

BY HUMANKIND'S PERSONAL CARE PRODUCTS ARE PLASTIC-NEUTRAL

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By Humankind, US



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New York – The new personal care brand reconsiders single-use packaging.

By Humankind's line includes a natural deodorant packaged in a refillable plastic container, a solid shampoo bar wrapped in paper and mouthwash tablets that dissolve in water. Deodorant refills are supplied in a paper pod that fits into the original packaging, which is guaranteed for life. In this way, the company aims to be plastic-neutral, rather than entirely plastic-free.

US consumers discard more than 3bn single-use plastic personal care items every year, according to the brand. By considering the lifecycle of its packaging and helping consumers to reduce their plastic footprint at source, By Humankind's model acknowledges that recycling alone is not enough to address the environmental concerns of plastic consumption. These efforts are complemented by the brand's minimal aesthetic, premium feel and clean formulations.

We explore how beauty and personal care brands are upgrading the eco-friendly element of re-usable packaging in our **Refined Refillables** microtrend.