

BE A ZERO-WASTE *beauty*



In the first of a two-part feature, *H&F* writer and beauty addict Jo Ebsworth is on a mission to banish plastic from her bathroom

'Plastic-free', 'zero-waste' and 'sustainable packaging' were some of the biggest phrases of 2019, and with good reason. According to one study*, a rubbish truck's worth of plastic is dumped into the world's oceans every minute. If we carry on at the same rate, the report predicts there could be more plastic than fish in the sea by 2050. Of course, the impact of plastic isn't only felt in our oceans – 5.5 billion plastic bottles are sent to landfill or incinerated each year in the UK alone, releasing hazardous toxins into the environment.

'Single-use plastic is arguably one of the biggest issues our planet faces,' says Brianne West, founder of zero-waste beauty brand, Ethique. 'While we have the best intentions to recycle, just nine per cent of all plastic worldwide is recycled. This is why it's crucial we try to cut plastic out of our everyday routines.'

MY PLASTIC-FREE PLEDGE

'I started my journey to reducing my consumption of single-use plastic a year ago, after my local council reduced household refuse collections to a fortnightly basis. Forced to practise proper recycling – and seeing how much plastic my home accumulated each week – encouraged me to change my buying habits, including investing in a water bottle to carry liquids and re-hiring the milkman. But there was one room in the house that just kept giving: the bathroom. Unable to stomach shelves of plastic shampoo/conditioner/shower gel anymore, I vowed to turn my bathroom into a plastic-free zone. It's taken six months – and testing 150 products – but I've almost accomplished my mission. Fancy making your bathroom more eco-friendly? Read on to discover the products that will help you achieve sustainable success!'

Cleaner cleansers

'The average woman uses 14 jars, bottles and pots when she gets ready in the morning. Statistically, just one of those will be recycled. Happily, you can make many simple eco-friendly changes to your skincare regime, without switching all your beloved cleansers, serums and creams. First, swap 'convenient', non-biodegradable make-up wipes and disposable cotton wool pads (that can sit in landfills for hundreds of years) for reusable cleansing cloths, such as **Holland & Barrett Muslin Cloth** (£4.50; hollandandbarrett.com) or its **Thin Cotton Pads** (£8 for six reusable organic cotton pads with travel bag). Or try my favourite: the **Foreo Luna 3** silicone face cleanser (£169; foreo.com), which blasts away grime via sonic pulsations.

'I found my perfect cleanser in **Ethique In Your Face** bar for Oily-Normal Skin (£14 for 120g; ethique.co.uk), with essential oils and sea salt to keep your skin spot-free. For an indulgent, deep-cleansing experience, I like **Lani Blue Mint Facial Cleanser** (£18.99 for 65g; lovelani.com) – a pale powder that changes to vibrant blue on contact with water due to the blue spirulina content.'



Blue rinse: Jo loves using the Lani Cleanser



Smooth grooves

'The trickiest thing for me to find was an eco moisturiser, but finally I discovered **Ishga Anti-Oxidant Marine Face Cream** (£75 for 50ml; ishga.com), which smells divine and leaves my skin incredibly hydrated and plump, thanks to wonder ingredient Hebridean seaweed extract. I've still to find a plastic-free eye cream I like, but having discovered two amazing sustainable-living online stores – &keep (andkeep.com) and Plastic Freedom (plasticfreedom.co.uk) – I'm looking forward to continuing the search. Another exciting British skincare brand I've just discovered is BYBI (bybi.com), which produces amazing vegan products for all skincare needs – including natural retinol alternatives, wrapped in jewel-coloured sustainable packaging. The **BYBI Babe Balm** (£18 for 30ml), and the **Swipe Clean Facial Cleansing Oil & Makeup Remover** (£26 for 100ml), are now firm staples in my skincare regime and I'll be trying more. Finally, a big 'well done' to the UK's favourite skincare brand, Simple (simple.co.uk) – the entire, affordable range is now packaged in 100 per cent recycled plastic, so I'm delighted I can still use **Simple Eye Make-up Remover** (£1.90 for 125ml; boots.com) and **Micellar Cleansing Water** (£3.49 for 400ml; boots.com) in good conscience.'

