

FEATURES

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EchoFeatures



ECHO MOTORS

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Katie Wright looks at the companies taking steps to improve their environmental footprint - so you can shop guilt-free

Beauty without pollution

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



the mascara comes in a tube with no outer packaging."

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.

CLOCKFACE

North Yorkshire-based Clockface makes organic vegan products for women and men. All packaging is recyclable, made from either amber glass or recyclable plastic. W: clockfacebeauty.com

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. Natural Deo Co

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.

Lush, which has a long history in environmental and animal activism, has just opened its first Naked shop in the UK, with the Manchester store selling only plastic packaging-free products, such as shampoo bars and solid cleansers.

French brand L'Occitane has announced a commitment to use 100 per cent recycled plastic for its packaging by 2025, while Urban Veda has partnered with Plastic Oceans Foundation UK, pledging ten per cent of all online sales to support the charity in its fight against plastic pollution.

For some firms, change will take time, but plenty of others are already making strides towards a plastic-free future. Here are 11 brands that can help make your beauty routine more green...



MILD CO-FOUNDERS: Tine Emilie Svendsen and Tanja Gregersen take their environmental impact very seriously

LUSH

Lush's plastic packaging-free products are available online and the brand recently made its Naked skincare range permanent. If you're looking for a sustainable alternative to face wipes, try reusable and biodegradable 7 To 3 cleansing wipes.

NATURAL WORLD

Brodie and Stone produce bottles made from 100 per cent recycled plastic with bio based labels made from sugar cane. Director Michael

Eggerton admits that making the move to a recycled material wasn't easy. The new plastic comes from a mix of sources. "The final bottles are matte, so we need to educate the consumers who think the product has gone off, as the packaging is not as bright as usual."

LOVE BEAUTY & PLANET

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 tops aren't recycled, but the company is committed to finding a sustainable solution.

DR BRONNER

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

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.

Clean Deodorant Balm Orange and Bergamot, £11, All Beauty

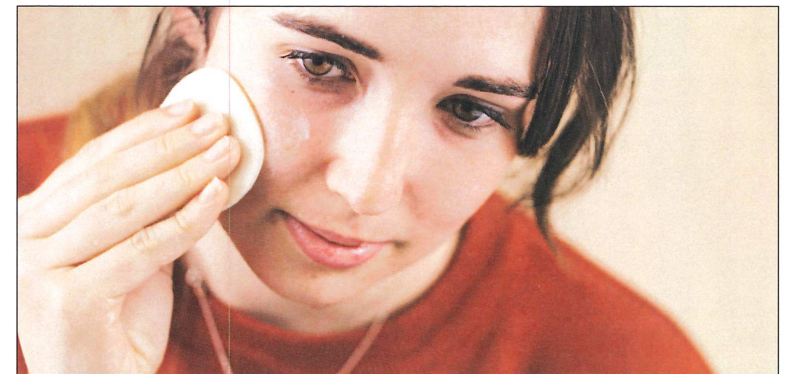
LITTLE BEAU SHEEP

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.

ISLA APOTHECARY

Isla Apothecary uses natural, vegan and ethically sourced ingredients for its bath, body, hair and skincare products, which are packaged in recyclable glass jars. The brand's plastic-free philosophy extends to online orders, too, with recyclable boxes and biodegradable packing chips used for delivery.

"We know we've made a difference to every woman who wants to wear make-up with a clear conscience, for her body and the environment"



REUSABLE AND BIODEGRADABLE: Lush 7 to 3 Cleansing Wipes



PLASTIC FREE: The Lush Naked shop