



pebble

# Sustainable Skincare Guide 2021

# Introduction

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## Welcome to pebble magazine's first ever **Sustainable Skincare Guide.**

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As your trusted guide to stylish sustainable living, we get asked all the time about clean and vegan beauty, greenwashing around ingredients and of course, the big packaging debate...so we thought we'd put everything we've learnt over the last few years together to help you make planet friendly choices more easily in your everyday skincare and haircare routines.

Whether you're an old hand at shampoo bars or whether you're thinking about single use plastic in your toiletries for the first time, there's something here for everyone - from us, beauty and skincare experts and we've listed our favourite sustainable skincare brands too - with exclusive discounts for you to get you started.

Enjoy!

### **Georgina & team pebble**

PS...if you love this, check out our new digital community Ripples - for free virtual events, chats, topical checklists and action plans and more to help you ramp up your sustainability journey.

[SIGN UP HERE TODAY - IT'S FREE](#)



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Sustainable Brand Directory



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# **What Is Sustainable Skincare?**

The purpose of sustainable skincare is to choose products that meet our beauty needs without having a negative impact on people or the environment. It's about supporting brands that are making an effort to do the right thing from where they source their ingredients to the packaging they use.

But what makes a brand truly ethical and sustainable?

In reality, sustainable skincare is a little harder to define as there are so many terms a brand can use that are unregulated so they can mean just about anything.

Beauty brands might claim they are sustainable or ethical but they might not practice what they preach. Instead, the term 'sustainability' gets used as a marketing campaign which results in greenwashing.

The good news is that there are ways to spot a truly sustainable skincare brand and we're here to help you get clued up.

## What makes skincare sustainable?

Sustainability is a broad term so you could end up writing down a whole list of sustainability factors to test brands against. The problem is most brands won't tick every box. Sustainable skincare is a spectrum and each brand falls somewhere on that line.

Sustainability and ethics come down to personal choice too. For example, a brand might say they're cruelty free but their products contain beeswax making them non-vegan. It's up to you to decide whether you consider that factor ethical.

To make it easier, we've narrowed the factors down into four categories which we've listed below:

- Environment
- Animal welfare
- Ethics
- Health

Now let's break each of these down a bit more.



## The environment

Sustainable skincare brands should be doing everything they can to make sure their environmental impact is a positive one.

### Accreditations

Accreditations are good proof that brands are being held accountable for their claims. It means their actions are being judged against certain criteria by objective organisations.

Look out for accreditations like

- Certified Organic
- Soil Association
- Ecocert

There's also

- B Corporation
- 1% For The Planet
- COSMOS
- Fairtrade

Don't miss the country-specific accreditations too!

## Palm oil free

Brands that are palm oil free contain no environmentally devastating palm oil or any of its derivatives which is good. But it's not always as simple. Palm oil is a huge topic in the environmental debate.

On the one hand, palm oil plantations are responsible for a huge amount of destruction to rainforests and the displacement of thousands of species.

On the other hand, palm oil has the highest oil yield of any oil crop making it ironically more economical and less destructive.

Using other oils like coconut oil doesn't necessarily make a product more sustainable. In fact, if the world's dependency on oils switched to something like coconut oil, environmental destruction could be much worse.

The solution is to look for brands that use responsibly sourced oils from sustainable plantations. That doesn't actually rule out the use of palm oil if it's sourced sustainably.

## Non toxic ingredients

Non toxic refers to products that don't contain any manufactured herbicides, GMOs, artificial fertilisers, preservatives, parabens or other toxic ingredients.

Brands that market their products as non toxic are often members of the clean beauty movement. We'll talk more about clean beauty later on in the ebook. [Click here to jump to it.](#)

The term 'non toxic' is a bit of a greenwashing buzzword in the skincare industry, alongside 'natural' and even 'sustainable'. Brands might say they use non toxic ingredients in their products as a marketing ploy but that doesn't mean they don't test on animals or source their ingredients through unsustainable means. Our advice is to look at the bigger picture. What else is the skincare brand doing to be more ethical and sustainable?





## Packaging

More and more skincare brands are considering the environmental impact of their packaging which is great news. The brands that do well on packaging are those that allow you to reuse existing packaging or use compostable packaging.

Look for skincare brands that use post-consumer recycled materials or packaging that can be easily recycled like aluminium or glass.

Other brands have developed recycling schemes for difficult recyclables like plastics which saves them from ending up in landfill or polluting the ocean. We'll dive more into this later.

## Waste management

Brands that truly care about the environment consider all areas of their impact, including waste management. Their policies should be but aren't limited to:

- Water and energy management
- Being as zero waste as possible
- Using sustainable energy sources like renewables
- Office recycling programmes

## Animal welfare

Animal welfare is a huge problem in the skincare industry. Many brands test on animals or use animal derivatives. Sustainable and ethical skincare brands should not.

## Cruelty free

Brands that say their products are cruelty free means that they were not tested on animals in any part of their development.

Surprisingly, there's still some vagueness around this term. Brands that say they're cruelty free might still put animal derivatives in their products. They might not directly test on animals themselves but they could still use third-party organisations that do or even fund animal testing. Other brands won't even say either way - which is worse!

The best way around this is to look for accreditations like Leaping Bunny or PETA approved. Uses sources like Cruelty Free Kitty or check out our brand directory for brands that don't test on animals.



## Vegan

Vegan products contain no animal derived ingredients such as collagen or beeswax. We'll go into a bit more detail about vegan skincare later on, but sustainable skincare shouldn't contain any animal derivatives. Some of them may contain sustainably sourced beeswax but again that's down to personal preference.

Shockingly, many products that are labelled vegan are still tested on animals. You would think vegan products are automatically cruelty free given the ethos behind veganism, but sadly not!

When finding vegan skincare products, look at the bigger picture again. Does the brand in question have a cruelty free certification? Is it taking other steps to be ethical and sustainable?

## Ethics

Another important category that defines sustainable skincare is ethics. How their ingredients are sourced to ensuring all workers throughout the supply chain are treated fairly.

## Fair trade

Fair working rights or fair trade essentially means that all workers are treated fairly throughout the supply chain no matter where they are in the world. Selling and buying products support and improve the quality of life of the workers and prioritises people and planet over profit. People are paid and treated fairly for their work, child labour is not involved and communities aren't suffering as a result of diminishing resources.

The best way to make sure that skincare brands support workers' rights, look for brands that have been audited by a third party like the Fairtrade Foundation. Another option is to see how they talk about their workers on their website and where they get their ingredients from. Can they back up their claims?

## Transparency

Ethical ingredient sourcing and transparency are two of the most important signs of a sustainable skincare brand.

Brands that are transparent about where their ingredients come from consider all ethical and sustainable implications of sourcing them. This means thinking beyond the ingredient to the people involved in obtaining them and whether or not they were treated fairly.

