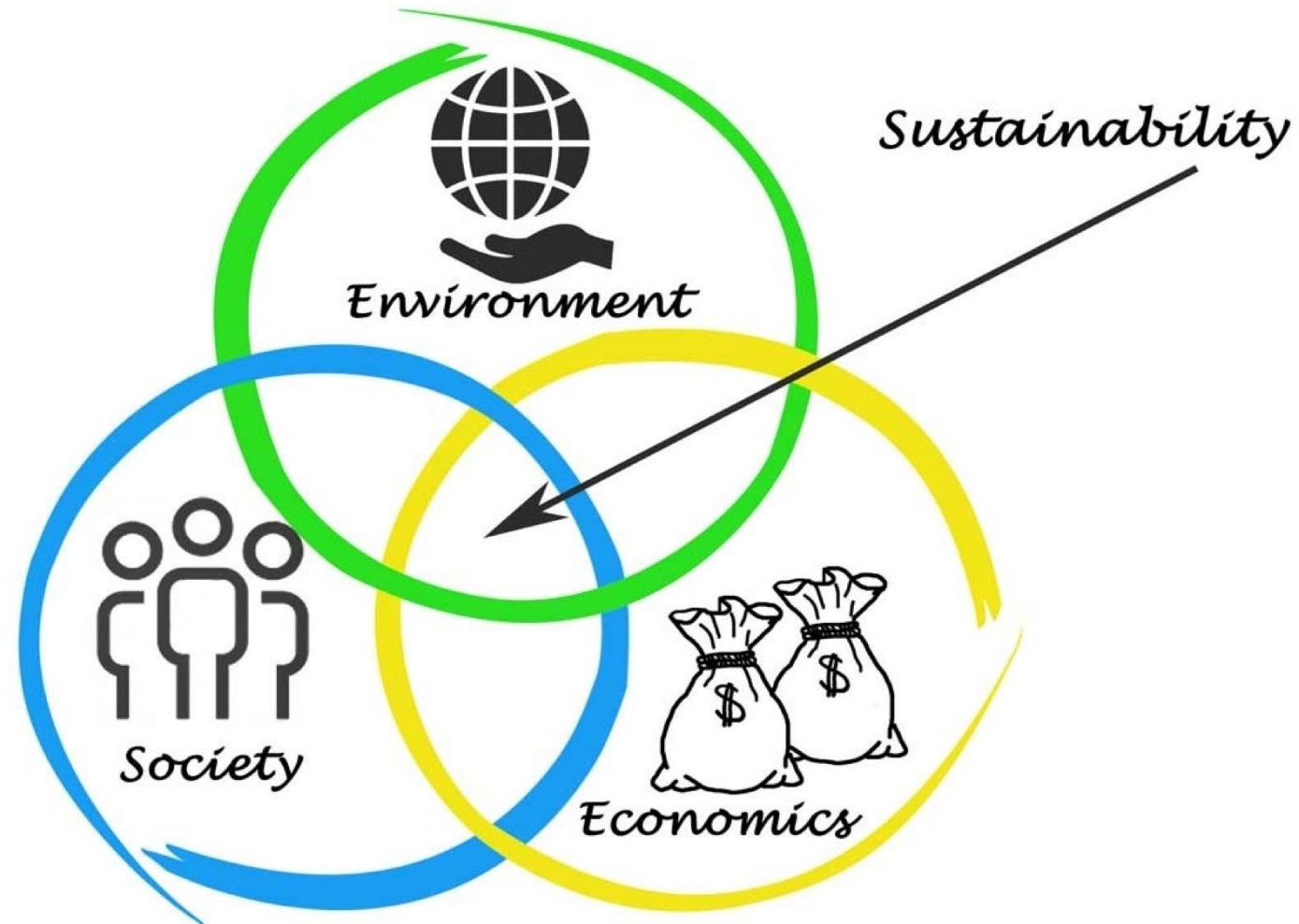


Why am I talking about Sustainability & Aesthetics?



