
CLINIQUE

Beauty and Cosmetics
Sustainability Research

Table of Contents:

The brands have been broken into three categories:

1. Skincare
2. Prestige/Luxury
3. Overall Industry Sustainability Leader

1. The Skincare Category

MAYBELLINE
NEW YORK

MAC

bareMinerals®

*Listed in order of our sustainability rankings

MAYBELLINE[®]
NEW YORK

“Conscious Together” Sustainability Program

- Relatively new program introduced in January 2022
- Established four goals it aims to achieve by 2030
 1. Conscious Packaging
 2. Conscious Production
 3. Conscious Formulas
 4. Conscious Disposal



A woman with long, dark braids is sitting on a grassy field, looking out over a city skyline. She is wearing a dark brown long-sleeved top and light blue pants. The city skyline in the background features several tall buildings, including the Freedom Tower. The sky is blue with scattered white clouds. The entire image is framed by a teal border.

MAYBELLINE[®]
NEW YORK

Maybelline X The Recycling Partnership

Maybelline began a partnership with The Recycling Partnership and the launch of their Small-Town Access Fund in 2022. This fund will provide access to recycling for communities across the country with populations less than 50,000.

2022 Goal -- To impact over 45 thousand households by significantly reducing contamination and capturing more than 3,200 TONS of quality recyclables.

Source: [Maybelline Conscious Together](#)

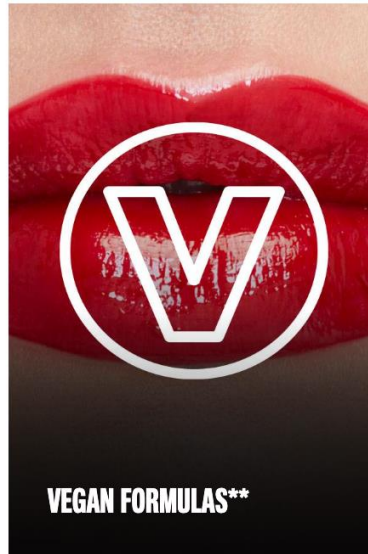
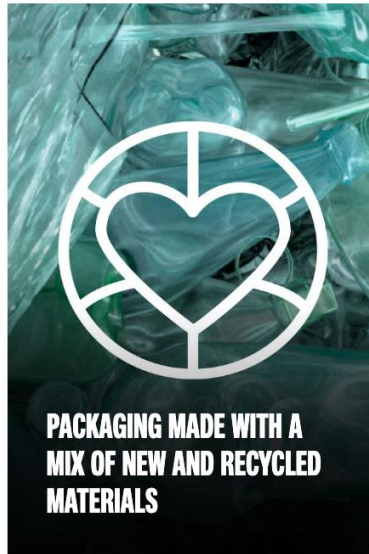


Maybelline Green Edition Makeup Line

- “Green Edition is a product line with a holistic perspective on consumer choices. Maybelline understands that consumers are looking for high-performing products that are designed with all the world’s inhabitants in mind, but most importantly: you. That’s why Green Edition is built on four pillars.”



Minimum of 70% natural
origin ingredients



Don't contain certain
ingredients some
consumers seek to avoid

Maybelline Green Edition Makeup Line

- Much more sustainable packaging using up to 95% recycled materials



Maybelline Green Edition Makeup Line Cradle to Cradle Certified

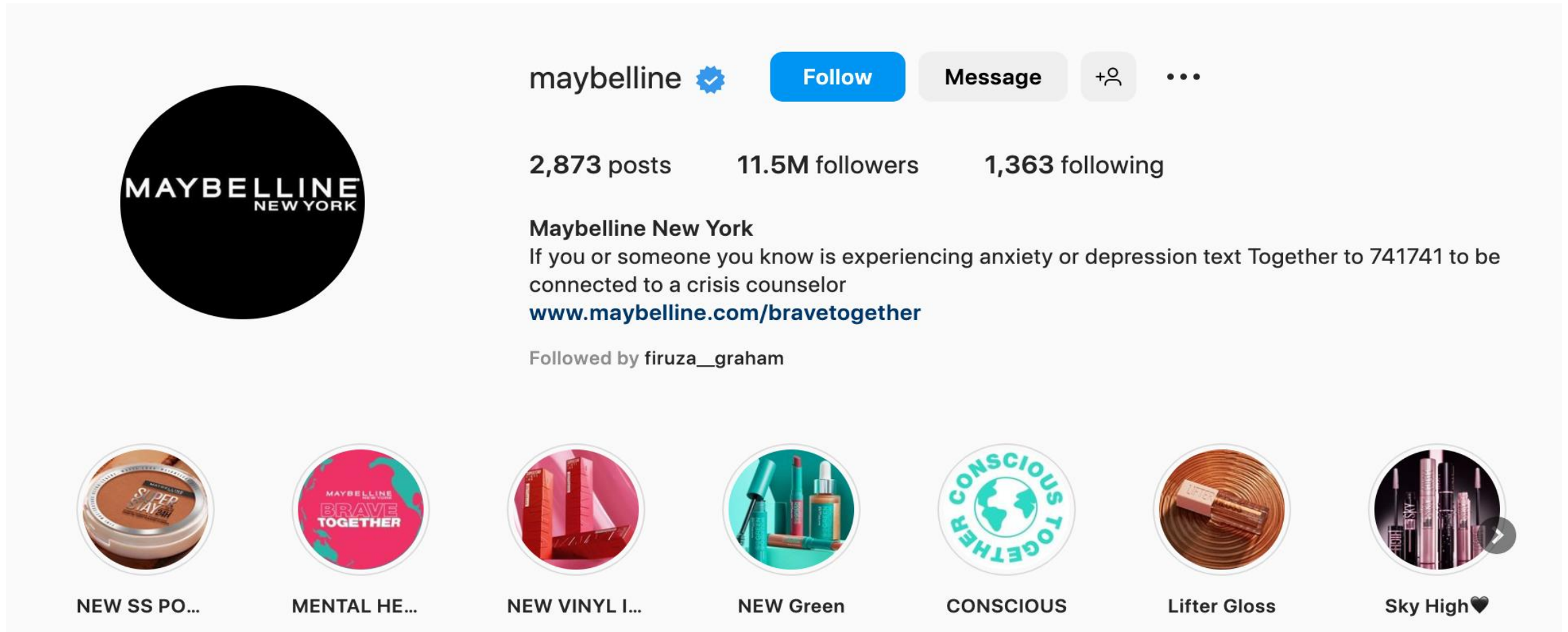


- Green Edition is the first makeup brand to be [Cradle to Cradle](#) certified
- This certification is a globally recognized and trusted, science-based measure of product sustainability
- Products are assessed across social and environmental performance in five categories including all aspects of product design and manufacturing
 - Material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness.




