

NO.1

# SUSTAINABILITY

ACCELERATED BEAUTY REPORT SERIES

**TOGETHER** x THE  
BEAUTY CREATIVE

# Introduction

2020 has been a strange year so far. It has tested many aspects of life and without question, events of the last many months have had an impact on consumer attitude and behaviour. Covid-19 forced many of us to turn to local suppliers for food and household items and, with time on our hands, we've sought out new suppliers online for beauty, health and wellbeing.

Whilst quality and performance have remained key criteria, care and kindness have become increasingly important filters too. Many of us have come out

of the lockdown period with a new resolve, placing greater emphasis on our overall wellbeing, and that of the broader environment.

The movement towards brands with a strong sense of purpose and solid sustainability credentials that care for our planet as well as producers, is taking centre stage.

In this "Accelerated Beauty" report series, Together Design has partnered with The Beauty Creative to focus on the Covid accelerated challenges specific to the beauty industry.

# Elevate your sustainability principles as a lever for growth

This report, as the first of our series of 4 reports, hones in on sustainability and offers a programme of 14 actionable recommendations, on how to elevate sustainability principles as a lever for growth.

The report is split in two sections: product development and brand development to demonstrate the importance of thinking sustainably right across your organisation.



# Elevating sustainable principles in product development





## RECOMMENDATION \_ 1

# Design packaging for sustainability and with the end use in mind

Choose mono materials so packaging can be fully recycled and keep it light weight to reduce shipping costs – both for your business and the environment.

Refilling is the next generation in plastic reduction so design packaging for refill purposes.

Wear your sustainability credentials proudly. Clearly communicate the path to recycling as a signpost of your commitment which will influence both conversion and loyalty.

