

TAKE THE CHALLENGE AND START THE 3R's

Reduce, Reuse, Recycle.

Promoting zero-waste lifestyle among adults.

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BEAUTY PRODUCTS



LEGAL FRAMEWORK FOR COSMETIC PRODUCTS AND PROTECTION OF CONSUMER RIGHTS

The idea of 3R (reduce, reuse, recycle) is promoted in beauty industry while producing products and providing beauty services. "Green" marketing and development of customer's approach occupy a crucial role here. In recent times the growing digital advertising (influencers, visual advertising, native advertising and etc.) empowers the consumer to develop advertising and promote customers' trust in product. However, advertisements often do not reflect reality and mislead consumer. This encourages awareness and interest in ingredients of cosmetic products as well as detailed examination of labelling among consumers.

In general, some of the products commonly referred to as "personal care products" or „beauty products" are cosmetics. The assessment of whether a product is a cosmetic is presented in the Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30 November 2009 On Cosmetic Products. The definition of cosmetics is „cosmetic product' means any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odors". This definition is integrated to all EU countries legislation, for example, in Lithuania it is settled in Lithuanian Hygiene Norm HN 117: 2007 "Health Safety Requirements for Beauty Services". However, this legal act does not present the definition of ecological cosmetic product and how it should be labelled. Ecological or natural cosmetic product is not clearly legally defined not only in the EU, but also in the USA and Canada. Legal acts of this field are different in these continents; however, they are more similar than different and these acts serve more as recommendations not as regulations.

In order to inform the consumer properly about ingredients of cosmetic product, their labelling is also regulated. National Public

Health Center states that in order to implement the Regulation (EC) No. 1223/2009 of the European Parliament and of the Council of 30 November 2009 On Cosmetic Products (hereinafter – the Regulation (EC) 1223/2009), which defines how cosmetic products should be manufactured, labelled and provided for the market, and applying the Rules for the labelling of cosmetic products required in the official language of the Republic of Lithuania and for the labelling of non-prepacked cosmetic products packed only at the point of sale at the customer's request or packed directly for sale approved by Minister of health of the Republic of Lithuania June 19 order No.V-634, an example of a cosmetic product label has been prepared, which contains mandatory information (cosmetic product function, nominal content, ingredients list, particular precautions to be observed in use, name of producer, date of minimum durability, batch number) on the cosmetic product label that complies with the requirements established by these legal acts. It is not forbidden to present additional information in the labels.

While analyzing legal regulations regarding cosmetics in the EU, USA and Canada it is noted that there are more similarities than differences. However, these continents do not have an official definition of ecological or natural cosmetic product; in addition, there are no obligatory requirements for manufacturing, selling, labelling or advertising ecological cosmetic products. Also, there is no definition of ecological cosmetic in the Regulation (EC) No. 1223/2009. The only assistance to customer in differing ecological good from not ecological – special labelling. The categorization of cosmetics whether it is ecological or natural every country defines differently. To summarize it can be stated the category of ecological cosmetics include beauty products containing not less than 10 % of ingredients from ecological farms, and natural cosmetics cover products containing not less than 95 % of natural substances.

ENVIRONMENTAL PROBLEMS IN COSMETICS INDUSTRY

MANUFACTURE OF COSMETIC PRODUCTS

The cycle of manufacture of cosmetic products include:

- ◆ Ingredients of cosmetic products, their origin;
- ◆ Testing of cosmetic products;
- ◆ Supply of cosmetic products to the market, packaging.

The fact that people think that the naturalness of cosmetics depends on how many "chemicals" are used in beauty products, it is important to highlight the fact that all ingredients in cosmetics are chemicals – natural or manufactured by the human! Water is one of the most "natural" substance in the world; however, without discussions, it is a chemical substance compound of atoms and molecules. Nature, not a laboratory, is one of the major manufacturers of poisons. However, despite the origin of chemicals – natural or manufactured by the human – added to cosmetics, the ingredients are strictly controlled and supervised while following legal acts in every content in order to have beauty products, which are safe to the consumer.