Sustainability on Social Media

They have few to no social media posts on sustainability

On Instagram account they have a "Conscious Together" and "New Green" story, however, they haven't added to it since the launch of the program










The screenshot shows the Instagram profile for Maybelline New York. The profile picture is a black circle with the text "MAYBELLINE NEW YORK" in white. The name "maybelline" is displayed with a verified badge. Action buttons for "Follow", "Message", and a share icon are visible. The profile statistics are: 2,873 posts, 11.5M followers, and 1,363 following. The bio includes the text "Maybelline New York" and "If you or someone you know is experiencing anxiety or depression text Together to 741741 to be connected to a crisis counselor", followed by the link www.maybelline.com/bravetogether. Below the bio, it says "Followed by firuza__graham". A grid of seven story highlights is shown at the bottom, each with a circular icon and a caption: "NEW SS PO...", "MENTAL HE...", "NEW VINYL I...", "NEW Green", "CONSCIOUS", "Lifter Gloss", and "Sky High".


maybelline  [Follow](#) [Message](#)  

2,873 posts 11.5M followers 1,363 following

Maybelline New York
If you or someone you know is experiencing anxiety or depression text Together to 741741 to be connected to a crisis counselor
www.maybelline.com/bravetogether

Followed by [firuza__graham](#)

NEW SS PO... MENTAL HE... NEW VINYL I... NEW Green CONSCIOUS Lifter Gloss Sky High 

MAC

MAC Cares – Conscious Beauty, Clear Benefits

- MAC Cares is a series of commitments to show that MAC’s purpose “goes beyond the products we develop to the communities we serve and the planet we live in.”
- One of those commitments is *Conscious Beauty, Clear Benefits*
 - “Protecting our planet and you”
 - MAC attempts to be more transparent in which ingredients are used
 - Continuously upgrading formulation standards
 - Back-to-Mac is one of the programs involved in this commitment

“Back-To-MAC” Sustainability Program

- Recycling program launched over 30 years ago
- Created because most makeup packaging isn't accepted at local recycling service
- “Through our BACK 2 MAC take back program, MAC is working to reduce the environmental impact of our packaging by helping to reduce the amount of plastic sent to landfill”
- If you bring in 6 empty containers, you get a free product! (discontinuing March 2023 but sounds like a new program is coming)
- 490,000 pounds of containers were processed in 2020 in North America

M·A·C



01 Return your clean, empty products to a participating M·A·C counter* in-store [or ONLINE]

M·A·C



02 If they can be recycled, they'll be shredded, washed, re-pelletized and recycled into the production of new materials - or, in some places, they'll become a new M·A·C product!**

M·A·C



03 The packaging that cannot be recycled will be converted into energy.

Former MAC employee breaks down the end of the free product incentive and speculates what's next ([TikTok](#))



**FREE SHIPPING
WITH \$35+ PURCHASE.
PLUS, FREE RETURNS.**
ON ALL ORDERS. ALL THE TIME.



INGING

We know there is more we can do. That's why, after March 31, 2023, we will discontinue the free product incentive (though you can continue to bring in your MAC samples!), as we evolve the program toward greater action and impact for change.



TikTok
@julesonthecorner

MAC getting acknowledged for its efforts by Sustainable Packaging Coalition

Olga Kachook, senior manager of the Sustainable Packaging Coalition, recently praised MAC's efforts in tackling cosmetic plastic waste. Kachook told Beauty Packaging that the

Back-To-MAC program is "a great example" of a company leaning into the challenges and working to build meaningful solutions.

"We applaud MAC Cosmetics for their continued dedication to the Back-To-MAC program," she said. "And we hope it helps create a place for cosmetics packaging in the circular economy."

Source: [The Cool Down](#)

Sustainability on Social Media

They have few to no social media posts on sustainability

Posted on Instagram advertising their new skincare line "Hyper Real" that promotes safe and clean products



bareMinerals®

Look Good, Feel Good, and Do Good for the Planet

- bareMineral's purpose is to help its consumers look good, feel good, and to do good for the Planet
- To be more efficient and sustainable, bareMinerals has focused on four main areas
 - **Packaging**
 - Minimize use of plastic and virgin materials, use FSC certified paper, and introduced makeup bags from recycled plastic bottles
 - **Store Design**
 - Integrated repurposed materials into product displays
 - **Recycling**
 - Give Back, Get Back Recycling Program (next slide)
 - **Shipping**
 - Introduced smaller boxes in better materials to reduce shipping material

Give Back, Get Back Recycling Program

How the Program Works

- Bring in full-size empty makeup and skincare containers (any brand) to a bareMinerals boutique
- For each item recycled, you'll earn 5 points toward the bareMinerals loyalty program
- Recently began offering online recycling
 - Add a free mail-in recycling kit to your next order, place your empty products inside (bareMinerals only), and use the pre-paid USPS label to return for recycling.
 - Earn 20 points for the recycling kit

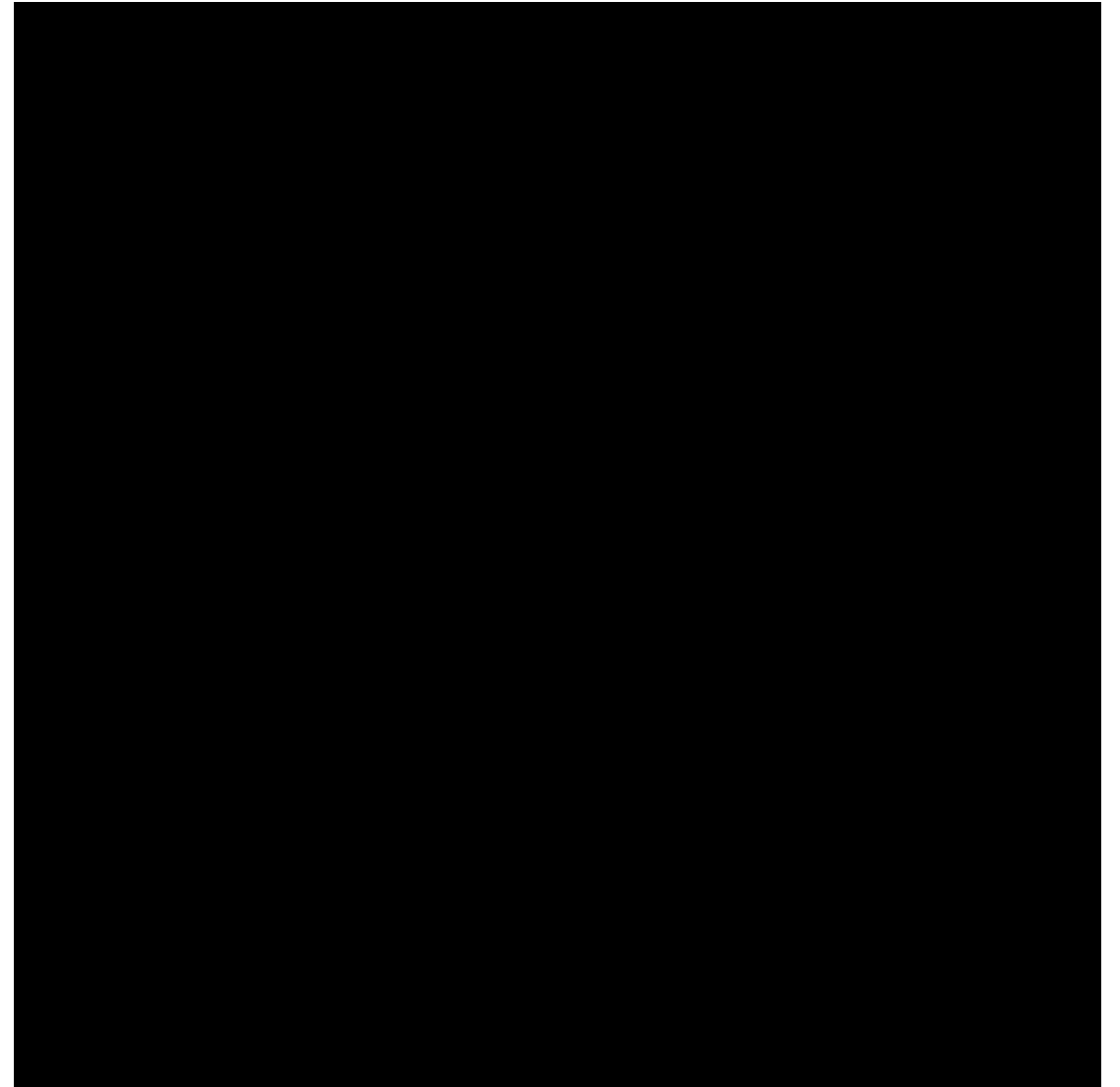
Program Success

- Prevented 63,899 pounds of plastic material waste kept from landfills in the U.S. as of January 2022
 - That number was 44,957 pounds in Aug 2020



Sustainable Holiday Collections

- Each holiday season bareMinerals creates a holiday collection with its sustainable products and packaging
- Their efforts include
 - Using less plastic
 - Pre-wrapped gifts using recyclable, FSC-certified paper
 - Makeup bags made from plastic bottles, lipstick tubes crafted with recycled aluminum and recycled plastic brush handles, jar caps and more.
 - Plant-based trays
 - Clean, vegan products



Clean Without Compromise

OUR CLEAN WITHOUT COMPROMISE LIST



cruelty-free



paraben-free



phthalate-free



formaldehyde-free



chemical
sunscreen-free



triclosan-free



triclocarban-free



propylene
glycol-free



mineral oil-free



coal tar-free



microbead-free

Every bareMinerals formula contains only what's needed, and nothing else. The majority of our products are vegan, including all of our skincare, and many are free of gluten, synthetic fragrance and more. Did you know, our best-selling ORIGINAL Loose Mineral Foundation contains only 5 natural mineral ingredients?

