



GREENWASHING

THEETHICALEVOLUTION.COM/
GREENWASHING-IN-BEAUTY/



WHAT IS IT?

GREENWASHING IS WHEN BRANDS
USE MARKETING TECHNIQUES TO
PERSUADE YOU INTO BELIEVING
THEIR PRODUCTS ARE "GREEN" AND
GOOD FOR YOU.

HOW DO I SPOT IT?

BRANDS OFTEN OVERUSE THE
COLOUR GREEN TO PROMOTE THEIR
PRODUCTS, THEY ALSO DON'T
PARTAKE IN ACTIVISM OUTSIDE OF
SELLING THEIR BRAND AND USUALLY
TEST ON ANIMALS.



WHAT CAN I DO?

YOU CAN AVOID THESE BRANDS BY
BOYCOTTING THEIR PRODUCTS AND
CALLING THEM OUT ON THE
DANGEROUS CHEMICALS IN THEIR
PRODUCTS AND THEIR USE OF
GREENWASHING TO MISLEAD YOU.



✕ Misleading Labels



Trustworthy Certifications



Examples of good certification schemes. Clockwise from top left: Kitemark®, Marine Stewardship Council, Forest Stewardship Council, the Fairtrade Foundation and Soil Association

