



# Sustainable STARS

*Looking good doesn't have to cost the Earth. Here's our edit of the best eco-conscious beauty brands to give your make-up and toiletries the green touch*

When you choose your beauty products, do you think about how much plastic they come swathed in?

Your shampoo, lip gloss, mascara, deodorant – what exactly are they made of and what does that contribute to your eco-footprint?

With an estimated eight million tonnes of plastic ending up in the world's oceans each year, beauty brands are taking action. Maybelline New York is leading the UK's largest make-up recycling scheme, allowing consumers to recycle their make-up empties whatever the brand. They've partnered with Terracycle to provide 980 locations across Tesco, Superdrug and Boots – you can find your nearest recycling spot at maybelline.co.uk.

To mark Zero Waste Week, which was founded to help reduce landfill waste, HELLO! is celebrating the best in sustainable beauty. From “naked” lipstick to the skincare packaged in recycled milk bottles, here are the brands doing their bit for the planet...

## Lush

Follow your nose on most high streets and chances are you'll find a Lush store. Zero packaging – or “naked,” as they prefer to call it – is their USP. Take their best-selling packaging-free shampoo bar, which lasts for up to 80 washes – roughly three times longer than an average 200ml bottle of shampoo. That means that each bar you use saves up to three plastic bottles from landfill.

Lush also offers the Lush Knot Wraps, a reusable and eco-friendly fabric alternative to gift wrap that last year is estimated to have saved the use of more than a million types of

disposable gift wrapping products, such as paper and bags. **HERO PRODUCT Shampoo bar (1)**, £8. Visit [uk.lush.com](http://uk.lush.com)

## Hourglass

Mixing high-performing products with cruelty-free formulas, Hourglass partners with the likes of Rosie Huntington-Whiteley and Daisy Edgar-Jones and is famed for its complexion-perfecting products. It's on track to become fully vegan by the end of the year, with more than three-quarters of its products already conforming, including the Veil Mineral Primer, £53, Vanish Seamless Finish Foundation Sticks, £45, and No 28 Lip Treatment Oil, £48. Plus 5% of website profits are donated to the Nonhuman Rights Project, which works to secure fundamental rights for animals.

**HERO PRODUCT Caution Extreme Lash Mascara (2)**, £29. Visit [hourglasscosmetics.co.uk](http://hourglasscosmetics.co.uk)

## Floral Street

Founder Michelle Feeney puts sustainability at the heart of this fragrance brand. The eco-hero 50ml and 100ml pulp fragrance cartons are formed in under one minute to use minimal energy, are 100% compostable and reusable – you can even grow seeds in them. Plus, if you travel to the Covent Garden store in London for its refillable service, you receive a 20% discount.

**HERO PRODUCT Wonderland Peony Eau de Toilette 50ml (3)**, £60. Visit [floralstreet.com](http://floralstreet.com)

## The Soap Co

Based in East London The Soap Co's mantra is: “Powered by people, not machines.” All its products are handmade in the UK by people

who are blind, disabled or otherwise disadvantaged. Its bottles are made out of old milk bottles and it also has a plastic-free collection made from aluminium that can be recycled infinitely. Added to this are compostable stickers, biodegradable glue and a film made from renewable wood pulp. The Soap Co has also donated proceeds of its sales to charities looking after the homeless and partners with 1% for the Planet, which helps to fund eco-friendly, earth-conscious causes around the globe.

**HERO PRODUCT Geranium & Rhubarb Eco Hand Wash (4)**, £16. Visit [thesoapco.org](http://thesoapco.org)

## Neal's Yard Remedies

The tree on the logo of Neal's Yard Remedies symbolises its beliefs to a T: helping to save the bees with its Bee Lovely range, which has raised £165,000; lobbying to ban microbeads; and helping save more than 10 million sq ft of endangered forest, thus offsetting 250 tonnes of carbon dioxide since 2012. You also won't find anything that doesn't follow the Precautionary Principle, which aims to prevent any innovation that could harm humans or the planet. Instead, there's lots of ethically sourced, natural and organic ingredients.

**HERO PRODUCT Wild Rose Beauty Balm (5)**, £40. Visit [nealsyardremedies.com](http://nealsyardremedies.com)

## Axiology

Making super-ethical make-up is founder Ericka Rodriguez's mission. Products use ten ingredients or fewer while Axiology is also trying to make a dent in the millions of plastic bottles that end up in landfill each year. Its latest zero-waste offering is Balmies – lip treats loaded with pigments (powder pink Sorbet is

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our fave) that come without a lipstick tube and are paper-wrapped instead. **HERO PRODUCT Balmies in Sorbet (6)**, \$14 (£10.40). Visit [axiologybeauty.com](http://axiologybeauty.com). Also available at Asos

## Bramley

A British brand inspired by the countryside, Bramley uses plant-based ingredients and high-quality essential oils that are vegan and cruelty-free. It avoids single-use plastics with refillable (very pretty) bottles and where plastic is used, the manufacturing process features sugarcane instead of fossil fuels, reducing greenhouse gas emissions.

**HERO PRODUCT Body Wash with Grapefruit, Lavender and Sweet Orange (7)**, £16 for a 250ml glass bottle. Visit [bramleyproducts.co.uk](http://bramleyproducts.co.uk)

## L'Oréal Paris

The changes L'Oréal Paris is making to its shampoo and conditioner bottles will save 900 tonnes of plastic annually in the UK alone (the same weight as 50 double-decker buses) and 7,000 tonnes globally. And from this month, all bottles and caps will be made with 100% recycled plastic, cutting down on waste.

**HERO PRODUCT L'Oréal Paris Elvive Extraordinary Oil Shampoo (8)**, £4.99. From Boots

## Three of the best refills

More than 1.8 million pieces of plastic pollution fill our oceans every day, according to L'Occitane. Fill your existing bottles, not the seas...

**FOR YOUR HAIR**  
Ouai Haircare Fine Hair Shampoo Refill, £44. From [lookfantastic.com](http://lookfantastic.com)  
**FOR YOUR SKIN**  
L'Occitane 3-in-1 Micellar Water Refill, £21. Visit [uk.loccitane.com](http://uk.loccitane.com)  
**FOR YOUR TAN**  
Isle of Paradise Self-Tanning Water Refill Pouch, £14.95. From [cultbeauty.com](http://cultbeauty.com)

