
THOUGHT-STARTER: SHOULD BEAUTY RETHINK SUSTAINABILITY?

By Rhiannon McGregor and Jessica Smith

20 : 03 : 2019 Beauty : Sustainability : Cosmoprof 2019



By Humankind, US

In a talk that addressed sustainable sourcing within the beauty industry, Firmenich's vice president for sustainability and naturals Juliette Sicot-Crevet and BASF's stakeholder manager Bianca Seelig explained the commonly held beliefs that can be deceiving.

While there is still a view among the majority of fragrance consumers that the term 'natural' denotes healthier and safer for the individual and environment alike, Sicot-Crevet highlighted that an over-reliance on natural resources can in fact have disastrous consequences for sustainability.

Firmenich is therefore striving to combine sustainable naturals with sustainable synthetics through the four tenets of green chemistry, biodegradability, renewability and white biotechnology. The brand enforces a 'Green Gate' policy, which ensures that any new ingredients incorporated into its scents are completely biodegradable and therefore will not pollute the environment.

THOUGHT-STARTER: SHOULD BEAUTY RETHINK SUSTAINABILITY?

Continuing this theme, Bianca Seelig of chemical manufacturer **BASF** took to the stage to explain that while there has been a push in recent years to boycott palm oil, it is perhaps time to rethink the conversation. She stated that palm oil currently makes up a third of all the vegetable oils consumed, and that a complete ban would only encourage other 'land hungry' oils to take its place. It is therefore not about banning palm oil entirely, but taking measures to ensure it can be sustainably sourced.