Ingredients of cosmetic, their origin and forbidden ingredients

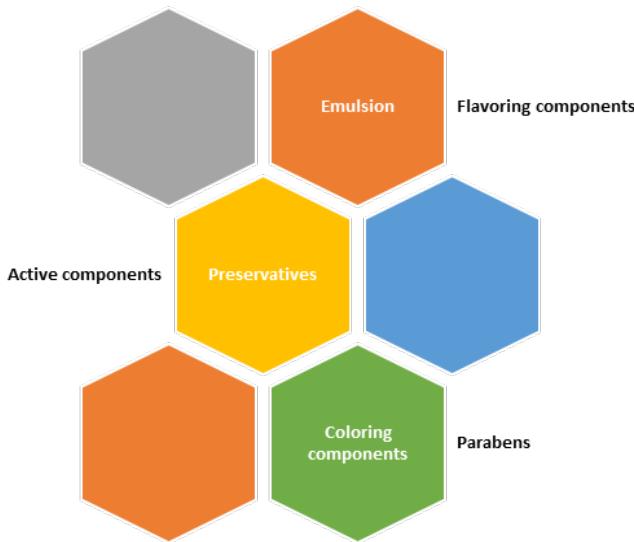


Figure 1. The main ingredients of cosmetic

- ➊ **1) Emulsion (fats, water, emulsifiers).** This component is a base of beauty product. Fats can be natural or synthetic; also, there are oils and various fat substitutes (fatty alcohols, carbons, waxes, silicones, synthetic ethers). It should be noted that cold pressed oil and oil extracted in high temperature have the best quality while mineral oils are not natural and have nothing useful. Water compounds 60-90 % of cosmetic product and can be distilled or extracted from various plants while distilling. The main requirement for the water – sterility and cleanliness. Water do not have to contain any impurities, because low quality water is one of the major reasons for spoiled cosmetics. Emulsifiers bind fats and water; according to their origin they can be classified to soluble and insoluble in water, natural and synthetic. The base of cosmetic product does not affect skin – it only helps active components penetrate into the deeper layers of the skin. The most natural emulsifiers are bee wax and cosmetic wax, but in the most cases protein (for instance, soy, milk), varieties of starch or plant polymers are used in cremes.

- ◆ 2) **Active components.** Natural and biologically active ingredients/effective chemical substances (vitamins, hormones, enzymes, component of plant or sea origin, oxygen, antioxidants and etc.) and pharmaceuticals. Active components make a direct impact on skin. Pharmaceuticals are inert derivatives, which biologically and physiologically changes function and structure of the skin. Oxygen can be used as very effective active component in cosmetics and products containing this component manufactured under licensed program are labeled with Aquafitem® label.
- ◆ 3) **Preservatives.** This is an ingredient used to improve cosmetic product durability; without this ingredient cosmetic product could be used no longer than one week or two. There are many discussions in the world regarding what kind of preservatives can be used in cosmetics; their usage is regulated by the Regulation (EC) No. 1223/2009. However, there are no natural preservatives in nature. It is suggested to use water-based preservatives, easily dissolves in water, easily synergizes with other ingredients and are statically stable. The amount of preservatives is limited in cosmetics; the most dangerous (it should be avoided) are parabens, phenoxyethanol, formaldehyde, DMDH hydantoin, Diazolidinyl Urea, Quaternium - 7, 15, 31, 60 (the most dangerous), isothiazolinone, ethylisothiazoline, methylchloroisothiazolinone. Vitamin E and vitamin C are also used as preservatives together with other preservatives, because these vitamins do not have antibacterial properties. The negative properties of preservatives: allergy, effects on mental health, burns, acne, poisoning, etc.
- ◆ **Flavoring components.** Usually, in ingredients are not included many of these components – in order to create a nice smell of the product various ethereal oils are used; however, the attention should be paid to the origins of these oils. Natural ethereal oils are "friendly" while synthetic oils can cause allergic reactions. The list of flavoring components and allowed concentrations are defined in the Regulation (EC) No. 1223/2009.
- ◆ **Coloring components.** Can be natural or synthetic. It is clear that cosmetic products containing synthetic colorings, which can cause allergy reactions, should be avoided. The list of col-

oring components and allowed concentrations are defined in the Regulation (EC) No. 1223/2009.

