

Planet Positive Beauty Guide

LAUNCH TOOLKIT

EMBARGOED UNTIL: 29th October at 9am

How to make greener beauty choices.

#PlanetPositiveBeautyGuide



BRITISH
SUPPORTING A SUCCESSFUL, INNOVATIVE
BEAUTY
AND INCLUSIVE BRITISH BEAUTY INDUSTRY
COUNCIL

Introducing the Positive Planet Beauty Guide



Jo Fairley
Joint Editor, Beauty Bible

More and more of us want to ‘do the right thing’. We want to make smarter and more sustainable consumption choices so that we tread more lightly on the planet.

After a year and a half of living in a global pandemic – often referred to as ‘The Great Pause’ – we have been gifted the time to think about the brands we want to support and what type of products we want to consume. It is clear we want to support brands that are kind, not only to people but also to the planet.

The challenge, however, is steering a path through a mist of confusion. What do all those baffling and jargon-filled terms mean? Is ‘natural’ really natural? What exactly is ‘zero waste’? How can we be sure something that says it is organic IS organic? A concern that bothers most beauty-hounds: is how we can be sure our products have not harmed animals, *en route* to our bathroom shelf or make-up bag?

None of us want to fall prey to greenwashing by having the wool pulled over our eyes by brands with flimsy eco-credentials. Indeed, this is what drove the British Beauty Council to create the Planet Positive Beauty Guide. The organisation is magnetising key figures from across the worlds of haircare, skincare and make-up to work together to find clever solutions to the challenges of creating more sustainable lotions, potions and packaging for us all to enjoy.

There is absolutely no question that beauty plays an important role in our well-being. The rituals of applying make-up or smoothing in a body lotion – never mind lying back in scented, warm waters – helps us rebalance and recharge. Cleansing, moisturising, and shaving can sometimes be only time we have to ourselves. By applying the tools provided in the Planet Positive Beauty Guide, we can enjoy these simple pleasures without harming the planet.

Because you know, it all really is about the planet, the inanimate lump of rock we happen to live on. Some years ago, the environmentalist Vandana Shiva was asked: ‘Do you think it’s too late to save the planet?’ She smiled sagely and replied: ‘The planet will be fine without us’.

The following pages demystify the world of sustainable beauty, offering a brilliant how-to for everyone who wants to enjoy their beauty rituals without adding large dollop of eco-guilt along with their bath oil.

The world of beauty takes such good care of us. Now it is our time to show we care...

Help us spread the message: *on your website*

Display the Guide | Share the QR Code | Link to the Guide

- Link to the Planet Positive Beauty Guide from the British Beauty Council's website, [here](#).
- [Download](#) and display the QR code for the Planet Positive Beauty Guide on your website or shop window.
- Download the PDF of the Planet Positive Beauty Guide [here](#), and host the PDF on your website.
- To feature on your website get in touch at sbc@britishbeautycouncil.com