DISCLAIMER – I'm not an "Expert"!



THE JOURNEY OF DISCOVERY

"THE VOYAGE OF DISCOVERY IS NOT IN
SEEKING NEW LANDSCAPES BUT IN HAVING
NEW EYES."

BY MARCEL PROUST





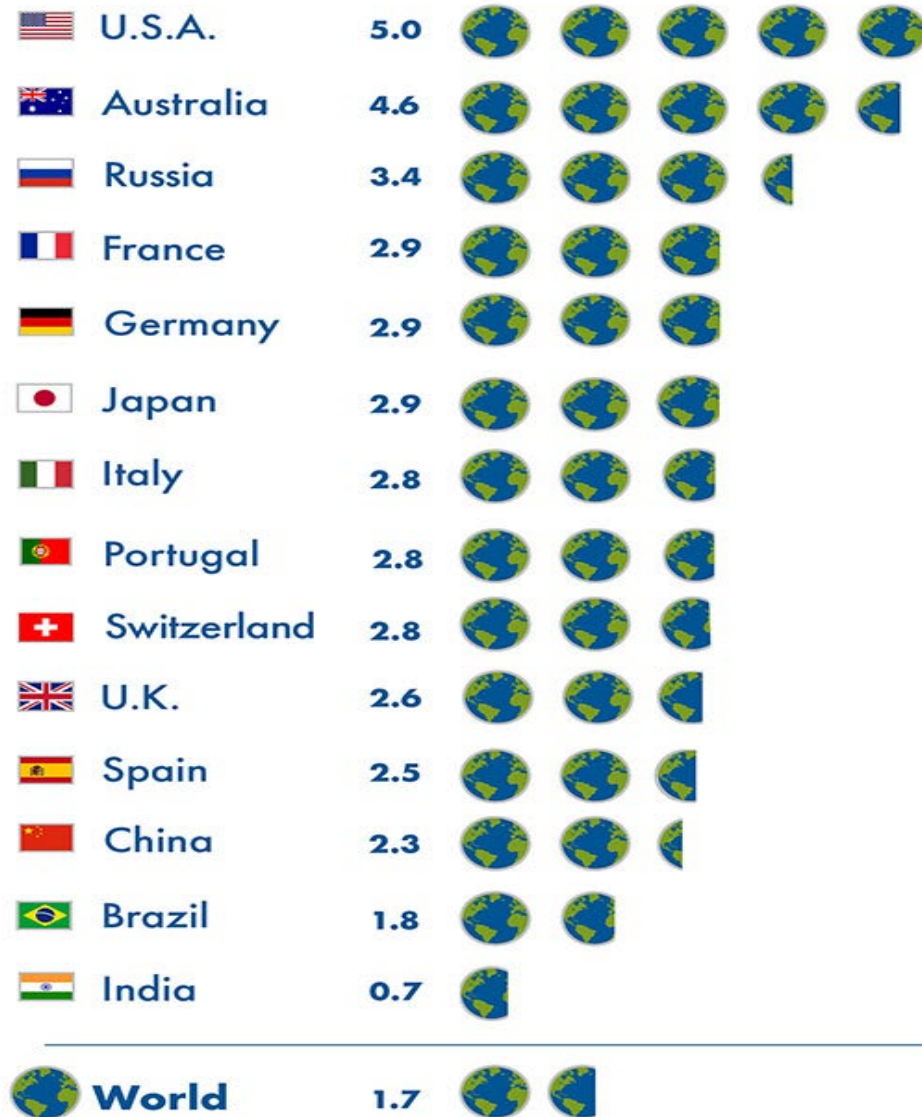
Cambridge Institute for Sustainability Leadership

Business Sustainability Management online short course



18% of the
worlds
population live
in India

How many Earths would we need if everyone lived like U.S.A. residents?





