability
- 02 WHAT IS GREENWASHING?
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GREEN CLAIMS DEFINITION
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& CONCLUSION

Consumer Expectations

- What does sustainability mean to consumers in the post-pandemic world?
- What are their new desires and priorities when considering beauty's sustainability
- What are shopper's motivations to sustainable consumption and the roadblocks?
 - 10 sustainable beauty trends

A close-up photograph of a person's face, focusing on the nose and lips. The person is holding a large, vibrant green leaf in front of their face, partially obscuring it. The lighting is soft and natural, highlighting the texture of the skin and the veins on the leaf. A white rectangular box is overlaid on the center of the image, containing the text '5 MACRO TRENDS'.

5 MACRO TRENDS

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SOCIAL RESPONSIBILITY

86%

of consumers now expect
businesses to help solve
global climate and social
justice issues

71%

of people say brands that
make strong commitments
to equality and social justice
can sway their purchase
decisions

80%

believe that climate and
environmental issues are
“inextricably linked” with
poverty, inequality, and
social justice



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 out of focus, showing some green foliage.

CONSUMER ATTITUDES TO SUSTAINABILITY

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ETHICS-DRIVEN

9 in 10
shoppers believe
sustainability and
other ethics-related
considerations are
important

44%
of 18–36-year-olds say that
sustainability and
ethics-related
considerations
are very important when
buying beauty and
wellness products

Almost
one-third of
consumers report having
stopped purchasing
brands over
sustainability or ethics
concerns



A close-up photograph of a person's nose and lips, centered in the frame. The person's skin is a warm, natural tone. The background is dark and out of focus, showing some green foliage. A white rectangular box is superimposed over the lower half of the face, containing the title text.

BARRIERS TO BUYING SUSTAINABLE
BEAUTY PRODUCTS

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LACK OF TRUST

50%

of Chinese consumers
were distrustful of
corporate
sustainability claims

94%

of UK consumers think
brands need to be more
transparent about their
sustainability credentials

68%

of global respondents say that
it is more important for them
to be able to trust all the
brands they buy from today
than in the past (Edelman)



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.

ARE YOU 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.



A close-up photograph of a person's nose and mouth. The person's skin is dark and has a natural texture. The mouth is slightly open, showing pink lips. A white rectangular box is superimposed over the lower part of the face, containing text. The background is dark and out of focus, showing some green foliage.

MISLEADING CLAIMS
YOU SHOULDN'T USE

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CLAIMS TO AVOID IN BEAUTY

- Zero Waste
- Eco-Friendly
- Greener
- Waterfree
- Biodegradable / Compostable
- Recyclable
- Sustainable packaging

We will explore more about this on our marketing report



GREEN CLAIMS:
WHEN TO USE THEM

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ENVIRONMENTAL CLAIMS SCOPE

(explicit or implicit)

Is considered an environment claim:

- 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.

Source: Green Claim Code (UK)



ENVIRONMENTAL CLAIMS & ACCOUNTABILITY

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.

Source: Green Claim Code (UK)

A close-up photograph of a person's nose and lips, with a white rectangular text box centered over the lower half of the face. The background is dark and out of focus, showing some green foliage.

THE DO'S AND DON'TS OF SUSTAINABLE
MARKETING CLAIMS IN BEAUTY

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RECOMMENDATIONS ON MARKETING CLAIMS

CLAIMS TO AVOID	RECOMMENDED CLAIMS
<p>Zero Waste <i>(it's too broad and imply that everything is wasteful, again in a long term thinking it's better to avoid the zero waste, as creating anything generates waste)</i></p>	<p>Less Waste or Waste Reduction <i>We have design this product to reduce the use of material by xx% compared to a similar product with the same properties and countenance, which reduce the carbon footprint by xx%</i> <i>N.B: explain and be specific</i></p>
<p>Reusable packaging</p>	<p>Partly Refillable/Reusable Packaging <i>Part of 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. The host packaging can be reused and refilled multiple times. The inner refill can be recycled through curbside collection and recycling.</i> <i>N.B: indicate a clear description on how to use, recycle or discard of, reuse or refill the product.</i></p>
<p>Recyclable packaging. <i>very broad term, does not explain how to discard the product at the end. A packaging maybe recyclable by way of its material but it does not guarantee that it will be effectively recycled.</i></p>	<p>Partly Recyclable Packaging* <i>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.</i> <i>NB: The packaging must be at least 50% recyclable (defined by weight). Clear Instructions must be given for separation and sorting.</i></p>

