

Ones to Watch

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THE GREEN REVOLUTION

The sustainability movement calls for innovation and adoption of environmentally friendly packaging and alternative options such as zero waste practices, consumers are getting conscious, and brands that are listening are taking the lead.



Overview

At a basic level, consumers want to know they are supporting brands that take sustainability seriously and are actively tracking and documenting their progress. When looking at ethical factors, 59% of overall respondents look for products advertised as having 'sustainable packaging' - [Nosto](#). Redirecting the responsibility to your brand and taking it off the consumer can offer a vantage point over other brands who are less transparent about their efforts. Doing so can create a more positive, trusting, and enticing interaction with your consumers; by allowing them to 'do good' for the environment you have now empowered them.

New innovations in this space include zero-waste refillable packaging to wholesalers and consumers. Brands are using more sustainable packaging such as aluminum or glass, while others take it one step forward by using post-consumer materials. For example, [Sándor](#) has designed a bottle made from 100% post-industrial aluminum scrap. Many brands such as [Lovekinship](#), [Evolve Beauty](#), [By Human Kind](#), [Kinship](#), and [Wldkat](#) proudly uses packaging made from ocean waste plastic. [SBTRKT Skincare](#) and [River Organics](#) use 100% compostable and biodegradable packaging, while many cosmetic companies such as [Axiology](#) offer refillable lipsticks and lip balms options. [Kjaer Weis](#) has even created refillable packaging for your compact and mascara.

Prioritizing responsible sourcing, providing low waste shipping, practicing carbon offsetting, becoming [Climate Neutral Certified](#), or making charitable donations to environmental causes are all action points for brands to consider.



Plus

Plus is a vegan, cruelty free and clean body wash created by the team behind Starface, their body wash is made without water and is completely zero-waste.

Why it's one to watch:

The soap is made of aloe leaf, eucalyptus, shea butter, almond oil, and sunflower oil and comes in Fragrance-free, Neroli-Orange-Lemon, and coconut, sea salt, and jasmine. Plus has illuminated water from its composition allowing them to use 38% less water in their manufacturing process.

With its innovative and transparent marketing approach, Plus catches the consumer's eye with its unique packaging design and composition. Each Body Wash sheet is packed in a dissolvable bio-renewable sachet made of wood pulp, ensuring to avoid single use plastic completely. Plus is transparent in their sourcing - materials are made from responsibly managed FSC® forests as well.

Sachets come in sets of 16 or 32 sets, in another compostable at home zip pouch. For product integrity, this zip pouch ensures to keep oxygen and moisture out. Customers receive their products in a compostable mailer and compostable at home, made from a bio-based material that breaks down into water, CO₂, and other organic matter. The sachet itself is carbon-efficient in its size compared to other body wash products, emissions lowered by 80% when compared. Furthermore, Plus uses shipping companies that are also conscious about their carbon footprint and takes care to carbon offset.

How to action this: Source environmentally friendly materials to action in your business plan, illustrate user-friendly guides on how to dispose of packaging appropriately. Promote user guides and supply chain action points to your consumers for visibility. Focus on sustainable packaging for shipping your product. Think outside the box with packaging and product development and use this in your marketing scheme.



REN Skincare

REN Skincare is made in the UK and offers an award winning range of clean skincare products such as exfoliators, serums, moisturizers, and sunscreen made using sustainable sources.

Why it's one to watch: REN is a skincare range boasting clinically proven results using natural components such as Atlantic kelp, magnesium, Moroccan rose, neroli, and grapefruit.

The most notable sustainable actions are in their packaging; REN uses plastic taken from the ocean and post-consumer recycled plastic. Their 'Atlantic Kelp and Magnesium Anti-Fatigue Body Wash' is made from 20% recycled plastic from the ocean, along side an entire range of 'sustainable heroes' available on their website. Furthermore, they partner with [Surfrider Foundation](#) and other brands to promote sustainability giving customers a chance to donate to good causes when purchasing.

REN is promoting their pledge to go zero waste by this year and working with competitors such as Biossance, Caudalie, Herbivore, and Youth to the People to commit to using only environmentally friendly packaging by 2025.

Their shipping is done in collaboration with [Boox](#), aiming to reduce their single-use boxes by providing the option to ship back and reuse the box up to 20 times before recycling.

How to action this: Ensure packaging is designed for recycling to stay in circulation as long as possible. Take responsibility for recycling your brand's consumer plastic waste, such as providing drop-off stations where products are sold. Or work with recycling companies such as [Pact](#) or [TerraCycle](#) to ensure your products are getting recycled appropriately. Source materials from ocean conservation organizations doing work in plastic pollution. Focus on one product or a range of products and tie it in with a central message for a marketing spotlight, highlight all your products doing good in your marketing materials.



REN Skincare.