Clean Without Compromise



PRIME TIME HYDRATE &
GLOW PRIMER \$28.00
★★★ 3.0 (2)
Size: 1oz / 30ml

Qty:

! *Sorry, we ran out of this product.*

DETAILS -

Free of:
Cruelty-free, Vegan, Paraben-free, Formaldehyde-free,
Sulfate-free, Synthetic fragrance-free, Petrolatum-free,
Phthalate-free, Propylene glycol-free, Gluten-free

Created a “Free of:” section in each products details to highlight the natural, clean formulations



Sustainability on Social Media

They have few to no social media posts on sustainability

However, it does have “#CleanBeauty brand” and “Skin-loving naturals” in its bio



The image shows a screenshot of the Instagram profile for 'bareminerals'. The profile picture is a circular logo with the lowercase letters 'b' and 'M' in a stylized font. The name 'bareminerals' is displayed with a blue verification checkmark. To the right of the name are three buttons: a blue 'Follow' button, a grey 'Message' button, and a grey button with a plus sign and a person icon. Below the name, the profile statistics are shown: '4,599 posts', '1.2M followers', and '953 following'. The bio text reads: 'bareMinerals', 'The original #CleanBeauty brand. ✨', 'Cruelty-Free. 🐰 Skin-loving naturals. 🌿', and a link 'likeshop.me/bareminerals'.

bareminerals ✓ [Follow](#) [Message](#) + [...](#)

4,599 posts 1.2M followers 953 following

bareMinerals
The original #CleanBeauty brand. ✨
Cruelty-Free. 🐰 Skin-loving naturals. 🌿
likeshop.me/bareminerals

2. The Prestige/Luxury Category

Kiehl's
SINCE 1851


CHANEL

Kiehl's



S I N C E 1 8 5 1

Main Mission and Values

Three main goals...

1. Sustainability
2. Responsibility
3. Transparency

Mission Statement

"making for better citizens, better firms, and better communities."

Future Made Better Mission

“**Future Made Better** is our journey toward reducing our environmental impact and improving the communities we serve’



Formulas Made Better

- ☒ Renewable/replenishable ingredients
- ☒ Water waste reduction
- ☒ Sustainable farming for raw ingredients



Packaging Made Better

- More than 80% of packages are made with post-consumer recycled materials
- 73% of products do NOT use secondary packaging



Manufacturing Made Better

- 100% renewable electricity

Future Made Better

For many of its products sold online, Kiehl's includes a section in the product description about how that product is meeting the three goals of sustainability



Midnight Recovery Concentrate Moisturizing Face Oil

A moisturizing face oil formulated with botanicals and oils to visibly replenish and ...

\$56.00

(\$1.87 / ml)

Select a size

1.0 fl oz / 30 ml ▾

Quantity

- 1 +

\$56.00 — ADD TO BAG



Packaging Made Better

Packaged in FSC-Certified paper carton



Formulas Made Better

Made with 100% Renewable Ingredients



Manufacturing Made Better

Made with 100% Renewable Energy Sources

Future Made Better on Website

- Select products are marked with this stamp on its website. It's unclear what the requirements are to receive this Future Made Better stamp



Ferulic Brew Antioxidant Facial Treatment with Lactic Acid

★★★★★ (554)

\$60.00



Clearly Corrective Dark Spot Corrector

★★★★★ (1456)

\$155.00



Epidermal Re-Texturizing Micro-Dermabrasion

★★★★★ (167)

\$46.00

Made Better John Legend Partnership

- Partnered with John Legend in 2019 to promote their sustainability efforts and launch a limited-edition facemask with portion of proceeds going to environmental charities ([facemask](#))
- (Video on following slide)

Kiehl's uses
promotion
techniques like
celebrity
endorsements
to promote a
passion for a
better world

Kiehl's Family Rewards Program

- Earn points by recycling products at local Kiehl's locations
- 100 points = \$10 voucher



Recycle

Earn 10 points per Kiehl's empty when you recycle at your local store.



Sustainability on Social Media

Has a "Made Better" story, however it hasn't been used in 66 weeks (images below)

Only occasional posts on sustainability



When posting on sustainability, Keihl's tends to focus about their refillable pouches



**Video post highlighting Future
Made Better Program**



**MADE
BETTER**

Sustainability on Social Media

Similar content on Twitter.

Encouraging consumers to bring in empties to recycle and earn points






 **Kiehl's Since 1851** 
@Kiehls


Clean out your beauty cabinet and earn rewards 🙌
Each Kiehl's empty ➡️ 10 points through our Kiehl's Family Rewards 🎁 for perks like a birthday gift, exclusive offers, and more!
[#Kiehls](#) [#FutureMadeBetter](#)
[#KiehlsFamilyRewards](#) [#Skincare](#)



← **Tweet**

 **Kiehl's Since 1851** 
@Kiehls

Give the gift of packaging made better this holiday with our Kiehl's refillables! 
[#KiehlsUS](#) [#holidaygifts](#)
[#SkincareAboutSomeone](#)



Partnerships through *Kiehl's Gives* Program

Feeding America



- Kiehl's has offered support for 8 years now
- Helping spread awareness of food poverty --> 8 million meals
- They realize food insecurity is a problem

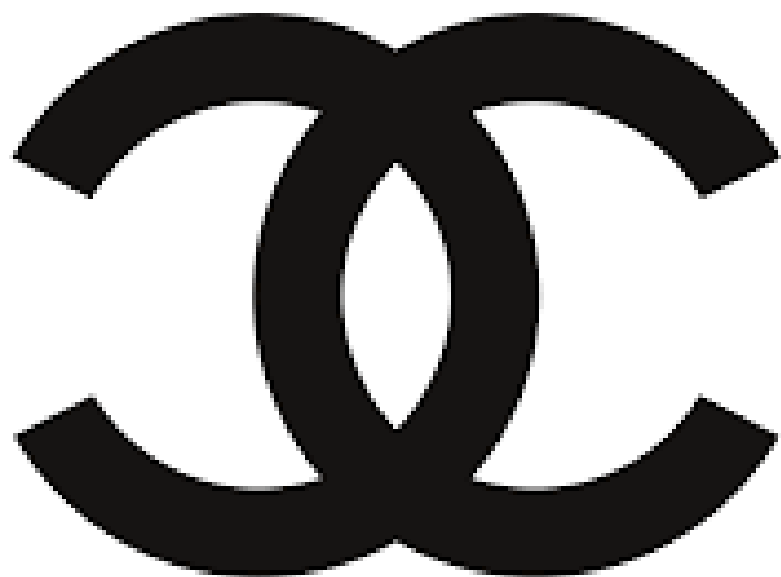
Earth Day Network



- Started supporting the Earth Day Network in 2019
- Kiehl's joins over 75,000 partners
- Goal of partnership is to build the worldwide environment
 - Support city wide cleanup
 - Tree and Nature Restoration

