

# THE MICROTREND: REFINED REFILLABLES

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22 : 04 : 2019 Beauty : Sustainability : Refined Refillables



As our second most-read microtrend so far in 2019, **Refined Refillables** takes a closer look at the beauty and personal care brands upgrading the eco-friendly element of refillable packaging through luxurious design cues.

Right now, the beauty industry is being confronted with its environmental footprint, in the same way that the food and fashion sectors have been challenged in recent years. A report by Zero Waste Week **found** that the cosmetics industry creates 120bn units of packaging a year, and predicts that by 2050, the beauty industry will have contributed up to 12bn tonnes of plastic to landfill.

In response, brands including Method, Myro, Lush and Hourglass Cosmetics are elevating refillable packaging with more elegant, shelf-ready bottles and casing that encourages more conscious consumption. Method, for example, has created a limited-edition faceted, teardrop-shaped glass bottle for its handsoap, complete with a copper pump. 'It's a huge unlock around sustainability if you can get consumers to re-use the bottle that they've already purchased,' says Saskia van Gendt, Method's senior director of sustainability.

Read **Refined Refillables** to discover how beauty brands are looking to more sustainable packaging solutions beyond recycling.