It's also about considering the social implications linked to the supply chain. Whether or not the resources are disempowering communities and paying a fair price for raw materials so that suppliers are committed to ensuring safe and ethical working conditions for their workers.

Ethical ingredient sourcing also focuses on environmental impact. This might be choosing easily grown ingredients instead of ingredients that take a long time, water and energy before they're ready to harvest. Or choosing ingredients that aren't rare or exploited.

Sustainable brands work with suppliers who implement sustainable and conservation practices so as not to reduce natural resources. They might also grow their own or recreate synthetic versions in the lab.



## Giving to charity

It's increasingly common to see sustainable skincare brands with a dedicated giving policy. Typical ways of giving to look out for include B Corporations and 1% For The Planet members who give 1% of their earnings to charity.

Others work with partner charities or set up their own for causes they're passionate about to drive social change and impactful environmental work.

## Health & safety

Of course, a skincare brand can tick all the sustainability boxes but it still needs to adhere to health and safety regulations to make sure the products are safe to put on our skin.

The skincare industry for the large part is unregulated. What ingredients are deemed safe is up for debate and depends on where you are in the world. For example, the EU has banned 1300 ingredients whereas the FDA in the US has only banned 11.

Just because ingredients are natural or botanical doesn't mean they're safe. Plenty of botanical ingredients have been known to cause skin irritation and allergies. Some of the biggest offenders are cucumber, ginkgo, lavender oil, peppermint, rosemary, chamomile and tea tree oil.

To make sure your skincare isn't doing you any harm, it's always a good idea to read the ingredients list and patch test new products. If you're unsure, apps like Skin Deep by the Environmental Working Group and Think Dirty can help.

## Dermatologically tested

Another way to make sure that your sustainable skincare is safe is to check if the product has been dermatologically tested. This means that the product was by or in consultation with a dermatologist for signs of severe skin irritation, reactions and allergies.

You're not completely safe from skin irritations and reactions so you may also need to do your own testing, particularly if you have sensitive skin. If you're particularly worried, go for products that say they're hypoallergenic or fragrance free.

It's also about considering the social implications linked to the supply chain. Whether or not the resources are disempowering communities and paying a fair price for raw materials so that suppliers are committed to ensuring safe and ethical working conditions for their workers.

Ethical ingredient sourcing also focuses on environmental impact. This might be choosing easily grown ingredients instead of ingredients that take a long time, water and energy before they're ready to harvest. Or choosing ingredients that aren't rare or exploited.

Sustainable brands work with suppliers who implement sustainable and conservation practices so as not to reduce natural resources. They might also grow their own or recreate synthetic versions in the lab.

## pebble's Verdict

As you can see, there's a lot that goes into a brand's sustainability claim and not everything is straightforward or clear cut. You also have to consider your own preferences. Whether you are you happy to have beeswax or sustainably sourced palm oil in your skincare if it comes in glass for instance, rather than plastic?

We've summarised everything you need to know in a quick list to help you navigate finding a sustainable skincare brand.

# Sustainable Skincare Checklist

Here's a handy checklist of all of these issues that you can check off against your next purchase or favourite skincare brand!

- 
- |  |  |
|--|--|
| <input type="checkbox"/> Environment           | <input type="checkbox"/> Vegan                 |
| <input type="checkbox"/> Accreditations        | <input type="checkbox"/> Ethics                |
| <input type="checkbox"/> Palm oil free         | <input type="checkbox"/> Fair trade            |
| <input type="checkbox"/> Non toxic ingredients | <input type="checkbox"/> Transparency          |
| <input type="checkbox"/> Packaging             | <input type="checkbox"/> Giving to charity     |
| <input type="checkbox"/> Waste management      | <input type="checkbox"/> Health & safety       |
| <input type="checkbox"/> Animal welfare        | <input type="checkbox"/> Dermalogically tested |
| <input type="checkbox"/> Cruelty free          |  |



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**What To  
Look For  
In Sustainable  
Skincare Brands**



## Considers their environmental impact through

- Third party accreditations like Soil Association, Ecocert and Certified Organic.
- Using sustainably sourced oils.
- Using reusable, compostable or recyclable materials in their packaging.
- Adhering to waste management and energy conservation policies.



## Supports animal welfare by

- Not testing on animals in any part of the product production process.
- Using vegan ingredients that come from sustainable sources.



## Implement sustainable and ethical practices in their supply chain by

- Paying a fair wage and making sure all workers throughout the supply chain are treated fairly and work in safe conditions.
- Being transparent about ingredient sourcing.
- Choosing easily grown ingredients that don't require a lot of energy, water and time.
- Taking steps to not exploit natural resources.
- Support conservation and biodiversity.
- Donating what they can to social and conservation efforts that align with their values.



## Protect your health by

- Adhering to safety regulations and avoiding dangerous ingredients.
- Being dermatologist approved.

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**Why We Need  
Sustainable  
Skincare**

Skincare is a booming industry. The global skincare market is expected to hit skyhigh figures in 2026. This success is mainly down to the rapid development of new products and skincare regimens, but the real cost isn't just a monetary price tag.

The skincare industry has a notoriously negative impact on the environment. It contributes to pollution and drains the planet of natural resources.

Here are the reasons why we need sustainable skincare.

## Skincare is the **new fast fashion industry**

We're no strangers to the concept of fast fashion. That feverish encouragement from brands to buy for every season, the never-ending sales and the constant stream of new clothes flowing through the shops.

The skincare industry has ended up on the same path. Many skincare brands launch a new product line several times a year. That's not including product upgrades and new colours. They're then marketed to consumers as the whole new holy grail of skincare,

encouraging them to get their hands on them before they've finished the products they're already using.

They also use 12-16 skincare products a day.

This results in discarded half empty bottles of cosmetics and skincare that eventually get thrown out. It's a wasteful trend, not just because of the accumulation of usually non-recyclable packaging, but also the ingredients used in the formulas and the amount of money spent buying new products.



The average person spends £400 a year on beauty products in the UK.



## Environmental issues in the skincare industry

The fast fashion mentality in the skincare industry is a huge problem, not only because it encourages overspending and waste, but it's also responsible for a huge amount of environmental damage. Below are some of the top eco issues:

### Packaging

Packaging is a big problem in the skincare industry. A lot of it is single-use plastic and mixed materials aren't easily recycled and they take nearly 1,000 years to break down. It's also worth noting that eight million tonnes of plastic (not all from skincare) get dumped in the ocean every year. This results in pollution, sea life devastation and contamination in the food chains.

### Toxic chemicals

It's not just the packaging that's bad for the planet. Toxic chemicals in your skincare get washed down the drain and end up in the ocean, damaging fragile ecosystems and killing aquatic life. For example, oxybenzone and octinoxate in chemical based sunscreen contribute to coral bleaching.