Sustainability Shortcomings for Kiehl's

1. Don't have specific initiatives to offset carbon footprint
2. NOT cruelty-free
3. NOT vegan



CHANEL

Chanel and Kiehl's Share Similar Plans

- Chanel's sustainability program is the most similar to Kiehl's and the most established compared to Bobbi Brown and Tula. Chanel and Kiehl are similar in terms of sustainability and taking action. Chanel has plans to continue to grow to be even more sustainable by 2025 and 2030.
- While Chanel may be behind the ball, they seem to be trying to make up for it with big goals and transparency

Chanel Mission 1.5°



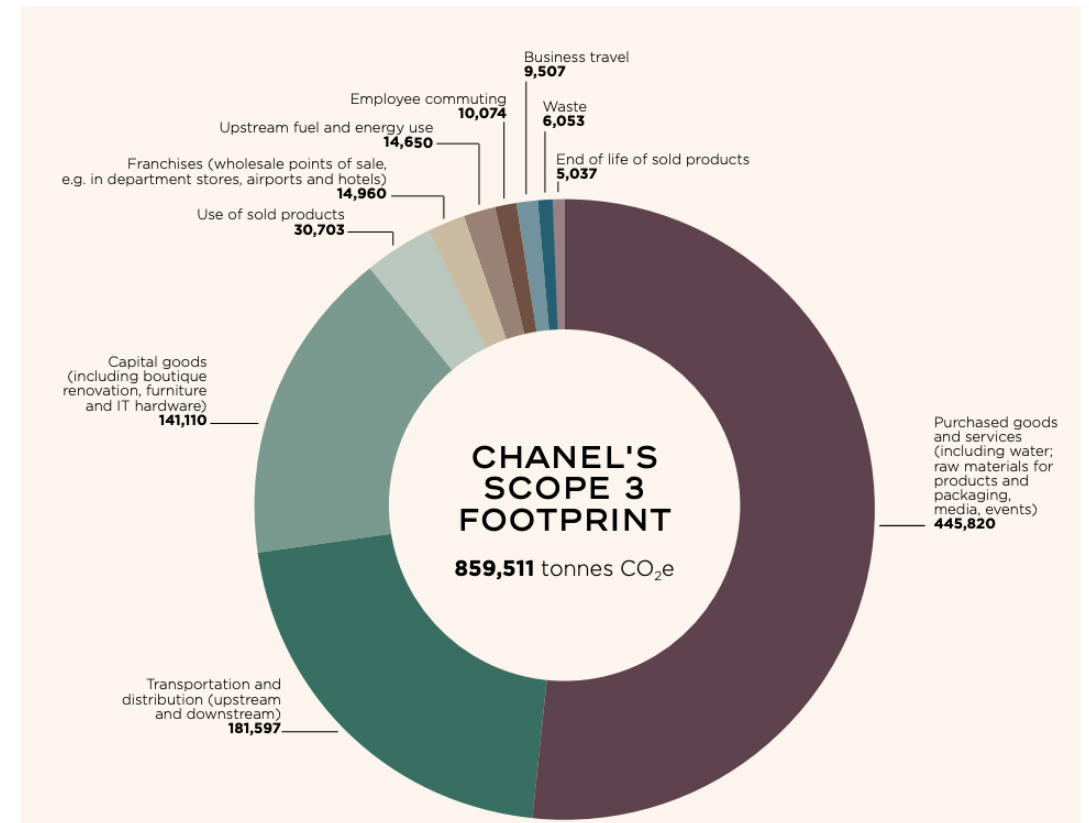
- Climate action plan to 2030, launched in 2020
- “Focused on transforming the business in line with the ambitions of the Paris Agreement on climate change to limit the average global mean temperature increase to 1.5 degrees Celsius above pre-industrial levels”
- Also, in line with Glasgow Climate Pact of 2021
- The entire Chanel brand in all industries is a part of this mission
- A few main science-based targets
 - Decrease Chanel carbon footprint by 50% by 2030
 - Decrease emissions from Chanel value chain by 40% per unit sold by 2030
 - Aim to shift 100% renewable electricity into operations by 2025 (joining RE100 global initiative)

Chanel Mission 1.5°



- The plan goes on to provide a detailed description of Chanel's carbon footprint and how it plans to decrease it
- Also shows progress, gives a case study, and outlines other ways Chanel is working to be more sustainable

CHANEL'S SCOPE 3 FOOTPRINT (tonnes CO₂e, based on the GHG Protocol categories)



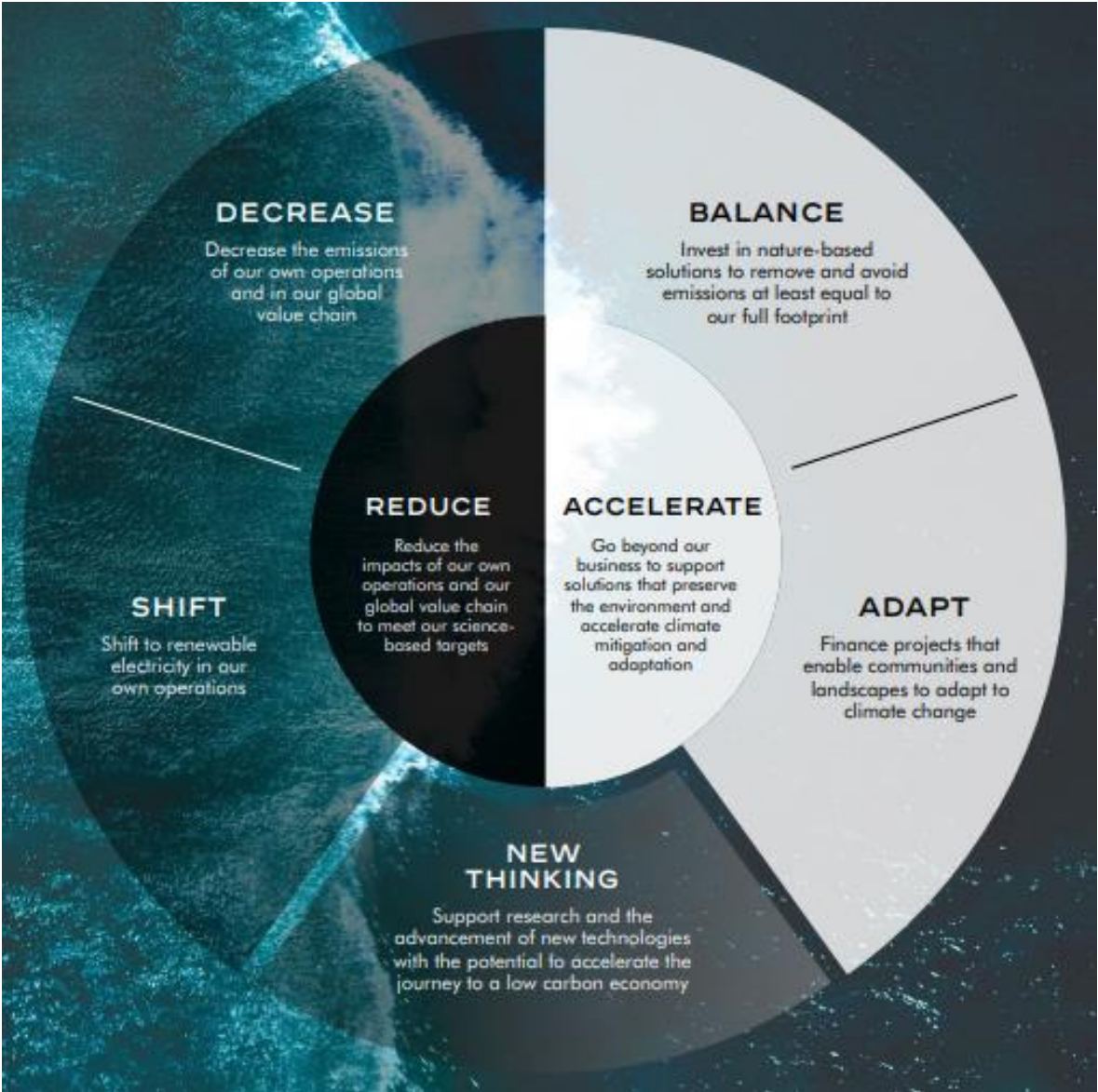
Chanel Mission 1.5° -- Supporting Initiatives