### 01/ Balance Me

**02/ Wellnesse** compostable tube made from sugar cane bioplastic.

**03/ Kevin Murphy** use reclaimed plastic from the ocean to package their products.

**04/ REN Clean Skincare** use reclaimed plastic from the ocean to package their products.

### 05/ OUAI

**06/ Kevin Murphy** with Terracycle created 100% recycled plastic bottle that contains 20% ocean plastic.

01/



We're made  
from 50%  
PCR plastic

02/



03/



04/

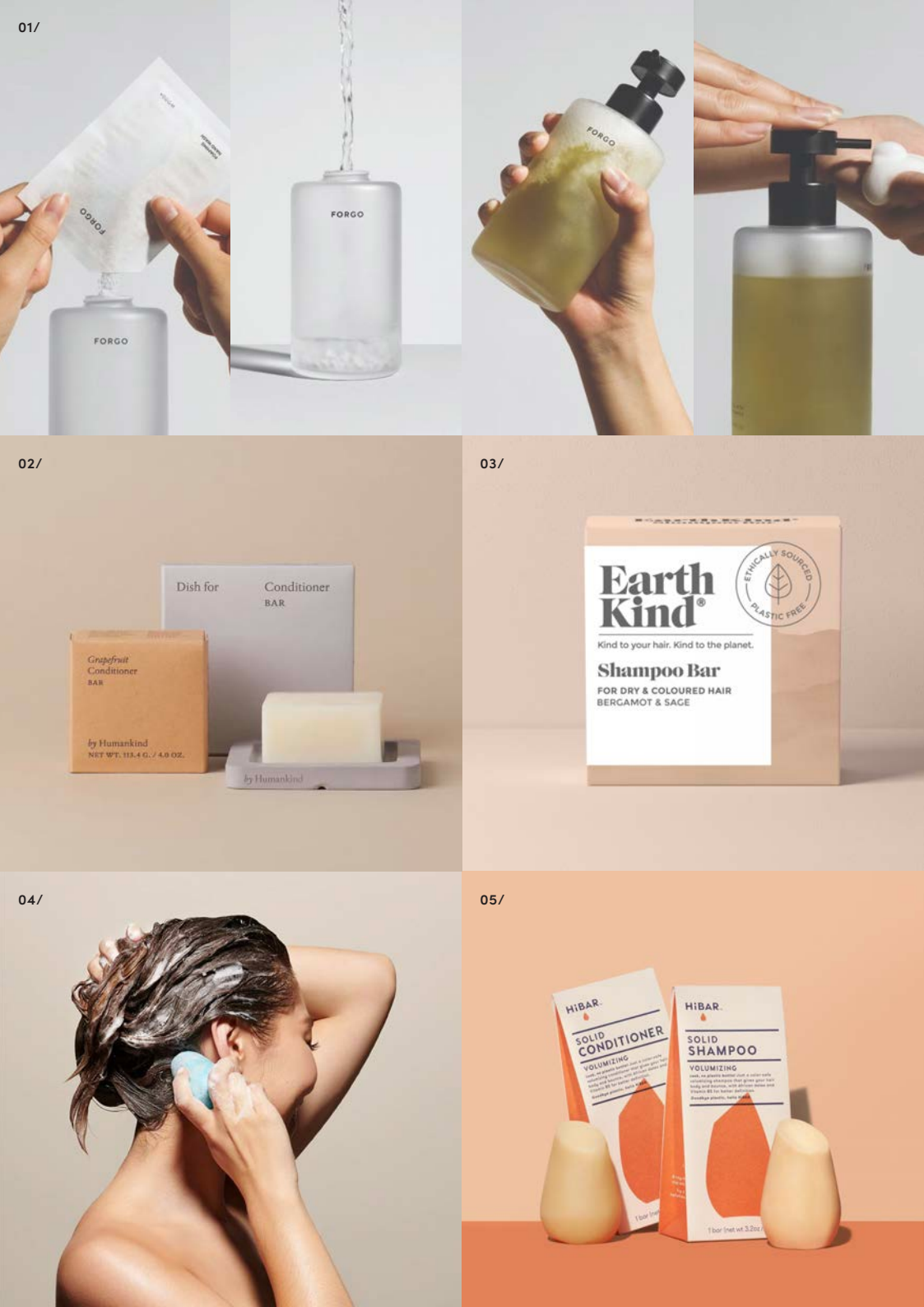


05/



06/





## RECOMMENDATION \_ 2

# Consider sustainability-led product formats

Invest in innovation and the development of formats that consider resource use without compromising on function or performance. Create super-size versions of top sellers to encourage trade-up, providing a cost benefit for the consumer and a positive impact on the environment.

2/3 of consumers have reduced their use of single use plastics<sup>1</sup> (this is the most common way consumers are being more sustainable). Consumers have proven that they are willing to explore alternative formats as long as the product experience and performance remain true.

**70%** | WOULD BE PREPARED TO PAY MORE FOR PRODUCTS AND SERVICES IF THEY PROTECT THE ENVIRONMENT<sup>2</sup>

**01/ Forgo** powder to liquid hand wash.

**02/ byHumanKind**

**03/ Earth Kind**

**04/05/ HiBar** All-natural shampoo and conditioner bars that nourish your scalp and our planet, eliminating single-use plastic from your routine.

1. Deloitte, Shifting sands: How consumer behaviour is embracing sustainability. <https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html>

2. The Sustainable Habits survey by innovation group J. Walter Thompson Intelligence conducted across 2001 adults across 4 global territories between February and Sept 2018



01/



## NOW ARGAN SHELLS!

Rich in antioxidant Vitamin E, this by-product of the argan oil industry is a natural wonder!

02/



## RECOMMENDATION \_ 3

# Audit and assess ingredient choices, from formulating in to formulating out

Consumers are increasingly looking beyond the finished product. Along with the provenance of ingredients, they want to understand the bigger picture around sustainability. Brands need to clearly define the ethics of their sourcing, harvesting and production processes, providing transparency across the supply chain and evidence of broader community impact.

Lab-developed nature identical ingredients are a sustainable alternative to ingredients at risk of reduction from overuse.

A brand's production and delivery story is now a core element of it's overall product narrative. Balancing these will build trust and longer-term loyalty with customers.

