

Glossed Cause

The search for do-good makeup unearths products both green in ingredients *and* packaging.

For many consumers who are on the green hunt for beauty product goodness, offering eco-sensitive ingredients isn't enough; these savvy buyers (read: you and your clients) are seeking packaging that leaves a minimal footprint on Mother Earth. Luckily, companies are listening by shrinking packaging to scrap superfluous waste, or wrapping their products in post-consumer recycled (PCR) materials. But don't fret; this doesn't mean that they're sacrificing... well... beauty.

"We're a luxury brand. As such, our customers want to know that

not only is the product luxurious, but so is the packaging," notes Sarah J. Cherot, VP of sales and marketing for eco-beauty brand NVEY USA. Additionally, companies like NVEY ECO are employing ways to further their recycling efforts by engaging the consumer. "We also incorporate an 'ECO-Exchange Program' in which consumers have the option to return their finished components back to us in exchange for a complimentary item. Components that are returned are then recycled." Cradle-to-cradle cosmetics? Sounds like pro-beauty's eco-pursuit is quickly becoming a green reality. —*Karie L. Frost*

Sormé Treatment Cosmetics Bio-Natural Blush & Bronze Duo

in Sunshine: This glow-gorgeous duo incorporates 70% natural ingredients, including antioxidant-rich pomegranate and rooibos extracts, and is free of petroleum-based oils, artificial fragrances and parabens. **PACKAGE DEAL:** 100% recyclable packaging

Youngblood Mineral Cosmetics Large Kabuki Brush: Though its luxe goat hair bristles work to deliver a flawless, airbrushed-like finish, it's the handle that receives the eco-nod. **ECO-COMPONENT:** Youngblood's wooden brush handles sourced responsibly per Forest Stewardship Council (FSC) guidelines (fsc.org)



Aveda Nourish•Mint Sheer Mineral Lip Color in Rhubarb and **Soothing Lip Color** in Passion Flower: The organic spearmint and vanilla flavor in these moisture-packed lipsticks is only part of the green goodness; the refillable lip container is the other. **PACKAGE DEAL:** Lip case made of 96% PCR resin

Raw Natural Beauty RawMinerals Mineral Eye Shadow Trio in Toulouse: Silky light Lilac, Rose and Lavender loose mineral shadows pack plenty of punch with a formula containing sustainable soybean and corn extracts, and VitaFirm Complex. **PACKAGE DEAL:** 100% biodegradable cartons made with a minimum of 30% PCR wood or fiber

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SukiColor Pure Cream Stain Lip/Cheek

in Vermillion: This multitasking formula applies smoothly and evenly on lips and cheeks, and contains organic omega oils.

PACKAGE DEAL: Uses eco-friendly glass; packaging recyclable and from PCR stock; printed with vegetable-based inks

Von Natur by Essentials Wholesale Cheek Colour

in Sol: Micronized, cosmetic-grade mineral pigments brings out her eco-cheeky side with a formula devoid of talc, fragrance and artificial dye. **PACKAGE DEAL:** 100% recyclable

Emani Minerals Hybrid Cream Color

in No Free Ride: This handmade, creamy mineral shimmer is free of talc and parabens. **PACKAGE DEAL:** 100% recyclable carton made of 25% post-consumer and 75% pre-consumer recycled materials; printed with soy ink

Mineral Essence Vitarich Lip Color Treatment

in Very Berry: Abounding in nutrients like antioxidant-rich grape seed oil and vitamin A, this lipstick utilizes 100% certified organic ingredients and contains no parabens, additives, harsh chemicals, or preservatives.

PACKAGE DEAL: 100% recyclable packaging

Stript Cosmetics Mineral Veil

in 00120: Utilizing plant-derived, natural broad-spectrum microbial growth inhibitors to preserve the product, this talc- and paraben-free translucent primer and finishing powder imparts a responsibly chic finish. **PACKAGE DEAL:** 100% recyclable packaging made with recycled and PCR materials; printed with soy ink

Mineralogie Lip Gloss

in Chiffon: Brimming with natural goodness—avocado, grape, olive, and sweet almond oils, to name just a few ingredients—this gloss deposits vibrant color. **PACKAGE DEAL:** Containers made with 20% recycled materials; packaging printed on recycled materials using soy ink

NVEY ECO Organic Eye Shadow

in #164: This pigment-packed and petal-soft periwinkle shade contains certified organic ingredients, such as corn silk, jojoba oil and chamomile. **PACKAGE DEAL:** Recyclable carton from Sustainable Forestry Association-approved supplier boasts solvent-free, non-toxic print; plastic components recyclable

