**DESCRIPTION**

Sustainability has come to the fore in the cosmetics and personal care industry. Rising ethical consumerism and the need for resource efficiency are making cosmetic companies – small, independent firms to global giants – take steps towards sustainable development.

*Sustainability: How the Cosmetics Industry is Greening Up* discusses the growing importance of sustainability in the cosmetics industry, highlighting the various ways organisations can address the economic, environmental and social aspects. How can the cosmetics industry make a difference in terms of ingredients, formulations, packaging, CSR, operations, and green marketing?

**Topics covered include:**

- Environmental and social impacts of cosmetic products
- Ethical sourcing and biodiversity
- Renewable energy and waste management
- Green formulations and ingredients
- Green marketing issues and consumer behaviour
- Green standards, certification schemes and indices in the cosmetics industry
Industry experts share their experiences on how they are tackling the challenges of sustainability: from raw material procurements, manufacturing, business processes, to distribution and marketing to consumers. The book concludes with some future growth projections; what are some of the shortcomings in sustainability in the cosmetics industry and what can we expect to see in the future?

_Sustainability: How the Cosmetics Industry is Greening Up_ discusses business and technical issues in all areas of sustainable product development, from sourcing ingredients, to formulation, manufacture and packaging. Covering a diverse range of subjects, this book appeals to professionals in many key sectors of the cosmetics and personal care industry; cosmetic chemists, formulation scientists, R&D directors, policy makers, business and marketing executives. It is also of relevance to academic researchers working in cosmetic chemistry and sustainable process development.

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