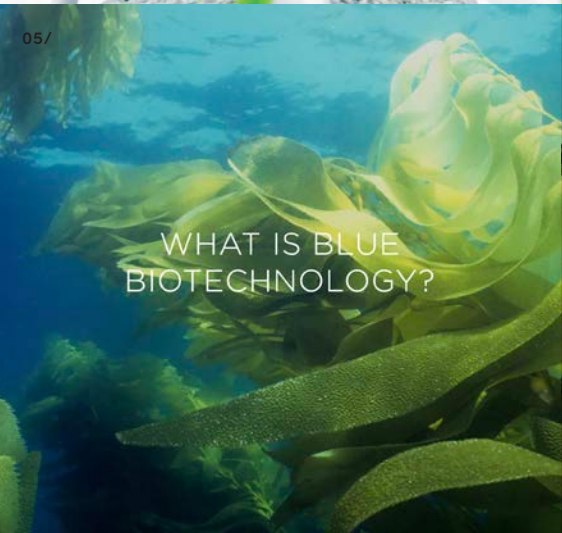
03/



04/



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06/



**01/ UpCircle** create beauty products from food ingredients that are being discarded yet still have much to offer our skin.

**02/ Loli**

**03/ Bio Effect** bioengineer a plant based human replica of EGF (Epidermal Growth Factor)

**04/ Silk Cocoons Evolved by Nature** Activated Silk used as a premium ingredient within formulas. It teams with skin's collagen to fight signs of aging.

**05/ One Ocean** source algae from around the world and use Blue Biotechnology to harness the cellular survival mechanisms to achieve specific beauty and wellness results.

**06/ Biossance** sustainably produced squalane is the foundation of every product.

## RECOMMENDATION \_ 4

# Invest in creativity and innovation that lengthens the product lifecycle

Reformulate to improve shelf-life and decrease the “throw-away” foot-print, helping consumers to get more for their money.

Provide hints and tips to consumers about how to extend the life of their products and demonstrate the after-use of products and packaging. Engaging consumers and empowering them with knowledge fuels sustainability.

83% of people would always pick a brand which had a better record of sustainability<sup>3</sup>. Demonstrating an environmental first approach at every turn, makes your brand more compelling.

- 01/ Vanity Fridge
- 02/ Wild Deodorant
- 03/ Malin + Goetz
- 04/ Corpus

3. The Sustainable Habits survey by innovation group J. Walter Thompson Intelligence conducted across 2001 adults across 4 global territories between February and Sept 2018



02/



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07/



RECOMMENDATION \_ 5

# Work towards achieving recognised sustainability credentials and partnerships for credibility and authority with consumers

Identify the endorsements that are most rewarding for your customers and most compelling for your business. Engaging with them, meeting their standards and achieving recognition is a huge accolade for your internal team and a crucial signpost on pack and on shelf to support consumer choice.

Awards such as Blue Beauty from Innocos celebrate brands that work towards restoring the natural environment.

Cradle to cradle certification sets the industry standard for circular business practice and defines the future of responsible beauty production.

- 01/ Prose 02/ Cradle to Cradle 03/ The Sustainability Awards
- 04/ Blue Beauty Awards
- 05/ Aether Beauty – 2020 Blue Beauty Award for Zero Waste Beauty Innovation.
- 06/ The UK Plastics Pact
- 07/ The Butterfly Mark

# Include goals that define your contribution towards a circular economy

A circular economy reduces pressure on the environment by designing out waste and pollution. It keeps products and materials in use longer, increasing the security of raw materials and protects natural systems by allowing time for regeneration.

The Ellen MacArthur Foundation can assess circularity and guide your journey to improvement.

The circular economy offers greater economic benefits boosting economy, creating jobs and stimulating innovation. Consumers are seeking out businesses and brands that have a defined purpose at their core and reward with their custom and loyalty.

01/ **Balance Me** are on a journey to close the loop on all their packaging, looking to extend its life and keep it out of oceans and landfill.