*"Partly Recyclable Packaging". Example from the Provenance Framework

RECOMMENDATIONS ON MARKETING CLAIMS

If recycling facilities for a product are not available to at least **60 %** of consumers or communities, a marketer can state,

“This product may not be recyclable in your area.”

If recycling facilities for a product are available to **only a few** consumers, a marketer should use stronger qualifying language:


“This product is recyclable only in the few communities that have appropriate recycling programs.”

FTC - Green Guides

KEY TAKEAWAYS

- Products should be promoted in their entirety: CO2 impact must be communicated with a FULL LIFECYCLE in mind from sourcing, to manufacturing and distribution, up to usage, discarding..
- Promoting a more conscious consumption:: refillable, recycle at home, reducing water usage, etc.
- When it comes to packaging, marketing claims must indicated how to discard of the product after use, so consumer can separate the parts and or dispose of it in the right system.
- When claiming “recyclable” packaging, it needs to make sure that the packaging is actually 100% recyclable in the current streams and with the current technology and its limitations. It may be more accurate to claim “partly recyclable”.



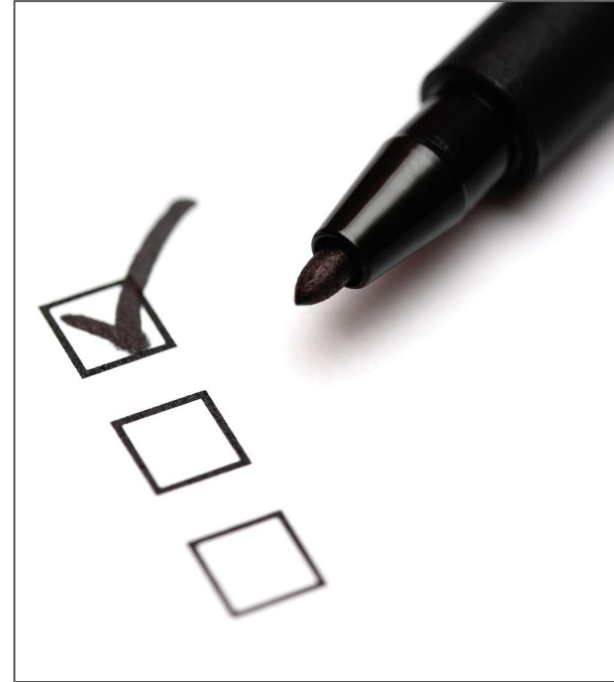
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IN CONCLUSION
THREE STEPS TO AVOID GREENWASHING

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THREE STEPS TO AVOID GREENWASHING

- Is your claim under the “green” or “environmental” claims scope?
- Does your claim follow the 6 claim criteria?
(even though this mostly apply to claims on the formulation, the claim criteria are a good safeguard for your cosmetics claims overall, whether on packaging, formula or usage)
- Does your claim take the FULL lifecycle of your product into consideration?
(from sourcing to manufacturing, distribution, usage and discarding?) Most claims on the market only cover one aspect (sourcing & manufacturing for instance).



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 appearance. 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 foliage.

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SOURCES

Green Claims Code

<https://greenclaims.campaign.gov.uk/>

FTC - Federal Trade Commission - Green Guides

<https://www.ftc.gov/news-events/topics/truth-advertising/green-guides>
<https://www.ftc.gov/business-guidance>

ARPP - greenwashing

<https://www.arpp.org/actualite/arpp-previent-greenwashing-avec-josiane/>

The Pull Agency - Future of Beauty - 2021

<https://www.thepullagency.com/events/future-of-beauty-sustainability-do-your-consumers-really-care>

Provenance

<https://www.provenance.org/>