In principle, cosmetic product is base "plus" active components – other ingredients are not obligatory; they are used to improve durability, add fragrance or color. Thus, while choosing ecological or natural cosmetic, the priority should be made to such cosmetic, which do not contain additional, not necessary components, which may allergize your skin or conceal their affect in order to improve the durability of the product.

To sum up, it can be stated that the most harmful ingredients to human health used in cosmetics are the following:

- ◆ **Parabens.** The most popular are Metylparaben, Butylparaben, Ethylparaben, Isopropylparaben, Propylparaben, Isobutylparaben. These parabens can be found in shampoos, cremes, lotions, body washes and other cosmetic products. The higher concentration of parabens in our bodies has a negative impact: it can disturb activity of hormones, cause allergies, rashes, to weaken immune system; some groups of parabens are related to formation of cancer cells. The least harmful – Butylparaben and Isobutylparaben identified at the end of label.
- ◆ **Sulfates.** This ingredient is used for degreasing and are named Sodium laureth sulfat, sodium lauryl sulfat, Ammonium laureth sulfat, Natrium lauryl sulfate. However, sulfates have a negative impact on our bodies. They can irritate eyes, respiratory tract, skin. Sulfates used often and in great amounts can damage liver, lungs or immune system – it is possible that sulfates can have impact on fertility.
- ◆ Scientists have proved that impact of harmful substances are directly related to their amount; thus, when these substances are in cosmetic products it does not mean that the product is polluted by hazardous substances. Hazardousness of substances totally depends on their amounts, which are controlled by legal acts. However, there are hazardous substances strictly forbidden in beauty products:
- ◆ **Formaldehyde**, a known carcinogen and Paraformaldehyde (type of formaldehyde). Formaldehyde is a simple chemical compound of hydrogen, oxygen and carbon. All life forms -

bacteria, plants, fish, animals and humans - naturally produce formaldehyde as part of cellular metabolism. This chemical has good antibacterial properties and is used as a preservative in the manufacture of various products. Also, a toxic substance is Quaternium 15, which releases formaldehyde.

- ◆ Mercury (liquefied metal), which can damage the kidneys and nervous system.
- ◆ Dibutyl and diethylhexyl phthalates, which disrupt hormones and damage the reproductive system.
- ◆ The long-chain per- and polyfluoroalkyl substances known as PFAS, which have been linked to cancer.
- ◆ M- and o-phenylenediamine, used in hair dyes, which irritate and sensitize the skin,
- ◆ Estrogen is a strong hormone produced naturally in the body and acting on the body in various ways. Estrogen, both natural and synthetic, is strictly prohibited in cosmetics under the European Cosmetics Directive

TESTING COSMETIC PRODUCTS

Before beauty products get on the shelves and are advertised, they are tested for at least five years. Testing is a long process that involves scientists and it has to be proven that the effects written on the packaging are real. EU law regulates the development, production, labeling, safety and packing of cosmetics very strictly: all of these must be legally based. Animal testing of cosmetic products in the European Union was completely banned in September 2004. Animal testing has been cruel to animals. However, many beauty products are imported from countries where animal experimentation is not legally prohibited. If the product is brought to countries where such testing is prohibited, this fact is simply not indicated on the packaging. Therefore, there are organizations that are actively fighting against such testing.

During the process of product development, a lot of testing and research are done with a large number of people to make sure that the product works exactly as it will be written on the packaging. It is controlled worldwide by relevant consumer protection and adver-

tising services. If advertising control services receive complaints from consumers, all scientific data on the product will be re-examined and the advertising authorization will be reconsidered.

The everyday cosmetics have NOT been tested on animals. If the packaging says "dermatologically tested", it means that the product has been tested on the skin. Various methods are used to check that the product is suitable for use on the skin. The intervention of a physician or dermatologist using these methods is not necessary, but these test methods were most likely tested by a medically qualified person.