02/ **Beauty Kitchen** are passionate about making sustainable products that fit with the circular economy and making them an easy and accessible choice for anyone.

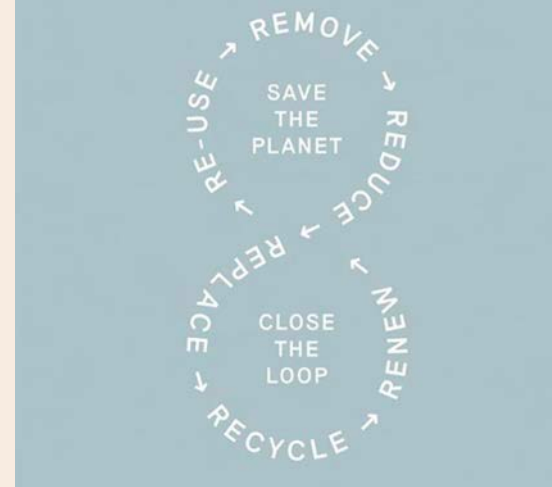
03/ **L'Occitane Duolab**

04/ **Up Circle** A circular economy sits at the heart of everything they do.

05/ **UN Sustainable Development Goals**

06/ **Ellen MacArthur Foundation**

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## RECOMMENDATION \_ 7

# Focus on zero waste and zero impact wherever possible

Waste-free solutions include developing biodegradable and compostable products. There are many examples on the market today that are setting a new standard.

Carbon neutrality and off-setting policies can provide another way to reduce environmental impact and satisfy customers who are looking to find a better balance and reduce their environmental guilt.

Identifying bi-products through the production supply chain that can be re-purposed into formulation ingredients supports circular economy principles, and is another way of improving impact.

92% | CLAIM TO BE TRYING TO LIVE MORE SUSTAINABLY<sup>4</sup>

01/ Beauty Pie

02/ Eve Lom

03/ Axiology Zero waste, lip to lid balmies.

04/ Up Circle use discarded Argan shells in their face moisturiser.

05/ Lush carbon negative biodegradable cork pots.

4. The Sustainable Habits survey by innovation group J. Walter Thompson Intelligence conducted across 2001 adults across 4 global territories between February and Sept 2018



# Elevating sustainable principles in brand development



Image/ Bolt Beauty – Biodegradable, zero waste and carbon neutral

# Incentivise the development of creative solutions for your brand

Develop competitions or non-profit initiatives that create a focus on improvement.

Partner with organisations that generate creative and innovative talent.

Consider collaborations with other creators and businesses that can benefit both parties and deliver an even greater impact on your sustainability.

Many small businesses with limited product lines are taking the lead in driving a new era that is environmentally positive. Every action in this direction, however small, is moving us forward towards a brighter future.

90%

OF PEOPLE BELIEVE COMPANIES HAVE A RESPONSIBILITY TO TAKE CARE OF THE PLANET AND ITS PEOPLE<sup>5</sup>

01/ 02 Loop by Terracycle

03/ Aptar & Ren Clean Skincare

04/ Bulldog and Loop

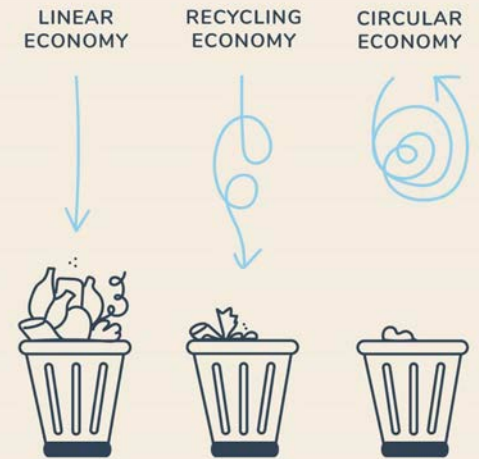
05/06 L'Oreal and Paboco

5. The Sustainable Habits survey by innovation group J. Walter Thompson Intelligence conducted across 2001 adults across 4 global territories between February and Sept 2018

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## RECOMMENDATION \_ 9

# Employ off-setting initiatives and regeneration principles

Address the offset of carbon or water footprint with tree planting or ocean conservation initiatives. Wherever possible, give your consumers an opportunity to participate too or consider offering loyalty rewards that centre around environment improvement.

