Natural and Organic Trends in the Cosmetic Industry

Just about everyone has noticed a trend occurring in the cosmetic industry over the past few years. New companies are popping up offering green, natural, and organic products, while established players are moving to market their products as environmentally-friendly and safe for your body. Cosmetics are broadly classified into basic types such as lotions, creams, emulsions, packs, as well as makeup products, like foundations, lipsticks, mascaras, and many more.

CONCEPTS AND TERMINOLOGY

Many consumers are embracing healthier cosmetics, and have become adept at scanning product labels for the following harmful ingredients: Sodium Lauryl Sulfate (SLS), Butylated Hydroxyanisole (BHA), Triclosan and Triclocarban, Aminophenol, Diaminobenzene, Phenylenediamine (Coal Tar), Parabens, Polyethylene/PEGs, Retinol products (Retinyl Palmitate, Retinyl Acetate, and Retinoic Acid), Petroleum distillates, Oxybenzone, Dibutyl Phthalate, Toluene, Formaldehyde, and Hydroquinone. From skin irritation to liver damage and cancer, we now know that these chemicals cause a variety of health problems.

Furthermore, cosmetics that contain added “fragrance” are also considered to be red flags, as federal law doesn’t require manufacturers to itemize the ingredients in a particular fragrance blend. Many fragrances can trigger an allergic reaction, and some contain chemicals that have been proven to disrupt hormones.

Given all of the health conditions that can be caused by toxic ingredients, it is easy to see why the demand for healthier cosmetics has become so prevalent. However, it can be difficult for consumers to recognize the difference between Green Products, Natural Products, and Organic Products. Many don’t realize that these popular buzz words dotting the industry don’t mean the same thing; each of these marketing terms has a slightly different definition:

Green Products

Items that are marketed as “green” have been manufactured in a way that’s considered environmentally friendly. This might mean they use less water than the industry standard, or perhaps they used recycled packaging. The term “green” does not necessarily make it any safer for your body, and sometimes not much healthier for the planet.

Natural Products
Products that are labeled “all natural” have been made using only natural materials. Don’t be fooled though, because there are plenty of “natural” (i.e. “non-manmade”) components in some products that could be harmful to you and the environment. Likewise, there are plenty of manmade ingredients that aren’t harmful at all.

**Organic Products**

Although it is still sometimes misinterpreted, organic is about the best label you can find on cosmetic products if you are looking for the safest product. However, it can still be misleading. Let’s dig a bit deeper into its meaning.

The guidelines that make a product “natural” are defined on a company-by-company basis. Believe it or not, this term isn’t regulated. Of course, that doesn’t make it legal to stamp the word “natural” onto an unnatural product, but it does make it substantially easier for companies to mislead consumers about what goes into an item.

To use the label “organic,” on the other hand, a company must conform to strict third-party guidelines that state the product must meet these criteria: ingredients must be grown without cloning, synthetic growth hormones, persistent pesticides, or petroleum-based fertilizers. When being processed, these ingredients must not have artificial colors, flavors, or preservatives added. Additionally, the company cannot add any irradiated ingredients or genetically-modified organisms (GMOs) to the item.

**WHO IS BUYING ORGANIC COSMETICS?**

Considering that the global organic beauty market is expected to reach $22 billion by 2024, it’s apparent that the market for organic cosmetics is already popular. According to data provided by Statista, a statistics portal featuring statistics and studies from more than 22,500 sources, 18 percent of female U.S. consumers reported spending between 26 and 50 U.S. dollars per month on organic beauty and personal care products. The same online survey conducted in May 2017 suggested that 21 percent of responding U.S. consumers reported buying “almost” only organic makeup products.

The information chart below shows the share of consumers in the United States who prefer to purchase natural or organic decorative cosmetics products as of May 2017, by household income. During the survey mentioned above, 37 percent of responding U.S. consumers earning up to 49,999 U.S. dollars annually reported that they prefer to purchase makeup products that are natural or organic.
WHO IS MAKING ORGANIC COSMETICS?