### Water usage

There is a huge amount of water waste in skincare. In fact, it's the industry's most used ingredient. There are some concerns that usage could overtake supply. Another issue is the amount of water we use with these skincare products. One solution is to have shorter showers and turn off taps when we're not using them!

### Air pollution

Perfumes, hairsprays and deodorants are all guilty of polluting the environment as much as car emissions. An American study published in Science found that scented products emit the same amount of chemical vapours as petroleum emissions from cars. These are called VOCs - volatile organic compounds. VOCs interact with other chemicals in the atmosphere to form ozone pollution which is bad for our health and the planet.

### Ingredient sourcing

Natural ingredients are not always good news if they're unethically sourced. For example, unsustainable palm oil is contributing to widespread deforestation and climate change. The ingredient is in approximately half of all consumer goods, not just skincare!

### Fair trade

Like any commodity, fair trade applies to the skincare industry and sadly, it's had its fair share of abuses. One example is mica, an ingredient widely used in cosmetics as well as car paint. Investigations have found the use of child labour to source mica from mines in India.



## How does sustainable skincare solve these problems?

Sustainable skincare is the antidote to the fast fashion mentality. Sustainable and ethical skincare brands work to limit or mitigate their environmental impact throughout product development. They pay fairly for their ingredients and regularly audit their supply chains.

These brands consider their product's end of life by developing packaging that can be

reused or recycled. They encourage consumers to use up their products before buying new ones and limit the amount of products they release a year.

Equally, it's all about making smart buying decisions when it comes to your skincare routine.

Notice when marketing campaigns are encouraging you to spend and weigh up your needs versus wants to help you be more selective about what you put on your skin. Ultimately, smart purchasing habits are better for the planet, your skin and your wallet.

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Find our favourite sustainable skincare brands  
in our **brand directory!**

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# **What Is Vegan Beauty?**

Plant-based expert Jennifer Hirsch, AKA, [The Beauty Botanist](#), gives us the low down on vegan skincare and what to look out for. It's not always as easy as you think.

## What does vegan skincare mean?

Vegan skincare is skincare made without any animal or animal-derived ingredients including, but not limited to, lanolin, beeswax, honey, collagen, keratin, milk and silk.

## How do you know if a skincare product is really vegan?

Brands are doing their best to help you identify skincare that's suitable for vegans by labelling it as vegan, vegan-friendly or similar. Retailers like Holland & Barrett are curating the best of vegan products to make it easy to shop and have plenty of choice in product.

However, the only way to know for certain that a product is vegan is to look for products that are certified by The Vegan Society. The recognisable sunflower logo guarantees that the products do not contain any animal-derived ingredients or byproducts.

Furthermore, the logo certifies that the products and their ingredients must not involve, or have involved, testing of any kind on animals, conducted by the company on its behalf. The trademark, which is registered in the UK, Europe, the USA, Canada, Australia and India, represents the international standard for authentic vegan products.



## What are the key animal-derived ingredients to look out for?

The most easily identifiable animal-derived ingredients in an ingredient listing on pack are things like:

- honey (Mel)
- beeswax (Cera Alba)
- retinol
- collagen
- lanolin

They're surefire signs the product is not vegan.

Things like squalane and hyaluronic acid and even keratin are harder to interpret from an ingredient list because the listing name is identical whether the ingredient is vegan or animal-derived.

A way to be absolutely certain is to buy a product that says it's vegan, suitable for vegans or vegan friendly. Or to pick a product that sports The Vegan Society logo..



## Why is it important to check skincare ingredient lists?

If you have sensitivities or allergies, being able to identify whether they are in a product or not is important. It's also important that brands are transparent about what is (or isn't) in their products. It facilitates your choice as a consumer and for me that's paramount.

## What's the difference between cruelty-free and vegan skincare?

This is not entirely straightforward. Cruelty-free means that neither the product nor the ingredients nor their component parts have been tested on animals (look for Cruelty Free International's Leaping Bunny logo or PETA's bunny ear logo). Some animal-derived ingredients like bee ingredients and lanolin are considered harmfree, so can be found in cruelty-free products. Those ingredients won't be found in vegan products, however vegan products can contain ingredients that have been tested on animals.

## Are cruelty-free and vegan skincare products safe?

Yes. The movement against animal testing has driven the development of sophisticated alternatives for ensuring the safety of beauty products. It's something we as consumers should be proud of because we drove this evolution. The UK and EU have some of the most rigorous legislation around personal care products in the world.

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**Jennifer recently worked with Holland & Barrett to select her best plant-based beauty swaps.**

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**Clean Beauty:  
Let's Look At  
The Pros & Cons**

These days it's not uncommon to see beauty brands marketing themselves as 'clean'. Led by a rise in conscious consumerism, the once niche clean beauty movement has been propelled into the mainstream with major brands now starting to jump on the trend.

## **But what is clean beauty and why is it so controversial?**

**We weigh in on the clean beauty debate to try and get to the bottom of this complicated trend.**

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### **What is clean beauty?**

In a nutshell, clean beauty refers to skincare products that are 'clean of harmful ingredients'.

This usually means that clean beauty brands favour natural ingredients on the whole but still use synthetic ingredients that have been deemed safe for consumers' health and the environment.

It's a rejection of conventional beauty brands and their use of possibly dangerous ingredients such as:

- Parabens
- Synthetic fragrances
- Sodium lauryl sulphate (SLS)
- Phthalates
- Artificial colours
- Formaldehyde

From the outside, clean beauty can easily be seen as something positive as it shows a concern for our health and the planet.

However, the term 'clean beauty' has no official definition.

What's considered 'clean' or 'dirty' when it comes to skincare ingredients varies depending on the brand. That's where it starts to get murky and prone to misuse.

### **The growing trend in clean beauty**

The clean beauty movement has risen in tandem with the wellness industry, specifically 'clean-eating' and detoxification which saw an increased demand in stripped back, minimalist and 'clean' ingredients.

It also stems from the consumers' growing awareness of tougher regulations on cosmetic ingredients and more knowledge about irritant causing ingredients.

Now more than ever, consumers want to know what's actually in their skincare and why. As a result, the clean beauty movement boomed.



## The pros and cons of the clean beauty movement

### Clean beauty started mindfulness around ingredient list research

The clean beauty movement was first to shine a spotlight on just what exactly we were putting on our skin and hair everyday.

It encourages consumers to question ingredients, particularly those that are toxic, cause irritation and in worse cases are carcinogenic and disrupt hormones.

Before clean beauty, most consumers didn't pay much attention to what was in their skincare and whether they could potentially be harmful. It's thought that the rise in skin sensitivities and knowledge of possible irritations caused by synthetic ingredients have been large factors in this change of behaviour.