Invest team time to participate in regeneration projects. Purpose-focused businesses are particularly important to the next generation and talent acquisition depends on it.

Communicate the results of these actions to consumers so that they understand the off-setting credit they gain and so they can feel rewarded when purchasing your products.

**01/02/ by Humankind** by supporting a number of projects like the Manoa REDD+ in Brazil, by Humankind are a carbon neutral company.

**03/ Caudalie** supporting of 1% for the planet.

**04/ Biossance**

**05/ REN Clean Skincare** supporting Plastic Patrol.



# Build a reputation for responsibility by amplifying sustainability messages

Invest in campaigns with emotional return that encourage behaviour change.

Create platforms that can amplify the voice of your customer and provide tools to support their sustainability goals.

Offer a sense of partnership with consumers, 'we are all doing our bit', and reinforce the 'benefits without compromise' message.

**01/ AKT London** Designed with efficacy, strong environmental ethics and premium fragrances for the earth-conscious clientele.

**02/ AKT London** Instagram messaging highlighting their 100% plastic free and recyclable ethos.

**03/-05/ by Humankind** Instagram emotive messaging, highlighting their belief that an individual action can make a global impact.

**06/ Versed**

01/



02/

**“EARTH DAY”**  
REDUCE NO PLASTIC  
REUSE NO CRUELTY  
RECYCLE NO ALUMINIUM  
NO DRAMA  
THE DEODORANT BALM  
**JOIN THE WAITLIST**  
WWW.AKT.LONDON.COM

03/

Dear \_\_\_\_\_,

A single routine can help shape  
our planet's future — *yours*.

by Humankind

04/

What if you could save our  
planet just by getting ready in  
the morning?

05/

A personal choice with  
global impact.

06/

BY THE NUMBERS —



**450**

Years it takes for one plastic bottle to  
decompose—i.e., not until after your great-  
great-great grandchild is born. 1



RECOMMENDATION \_ 11

# Develop recycling education programmes and initiatives to make recycling easier, more visible, more accessible, and more rewarding

Ensure clear, transparent messaging across multiple communication platforms to engage your widest audience.

Incentivise action – from rewards to print off certificates for kids, there is a lot that can be done to encourage people to join your efforts that doesn't cost anything.

Set up community and partnership initiatives with like-minded brands and organisations. We're all getting used to brands being more than products – use your voice for good.

01/ 02/ Versed Instagram post explaining how to recycle their packaging.

03/ 04/ Kjaer Weis refillable packaging that is recyclable and compostable.

05/ Kiehls offering an incentive for recycling empty packaging.

06/ Terracycle



# Offer more sustainable delivery and return practices online

Propose alternative options to next day delivery.

Invest in the brand ecosystem, improving shopping information with elevated photography, diagnostic tools and chat facilities to reduce returns.

Enhance the digital experience with videos, walk throughs – anything to see products in action and in situ will improve conversion and decrease the environmental impact of high return rates.

89% OF PEOPLE CARE PERSONALLY ABOUT THE PLANET<sup>6</sup>

01/ 02/ Ilia live online chat with a brand specialist for product advice.