There are many laboratories in the world that test beauty products according to the customer's wishes, as well as help to introduce the product to the market. The laboratories are certified and here work experienced scientists. Laboratories are constantly developing new testing methods, which are certified and developing their legal basis, using the latest technologies. Laboratories are owned by every manufacturer of beauty products or they use the services of private laboratories.

SUPPLY OF COSMETIC PRODUCTS TO THE MARKET, PACKAGING

Beauty products are packaged. Various online sources state that between 120 and 150 billion packages of products are placed on the market worldwide each year. It would probably be difficult to calculate accurately, but it is obviously that it also consumes a huge amount of natural and artificial raw materials. Plastic, wood, aluminum and glass are mainly used for packaging. Some professionals use the terms "clean packaging" and "clean ingredients". "Clean packaging" means the packaging that does not contribute to climate change during its life cycle, and "clean ingredients" means the packaging that is ethical and not harmful to health. Here, a large part of the responsibility lies with the manufacturer, where products are not expected to be tested on animals, only environmentally friendly and non-hazardous substances are used, the product is developed with scientists and the product information is provided on the label. One of the beauty industry's reactions to conscious consumption trends is the "pure beauty" movement, to which such big companies as Sephora, Goop, Fenty Beauty and many others have already contributed. Currently, there is a growing trend when it is

possible to buy cosmetic products (shampoo, soap, creams, etc.) using customer's packaging. Be sure to check this possibility online or ask at the seller's store.

However, if you purchased the product in its packaging, try to use it for other purposes or sort it responsibly according to the recommendations below.

- Before disposing the packaging - rinse it (recommended with water without any detergent or with already used water after the laundry or washing) to remove any product residues (shampoo, soap, powder, etc.) from the packaging.
- Sort packages, especially if the package is marked by the GREEN DOT.
- If the packaging consists of several different parts made of different materials (plastic and rod, plastic and aluminum, paper packaging, etc.), separate these parts and sort them into specific containers.
- Aluminum packaging, which are usually dominated by hand or face creams, lip balms, are also sorted. Dispose of aluminum packaging in a plastic container if the packaging is made with a plastic cap - it also goes to the plastic container.
- Diapers, personal care products, paper towels, disposable handkerchiefs, toilet paper (but not cardboard rolls, which can be sorted as paper), toothbrushes, used kitchen and shower sponges, razor blades, adhesive tapes, ceramics, mirror crumbs and other household waste should be disposed in a mixed municipal waste container.

In the process of supplying beauty products to the market, the supplier is responsible for the proper and fair labeling of the beauty product, and the consumer is responsible for the interest in the information on the ingredients in general and the careful analysis of the information on the packaging. Without a doubt, the consumer may not know everything about the ingredients, but if it is marked on the packaging that it is certified, we can feel less stressed. Some of the most important certifications in the cosmetics industry are: "Certified Vegan" (the product is vegan-friendly, does not contain animal products and has not been tested on animals), "Made Safe"

(the product is safe - free of toxins and carcinogens, manufactured under the brand name) "EWG verified" (the product does not contain any of the thousands of substances included in the list of hazardous ingredients presented by the EWG team of toxicologists, chemists and epidemiologists), "Ecocert" (the product is produced without leaving a deep ecological footprint and in accordance with challenges of climate change control), "Fair trade" (every step of the "life cycle" of a product has been carried out in a fair and socially responsible way), "Ecocert Cosmos Organic" (the product is natural and organic). When you find a certification mark, it is still recommended to look at the ecological footprint of the brand.

In order to purchase the most 3R compliant products, look for the following labels on the packaging, which are the main criteria:

- palm-oil free
- vegan
- cruelty-free (tested on friends, never animals)
- as organic as possible
- all product packaging is either biodegradable or reusable (like their metal palates, bamboo applicator, and organic cotton storage bags)
- all labels are printed on recycled paper with eco-friendly ink.
- These criteria as basis can also be found in e-shops, for example www.etsy.com

In addition, pay special attention to the marking of environmentally friendly products on the packaging. List of existing EU and International Eco-labels and you can find at <https://www.greenspec.co.uk/ecolabels-used-in-europe/>.