[Cabinet Office](#)



[Department for International Development](#)



[Foreign, Commonwealth & Development Office](#)

Corporate report

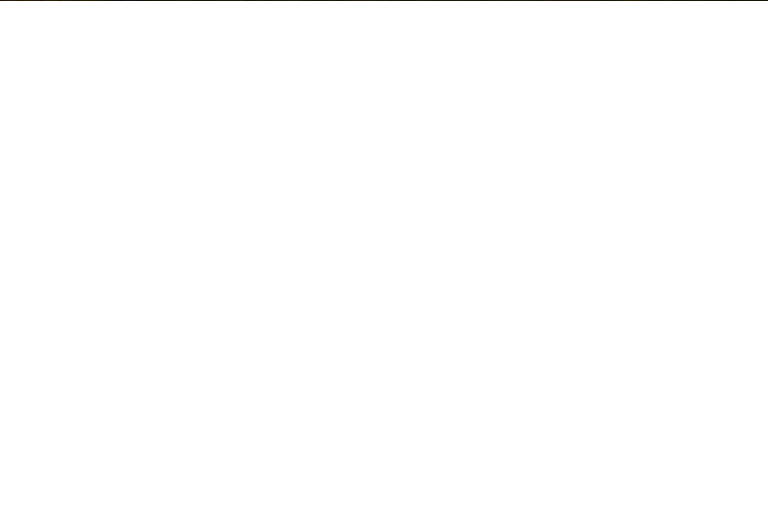
Implementing the Sustainable Development Goals

Updated 15 July 2021

The UK is committed to the delivery of the Sustainable Development Goals. The most effective way to do this is by ensuring that the Goals are fully embedded in planned activity of each Government department. The most effective mechanism for coordinating implementation is the departmental planning process.

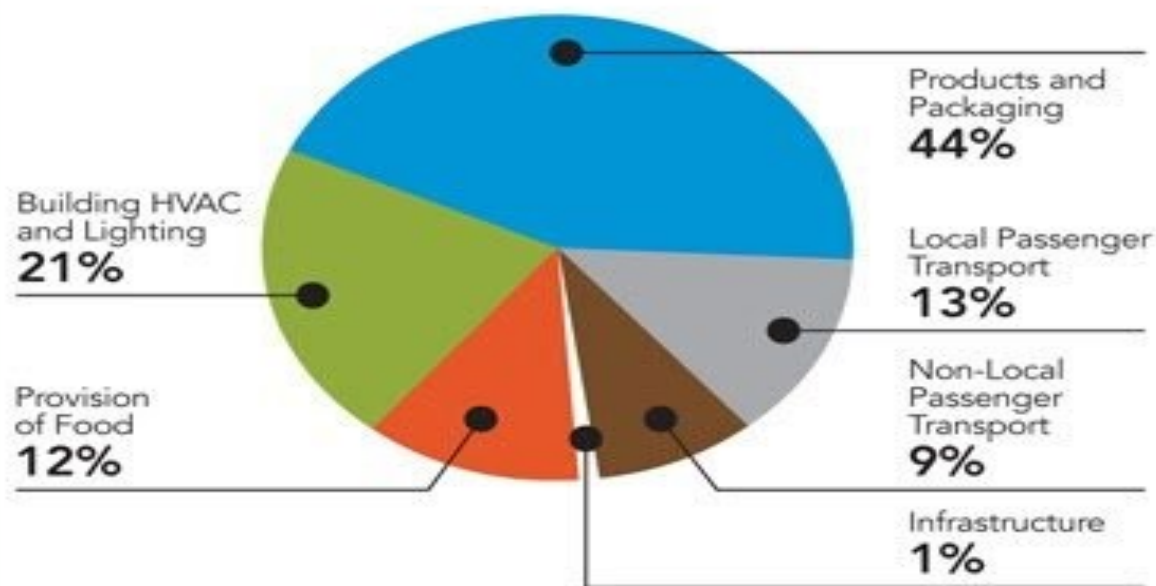
SUSTAINABLE DEVELOPMENT GOALS





Packaging Link to Carbon Pollution

44% of the U.S. greenhouse gas emissions come from products and packaging in a systems-based analysis.



