

Nov 18 2011

BEAUTY SUSTAINABILITY 2011
GALLERY / 32 IMAGES



Beauty Sustainability 2011

It has been argued that sustainable and 'natural' beauty products have reached a tipping point, with the market saturated with 'clean products'. However, over the past year, developments in sustainability have continued apace – both in niche and big brands. Stylus charts the most important advances of 2011.

Big Brand Sustainability

- According to international market research firm **Euromonitor**, although larger companies are actively seeking opportunities in the natural space, **consumers still appear to be more sceptical, favouring smaller brands.**
- **Procter & Gamble** started to roll out new **recyclable Brazilian sugarcane-derived packaging** – first with **CoverGirl's new NatureLuxe Silk Foundation**, then **Pantene's Nature Fusion** line.
- **L'Oréal** confirmed all palm oil used came from **RSPO-certified sustainable plantations**, used more than **500 EcoCert-certified raw materials**, and added **macademia nut products** to the **Série Nature** range, using natural ingredients and recyclable packaging.
- A study by **Organic Monitor**, an information services company that specialises on the international organic food industry showed that **Garnier Bio Active** was among the 'most natural' brands across the sector. Garnier also partnered with U.S based upcycling company **TerraCycle** to transform used materials into new products.
- Following in the footsteps of Johnson's Natural and Procter & Gamble's NatureLuxe, **Neutrogena** launched the **Naturals Collection**, while **Beiersdorf** introduced **Nivea's Pure & Natural** range, deriving 95% of its ingredients from natural sources. **St Tropez** also launched a Naturals range.
- Other companies sought green credentials via the route of acquisition. **LVMH** invested by **acquiring two new 'green' brands** in one week: first **Ole Henriksen** and then 70% shares in **Nude**. LVMH's **Sephora** also started to sell **The Body Shop** products.

Related Reports



Organic Expo & Green Show
EVENTS / ANALYSIS / 16 AUG 2011



Luxe Pack
EVENTS / EVENT ANALYSIS / 31 OCT 2011

The Thread



NYTimes: The Collection
CULTURE & MEDIA / 14:00 / 18 NOV 2011
The New York Times has launched The Collection – an iPad app dedicated to the newspaper's fashion and style editorial content. The Collection... »



Selfridges Makes Mini Shoes



GALLERY / 8 MORE IMAGES



10:00 / 18 NOV 2011

London department store Selfridges has created a miniature shoe collection for a sartorial, in-store advent calendar. The miniature collection of... »



Altuzarra wins CFDA Fashion Fund

09:00 / 16 NOV 2011

Joseph Altuzarra – founder of fashion label Altuzarra – is the winner of this year's Council of Fashion Designers of America/Vogue Fashion Fund. The... »

New Sustainable Brands

• **Space NK** introduced organic brand **Tata Harper** to the UK, and **Wei Skincare** to the US. **Zuneta** brought in **Rahua**, **Konjac Sponge** and **Cochine** – investing in 30 small Vietnamese farms to produce sustainable **Agarwood oil**. **Intelligent Nutrients** and **Sans Ceuticals** – chemical-free hair and skincare from New Zealand – launched on sister site, **Love Lula**.

• **Burt's Bees** launched **Güid**, a new collection of body, hair and hand products in the US. **Ilia**, a new line of 85%-certified organic lipsticks, launched into the US prestige market.

• In the US, **Organic Avenue** – an organic retailer selling only raw, vegan products – opened two new Manhattan locations, and **The Detox Market** launched in LA, selling organic brands like **Rahua**, **Acquarella** and **Honore des Pres Paris**.

LVMH Sponsor CSM Teaching Theatre

09:00 / 15 NOV 2011

Luxury leviathan LVMH (Louis Vuitton Moët Hennessy) is to sponsor a new lecture theatre in Central Saint Martins College of Art and Design in London.... »

The Eyes of the Skin Exhibition

16:00 / 11 NOV 2011

Manchester-based artist Susie MacMurray has designed a bridal gown ironically constructed out of thousands of household gloves, currently on... »



[VIEW ALL](#)





GALLERY / 5 MORE IMAGES

Sustainable Breakthroughs

- **“Sustainability has become more focused on design and performance,”** says Timothy Han, founder of beauty brand Timothy Han London. “We’re seeing more research into natural actives which push the performance boundaries of sustainable beauty.”
- Annalise Quest, beauty buyer at luxury London department store Harrods, agrees. **“Origins Plantscription was a perfect example – both ecological ethos and credible clinical trials.”**
- In terms of technological breakthroughs, exciting developments included the **first sunscreen to be certified by the Soil Association** – Wild Rose Daily Moisture SPF30, by **Neals Yard Remedies**. There was also the first use of **Vegetan** – a 100% naturally derived DHA fully approved by Ecocert - forming the basis for **St Tropez’s new Naturals range**.
- **Intelligent Nutrients** – the new hair and skincare brand from Aveda founder, **Horst Rechelbacher** – achieved full ‘USDA approved’ status, which means they are **effectively edible**.



Packaging Sustainability

- “I’ve noticed a big increase in the use of uncoated packaging that **doesn’t utilise glue**,” says **Zu Rafalat** founder of **Zuneta**. “People are looking for the whole package now, so brands like **Terre D’Oc**, **Patyka** and **Sans Ceuticals** – who use PETG [an easily recyclable plastic] and vegetable-based inks – are making a real effort.”
- “There are some interesting technological innovations happening in packaging, and we’re starting to see fully recyclable pumps, and lots of work around fully biodegradable plastics,” says Han.
- “In terms of visuals, the vast majority of brands that launch a ‘sustainable’ product fall into two camps: either **stock packaging combined with informative labelling**, or those that are very ‘green’ looking,” says Rafalat.
- This year, **Pure DKNY Verbena** – with 100% recyclable glass and 100% recyclable aluminum – and **St Tropez** fell into the second camp, while **Nivea** and **L’Oreal** fell into the first, adding ‘green’ visual codes to existing packaging.



Sustainability: Saturated or expanding?

- “There’s **definitely space for further expansion**,” argues Rafalat. “The brands that work hard on achieving formulations that actually work, using sustainable ingredients and also getting it right with branding and packaging, are still **few and far between**. There is definitely demand for them.”

Stylus Summary

While larger companies are investing in responsible manufacturing, ‘greener’ formulations, and acquisition of natural brands, the consumer still seeks smaller, wholly natural brands within this sector.

Large and cult retailers invested in lesser-known natural and eco-responsible brands from around the world, while research into natural actives fueled a **new family of highly effective products** with impressive clinical results.

Brands were concerned with **responsible, recyclable packaging**, from the premium and mass-market end of the sector to the new niche launches.

REPORT INDEX
[Annual Beauty Review 2011](#)

[BEAUTY SUSTAINABILITY 2011](#)
GALLERY / 32 IMAGES

[BACK TO TOP](#)