

BEHIND THE PRODUCT...

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A package should look appealing, though appearance is only part of the equation. It also needs to protect the product, travel safely, store well and hold up through regular use. Once the product is finished, the packaging should allow easy recycling, refilling or responsible disposal.

There is no single packaging option that works best for every beauty product. A lightweight container may reduce shipping weight. A refillable option may stay in use longer. A recyclable material may work well in one area but create challenges in another if local recycling systems cannot process it. Even packaging that appears sustainable can create problems in practice if it leaks, breaks or requires excess shipping materials.

Why ingredient sourcing matters

"Ingredient lists have become an important part of how people evaluate beauty products," Badcock said. "Shoppers often look for familiar oils, butters, botanical extracts and information about how ingredients were sourced, which plays a major role in the environmental impact."

A product's environmental footprint is influenced by many factors, including shipping distance, processing methods, storage conditions and supplier practices.

These factors can also affect product consistency and ingredient availability over time. Beauty brands working with wholesale skin care suppliers or private label manufacturers often need to balance ingredient goals with sourcing reliability and production needs.

How better planning can lead to less waste

"Packaging and ingredients are usually the first things people associate with sustainability, but how much product gets made, stored and discarded matters, too," Badcock said.

Overproduction is one of the biggest hidden sources of waste in beauty and personal care. Products that sit too long in storage may eventually expire or remain unsold. Excess inventory can also create additional packaging waste, warehousing needs and disposal costs.

Smaller batch sizes give producers more room to adjust as trends or demand shift, and producing closer to expected sales windows helps reduce long storage periods and unnecessary waste. Testing new products in smaller volumes and restocking based on actual demand makes overproduction less likely.

How sustainable beauty choices are connected

Packaging, ingredient sourcing and production planning are closely connected throughout development.

"A packaging choice can affect shipping weight, storage needs and whether a package can be refilled," Badcock said. "Ingredient choices can influence sourcing timelines and how products need to be stored. Production planning affects how much material gets used and how much product could eventually go unsold."

Beauty shoppers want more transparency around sustainability claims

Sustainability claims carry less weight when those claims aren't explained in practice.

This shift is pushing many beauty brands to focus more heavily on traceability, supplier relationships and clearer product information. Transparency is becoming part of the customer experience itself.

More responsible product lines are built over time

Responsible beauty products come together through ongoing choices around packaging, sourcing, production



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and inventory planning. For shoppers, those choices influence the products they bring into their homes.

"The brands that build sustainability into early decisions tend to have the easiest time maintaining it later," Badcock said. "Once supplier relationships, packaging formats and production routines are in place, small adjustments are far easier than major changes. Treating sustainability as part of product development from the beginning, rather than something to fix later, is what makes it work in practice."

To find more information on the intersection of beauty and sustainability, visit NourishUsNaturals.com.



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