- Believe their ability to create change is stronger when working together with partners.
- Also, Chanel wants to play a role in reducing carbon in the atmosphere beyond its internal operations. Support initiatives such as Livelihoods Carbon Fund and Landscape Resilience Fund

WE ARE A MEMBER OR SUPPORTER OF A NUMBER OF COALITIONS AND INITIATIVES DRIVING CLIMATE ACTION:

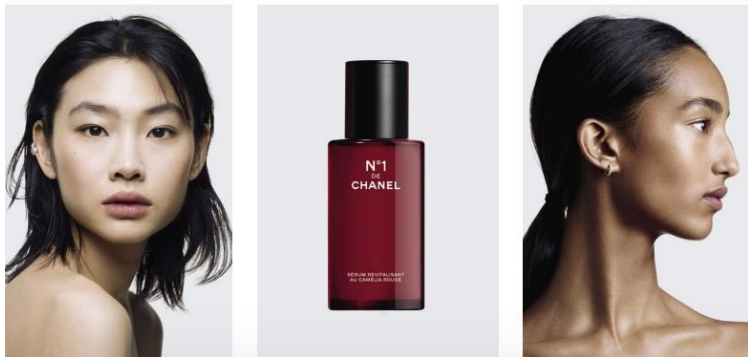
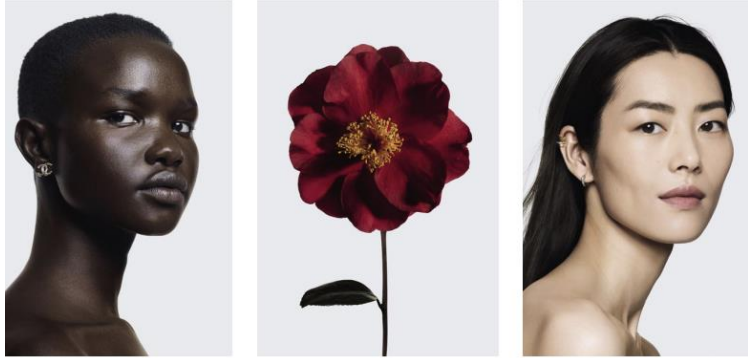
Chanel Mission 1.5



N°1 DE CHANEL

- Chanel's first eco-responsible skincare, fragrance, and make-up line
- Uses formulas that contain up to 97% natural origin ingredients and up to 76% camellia derivatives
- Eco-designed packaging
 - Glass jar bottles weight reduced by 30% on average
 - These jars are refillable
 - Relied on global stock warehouses closer to production facilities to limit transportation
 - Lids are 90% biobased materials

N°1 DE CHANEL



NEXT-GENERATION BEAUTY
WITH AN ECO-RESPONSIBLE
APPROACH



Chanel Social Media Sustainability

- Pretty weak sustainability on social media
- Have an Instagram story on N°1 De Chanel, eco-responsible product line, yet don't post on it often
- They also have a handful of posts on N°1 De Chanel, yet very rarely mention how its sustainable/eco-responsible

Greenwashing or Legit?

- There are some conflicting views:
 - The [Impakter](#) Index gave Chanel a sustainability rating C (mediocre)
 - [good on you](#) gave Chanel an overall sustainability rating of “Not Good Enough”
 - [LiveKindly](#) accused Chanel’s new Eco Beauty Line as “Glam Greenwashing”
- It's important to note that many of these articles were discussing Chanel as a whole which includes its clothing and accessories products
 - Many issues noted were more directly involved with clothing industry
- The main issue consistently noted was a lack of supply chain transparency and non-eco-friendly materials used for many products

Greenwashing or Legit?

- However, each article that had a negative perspective on Chanel's sustainability practices also discussed how Chanel has made significant strides in the last few years with its 1.5° Mission and progress report
- In fact, about 80% of the Impakter article/rating discussed all the great steps Chanel has taken to reduce its carbon footprint and emissions
- While LiveKindly brought up good arguments about how such a large, lucrative company like Chanel can do much better, the article still admitted that the N°1 De Chanel line was a step in the right direction
- Ultimately, there is plenty of criticism for Chanel's lack of sustainability efforts in the past. Yet, there seems to be an equal amount of optimism for the steps forward that it's taken in recent years. Still a long way to go.
- Chanel appears serious about achieving its new sustainability mission and it shows in its report and new eco-responsible product line. Additionally, Chanel hired successful global chief sustainability officer Kate Wylie.

3. The Sustainability Leader Category

ILIA

Ilia's Mission

- Protect and Revive your skin and the planet
- All about clean beauty
 - Focused on ingredients/formulations that are safe for the skin and the planet
- Another big focus is on recycling efforts/sustainable packaging focus
 - Hard to find an article that doesn't mention Ilia's recycling/packaging efforts
 - Most products come in minimal packaging, paper-based, and easily recycled ([Forbes](#))
 - Its partnership with PACT Collective helps with hard-to-recycle products

Sustainability Efforts

- Partnership with **PACT Collective** focused on ending packaging waste
- **More Sustainable Packaging**
 - Recycled aluminum, glass components, minimal packaging and responsibly sourced paper
- Partnership with **1% for the Planet and One Tree Planted**
 - Committed 1% of specific product sales to environmental causes
 - Aims to plant 1 million trees by the end of 2023
- **Leaping Bunny Certified**
 - No new animal tests used in the development of products
- **USDA-Organic Certified Ingredients**

PACT Collective

- Partnered with [PACT Collective](#) to recycle makeup “empties”
 - Pact Collective is a non-profit looking to end packaging waste in the beauty and wellness industries
 - Ilia has provided 30% of all PACT collected material – Leading contributor
- Want to help consumers recycle the hard-to-recycle packages
- Ilia encourages U.S. customers to mail in up to 10 empty beauty products per month (any brand!) and Pact Collective ensures that they are broken down properly to avoid landfills

Let's Recycle Your Empties



STEP ONE

Fill out the form below to request a prepaid shipping label.



STEP TWO

Clean out up to 10 empties and place them in a box or envelope.



