



She's (Sort-of) Sustainable

Sustainable, recyclable, refillable—however you approach it, today's beauty consumer is still figuring out how to co-mingle her love of all things beauty with her desire to protect the earth. And while her interest in greening up her habits is increasing, it's not fully engaged just yet. To gauge what steps she's currently taking and what steps she'd be willing to take to fully embrace a sustainable beauty approach, we asked over 7,300 US beauty consumers to take a walk down the eco-friendly aisle with us.

51% purposefully purchase recyclable/reusable beauty and personal care products

Top & bottom general beauty purchase drivers

- **79%** efficacy—it works!
- **71%** price
- **47%** consumer claims/positive consumer reviews
- **6%** sustainable ingredients
- **3%** sustainable packaging
- **0.9%** renewable ingredients

Environmentally-minded

- **75%** recycle at home
- **72%** agree goal of sustainability is to produce what we need while protecting earth
- **54%** might stop using fav beauty products if company switched to non-recyclable packaging
- **52%** are aware of sustainable, 'green' packaging options
- **26%** try to avoid buying plastic at all

More education

- **72%** think beauty industry should better educate on difference between *natural* and *sustainable*



She'd Sacrifice

- **76%** would sacrifice cute packaging for sustainable packaging
- **66%** might sacrifice results for a product that is sustainable/better for the environment
- **44%** are willing to pay up to 10% more for sustainable beauty

She sometimes...

- **56%** specifically look for packaging made with sustainable methods
- **53%** research safety of ingredients
- **52%** consider impact of manufacturing on planet before purchasing beauty/personal care
- **50%** pay attention to whether beauty products are made with recyclable materials

She uses...

- **77%** reusable water bottles
- **70%** reusable shopping bags
- **55%** reusable lunch bags
- **37%** wash plastic bags to reuse



Most important aspects of sustainable beauty

- **86%** cruelty free/won't harm animals
- **80%** ingredients which won't harm the earth
- **79%** ethical manufacturing process
- **74%** packaging that won't harm earth
- **69%** recyclable packaging

Compassionate consumption

- **33%** don't buy overharvested seafood/fish
- **29%** don't buy GMO food
- **16%** only eat sustainable produce/meat



Depending on how quickly she'd use the product... 65% would swap longer shelf life for sustainable packaging

In-store recycling: yay or nay?

- **63%** haven't experienced/seen an in-store recycling program
- **36%** didn't know about in-store packaging recycling programs

How to get her to try in-store recycling

- **83%** free samples
- **81%** free shipping/labels to send products back
- **78%** discount on future purchases
- **77%** loyalty/rewards program

To refill or not refill

- **49%** do not use beauty products that are refillable

Ingredient savvy

- **77%** say sustainable ingredients are important
- **65%** have stopped using fav beauty product because ingredients were harmful



Hallmarks of sustainable ingredients

- **73%** harvested in a way that doesn't harm the planet
- **66%** grown organically/no pesticides or chemicals
- **61%** for each plant harvested, new one planted
- **56%** no hormones/antibiotics given to animals



Before she recycles...

- **43%** always rinse containers
- **28%** sometimes remove labels

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