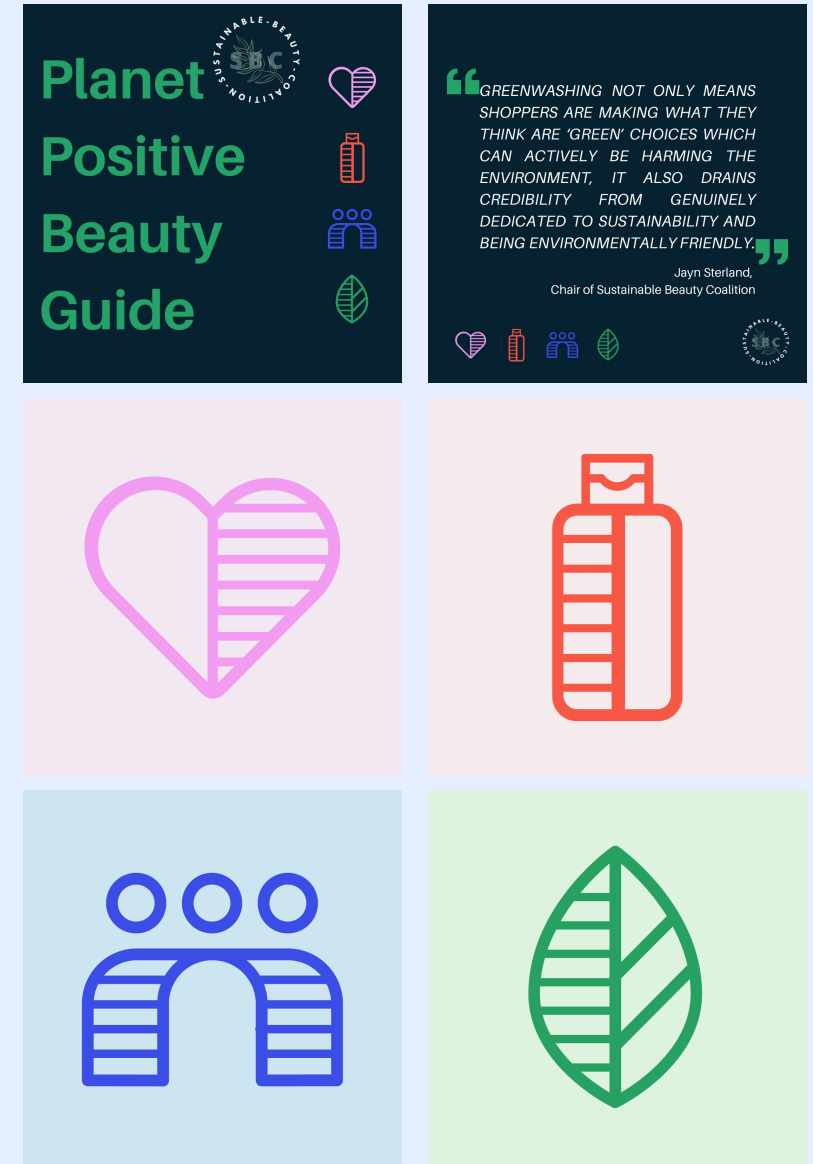


Scan here to explore the
Planet Positive Beauty Guide!

Help us spread the message: *on social media*

Share on Social Media | Get Your Customers Involved

- Head to the British Beauty Council website, click [here](#).
- **Download** the Planet Positive Beauty Guide social media assets from the website.
- Share the social media assets on your platforms, tagging the Sustainable Beauty Coalition, and *#PlanetPositiveBeautyGuide*.
 - **Instagram:** [@SustainableBeautyCoalition](#)
 - **LinkedIn:** [Sustainable Beauty Coalition](#)
 - **Twitter:** [@_SBCOfficial](#)
- Use the GIFS and Stickers available via Instagram stories (search: PlanetPositiveBeauty) to help spread the word.
- Encourage your ambassadors, colleagues, and friends, to help spread the world using the campaign hashtag - *#PlanetPositiveBeautyGuide*.



Help us spread the message: *example posts*

Post #1 - GIF

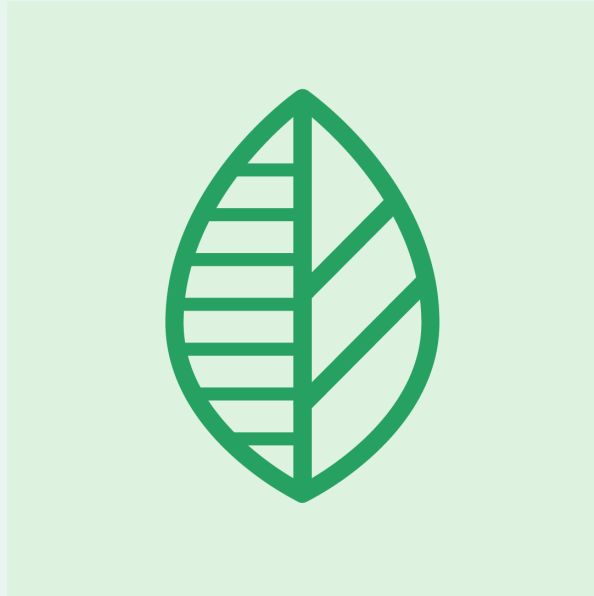


Together with independent experts from across the industry, The British Beauty Council's Sustainable Beauty Coalition has developed the Planet Positive Beauty Guide to decode the jargon with straightforward descriptions of the words most often used by the beauty industry – helping you understand some of the key issues and suggest some things to look for.

Head to the link in bio to find out more.