BE AN ECO WARRIOR

'Statistics from a recent Recycle Now campaign highlight that while we recycle 90 per cent of our kitchen packaging, we only put around half of our bathroom waste – including shampoo and conditioner bottles – into recycling. Couple this with research that shows our haircare regimes produce the largest carbon footprint of all beauty rituals (think using significant amounts of water and energy to wash and style our locks), plus the fact that many traditional shampoos and conditioners contain hidden plastics, petroleum and crude oil derivatives that can be harmful to marine life when washed into waterways, and it's clear haircare is a significant cause of harm to our planet. Thankfully, there are simple steps you can take to help. It's an obvious one, but taking shorter showers really helps. And you can halve your time in the shower by swapping in-shower conditioners for leave-in versions. Allowing your hair to dry naturally saves energy, as does washing your hair less frequently and using dry shampoo in between washes.'

Haircare hero

'Plumping for vegan, organic, sustainably packaged haircare products makes a real difference – the hard bit is finding the right ones for your hair type. I hit the jackpot when I tried **Ethique Hair Sampler** pack (£14; ethique.co.uk), with three mini shampoo bars and two conditioner bars. Despite being sceptical about solid bars, I found the perfect combo for my greasy, itchy scalp and dry ends in the **Heali Kiwi** shampoo bar (£12 for 110g), and Wonderbar conditioner (£14 for 60g) for oily to normal hair. My boyfriend – who has naturally curly, long hair – swears by the **Frizz Wrangler** shampoo (£12.99 for 110g) and **The Guardian** conditioner (£14 for 60g). We bought full-size versions of these three months ago and they are still going strong, thanks to the super concentrated formulas which are also vegan, organic and palm oil-free.'

Ethique claims each bar of shampoo is equivalent to three liquid shampoo bottles, while the conditioner bars equate to five liquid conditioner bottles. And the products work amazingly well – my hair feels super soft, lightweight and manageable, and I've waved goodbye to my itchy scalp, too.'



3 OF THE BEST... DEODORANTS

1 'Handmade in small batches in the UK by green sisters Eve Carnall and Suzanne Loudwill, **Fit Pit Woman Ethical Deodorant** (£10 for 100ml; thegreenwoman.co.uk) smells lovely and works extremely well. Packaged in glass jars, the creamy, organic, vegan formula is free from aluminium salts, parabens, BPAs and palm oil.'

2 'I put **Ethique Botanica Solid Deodorant** (£11 for 70g; ethique.co.uk) to the test on a week-long bootcamp, and have completely converted to it. Featuring bamboo, which absorbs 200 per cent of its own weight in sweat and oil, this bar is easy to use, lasts for months and keeps my pits comfy, dry and fresh all day long.'

3 '**Pit Putty Natural Deodorant** (£9.95 for 65g; pitputty.eu) is made from a blend of plant oils, butters, naturally mined powders and pure essential oils. Housed in reusable aluminium tins, the vegan, soft, waxy formula claims to absorb "mild sweating", and it certainly performed very well for day-to-day use.'



NEXT MONTH...
In part two, discover how to say no to plastic in your make-up and gym bags.

Caring conditioner

'In the name of research, I tried many other solid haircare bars, including the range of 'naked' shampoo and conditioner bars from Lush with zero packaging. But for me, they just didn't work as well, so I'm sticking with Ethique, although I recommend **Lush Damaged Hot Oil Treatment** (£7.50 for 25g, uk.lush.com) which restored the condition of my hair after a full head of highlights. Can't bear the idea of solid bars? Fear not! Aveda (aveda.co.uk), the first haircare brand to use 100 per-cent recycled plastic packaging, ensures over 85 per cent of its bottles and jars are made from post-consumer recycled materials. Other eco-friendly brands include Biolage (lookfantastic.com), Davines (cultbeauty.co.uk), and Maria Nila (sallybeauty.co.uk).'