Now, consumers want skincare products with honest and minimalist ingredient lists. As a result, labels are being read more carefully and a more mindful approach to understanding skincare ingredients has been adopted.

### Clean beauty is an ambiguous term which is prone to greenwashing

In the general sense, clean beauty refers to skincare that uses mostly natural or naturally derived ingredients with some safe synthetics.

Seems pretty good, right?

The problem with this is that the term has no real regulatory definition.

It's ambiguous and varies depending on the brand.

There are no legal definitions for terms like 'naturally derived,' 'natural,' 'renewable' or even 'sustainable' so brands can make these claims without needing to back them up, resulting in greenwashing.

They can simply put the words 'clean ingredients' or 'natural' on the box and call it a day.

### Clean beauty holds brands accountable

By reframing the focus on the ingredients in our skincare and pushing for more natural, sustainable, and better quality ingredients, clean beauty holds conventional brands accountable for their use of potentially

dangerous and toxic ingredients.

Consumers are no longer satisfied with taking skincare ingredient lists at face value now that they have insight into what to look for. Conventional brands are feeling the pressure to step up if they want to still appeal to their customers.



## Clean beauty vilifies safe ingredients

The clean beauty movement vilifies safe ingredients in skincare on the basis that they are chemicals.

Everything is a chemical.

To top it off, whether an ingredient is safe or not isn't so straightforward. Defining toxic ingredients depends on where in the world you are. For example, the EU has banned over 1300 ingredients from cosmetics whereas the US

has only banned around 30.

Clean beauty advocates tend to be concerned with synthetic chemicals and preservatives.

However, the alternatives are not always better. Some brands use high concentrations of essential oils and denatured alcohol as well as highly irritating ingredients that increase skin sensitivity and even skin damage.

The bottom line is that naturally derived ingredients aren't always best for your skin. Conventional skincare brands tend to play it safer with their ingredients.

## Clean beauty raised awareness of the industry's environmental impact

The clean beauty movement has been attributed to starting the conversation about environmental sustainability in the industry.

Before it took off, not many conventional brands were talking about the impact of packaging on the environment or the importance of ethical ingredient sourcing, partnering with non-profit organisations or tackling environmental problems.

Once clean beauty emerged, we started to see more options on the market for recyclable

and reusable packaging, alternative plastic, eco-friendly inks and certified sustainable cardboard.

In fact, clean beauty raises awareness of the environmental impact of some of the industry's top ingredients. Some offenders include:

- Oxybenzone and octinoxate - chemicals that contribute to coral bleaching
- Triclosan - antibacterial agent that's toxic to aquatic bacteria, algae and dolphins
- Parabens - a family of preservatives that have been known to disrupt hormones
- Siloxanes - known to bioaccumulate in aquatic food chains
- Plastic microbeads - microplastics that get consumed by marine life



## Clean beauty contributes to the unethical extraction of natural resources

Clean beauty runs the risk of driving unsustainable sourcing in their extraction of natural resources. By increasing demand for natural ingredients, brands increase the risk of forced slave labour and unethical work conditions.

They can also contribute to the depletion of natural resources in those areas, leading to the destruction of the environment and disempowerment of local communities that rely on these resources.

Synthetically made ingredients that often get villified by the clean beauty movement don't run the same risks in terms of slave labour and depletion of natural resources. Although, some of them are still responsible for their environmental pollution.

## Clean beauty has paved the way for ingredient sourcing transparency

Although clean beauty methods aren't always clear cut, it has started to pave the way for more ingredient sourcing transparency in the industry.

Clean beauty brands like The Body Shop or Neal's Yard Remedies have dedicated pages on every ingredient they use. They go into

detail about how it's used, where it comes from, the labour involved in extracting it and what's being done to ensure that it's not unsustainably depleting natural resources.

Other brands have tackled the problem of unethical ingredients in skincare by replacing them with ethical alternatives. One big example of this is squalane, an ingredient used to balance oil production in skin.

The problem is, it's sourced from shark liver. That is until greater demand for transparency shifted the market towards plant based alternatives.



## Clean beauty has trigger words, not regulations

As we've already mentioned, clean beauty brands are prone to greenwashing as there are little to no regulations holding them accountable. This is taken a step further with the use of trigger words to hook consumers into the movement.

These trigger words are:

- Clean
- All-natural
- Chemical free
- Synthetic fragrance free
- Non toxic

These terms reveal nothing about the actual formula. Brands could still be using high concentrations of skin irritants that actually do a lot more harm than good.

### pebble's Verdict

In many ways, clean beauty is a controversial topic due to its ambiguity and lack of real definition. However, it's worth remembering that the movement started out of a genuine need for more transparency and better quality ingredients in skincare.

This movement encourages us to challenge what we're putting on our skin and whether it's truly necessary. Clean beauty goes beyond the skincare products themselves to consider the greater impact on health, the environment, and ethics. It's a step in the right direction for the industry and for that, it needs to be applauded.

## How to tell if clean beauty skincare is genuine

The best way to work out if a skincare product does really do what it says on the packaging is to look for external certifications that proves they're holding their claims to account. The main certifications to look out for include:

- Ecocert
- COSMOS
- Soil Association
- USDA
- EWG
- Demeter
- NaTrue

Another useful tactic is to pay attention to brands that actively encourage you to look at their ingredient lists so that you can make your own informed decisions about what you want to avoid.

If you're feeling a little overwhelmed or just want some quick answers about what's in your skincare products, apps like Skin Deep by the Environmental Working Group and Think Dirty can help.

Cutting through the clean beauty hype can take time and involve more research but finding brands that do take health and the environment seriously makes it 100% worth it.

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**Expert Answers**  
**To Everything You**  
**Want To Know**

## Got a query about sustainable skincare? We can hopefully answer it here

Jo Chidley is a chemist and the founder of [Beauty Kitchen](#), a company on a mission to create the most sustainable beauty products in the world. Widely regarded as one of the pioneers of sustainable beauty, Jo is driving the beauty industry forward with better practise approaches, always.

She is Beauty Kitchen's toughest critic, inspecting everything from the efficacy of the products to the way the ingredients are sourced, right down to the packaging sustainability for each product.

Sustainability in packaging is a subject that is close to her heart and inspired Beauty Kitchen's [Return•Refill•Repeat](#) programme. Jo's sustainability passions allow her to be able to share her ideas and knowledge on how all of us can develop new ways to build a more sustainable future.



## Are there any skin adjustments to consider when adjusting to more natural skincare? (like hair adjusting to natural shampoo)

Of course, there will always be some sort of adjustment period, like when you make changes to your diet, your wellbeing, your skincare, even your wardrobe, as you are making changes to your daily habits. With natural haircare specifically, there isn't a presence of silicone-based ingredients which creates that immediate super silky feeling. However, this 'feeling' is all an illusion, that masks concerns whereas natural haircare is all about the overall quality of your hair.

