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# Sustainability How The Cosmetics Industry Is Greening Up

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### **New Ways The Beauty Industry Is**

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Sustainability in the beauty industry goes way beyond just packaging and includes the whole production process from sourcing to formula creation. In addition to the #passonplastic campaign, comes the rise of #waterlessbeauty. As the industry's most-used ingredient, there are concerns around the demand for water.

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As society shifts more and more towards integrated sustainability, few areas have remained untouched. The cosmetics industry has the capacity to affect both consumers and the environment positively or negatively, depending on the company's decision to take part in environmentally proactive innovation.

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