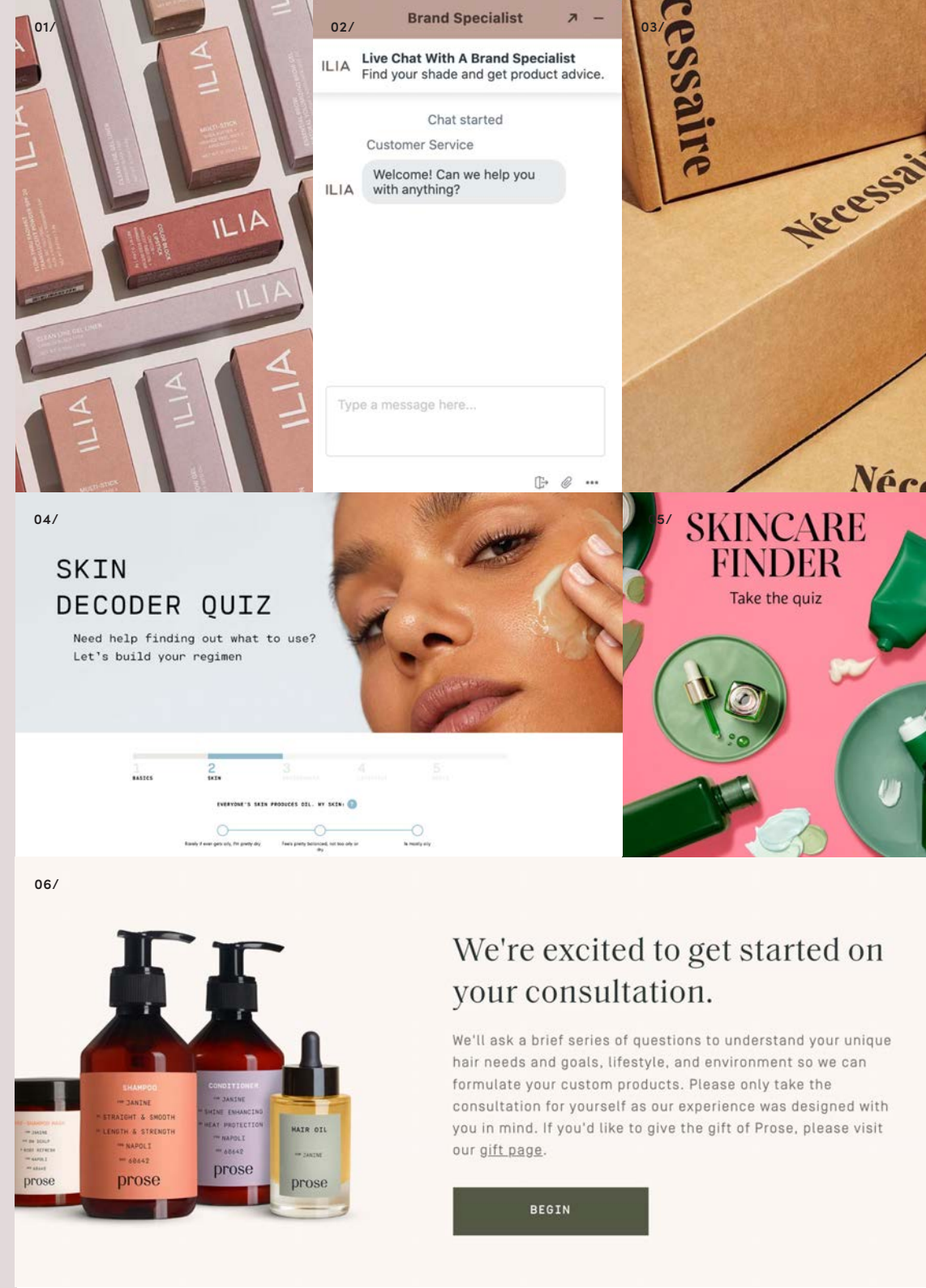
03/ **Necessaire** shipping system made with 100% post-consumer waste materials and recycled ink.

04/ **Versed** online quiz to help identify suitable products for your skin type and/or concerns.

