



Mike Bronner, president of Dr. Bronner

BEAUTY: Ban issued on plastics is a step in the right direction

By Katie Wright, Press Association

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.

The UK uses 13 billion plastic bottles each year, according to the House of Commons Environmental Audit Committee report, and the Guardian found that one

million are bought around the world every minute, with that figure set to increase by 20 per cent by 2021.

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.

For some firms, change will take time, but plenty of others are already making strides towards a plastic-free future, from small independent names to cosmetics giants.

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. If you're looking for a sustainable alternative to face wipes, try the reusable and biodegradable 7 To 3 Cleansing Wipes.

In response to consumer

demand, Unilever has launched 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.

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 Luxton.

"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."

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*Source: JICREG October 2018



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