Common EU Ecolabel.

NEGATIVE EFFECTS OF SUBSTANCES USED IN THE BEAUTY INDUSTRY ON HUMANS AND THE ENVIRONMENT

Consumers are offered a wide choice of beauty products, and the consumption of locally produced and imported beauty products is growing in large quantities every year. In the American market, for example, beauty products are imported from 181 countries, a lot of cosmetic products are imported from China. It is estimated that in the USA, one woman uses an average of 12 personal care products per day, which consist of 168 different ingredients. Men, meanwhile, typically use half of these numbers cosmetics. Most of these products are applied directly to the skin - the largest organ of the body, and when directly absorbed, they also enter the circulatory system. Chemicals from beauty products also enter the body through the respiratory tract, injections and internal use. Most of them are safe, but toxic substances can already be detected in beauty products. The substances and ingredients contained in beauty products may have the following negative effects on the human body:

Disrupt psychological balance	Reduce the fertility, cause miscarriage or have a negative effect on fetal	Cause some blood diseases or even cancer
Weaken the immune system, as a result, a person's tendency to get sick intensifies	May cause infections	Hair loss may intensify, scalp problems may occur

Figure 2. Negative effects

We have listed the main harmful effects on the human body, but the ingredients of beauty products can also negatively damage nature. All toxic substances enter nature when we wash them with water. Many chemicals do not decompose and enter our ecosystems - oceans, lakes, rivers and back into our water supply. As the water evaporates, clouds form from the contaminated water and the chemicals return in the form of rain. Contaminants that enter the earth also enter our agricultural produce, which we eat, so chemicals get back into our bodies and can cause diseases such as cancer. Chemicals in water reduce aquatic animal populations, and contaminated feed and air also have a negative effect on the animals we raise and eat.

FORMATION OF AN ENVIRONMENTALLY FRIENDLY APPROACH IN THE CONTEXT OF THE PRODUCTION AND USE OF BEAUTY PRODUCTS

Decisions and advice are not and cannot be just black or white, it is more about balance based on our values and ethics. We are individuals and cannot live in a completely sustainable way, but we can change our attitudes. Following the principle of 3R (reduce, reuse and recycle), we can naturally choose those beauty products and those beauty brands that implement initiatives to protect our beautiful planet. Below are suggestions that can help to protect nature.

- ◆ Choose beauty products that are made from 100 percent natural products and the packaging is made of recycled materials;
- ◆ Look for cosmetics that are certified as natural. For example, in Australia, Safe Cosmetics Australia has certified over 50 brands as toxic free. In the USA natural ingredients are evaluated by the EWG (Environmental Working Group, <https://www.ewg.org>), RGS (Research Global Services in European Union and Turkish Republic chemicals legislation, <https://www.reach-gs.eu>). Search for such information on the packaging or in the seller's online store;

- ◆ Choose brands of beauty manufacturers that participate in sustainability initiatives or eco-programs, offer minimal packaging or use self-degrading packaging, use renewable energy sources in the production process, such as <https://www.adorn cosmetics.com.au/sustainability>;
- ◆ Search for beauty brands that declare using renewable ingredients such as Kakadu plum, a plant that is grown in regions of Australia that are historically separated from industry and inhabited by closed communities;
- ◆ Choose beauty brands that declare that they produce products certified as Vegan; this is helping to reduce the use of palm oil in cosmetics;
- ◆ Read the ingredients of beauty products carefully and take an interest in it. In the absence of a legal definition of organic or natural beauty products and strict requirements for production, sale, labeling and advertising, abuses under the guise of "green marketing" often occur. We remind you that toxic substances are listed at the end of the list of ingredients, but the manufacturer can also outsmart them by listing them elsewhere, closer to the natural ones. Of course, many substances are not familiar to the average consumer. In this case, use a variety of gadgets. For example, existing online gadgets can be used. One of them is the CLEANBEAUTY component identification program, which can be used to find out about the components of a specific product that are classified as dangerous (controversial components). All you have to do is take a photo of the label on your smartphone and you will get information about Controversial components;
- ◆ Until we cannot completely avoid plastic-containing products, we can choose to reuse the packaging we already have. Use your existing empty cosmetic packaging for other purposes or ensure that such packaging does not enter the environment;
- ◆ Do not throw your empty cosmetic packaging into plastic bags, sort them, do not wash them with extra clean water, but clean them with water that was already used for washing.