Source: Joshua Stolaroff, "Products, Packaging, and U.S. Greenhouse Gas Emissions," Product Policy Institute, 2009.

SUNSCREEN CHEMICALS AND MARINE LIFE

How sunscreen chemicals enter our environment:



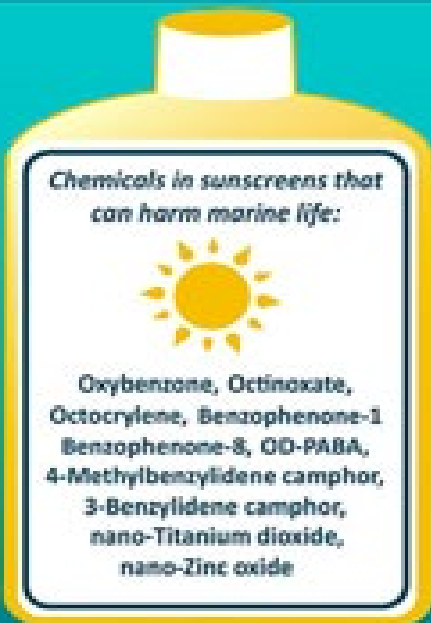
The sunscreen you apply may not stay on your skin.



When we swim or shower, sunscreen may wash off and enter our waterways.



How sunscreen chemicals can affect marine life:



GREEN ALGAE: Can impair growth and photosynthesis.



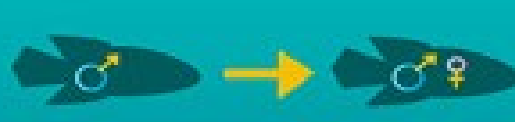
CORAL: Accumulates in tissues. Can induce bleaching, damage DNA, deform young and even kill.



MUSSELS: Can induce defects in young.



SEA URCHINS: Can damage immune and reproductive systems, and deform young.



FISH: Can decrease fertility and reproduction, and cause female characteristics in male fish.



DOLPHINS: Can accumulate in tissues and be transferred to young.

How we can protect ourselves and marine life:

Seek shade between **10 am & 2 pm**, use **Ultraviolet Protection Factor (UPF) sunwear**, and choose sunscreens with chemicals that don't harm marine life.



Seek shade: 10am to 2pm



Umbrella



Sun hat



UV Sun glasses



Sun shirt



Leggings



LOOK FOR THE ZERO

There are cosmetic and personal care brands that are entirely free of any known plastic ingredients. Brands and companies that do not use microplastic ingredients in their products can carry the Zero Plastic Inside logo.

At a glance, this logo makes it clear to consumers that a product is guaranteed 100% free of microplastic ingredients. We certify brands for your convenience, so that you can use cosmetics and personal care products without worrying about your health or the health of the environment.

[READ MORE](#)



L'Oréal for the Future, our sustainability commitments for 2030



Global warming is accompanied by environmental changes that threaten potentially permanent degradation of human and natural habitats. Sea levels, melting glaciers, ocean warming and acidification as well as extreme weather events are on the rise. With higher stakes must come stronger commitments.

This is the reason why L'Oréal has decided to take its efforts even further through a program called "L'Oréal for the Future". Our commitments towards 2030 mark the beginning of a more radical transformation and embody our view as to what a company's vision, purpose and responsibilities should be to meet the challenges facing the world.

[Download L'Oréal For The Future Booklet](#)

Our targets

95%

By 2030, 95% of our ingredients in formula will be bio-based, derived from abundant minerals or from circular processes.

100%

By 2030, 100% of the plastics used in our packaging will be either from recycled or bio-based sources (we will achieve 50% by 2025).

20%

By 2030, we will reduce by 20% in intensity the quantity of packaging used in our products, compared to 2019.