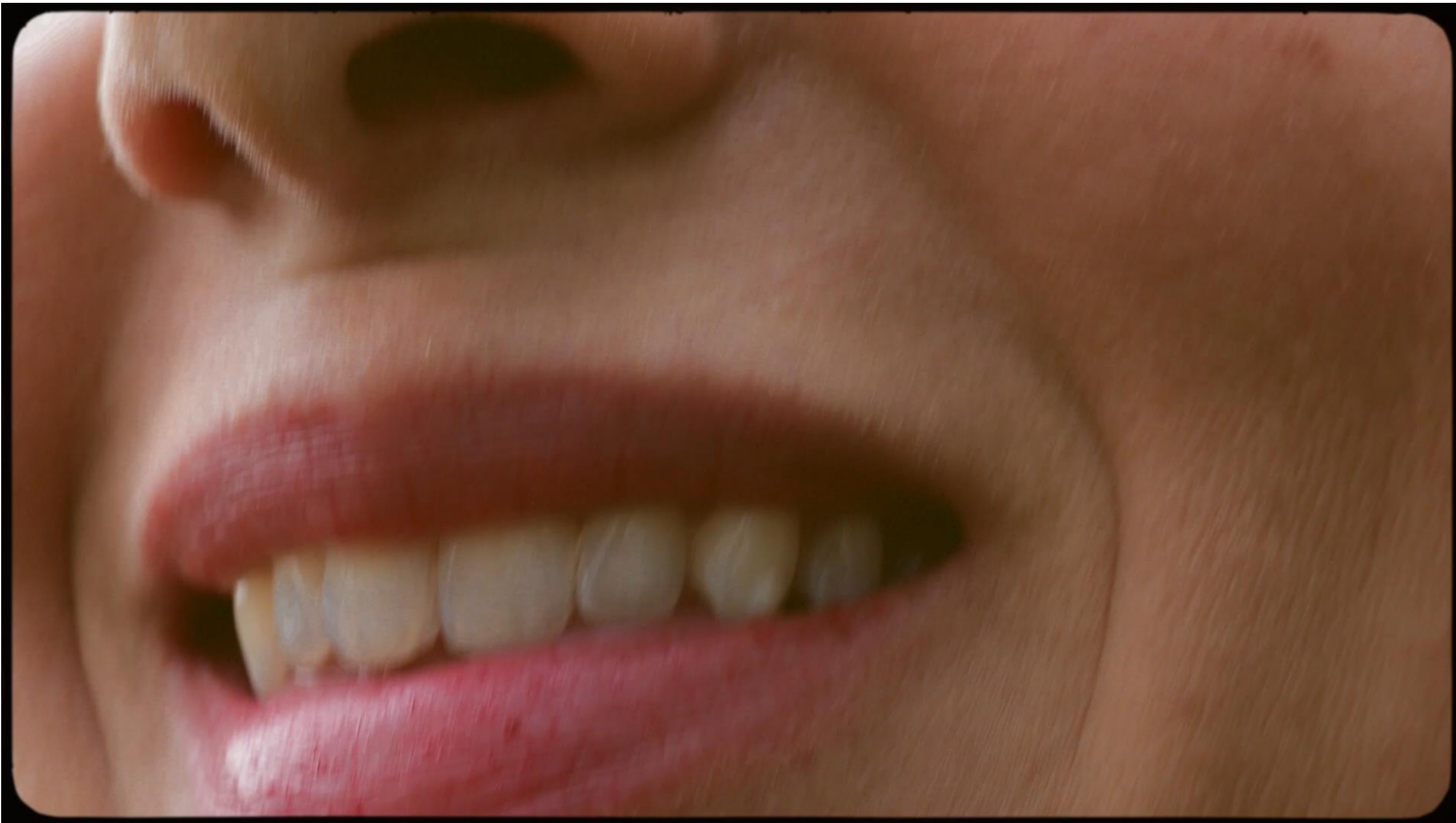
STEP THREE

Print the label, attach it to your package, and drop it in the mail.

1% For The Planet and One Tree Planted

- “Committing 1% of sales from bestselling Super Serum Skin Tint SPF 40 to environmental causes – starting with reforestation”
- Goal is to plant over 1 million trees by 2023
 - Planting the trees in the Amazon rainforest which plays a crucial role in climate regulation





Credibility as a Sustainable Brand

Forbes

- Article on Ilia's "Upcycled Ingredients"
 - "Avocado Extract is a zero-waste byproduct of the avocado oil industry"
 - Make sure all parts of the avocado are used
 - Sea fennel extract is also sustainably harvested
 - [Source](#)



- CNN listed Ilia as in its list of "clean and green beauty brands to shop"
- Article explained difference between "clean" and "green" and why Ilia satisfies both
 - [Source](#)

Credibility as a Sustainable Brand

Forbes

- “Ilia Furthers Its ‘Clean’ Beauty Journey with Multi-Use Products”
- Work to make product formulations transparent and clean
 - “The most recent Multi-Use products are free of fragrances, synthetic dyes, vegan, cruelty-free, and formulated without gluten” to try to be clean for your skin and the environment
 - [Source](#)

the good trade

- Ranked as the Best Overall Organic Makeup Brands for Clean Cosmetics in 2023
 - “dedicated to sustainability and ethics every step of the way”
 - Said to have “Natural & USDA-Certified organic ingredients
 - [Source](#)

Credibility as a Sustainable Brand

Other Sustainability Publications with Articles Featuring Ilia

Brightly

5 Inclusive Makeup Brands
with Sustainable Products
for All Skin Tones



Can you shop at ILIA Beauty
sustainably?