Without exception, top manufacturers in the global cosmetics market have tapped into this growing market so that they won’t miss out on this large opportunity. L’Oreal, Chanel, Estee Lauder, Origins, Kiehl’s, L’Occitane, Revlon, Burt’s Bees, and many other familiar brand names have launched meticulously formulated products covering the ground of organic skin care, organic hair care, organic fragrance, and organic cosmetic products.

* Source: Statista
There are also numerous small manufacturers and cosmetic startups who eventually became our favorite customers. Always having a story behind how they were founded and how they operate, these companies hold true to their strong mission statements to offer high-quality products to everyone. As their equipment supplier, we personally try on their products and support their causes whenever we can. Here's a snapshot of some of our cosmetic customers who are working to bring safe cosmetics to consumers:

**Boosh**

In order to make their top-selling organic lipsticks, Boosh (a playful take on “Bouche,” which is French for mouth) uses THT three roll mills to create perfect blends for all sixteen luscious colors at their Canadian location. Their tagline “no chemicals, period” sums up founder and CEO Sarah Walker’s mission to make beautiful lipsticks accessible to consumers everywhere, even if they’re allergic to chemicals, dyes, or other components found in mainstream cosmetics. For instance, Boosh uses natural mineral pigments, like carmine, yellow oxide, and zinc, to color their lipsticks—never food dyes, which can trigger allergies.

Sarah has two business partners, Peter and Linda Van Der Heyden, who run a farm that provides local ingredients for Boosh’s chemical-free products. Sarah insists on avoiding use of any parabens, petrochemicals, sulphates, and other known allergens. Furthermore, Boosh uses bees wax for the product base, so that a special healing quality is added to every lipstick.

**Hurraw! Balm**

Based in Montana, Hurraw! Balm gets its name from twisting the word raw into the exclamation “hooray!” (which is exactly what you’ll say when you try their products). Founders Corrie Colbert and husband Neil Stuber create high quality lip products that are organic, cold-pressed, as well as long-lasting. After obsessing for years over the perfect formulation, the couple achieved a flawless blend made without any artificial preservatives. Hurraw! Balm launched in 2010 and the health and happiness of their customers has been a core consideration from the start; they even guarantee their balms unconditionally.

One of their best-selling flavors is the tingly icy mint lip balm, which gently hydrates while staying true to their promise of premium raw ingredients. Committed to excellence, all of their products are assessed by rigorous standards. Hurraw! Balm’s production takes place in a
dedicated National Organic Program and EcoCert certified facility, using a THT three roll mill to efficiently manufacture fan-favorite flavors.

Pacifica Beauty

Offering a range of high quality cosmetic products, Pacifica Beauty was founded by couple Brook Harvey-Taylor and Bill Taylor. Lending insight into the playful vibe surrounding their company, Brook and Billy had the idea of starting a cosmetic company that manufactured innovative, safe, and sustainable products after a surfing trip. Pacifica was born soon after.

By using THT three roll mills, Pacifica is able to manufacture a stunning lineup of cosmetics that range from lotions and balms to nail polish, skin care, and more. Conscious of the potential waste that could come from empty product containers, Pacifica has a full recycling program that allows customers to send them rinsed out packaging using a pre-paid shipping label. As a 100% vegan and cruelty-free company, Pacifica does everything they can to raise awareness about the importance of using organic and natural ingredients that are safe for the environment, and healthy for your skin.

THREE ROLL MILL AND ORGANIC COSMETICS MANUFACTURING

Organic cosmetic products, just like their traditional counterparts, rely on the use of a three roll mill for highly homogeneous and finely dispersed structure. It is regarded as the preferred machine tool to disperse pigments or other key components into soft base such as wax or oil, since its uniformly applied shear force works effectively on the whole ingredients to maximize the color effects and significantly improve the quality of the end products.
CONCLUSION

Countless studies over the years have revealed the potential dangers of the use of certain chemicals in cosmetics. That’s why consumers are starting to notice the efforts put out by organic cosmetic manufacturers, especially from small eco-conscious businesses. Consumers cast their votes by choosing which brand and what products to trust on the market. And it is our firm belief that the organic trend in cosmetic will continue to grow. At the end of the day, consumers prefer to buy from a company that cares about quality products as well as the well-being of their consumers.