100%

By 2025, 100% of our plastic packaging will be refillable, reusable, recyclable or compostable.

100%

By 2025, 100% of our new displays will be eco-designed, taking into account circular economy principles for end of life management and 100% of our new Free Standing Stores will be designed and build following our sustainability principles.

100%

By 2030, 100% of the waste generated in our sites will be recycled or reused.



The First Cosmetic Bottle Derived From Enzymatic Plastic Recycling

The first cosmetic bottle made from plastic entirely recycled using Carbios' enzymatic technology

“Clean” and Sustainable Beauty

[Zero Waste Beauty Products UK - Natural Beauty, No Plastic](#)

🔍 79,265 📄 2,392 🔑 0

Browse natural **skincare** & beauty products, all made with you and the environment in mind! Everything you need to reduce **plastic** & your environmental impact. Ready to get inspired?

Ad · <https://www.greenplanetbeauty.co.uk/>

[100% Plastic Free and Vegan - Discover The Future Of Beauty](#)

🔍 570 📄 N/A 🔑 N/A

Vegan friendly, cruelty free and 100% **plastic** free. Your skin and hair will thank you. See...

<https://www.goingzerowaste.com> > Blog

[20 Organic, Zero Waste Skincare Brands](#)

🔍 17,667 📄 2,574 🔑 0 Title changed

3 days ago — biossance is a mostly **plastic** free, vegan **skincare** brand who's hero product is 100% plant-derived squalane – no sharks or whales harmed here! 19 ...

[blendily](#) · [dew mighty](#) · [acala](#) · [blue heron botanicals](#)



<https://www.marieclaire.com> > Beauty > Makeup

[26 Best Eco-Friendly Beauty Products: Zero-Waste, Plastic-Free](#)

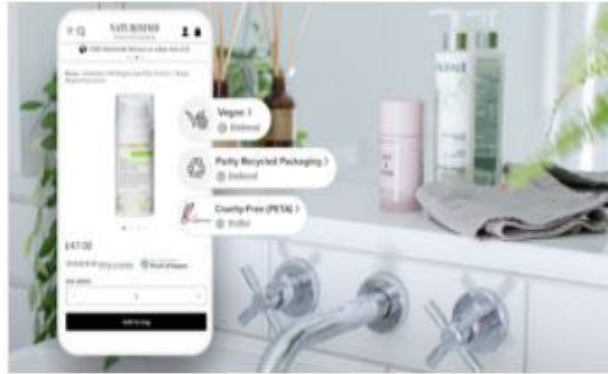
🔍 2,844,003 📄 2,455 🔑 0 Title changed

1 Jul 2021 — I'm a Fashion Editor Whose Beauty Routine Is Totally Plastic-Free · 1. Hi Bar Moisturize Shampoo & Conditioner Set · 2. Megababe Space Bar ...



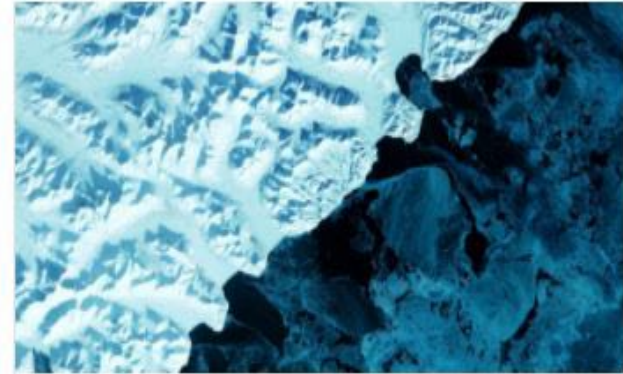
Sustainable Beauty Coalition: Palm Oil

07/12/2021



Naturisimo partners with Provenance and Handle Recycling to continue its commitments towards transparency and sustainability

30/11/2021



What steps are you taking to green your business this festive season?