#PlanetPositiveBeautyGuide

Post #2



What swaps can we all make to be more Planet Positive?

The #PlanetPositiveBeautyGuide asks crucial questions that will help you to making greener and more sustainable choices.

Head to the link in bio to find out more.

Stories

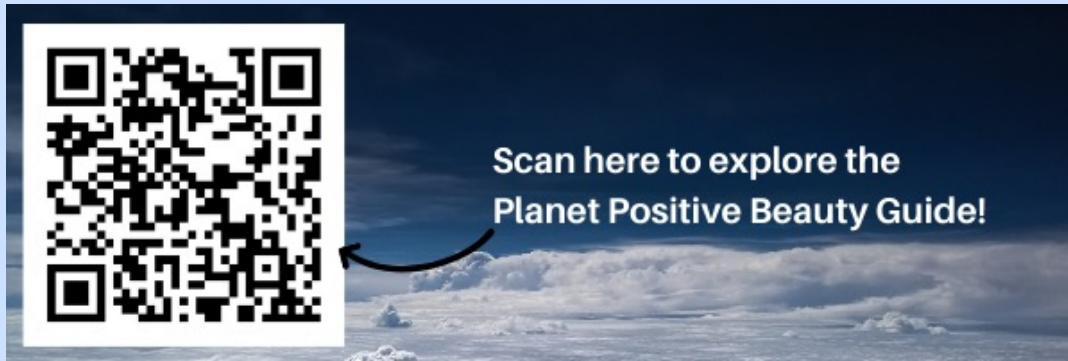
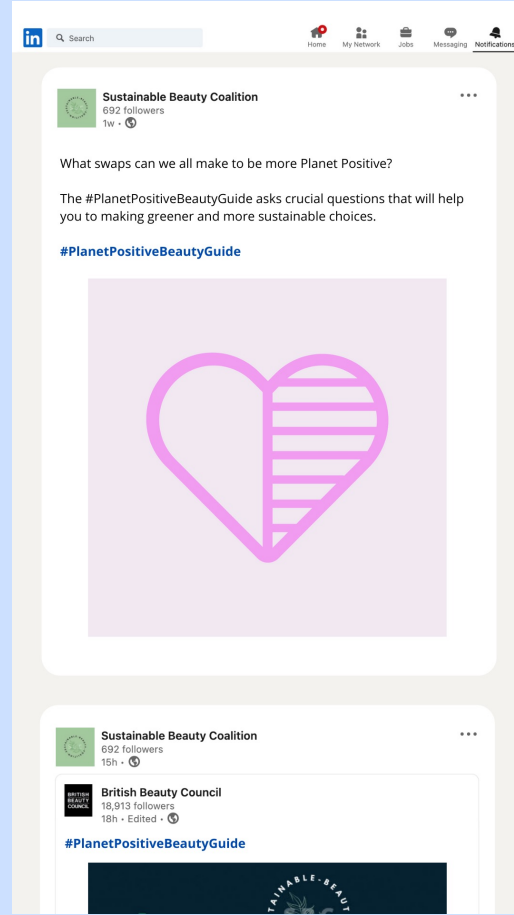


Calls to Action

- Finish products before throwing them away and only buy what you need.
- Switch to products with packaging made from glass, aluminium, or stainless steel where possible.
- Look for 'naked products' with a minimal amount of packaging, or none at all (think shampoo bars or Konjac sponges).
- Buy products that use refillable and reusable packaging.
- Send unwanted products and gifts to a food bank, charity, or community group.

Sustainable Beauty Coalition | British Beauty Council

#PositivePlanetBeautyGuide



What's next from the Sustainable Beauty Coalition?

“Following the launch of this guide, the Sustainable Beauty Coalition will explore how industry guidelines and commitments can work in unison to make British beauty as responsible and ethical as possible.”

It takes a planet full of people making small changes to make a big difference, so let's start making more planet positive choices for ourselves and our planet. What could be more beautiful than that? Watch this space- you'll be the first to know!

- Millie Kendall MBE, CEO of the British Beauty Council



Planet Positive Beauty Guide assets available [here](#).

Sign up to the Sustainable Beauty Coalition: <https://britishbeautycouncil.com/sustainable-beauty-coalition/>

Or to feature on your pages, get in touch: sbc@britishbeautycouncil.com

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