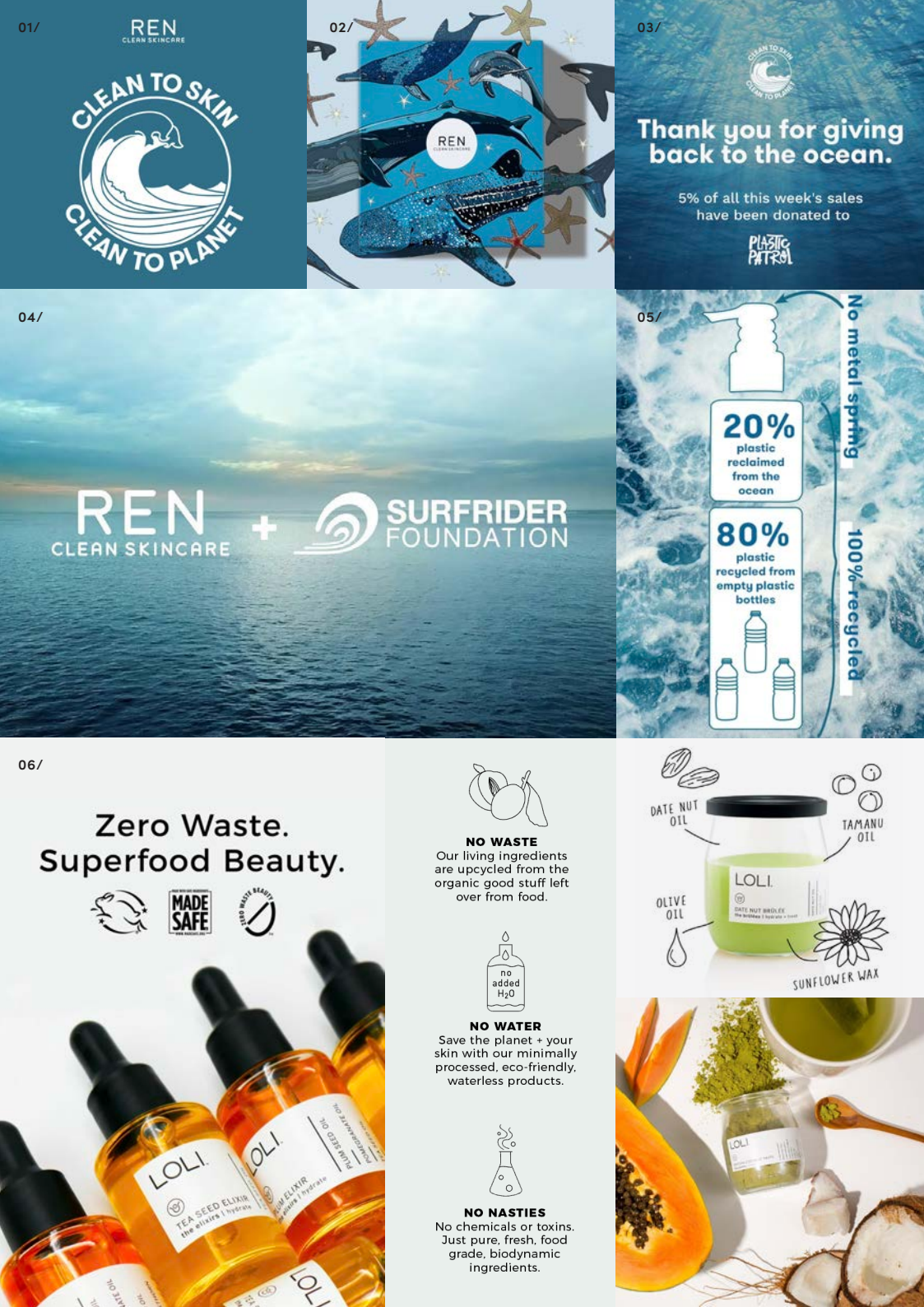
05/ **Sephora** online skincare finder.

06/ **Prose** online consultation for personalised hair care products.

6. The Sustainable Habits survey by innovation group J. Walter Thompson Intelligence conducted across 2001 adults across 4 global territories between February and Sept 2018







## RECOMMENDATION \_ 13

# Act only with authenticity and transparency

Develop a story that customers can follow, promoting and reporting on your journey to improvement including your failings. Full disclosure encourages others to make an effort and gives permission for trial and error reducing guilt.