24/11/2021



Planet Positive Webinar: Your Questions Answered

15/11/2021



10 ways to be a greener, more sustainable, beauty business

11/11/2021



Beyond Beauty: A Sustainable Future

10/11/2021

Mintel Global Beauty and Personal Care Trends for 2021

- **Beauty Eco-lution:** As consumers emerge from COVID-19 confinement, they will re-evaluate priorities with eco-ethical considerations driving more purchases.
- **Beautiful Mind:** Brands have an opportunity to build normality in uncertain times through routines using products that protect, bring value, and rebuild trusting relationships.
- **Beauty Re(Valued):** As spending comes under scrutiny, product functionality and purpose will drive usage. Value will be measured in quality, convenience, and impact rather than currency.
- **Channel Changers:** Robust ecommerce strategies will allow brands to win with a true omnichannel approach that pushes the boundaries, engages all of the senses, and offers new layers of digital experience.



L'ORÉAL

We Fight Against Climate Change

[Discover more](#)

THE BEST SKIN OF YOUR LIFE STARTS HERE



Our mission is to give you total skin confidence so that you can be your authentic self. We believe that everyone has the right to feel great in their own skin and not have to cover it up with make up. We offer a range of tried and tested, results driven treatments that really work while considering budget and lifestyle.

We have clinically proven treatments and products available to correct:

- Ageing skin
- Acne
- Rosacea
- Scarring
- Pigmentation

So.... what's going on in "Aesthetics"?

- Rarely discussed at events or in industry journals
- Very few suppliers & Clinics have a sustainability strategy or talk about this
- No cohesive group or coalition of clinics/suppliers to discuss issues and innovate solutions

Differential Marketing Opportunity

- PURPOSE and RELEVANCE as Sustainability message gets louder
- Premium Price/Client Retention
- Attract and Retain Staff
- Educate and Inform via Social media/email marketing etc.
- PR/Synergies with other companies who pioneer the sustainability message

How to do it?

- Learn more about issues and potential solutions
- Involve your team
- Start small and put together a plan
- Monitor and have it on meeting agendas
- When comfortable, start talking about it in your marketing
- *Can Influence Suppliers and Customers if become an advocate for sustainability issues and put it at the core of what you do*

Sustainability in Aesthetics

Private group · 138 members



Joined ▾

+ Invite

About

Discussion

Guides

Featured

Rooms

Topics

Members

More ▾



What's on your mind, Ron?

Room

Photo/video

Tag people

Unread announcement · 1

[See all](#)



Ron Myers

Admin · November 9, 2021 · 🗨️



Thankyou for joining this group run by myself and my daughter Zoe Myers who runs www.authenticaesthetics.co.uk.

Over the last couple of years I have been inspired by Zoe Myers and my other daughter Madi Myers who runs www.thecraftypickle.co.uk in their desire to do what they can to run their businesses as sustainably

About

Issues related to climate change and sustainability will become ever more prevalent in our lives and the lives of our customers.

This provides... [See more](#)

Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.

Social learning

- Reduce shipping costs/carbon footprint
- Reduce waste (recyclable)
- Reduce storage space requirements



Some initial things to think about.....

- Energy
- Travel
- Carbon Offset?
- Reps/Business Development Managers etc.
- Chemicals/microbeads
- Single use plastics
- Talking to all of your suppliers about what they are doing

HOW TO NOT BE FOOLED BY GREENWASHING

- "earth friendly"
- "nontoxic"
- "certified green"
- "chemical free"
- "bio"
- "natural"
- "eco"



**CLIMATE
EMERGENCY**

GREENPEACE

Greta Thunberg: “The World is on Fire”





Plastic Free beauty Day 2022

June 17

Welcome to Plastic Free Beauty Day, which We Are Paradoxx will be launching on the 17th of June – a campaign for consumers and the industry alike. The UN has predicted that if the rate of waste production continues, by

The time for action has intensified.....

Many individuals are doing what they can. But real success can only come if there is a change in our societies and in our economics and in our politics.

[David Attenborough](#)

