

SUSTAINABLE BEAUTY

What Is It and How to Practise It?

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When the world is shifting towards sustainable options, including smarter fashion choices, the next course of action is naturally, beauty. What exactly is sustainable beauty? Well, sustainable beauty is essentially making eco-friendly purchases for our beauty routine. Making the changes below can go a long way, especially in the long run, for the sake of our planet.

When scouting for brands, the first thing to note is whether the brand is going the distance to make the world a better place. This can be as simple as a recycling campaign or using recycled bottles for their products to ethically sourcing these products, and whether the ingredients are cruelty-free and vegan. That said, do bear in mind that no brand is perfect and checks all the boxes on the eco-friendly list, however, a step in that direction is certainly a good thing. Brands that go the extra mile and have adopted charitable practices are MAC, L'Occitane, Kiehl's, Aveda, The Body Shop, Innisfree, Armani Beauty, Clarins and Burt's Bees to name a few.

RECYCLE, RECYCLE, RECYCLE

Every time we go through our beauty products, a lot of empty bottles or jars go into the trash, so just imagine how much we're contributing to landfills. Thankfully, many eco-conscious brands have come up with initiatives that champion recycling, like MAC's Back to MAC campaign that awards you with a complementary lipstick for every 6 empties. Kiehl's, on the other hand, gives you a stamp for every full-sized bottle that you take back and with every 10 stamps, you're gifted a free travel-size product. Other brands that are treading the green path include L'Occitane, The Body Shop and Innisfree.

MAKEUP REMOVAL

Makeup wipes are incredibly handy, especially when we're lazy to go through the usual cleansing regimen. However, while convenient, wipes are neither good for the skin nor Earth as it contributes to landfills in great numbers. There are many sustainable options for this, including reusable towels or pads or balms that melt your makeup as soon as you rub it on your skin.

IT'S ALL IN THE PACKAGING

The usage of plastic is a big no-no when it comes to sustainable beauty. Opt for glass bottles instead of plastic or you can support brands that use repurposed materials to make recycled bottles. It's a rather simple step to practise as most of the serums and moisturisers come in glass packaging these days.

THINK ABOUT YOUR CONSUMPTION

Here's another food for thought — rethink your consumption. Ask yourself whether all those creams and products in your beauty armoury are something you need. Look for products that double in function, that way you use less products. For example, BB creams are fantastic as moisturisers and light foundations/concealers rolled into one, and some even have SPF.

SAYING NO TO MINIS

Mini beauty products are bound to attract us with their miniature size and functionality for travel. However, these are far from being eco-friendly. The wiser and sustainable option would be to purchase high-quality containers that can be used over and over again. This switch won't really burn a hole in the pocket, it's easy to practise and it's a means to save the planet.

