

Decoding the Difference: Clean, Green and Sustainable Beauty



Wanting to give your concerned contribution to Mother Nature, but confused from where to start? With so many environment-friendly brands launching their new products every season, this would be the only guide you will ever need to extract the essence of all the beauty methods out there:

Clean Beauty

As defines by the word 'Clean', these beauty regimes uses products which have ingredients not harmful to the nature. These are *non-toxic* ingredients, but *may/may not be man-made*.

A clean beauty product may have a man-made product which is *not* necessarily harmful to the environment. A brand opting for clean products would also make sure that the natural ingredients used are non-toxic as well!

Sustainable Beauty

Using non-toxic ingredients proved to be kind to Earth, Sustainable Beauty brands work on *minimising waste* and their carbon print as much as possible. These brands also choose to create *sustainable packaging*, which can be an approach not seen in Clean Beauty.

Sustainable Beauty would look through *recyclable* and *re-usable* options of packaging and branding as well. These brands are also often seen promoting themselves through environment-friendly campaigns.

Green Beauty

Green Beauty takes everything to another level. A brand under the label of Green Beauty will ensure that all practices undertaken by it is *beneficial* for the environment.

Made with *all-natural components* keeping in mind the sustainable aspects of the same as well, green beauty includes a spectrum of areas to create non-toxic, natural beauty methods.

Not all natural products are good for the environment! For example: *Palm Oil* can be harmful for animals, and using such products can deem disastrous for their health. Green Beauty Brands ***avoid*** such ingredients as well, making *cruelty-free* products as well.

Working on a holistic approach, Green Beauty is an umbrella term which includes ethical and cruelty-free practices which can be shared by its clean and green counterparts as well.

Animal Testing:

Animal testing is *avoided by all* the three beauty methods. However, mentioning whether it can be potentially harmful for animals is a good practice opted by clean, sustainable and green beauty brands alike.



To Summarize:

Practices	Clean Beauty	Sustainable Beauty	Green Beauty
Ingredients used in products	Focuses on non-toxic components. May/may not be derived from nature.	Ensures minimal wastage while using ingredients, thus derived from nature.	Uses non-toxic, natural ingredients.
Animal-friendly	May not be cruelty – free.	Ensures the products are cruelty free.	Fully cruelty-free.
Packaging	Not considered.	Consider ethical packaging	Consider not only ethical packaging but also ethical sourcing.
Waste Management	Considered to an extent	Ensures it is as minimal as possible	Ensures it is as minimal as possible

Analysing the three aspects of beauty methods, one may perceive that Green Beauty is the most ethical and concerned about the environment to greater extent as compared to Clean and Sustainable Beauty.

However, one must understand that Green Beauty is an *outcome* of using the ethical practices of the rest two beauty methods.