With skincare, any adjustment is generally positive as again synthetic ingredients create an illusion that masks skin concerns as opposed to natural ingredients that focus on true efficacy. Take synthetic fragrance and natural essential oils for example. One creates an illusion of scent, whereas essential oils provide real benefits and a sense of instant wellbeing.



## The average person uses between 12 - 16 products on their face. Is that too many?

Skincare routines should work in harmony with your skin type so the number of products that a person genuinely needs to use will vary. Your microbiome is there to protect you and look after your skin, which is completely unique to you and your skincare routine should compliment this. For example, over cleansing will do more harm than good and will result in a negative impact.

I try to incorporate products that can offer various benefits at once into my routine to minimise the number of products I need to purchase. A natural facial oil is a great product to include into your skincare routine for multiple purposes. Of course, as a hydrating facial oil to round up a routine, but also as an oil cleanser, cuticle oil, for boosting facial and body moisturisers, adding to natural foundation for a dewy finish, to provide intense hydration to dry patches and skin like elbows, to sooth sunburned skin to prevent peeling the list goes on. My facial oil has become so much more than that one product now!

## Is a minimalist approach to skincare better for skin health?

**A minimalist approach to me is about keeping it simple and reducing your routine down to three steps: cleanse, moisturise and protect.**

It's also again, about incorporating multitasking products into my routine, which not only creates less waste but is also positive from a financial point of view.

My one product recommendation for any skincare approach, let alone a minimalist one, is to always protect skin with an SPF product.

Natural SPF products do exist, look to ones that have biodegradable formulations which are safe for coral reefs and other ecosystems.

Going back to the point of whether there's an adjustment period to natural skincare, I think there definitely is with SPF. Synthetic SPF products are what we are used to from a mass market point of view, with fast absorbing qualities and thin clear formulations. However, generally with SPF the formulations are thicker. Sunscreen is exactly that, a product that is a screen against the sun, a barrier that shouldn't be absorbed. We aren't used to this look and feel with an SPF product so mentally there is an adjustment period around products acting in a way we aren't used to like SPF.



A minimalist approach to me is about keeping it simple and reducing your routine down to three steps: cleanse, moisturise and protect.

## How do you know if a skincare product is truly sustainable?

It's about looking beyond the label and the marketing and delving into the product in its entirety and the positive or negative impacts a product can create.

The sustainability of a product should be considered from the inside out, which I believe should be the approach industry wide.

Look to the formulation of a product but also consider what impact and waste a product's packaging could create too. Reuse is the future of sustainable skincare which is why our skincare is in packaging that customers can return for us to use again and again.

**A truly sustainable skincare product should consider all the touch points it could impact from the beginning to the end, in a circular fashion.**

This includes social fairness and how a business and product can have a positive impact on all people and natural systems that it influences.

Ask yourself:

- What is a business doing beyond selling a product to support charitable organisations?
- How do they treat employees and the supply chain?
- How is the business driving and campaigning for real change?

I believe business should be used as a force for good and much more than to create profit.

## What can we do to make sure our skincare routine is good for us and the planet?

My simple piece of advice is to reuse more, investigate into the ingredients, and consider a product's packaging waste potential before making any more purchase decisions.

Ask yourself, 'do I really need this?' and what can I make use of that's already in my skincare routine.



A truly sustainable skincare product should consider all the touch points it could impact from the beginning to the end, in a circular fashion.





## What's the difference between natural and organic skincare?

Natural and organic are words that are often used collectively however they have two very different definitions.

They are also terms that don't have a lot of regulations around them unfortunately. Put simply, the term organic refers to how an ingredient is farmed. Organic farming methods don't use the likes of synthetic fertilisers and herbicides and consider social fairness.

Natural products can be defined as something that is extracted from a plant, mineral or animal by-product but does not have to be farmed organically.

Looking to Beauty Kitchen products as an example, our Organic Vegan Body Wash contains ingredients such as coconut, olive and sunflower oil which have been organically grown.

Whereas our vegan and cruelty free Seahorse Plankton+ range contains a blend of marine extracts that are naturally derived however are not organically grown. This is because we grow the marine ingredients in giant algae baths rather than take anything organic direct from the ocean.

This process releases Co2 which we then sell back to the electric grid as part of the circular economy. This is not organic, but for me this is the most sustainable way to make these ingredients.

7

**Your Step By Step  
Beginner's Guide  
To Sustainable  
Skincare**

Want to make your skincare routine more sustainable but not sure where to start? We can help.

Read on to find a beginner's guide to making your skincare routine more earth friendly with easy steps to get you started.

## 1 Use it up

The first step towards switching to a more sustainable skincare routine is to use what you have already. You don't need to go out and buy a whole new skincare range straightaway, if at all!

## 2 Dispose of it properly

Once you've reached the end of your skincare products, recycle or repurpose the packaging.

We've got a whole guide on what to do with empties and there are some amazing beauty packaging recycling schemes to make the most of. They're free too.

## 3 Do your research

Look into skincare brands carefully so you can feel confident that they're truly sustainable.

Key areas of research to focus on include:

### Values

What drives them to do what they do?

- Are they concerned about **skin health**, the **environment** and **ethical ingredient sourcing**?

### Marketing campaigns

What messaging do they use for their products? Is it convincing? Does it seem like greenwashing?

### Accreditations

Are they accredited by any associations such as Soil Association, Leaping Bunny, NaTrue?

### Where do they spend their money

Are there any charities or organisations they support to help make the world a better place?

### Transparency

Are they transparent about their ingredient sourcing and how they treat their workers?

### Range

How many products do they release a year? Is it a lot and are they focused on wanting you to buy the latest products in the range?

A little overwhelmed?

Try apps like Skin Deep by the Environmental Working Group and Think Dirty.

You can also use [pebble's skincare recommendations](#) and the [brand directory](#) at the back of this ebook.



4

## Buy with a minimalist skincare routine in mind

Sustainable skincare is all about using a few good quality products that go a long way, so you don't get overwhelmed or overbuy. This approach will do the planet, your skin and your wallet a favour.

5

## Repeat step 1

Resist the temptation to discard half used skincare products in favour of shiny new products unless they don't work for you. Repeat the next steps in time and you're well on your way to perfecting your sustainable skincare routine!

### BONUS TIPS

6

## Ban face wipes from your bathroom

Instead, use reusable makeup remover pads, muslin cloths or organic cotton towels. All you need to do is put them in the wash and it saves you from throwing anything out!

7

## Use less water

This may seem like an obvious one but you would be surprised at how many gallons of water go down the drain when you're brushing your teeth or washing your face. Simply turn off the tap when you don't need it. Easy.

