<https://spark.adobe.com/page/w0DXwp9ECGERp/>

**Single Use Plastic Packaging Pollution**

Every day approximately 8million pieces of plastic pollution find their way into our oceans and a total of 1.1million sea animals die from this pollution annually. The sea food we eat contains chemicals from this plastic pollution that can cause endocrine disruption as well as some cancers[[1]](#footnote-1). In this presentation we will investigate 3 main issues relating to cosmetic and beauty single use plastic and why sustainable packaging is not yet big.

From the thin cellophane wrapping on products, the liners to prove the product is sealed, the plastic lids and tops that help to contain the substance, and the plastic carry bag you’re given at the checkout upon departure, plastic is a quintessential to a beauty buyer’s experience.

To explore this issue further, I completed secondary research, conducted a survey with 20 randomly selected people aged 15-50, interviewed an eco-friendly beauty company called *Meow Meow Tweet* and completed an Empathy Map and Customer Segment.

These two segments identified the low demand of sustainable packaging and the expense to both manufacturing sustainable packaging and purchasing it. Plastic is convenient, hence the high demand.

Problem 1:

In a cosmetic product, customers want products that lather, moisturise, exfoliate and smell beautiful all in one. Plastic packaging is not only inexpensive but contains the amount of moisture in products really well, unlike cardboard.

*Meow Meow Tweet*, a beauty company committing to use the least amount of plastic packaging as possible, state, "The biggest difficulty with eco-friendly packaging is the cost! Plastics are cheap and it's certainly difficult to track down reasonably priced cardboard and glass alternatives.”

As you can see, a criteria to fulfil needs both for customers and manufacturers is difficult!

Problem 2:

Biodegradable packaging is not yet the norm, so companies don't feel the need to consider it.

However, a series of large leading brands and retailers have committed to “using 100% reusable, recyclable or compostable packaging by 2025”, L’Oréal, a makeup brand being one of them.

Only 1/20 interviewees owned a biodegradable cosmetic product.

Problem 3:

Customers are not willing to make a conscious effort to purchase biodegradable packaging.

Just because packages are **able** to be recyclable or reusable does not mean that costumers will make the conscious effort to do that! After receiving the responses from my survey, I found the percentages of consumers who are aware of plastic pollution yet don't recycle. The information is displayed on the graph below.

**Evaluation:**

The interviews conducted allowed me to solidify what my archetypal customer pains were perceived to be, namely, recycling plastic is an inconvenience and purchasing affordable eco-friendly packaging is not easily accessible. This is beneficial as it identifies an opportunity in the direction of affordable sustainable packaging for manufacturers. *Coca-Cola* claims to have saved approximately $180 million a year since investing in sustainability[[2]](#footnote-2). Although we can make a difference through our own habits, cooperation’s have a much bigger footprint. If you believe a company could be smarter about its packaging, voice your opinion or hit them hard by investing in a more sustainable competitor. It’s up to you to make the change, are you going to commit to purchasing more sustainable packaging or let your carbon footprint slowly deteriorate natural environments?

1. <https://www.sas.org.uk/our-work/plastic-pollution/plastic-pollution-facts-figures/> [↑](#footnote-ref-1)
2. <https://www.industrialpackaging.com/blog/save-money-with-sustainable-packaging-why-it-pays-to-use-sustainable-materials> [↑](#footnote-ref-2)