



**ZERO WASTE**

# THE trend of the beauty industry

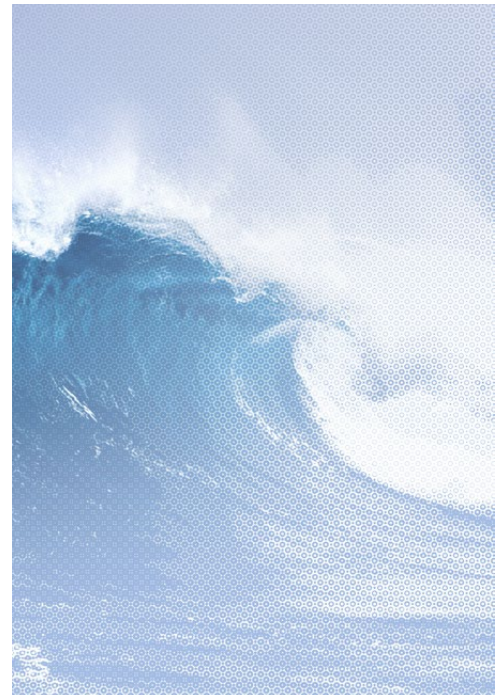
Modern consumers are increasingly aware of the environmental impact of their consumption, and are looking for ways to reduce waste and overconsumption in all areas of their daily lives.

According to Mintel, the *Sub-Zero Waste* movement will dominate the beauty industry within the next 5 years.

Beauty brands and manufacturers are under pressure to respond to the ever-growing zero-waste community as consumers are showing increasing preference towards eco-friendlier companies.

One possibility for reducing or eliminating packaging, for example, is to concentrate on solid forms.

Solid-form cosmetics and care products require minimal or no packaging, remain stable with fewer preservatives, and can replace many conventional products.



*"Every second consumer had already changed a product in the past due to environmental concerns regarding packaging. Additionally, 67% felt that retailers and manufacturers should be doing more to introduce sustainable packaging."*

Source: Studie Mintel – November 2018 – 2019  
Trend: Sub-zero Waste



With our **Mild Face and Body Cleansing Bar**, thanks to its solid form, you can not only save on plastic for the packaging, but also do away with synthetic thickeners ("liquid plastic") entirely. The formulation is furthermore sulfate-free and has a skin-friendly pH. That makes it perfect for gentle cleansing of the whole body, including sensitive parts and the face.



Solid cleansing products of this kind this can have any natural scrub particles added to them. For our **Cranberry Peeling Bar**, we were inspired by the cranberry itself, as a known superfood. The soap is not only pretty to look at, but is also effective at removing dead skin cells.