Take complete ownership of your actions and the impact at all times. This will ensure you engender trust and credibility with your customers and build a reputation for responsibility and accountability.

60% OF U.S. CONSUMERS FIND AUTHENTICITY TO BE THE MOST APPEALING QUALITY OF THEIR FAVOURITE BRANDS<sup>7</sup>

01/ REN Clean Skincare

02/ 03/ REN Clean Skincare supporting Plastic Patrol

04/ REN Clean Skincare partnering with Surfrider Foundation to keep oceans and beaches clean.

05/ REN Clean Skincare developing a bottle using reclaimed ocean waste plastic.

06/ Loli products are made with sustainably sourced ingredients that are fair-trade, organic, and food-grade.

7. Danone Case study from The Global Web Index Marketing Report: 5 Sustainable Brands giving consumers what they want Published April 2 2019

# Demonstrate a brand culture of evolution and build an appetite for change

Embrace new, consumer-facing, eco-ethical technology from recycling apps to blockchain. There are loads of tools to facilitate and encourage change.

Involve and collaborate with your customer, listen, respond with grace and always be willing to do more.

Consumers are embracing new environmental movements and they are also catalysts for them. They are forcing policy changes that brands have to respond to if they want to be successful in our increasingly environmentally-focused world.

01/ Versed

02/ Think Dirty shop clean app

03/ Cult Beauty partnering with tech-platform Provenance.

04/ Provenance use tech to power transparent businesses and traceable products. The future of brand trust.

05/ Glamour magazine blockchain technology

01/

**VERSED**

WE'RE IN THIS TOGETHER

## WHAT YOU CAN DO:

Stay educated, shop consciously, limit your waste, and recycle your beauty products.

## WHAT WE CAN DO:

How can we be better? What initiatives are most important to you? Talk to us.

02/



SCANS  
PRODUCTS

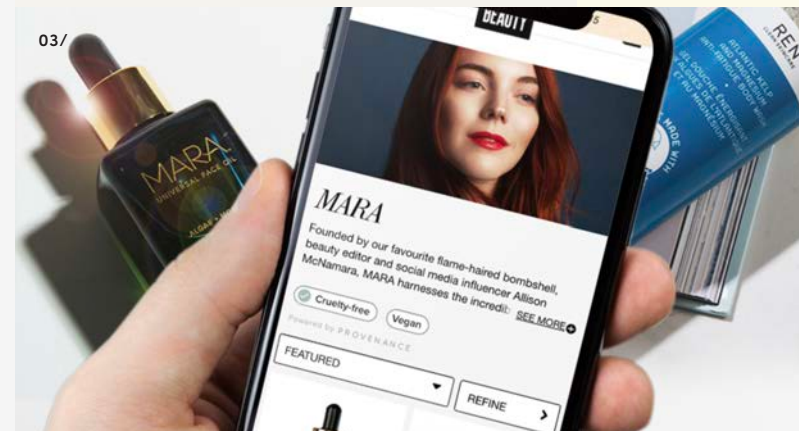


LEARN  
INGREDIENTS



SHOP CLEANER  
OPTIONS!

03/



04/

3. Be honest. Be vulnerable.  
Perfection does not exist.



05/





# We're here to help

Whether you are at the beginning of your sustainability journey, pivoting your business to address changing demands or have strong sustainability credentials you want to build on further, Together Design and The Beauty Creative partnership can help.

We'd be delighted to speak further about this report and the impact of findings on your business, your product development, packaging and brand design.

We're passionate about facilitating a more sustainable future for our clients and are proud of those we've supported so far.

## General Sources:

The Ellen MacArthur Foundation  
The Plastic Economy Summit - MAD London  
The New Sustainability: Regeneration by the  
Innovation Group JWT Intelligence 25-09-2018  
Stylus: Beauty Sustainability Roundup June 2020  
Stylus: Towards a more sustainable future series 2020  
The Future Laboratory: Miscellaneous

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