8

## Finally, sustainable skincare is a process that takes time

You don't need to hit the ground running straightaway. It's far more impactful to have a million people buy one less skincare product than it is for a thousand people to go zero waste.



# Step by step Beginner's Guide To Sustainable Skincare

- 1. Use it up
- 2. Dispose of it properly
- 3. Do your research
- 4. Buy with a minimalist skincare routine in mind
- 5. Repeat step 1
- 6. Ban face wipes from your bathroom
- 7. Use less water
- 8. Finally, sustainable skincare is a process that takes time



8

**How To Avoid**  
**Mini Travel**  
**Toiletries**

Let's face it, transporting skincare products when you're travelling is a challenge at the best of times. If you're only going abroad for a few weeks and want to pack a carry-on, you have to contend with the liquid allowances too.

The simple solution is buying a whole stack of mini toiletries. The problem? They don't last long, you still have to squeeze everything into a ziplock bag and it's a lot of single use plastic that's polluting the planet.

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## What to use instead of mini travel toiletries

You have two eco-friendly options for your toiletries.

1

The first is to invest in reusable 100ml tubes. All you need to do is fill them up with the full-sized versions of your favourite skincare essentials.

2

Another solution is to go solid. Investing in beauty bars means you can avoid the liquid hassle altogether. Solid bars are more concentrated so they last longer than even full sized liquid bottles. They're plastic free and zero waste which is a double win for the planet. We recommend [KinKind](#) and [KIND2](#).

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## Sunscreen

We all know the importance of sunscreen for our skin health but most standard sunscreens have a dirty secret. They're damaging coral reefs with their ingredient lists - specifically, oxybenzone and octinoxate.

Every year between 6,000 and 14,000 tonnes of sunscreen is washed off swimmers, divers, beachgoers and snorkelers. That doesn't

include the amount that enters the waterways through wastewater systems.

So what's the big problem? These two chemicals have been found to bleach coral reefs at an extremely low concentration. This means corals have a reduced growth rate, decreased reproduction rates and a higher susceptibility to disease and death.





To put it into perspective, just a single drop of this chemical concoction can affect 6.5 swimming pools worth of coral. Imagine how many tonnes can do.

This problem has become so huge that places like Hawaii and Palau have banned chemical sunscreens altogether in a bid to save their protected marine life.

## What to use instead

Luckily, you don't have to forgo your sun protection for the sake of the coral.

Instead, you can use a mineral-based sunscreen with non-nano zinc oxide and titanium dioxide. The difference is the mineral version acts as a sun barrier whereas the chemical based one absorbs UV rays.

Look for broad-spectrum mineral-based sunscreens that say they're reef-friendly.

Like all sustainable skincare brands, they should also be transparent about their ingredients and workers, and their packaging should at the very least be recyclable.

We love SETT for these reasons.

SETT sunscreen is 100% mineral, reef-safe and water-resistant. The product rubs in clear on the skin so there's no chance of awkward white streaks. SETT's range includes SPF30, SPF50 sunscreens, an SPF20 lip balm and SPF30 face stick.



9

**Sustainable  
Skincare  
Packaging:  
What To Do  
With Empties**

The ingredient list of skincare products is just half the battle when it comes to sustainable skincare. The other half is the packaging.



More than **120 billion** units of packaging are produced each year by the global cosmetics industry.

ZERO WASTE WEEK

A lot of that waste is bulked up by the use of plastic cellophane, complex lids and multi-layered boxes that can't be recycled.

However, it's not just plastic that's the problem.



**The cardboard boxes that envelope packaged perfumes to foundations and everything in between contributes to the loss of 18 million forests annually.**

Most of this packaging is used once and thrown away too.

We've got a few ways for you to tackle this problem head on and give a new lease of life to your empties.

Empty cosmetics packaging can have plenty of uses, it just requires a bit of creative thinking.

Or you can keep it simple and recycle your packaging for free through handy schemes. Here's how.



# How to recycle your skincare pots and packaging

## 1. Homemade candle holders

Candles are the perfect companion to bath time, meditation or simply unwinding with a little 'me-time' after a day at work. You can also use them to set the scene on a romantic dinner date at home. You don't necessarily need to go out and buy fancy ones though.

Save any jars for DIY candle holders. Glass face cream tubs or moisturisers can be washed out and used as simple tealight holders.

If you want to take it a step further, you could make your own homemade vegan-friendly candle and pour the wax straight into the jar. Keep any lids to make the candle portable and easy to store.



## 2. Mini plant pots

Have any glass skincare or perfume bottles that are too pretty to throw away? Use them as tiny vases for single flowers. Make sure you wash out any remaining product with warm soapy water and peel off the labels if you wish. Then you can fill the jar with water and add your flower.

If you want to avoid using cut flowers, fill the pots with peat-free potting mix and plant flowers with tiny roots.

Wide-rimmed jars are particularly useful for growing succulents. Clean out the pot, add peat-free potting mix and make a small hole for the succulent.

Transfer the succulent from the nursery pot with as much of its own earth as possible. Then cover up the hole and add a little gravel on top. Keep your succulents in an area with lots of light but out of direct sunlight.

You only need to water succulents when the earth is dry. Every 14 to 21 days should do it. Easy!

## 3. Seasoning pots

Transfer your beauty routine to your kitchen by turning any old empty cosmetic pots and jars into containers filled with your favourite aromatised salt and seasoning combinations like salt and rosemary, garlic and thyme salt, and chilli salt.

You could even use them to store aromatised olive oils for salads and dressings such as oil and rosemary, garlic and thyme oil, chilli, and preserved lemon oil.

As always, make sure you clean them out thoroughly first with warm water and washing up liquid to make sure they're food safe before use.



## 4. Homemade organisers

Have any used up compact containers with a mirror? Give them the job of keeping your hair bands or jewellery safe, particularly if you're travelling.

Old lip balm containers are handy for storing bobby pins. Eyeshadow palettes can be turned into small DIY sewing kits for emergency repairs when you're out and about. Not only are you turning empties into zero waste storage but you're also prepared for any wear and tear that comes your way.

*Tips courtesy of [Fuarain](#).*

## How to recycle your skincare pots and packaging

Another simple way to take care of your empties sustainably is to recycle them. If they're non-recyclable, another option is to check if your favourite brand has a recycling scheme in place.

Brands like [Beauty Kitchen](#) encourage you to send your old empties back to them in the post for free so they can fill them up and reuse them.

Both [ESPA](#) and [LOOKFANTASTIC](#) have partnered with [Recycle.Me](#) by THG to invite you to send them any plastic packaging from used beauty products from any beauty brand.

Waste plastic packaging is then turned into a weather proof and recyclable alternative to plywood which can be reused and recycled on repeat.