The producers of beauty products are changing behavior moving to more environmentally friendly by particular activities:

- ◆ increasing energy efficiency and using renewable resources;
- ◆ modern laboratories are establishing and using for creating and testing of the beauty products;
- ◆ recycled raw materials or biological sources are used instead of the plastic used in the packaging;
- ◆ proposing the delivering of beauty products without packaging;
- ◆ reduction the greenhouse gas emissions of each finished product;
- ◆ changing logistics of delivering the production to the market;
- ◆ setting up an eco-labeling scheme to promote sustainable decisions and inform customers;
- ◆ setting donations to fund projects to restore damaged natural marine and forest ecosystems as well as to fund the projects related to the circular economy;
- ◆ highlighting actions of producing more ecofriendly production as well as active participation in environmental protection in social media etc.

Most environmentally friend beauty products are home made products and we will present some examples you can easily make by yourself

Homemade bath bubbles. You will need: 200 g. baking soda; 100 ml of citric acid; dish; pestle; chosen oil; chosen food dye; a bottle with a nozzle; molds. Crush the baking soda with a pestle. Pour citric acid or lemon juice, chosen oil, and dye into a spray bottle. Spray the resulting liquid on the crushed soda. As soon as the mass begins to solidify, place it in the prepared molds. If you wait too long, the mass will become too hard to form, and if you spray too much liquid, the mass will foam up. Leave the formed mass to solidify at room temperature for 3-4 hours.

Body scrub. Here are some of the possible recipes:

- ◆ Coffee grounds scrub. Do not throw away coffee grounds - mix them with a small amount of vegetable oil and massage it into the skin. Rinse after 10 minutes.
- ◆ Mix a cup of sea salt with a glass of almond oil (it's recommended to choose the smallest grain of salt so that it does not damage the skin). Massage the salt mixed with almond oil into the skin, wait a while and rinse with lukewarm water.
- ◆ Mix some coarsely ground pepper with a pinch of cinnamon, a few teaspoons of olive oil, and a pinch of coarse salt. This body peeling cleanses the pores, improves blood circulation, and helps to effectively fight cellulite.
- ◆ Mix a few teaspoons of sugar with the same amount of cold-pressed olive oil. Massage the skin, wait a few minutes, and rinse well under running water.
- ◆ Grind a little oatmeal (a coffee grinder is a perfect choice for this), mix with a few teaspoons of honey. After bathing, apply on skin, massage, wait a few minutes, and then rinse under running water.

Lip balm. You'll only need 2.5 g. of beeswax and 7.5 g. of the liquid oil you have (for example, you can use coconut oil or sweet almond oil). You can add 1 to 4 drops of essential oil (lime, sweet orange, lavender, etc.) to the mass of beeswax and oil dissolved in the water bath, which will give the desired smell. Mix everything well and pour it into the jars. The lip balm will freeze quickly, and you will be able to use it for lip care.

CASE STUDY

EXAMPLES FROM LT

A few months ago, the “Urban Green” salon with a low-consumption philosophy was established in Kaunas. For people who want to make less harm to themselves and the world around them. “The problem is that a lot of people think that such services are very expensive. However, this is not true and we are trying to dispel these myths”. The founder Ieva revealed how this place were opened, what is needed to maintain such a business and what services people can get here.

<https://9zuikiai.lt/tvarus-grozio-salonas-ar-tai-imanoma-kaune-toks-jau-yra/>

Mission of Urban Earth Lovers

We spread the ideas of simplicity, minimalism and nature-friendly life. We follow the attitude of responsible consumption, zero waste and low impact. Every day we work to reduce disposable plastic and waste, bring more lightness and cleanliness to life.

<https://www.urbanearthlovers.com/pages/apie-urban-earth-lovers>

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Take the challenge and start the 3R's

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