laguna beach living

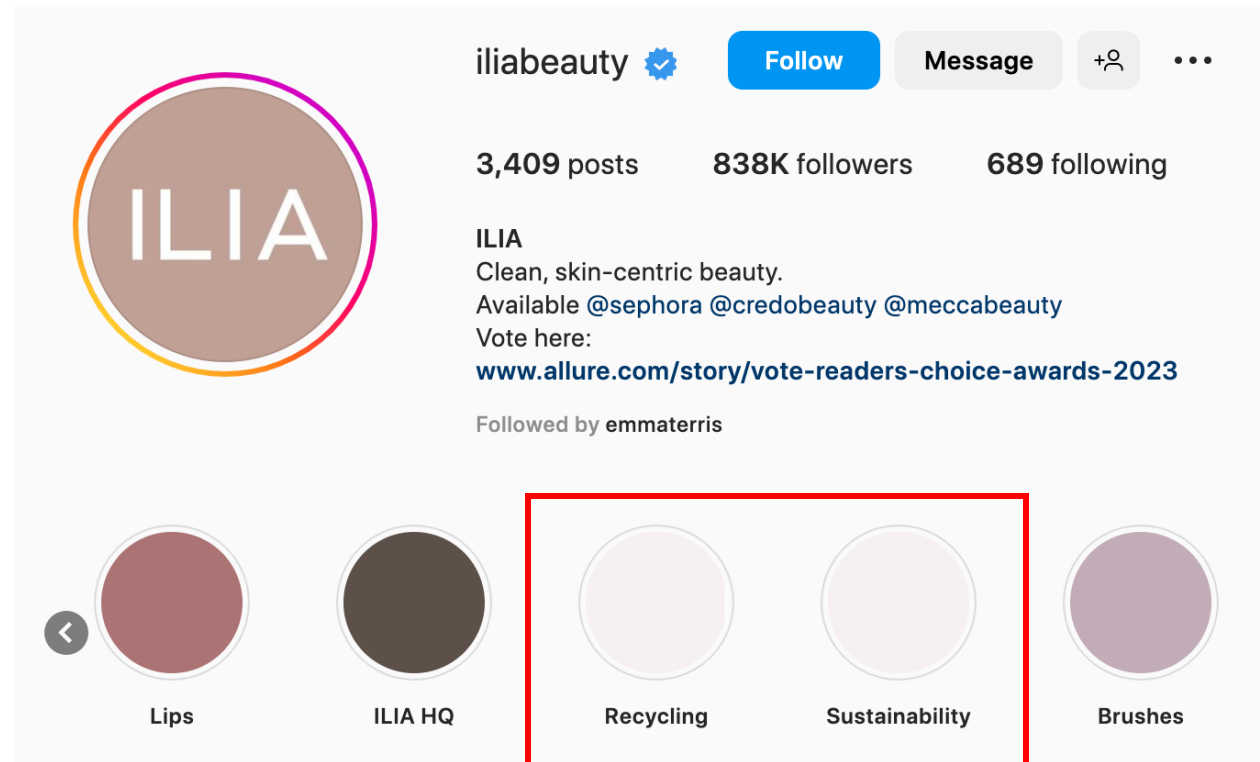
GOING SUSTAINABLE AND LOOKING
GOOD WITH ILIA BEAUTY

Better Goods

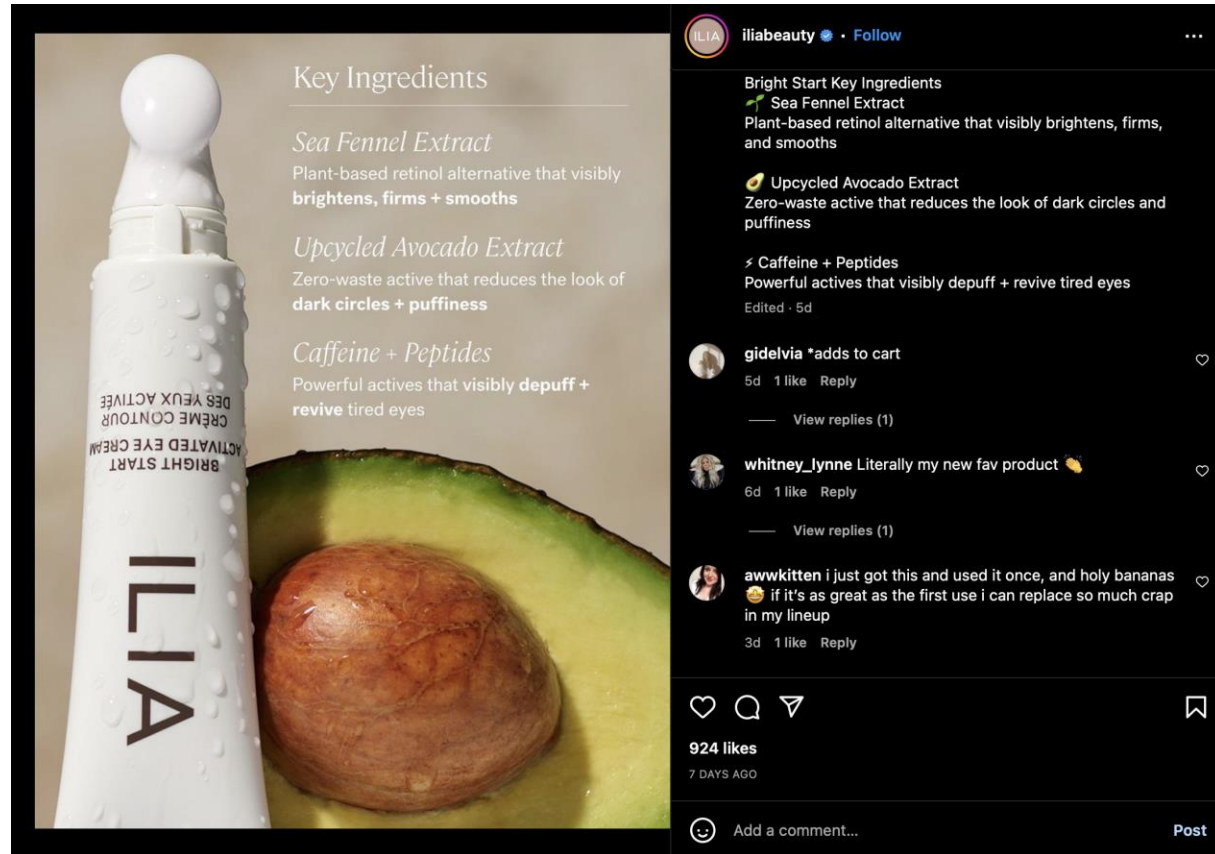
Is Ilia Clean & Sustainable?
We Investigate.

Social Media/Marketing

- Ilia is active daily on social media mainly posting on Instagram and TikTok
 - Very interactive with their followers on TikTok
- They occasionally post about sustainability and have sustainability focused stories in their bio



Social Media/Marketing Examples



Key Ingredients

Sea Fennel Extract
Plant-based retinol alternative that visibly **brightens, firms + smooths**

Upcycled Avocado Extract
Zero-waste active that reduces the look of **dark circles + puffiness**

Caffeine + Peptides
Powerful actives that visibly **depuff + revive** tired eyes

BRIGHT START
ACTIVATED EYE CREAM
CRÈME CONTOUR
DES YEUX ACTIVÉE

ILIA

iliabeauty • Follow

Bright Start Key Ingredients

- 🌿 **Sea Fennel Extract**
Plant-based retinol alternative that visibly brightens, firms, and smooths
- 🥑 **Upcycled Avocado Extract**
Zero-waste active that reduces the look of dark circles and puffiness
- ☕ **Caffeine + Peptides**
Powerful actives that visibly depuff + revive tired eyes

Edited · 5d

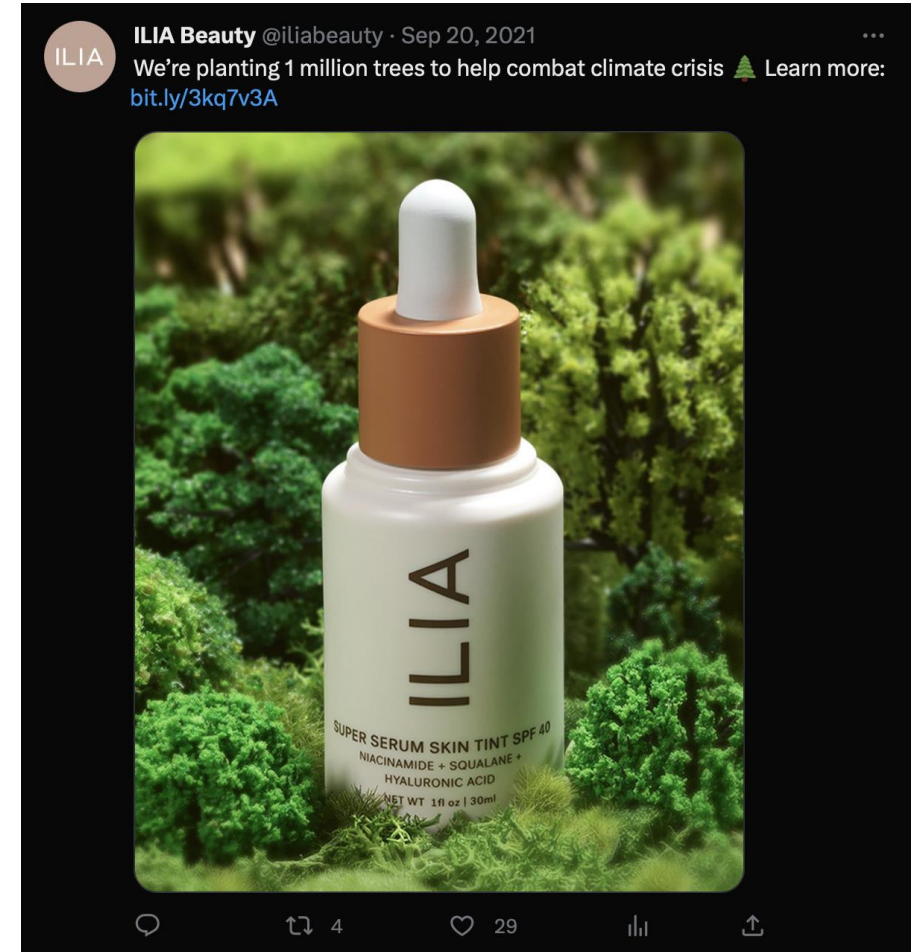
gidelvia *adds to cart
5d 1 like Reply
— View replies (1)

whitney_lynne Literally my new fav product 🍌
6d 1 like Reply
— View replies (1)

awwkitten i just got this and used it once, and holy bananas 🍌 if it's as great as the first use i can replace so much crap in my lineup
3d 1 like Reply