10

**2021's  
Sustainable  
Skincare  
Trends**

As we know, the skincare industry has got a lot to answer for in terms of ethics and the environment.

However, although there's still a long way to go, the good news is sustainable skincare is a growing trend.

An increasing number of brands are taking steps to be more eco-friendly and many more

sustainable brands are starting to emerge.

What's more, consumers have started to get clued up about what's in their ingredients and why, putting pressure on brands to make changes.

Check out these facts and figures about sustainable skincare gathered by Soil Association at their annual 2021 Trends Summit:



In 2020, the market for certified organic and natural products saw its 10th year of consecutive growth with total sales over **£120 million**.



COSMOS (global standard for certified and organic cosmetics) now has **40,000** certified products and ingredients, a **40% increase** from last year.



The global market for natural personal care products has grown exponentially from zero to **\$12 billion** within two years.



**28%** of consumers are more likely to buy organic beauty and wellness products due to the move towards online shopping in light of the pandemic.



**45%** of consumers say that organic beauty and wellness products are better for the environment.



**56%** of consumers believe beauty and wellness brands should do more to protect the environment.



Younger generations are at the forefront of the sustainable skincare trend. **28%** of 16-24 year olds are buying organic beauty products in comparison to **9%** of 55+ year olds.

## So, what's behind this growing trend?

Soil Association says the overriding factor is transparency of sustainable benefits to the environment. This can be identified in four key areas:

- 1 Better for the soil
- 2 Better for animals, cruelty free
- 3 Better for the planet
- 4 Care, fairness and trust

It's clear that there's never been a better time to make your skincare routine a force for good, not just on your skin but on people and the planet too!



# 11

# Sustainable Brand Directory

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These are pebble's favourite sustainable skincare / haircare brands.

Plus we've got exclusive discounts to make it even easier for you to swap and try them out.

## KinKind

KinKind helps British families create positive plastic free change in their bathrooms and makes it easy too. Their award-winning bars are plastic-free, lovely-to-use, handmade in the UK and posted directly through the letterbox so you don't have to worry about delivery times.

Choose from a selection of luxurious moisturiser bars, unisex shave bars bodywash bars as well as hair and skincare products. Each one is easy to use and gives you the results you expect from bottled versions - just without the plastic and water waste. In fact, you can see how many plastic bottles you're saving with every order!

**Hero Product:** Moisturiser bars

Each bar replaces multiple plastic bottles and is packed full of cocoa butter to nourish dry and rough skin on body, hands and feet.

**Packaging:** Minimalist cardboard packaging that fits through your letterbox.

Get 10% off at KinKind. Use code PEBBLE10.



## Soap Folk

Based in the Stroud Valley on the edge of the Cotswolds, the small team at Soap Folk make gentle, handmade soap bars and skincare products using the best quality, sustainable, natural and organic ingredients. You can order them as a one-off delivery or regular subscription.

You also won't find any palm oil, detergents, SLS, sorbates or plastic packaging either. Soap Folk are committed to being as zero waste as possible and they even have an All Kinds Soap Subscription for their soap offcuts. They offer Bike Drop delivery locally and have achieved the Surfers Against Sewage 'Plastic Free Champion' award.

**Hero Product:** Soap Folk All Kinds Subscription

Be a 'waste warrior' and get a delivery of off-cut soaps that come in a mix of shapes, sizes and scents, with the occasional wonky edge.

**Packaging:** Recyclable paper and posted in a recyclable Kraft box.



Get 10% off at Soap Folk. Use code PEBBLE10. One-off discount.

Get 10% off at Shoreline Shaving. Use code PEBBLE10.



## Shoreline Shaving

Located in Manchester, Shoreline Shaving, offer 100% plastic free shaving kits that are zero waste and eco-friendly. Their safety razors come in two styles: bamboo grain handle and chrome plated finish or colourful metal razors with a textured grip.

There are nine colours to choose from and each razor is designed to reduce skin irritation and shaving rash. What's more, for every bamboo razor sold, Shoreline Shaving donate part of the profit to The Ocean Cleanup. For every Coral Collection razor sold, they donate a portion of the profit to causes that support the protection of the world's coral reefs.

**Hero Product:** Shaving soap

Shoreline's orange and lavender shaving soap is natural, cruelty free and free of sulphates, parabens and palm oil.

**Packaging:** Reusable gift box, recycled cardboard and packed with zig zag paper offcuts.





## Scintilla

Previously known as Conscious House London, [Scintilla](#) have evolved to create natural, sustainable and ethical home and beauty products made from simple formulations. Women-led and based in London, they're all about helping you to adopt skincare as a form of self-care and implement sustainable swaps and practices into your routine.

Every product in their range is designed to bring you closer to nature and appreciate the power of plants. They're committed to keeping them affordable too. What's more, Scintilla donate 10% of their profits to charities they believe in, including Mind and SEED Madagascar.

**Hero Product:** Bergamot & Lemongrass Hand Cream

Rich, but non-greasy, this light but deeply moisturising hand cream absorbs easily into the skin, taking all the goodness of Shea and cocoa butter with it.

**Packaging:** Recycled and recyclable packaging including glass jars and aluminium containers.

## KIND2

All [KIND2](#) hair care products are award-winning, made with natural plant-based ingredients and contain no synthetic fragrances, colours or palm oil. They're also [vegan](#) and cruelty free and they've been certified micro-plastic free by Plastic Soup Foundation. Their solid shampoo and conditioner bars are soap-free and pH balanced, which means you don't need to worry about a transition period.

Each bar saves two plastic bottles from being created. KIND2 also work with a Social Enterprise supporting people with autism and learning difficulties to gain skills and employment and they plant a tree with every order.

**Hero Product:** Two in One

This hero product is made with upcycled Hemp Seed Oil from discarded food waste and was awarded "Best New Sustainable Hair Product" at the 2021 Pure Beauty Global Awards.

**Packaging:** Compostable/ recyclable and made with carbon balanced paper supporting The World Land Trust.

Get 15% off at Kind2.  
Use code KIND2PEBBLE.  
Not applicable to  
subscriptions.



## MamaSia

**MamaSia** is an award-winning, natural skincare and wellbeing brand based in the UK. Their products are formulated on traditional African principles fused with a modern Western twist. Most of their ingredients are sourced directly from their family lands in West Africa with ingredients including shea butter, cocoa butter, moringa and baobab.

Their aim is to share their ingredients and knowledge with you, inspire your journey towards nature and a healthier lifestyle and assist you every step of the way (SIA). What's more, 5% of their annual income is given back to their extended family in rural Ghana.

**Hero Product:** Shea Zest Body & Hair Butter

This intensely rich body butter contains lemongrass oil and it can be used to hydrate and nourish skin and hair for 24 hours (skin) to a week (hair).

**Packaging:** 100% recyclable lightweight containers and recyclable amber glass bottles.



Get 10% off at MamaSia.  
Use code WELCOME  
when you sign up to  
their newsletter.



Get 25% off Maiiro.  
Use code PEBBLE25.

## Maiiro

**Maiiro** is a sustainable, hand-harvested seaweed skincare brand inspired by a family tradition from the island of Guernsey. The brand was created out of a need for a natural skincare solution which did more than mask skin issues. Their signature Kelpogen5 collection is made using a powerful formulation of five marine ingredients including seaweed and the antioxidant Astaxanthin which protect and boost the skin's own natural function.

Maiiro uses organic and vegan ingredients (except the lip salves which contain beeswax) that are cruelty free and sustainably sourced so as to protect the ecological balance of the ocean.

**Hero Product:** Organic Anti-Blemish Cream

This lightweight, fragrance-free, calming moisturiser helps to instantly soothe and hydrate inflamed skin.

**Packaging:** All packaging is 100% recyclable or biodegradable.





Get 15% off at Milly and Sissy. Use code PEBBLE15.

## Milly and Sissy

Milly and Sissy are committed to having a positive impact on the environment with their range of vegan, cruelty free and eco-friendly beauty products. They use 99.7% natural ingredients except for the synthetic fragrances. They avoid using essential oils to ensure that their products are both biodegradable and hypoallergenic. Formulations are SLS free, paraben free and palm oil free.

What’s more, all their products come with reusable glass or aluminium bottles which can be refilled using concentrated formulas in compostable sachets. This means no water is transported, giving an impressive 94% reduction in transport carbon emissions.

**Hero Product:** Zero Waste Sweet Cherry Hand Wash

This low lather hand wash will leave your hands feeling smooth, moisturised and clean.

**Packaging:** Packaged in biodegradable sachets that can be put in the home compost bin.

## Beauty Kitchen

Beauty Kitchen are a B Corp certified business on a mission to create the most effective, natural and sustainable beauty products in the world. Every product in their award-winning range has been designed with sustainability at its heart from their Return Refill Repeat packaging right down to their microplastic free ingredients.

Beauty Kitchen are all about making small changes that have a big impact. All their products are Leaping Bunny approved and handmade in the UK. They also give 2% of sales to charities including the Seahorse Trust and the Plastic Soup Foundation.

**Hero Product:** Seahorse Plankton + High Definition Facial Oil

Proven to boost collagen in just 24 hours and reduce the appearance of face spots, dry lines and wrinkles leaving a noticeably even texture and tone.

**Packaging:** Aluminium, glass or plastic that can be sent back via freepost and recycled.

Get 20% off at Beauty Kitchen. Use code PEBBLE20.



## Hairstory

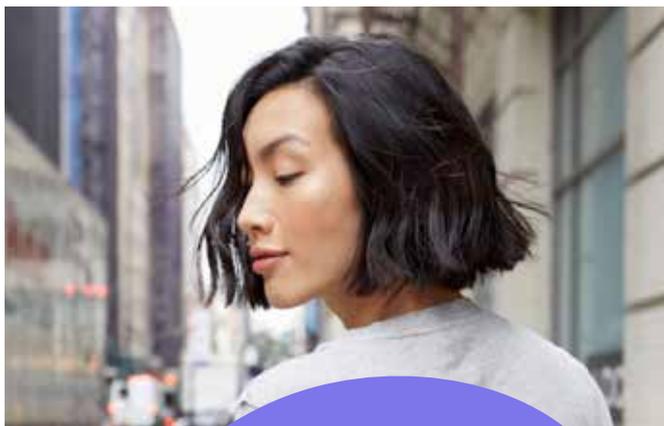
Hairstory is built by a team of hair industry veterans with a combined 50+ years of experience in hair care. After decades of trial and error, they've developed a line of products that leave your hair clean, shiny, and healthy - without using any of the harmful ingredients typically found in shampoo.

Hairstory recognise that everyone's hair is different and requires a personalised approach which is why they invite new customers to find their perfect hair care combination with their customised quiz. They're also passionate about protecting the environment and members of 1% For The Planet.

**Hero Product:** New Wash

New Wash is a moisturising, detangling, shampoo-alternative that will transform your hair to the way it was before detergents dried your hair out.

**Packaging:** XXX



Get up to 15% off when you join the Refill Club. Discount code is automatically generated when you sign up.



Get 20% off at FOAMIE. Use code PEBBLE.

## FOAMIE

German skin and hair care brand, FOAMIE have reinvented the traditional bar of soap to create 'soap-free' products that are pH balanced. All of FOAMIE'S products have gentle formulas which cleanses skin and washes hair without drying. Best of all, there's no transition period when switching.

Their shampoo bars are made with high quality ingredients that are free from sulphates, SLS, parabens and alcohol. They're also vegan, cruelty free and RSPO certified. FOAMIE's bars have an ergonomic design which makes them easy to hold. Plus, they come with a string attached so you can hang them up after use.

**Hero Product:** Coconut Shampoo Bar For Normal Hair

This shampoo bar contains wheat proteins and coconut for strong, supply hair with additional shine.

**Packaging:** Recyclable cardboard packaging



## Astris & Green

Astris & Green was created to make sustainable swaps easier and more accessible. The online eco store offers a range of products from skincare to bathroom essentials and gifts - all from eco-friendly and ethical brands that are dedicated to making a difference.

Astris & Green's extensive skincare collection features top quality and plastic free brands including White Rabbit, Salt + Steam and Heavenly Organics. There's also a whole section on men's grooming with highlights such as

beard oils and plastic free razors. Each brand has been carefully selected in line with Astris & Green's sustainable, ethical and positive ethos.

**Hero Product:** White Rabbit Lime & Coconut Cleansing Water

This gentle cleanser and makeup remover removes oil and dirt from your pores whilst hydrating your skin.

**Packaging:** Recyclable packaging including glass jars and aluminium containers.



Get 15% off skincare  
(including men's) at  
Astris & Green.  
Use code PEBBLE15.  
Valid until 30th June 2021.

# Thanks for reading pebble magazine's Sustainable Skincare Guide.

## Inspired?

Share your thoughts, journey or favourite sustainable skincare products with us on social.



## Want more?

Subscribe for free to our weekly pebble post newsletter PACKED with ethical ideas, sustainable swaps, features, reviews and more to help you reduce your impact on the planet.

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Check out our new digital community Ripples - for free virtual events, daily chats, topical checklists and action plans and more to help you ramp up your sustainability journey. Do more than just like and scroll, come and learn and connect with us and 100s of other people who care about the planet.

[SIGN UP HERE TODAY - IT'S FREE.](#)



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