924 likes
7 DAYS AGO

Add a comment... Post



ILIA Beauty @iliabeauty · Sep 20, 2021

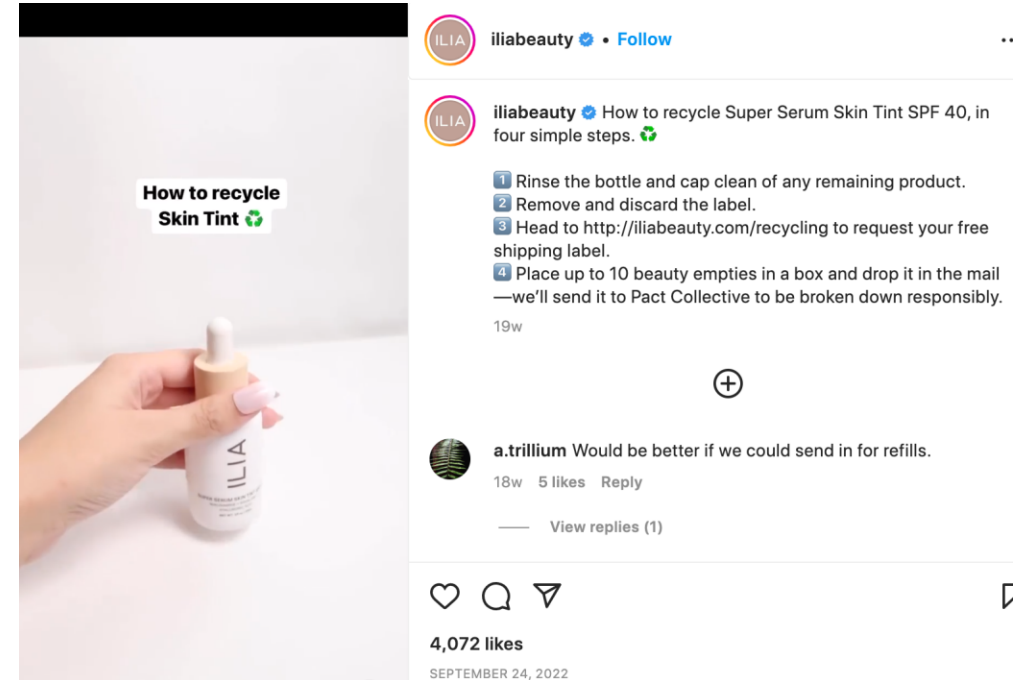
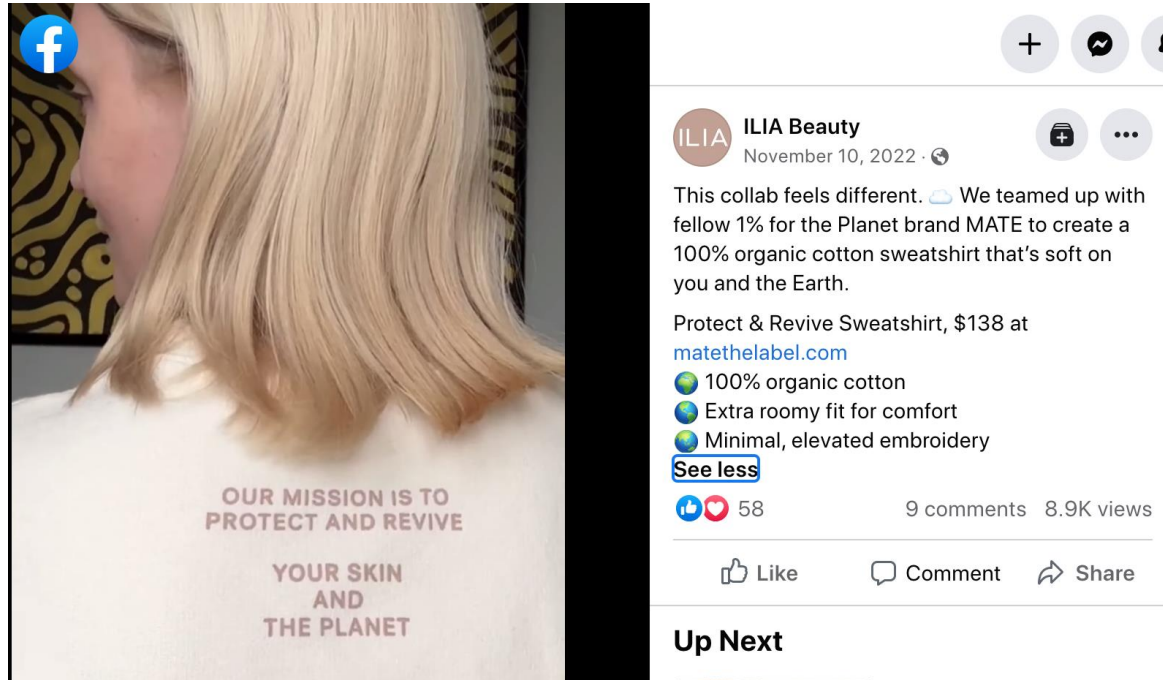
We're planting 1 million trees to help combat climate crisis 🌲 Learn more: bit.ly/3kq7v3A

ILIA

SUPER SERUM SKIN TINT SPF 40
NIACINAMIDE + SOUALANE +
HYALURONIC ACID
NET WT 1 fl oz | 30ml

4 29

Social Media/Marketing Examples



- Dropped some merch emphasizing mission to protect and revive skin and the planet with another 1% for the Planet brand

Social Media/Marketing Examples

- Don't have specific initiatives to offset carbon footprint

Other Notable Sustainable Brands

1. [Kypris](#)
2. [Beautycounter](#)
3. [Well People](#)
4. [RMS Beauty](#)
5. [REN Skincare](#)

Takeaways

- Sustainability rarely promoted on social media
- Sustainability efforts often buried deep in website – difficult to find
- Almost all brands researched have established goals set to be achieved by a certain year
- Must be careful of the buzz words: “clean”, “green”, and “natural/organic” when considering greenwashing
- A lot of recycling programs collecting empties and helping consumers properly dispose of the packaging
- Plenty of time and room for Clinique to make a splash

Side Note on Bobbi Brown

- We felt that Bobbi Brown did a decent job at highlighting and showing off Estée Lauder's sustainability goals
- We showed some of what they've done in the following slides

B O B B I B R O W N

Looking Good. Doing Better



LOOKING GOOD. DOING BETTER.

More sustainable products and packaging. Increased ingredient transparency. Continued advocacy for women and girls worldwide. These commitments we are working on directly support our original promise: to enhance everyone's true beauty.

Looking Good. Doing Better

- Estée Lauder Established three goals to achieve by 2025 and Bobbi Brown included their progress:
 - 1. 75% of packaging is recyclable, refillable, reusable, recycled, or recoverable
 - **Progress:** On track -- 88% of the way there. Currently at 66%
 - 2. Increase post-consumer recycled (PCR) material in packaging by 50% (2019 baseline)
 - **Progress:** Goal met – Already increased amount of PCR in packaging by over 50%
 - 3. Receive 100% FSC-certification for all forest-based fiber cartons
 - **Progress:** Goal met – already achieved 100% FSC certification

Looking Good. Doing Better – Earth Day Facebook Post



Bobbi Brown Cosmetics ✓

April 22, 2022 · 🌐

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Overview

Comments

Looking good. Doing better. We're putting in the work every day to help reduce our environmental impact, source skin-loving ingredients with increased transparency, and uplift local communities through education grants for women and girls worldwide. Each initiative works directly to support our original promise: to enhance everyone's true beauty. See our commitments and progress toward a more sustainable future. Tap the link in bio to learn more. 🌐

**#BobbiBrown #EarthDay #DoGood
#PrettyPowerful #Sustainability
#Beauty**

Looking Good. Doing Better – Carbon Neutral Shipping

- For every U.S. order placed on [bobbibrown.com](https://www.bobbibrown.com), they are offsetting 100% of carbon emissions
- Encouraging consumers that when you shop at Bobbi Brown, you are helping do your part in helping the planet