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CLEAN BEAUTY: BEYOND SKIN DEEP

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## ABSTRACT

This thesis seeks to explore the emerging clean niche within the beauty industry through an analysis of product, packaging, and company communications. In the first portion of this study, I propose a framework for clean beauty packaging based on industry trends. The clean framework includes five principles: being “free-of,” product efficacy through science, transparency, sustainability, and expression of one’s self. These principles are further explained using industry leaders: Sephora, Follain, and Drunk Elephant. In the second portion of this study, I explore clean beauty is through the lens of consumers. A total of 133 Pennsylvania State University students responded to questions regarding the difference between “clean,” “natural,” and “green.” This portion also focuses on the presence of, or lack thereof, clean beauty on the media website Reddit. These findings indicate the favorable attitudes consumers foster regarding clean beauty, however, the depth of knowledge still remains shallow. In the third portion of this study, the aforementioned clean framework is used to conduct a packaging analysis of seven different beauty brands. The brand, box, copy, and product components are all analyzed. This portion highlights how design and product driven components speak to the consumer. Overall, the findings of this study indicate that the core of clean beauty lies heavily in three of the five principles: being “free-of,” product efficacy through science, and transparency. The others are relevant, however, less definitive of the brand. The yielded insights suggest implications for other product categories, specifically those influenced by minimalism trends.

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## **Chapter 1**

### **Introduction**

The phrase “beauty is only skin-deep” may no longer stand true. Today’s consumers are using their spending power to voice their commitment to safe ingredients and transparency (How Much Is the Beauty Industry Worth). In a recent study, 34% of consumers are willing to pay more for clean products (Guinaugh). This number is forecasted to grow as big players in the beauty industry adopt clean and encourage education regarding the subject. This industry upheaval has proliferated through niche and mass merchandise stores alike. Across the industry, brands and retail stores are seeking to adopt the ethos of clean beauty into their product lines. This thesis seeks to address how clean has been integrated into the clean beauty industry, with a specific focus on the role packaging has played.

The enhancement of vanity through the use of beauty products is not a new concept. Cosmetics date back to 3000 B.C. with the Egyptians, who used dark kohl eyeliner for both medical and cosmetic purposes. Beauty ideals spread to Western cultures, as the Renaissance proliferated. Pale faces were revered as beautiful, resulting in the (dangerous) use of white lead powder. Rather than providing functional value, cosmetic usage was vanity driven. It is rumored that Queen Elizabeth I wore a half-inch of makeup at the time of her death. This behavior continued into the 18th century. Marie Antoinette’s rosy cheeks and powdered white hair symbolized a period of indulgence, extravagance

As a result of French and American Revolutions, the West experienced an extreme cultural shift in the perceptions of beauty in the late 1800’s. Excess spending on vanity was no



longer accepted, in fact, makeup was discouraged outside of theatre. The theatre later played a large role in the makeup behaviors of the 1900s. Women used silent film stars as motivation and sought out professional beauticians. This led to a commercialization of beauty products that facilitated the mass consumption of standardized beauty products. This cosmetic resurgence continued into the 1930s as media became a growing part of American life. Even after World War II, the war affected the economy yet not the sales of cosmetics. Instead variety and availability continue to grow. Pop culture became a strong influence in the beauty industry, with icons like Marilyn Monroe and Aubrey Hepburn.

This desire for emulation faded in the 1970s as women sought out natural beauty. As the 1980's approached, women adopted a heightened awareness of nutrition and its role in the cosmetic realm. Natural makeup stood at the foreground of beauty trends. Companies' adherence to the growing natural demands went unpoliced by regulatory agencies, making the industry susceptible to greenwashing. Remarkably, legislation in the beauty industry has not been updated since 1938. The current regulations only support a total of 11 restrictions and/or bans. Despite its yearly revenues of \$80 billion, the beauty industry is overseen by a regulatory staff of only 30 with a budget of \$8 million (.01% of total industry revenues) (Duncan).

The rise of natural beauty and demands for transparency segued into a period of growing consumer fear. In 2010, the haircare brand Brazilian Blowout was exposed for its use of a chemical that released formaldehyde when heated. The exposure of harmful chemical usage continued in the coming years as companies like Johnson & Johnson faced similar concerns with their baby shampoo. The lack of legislation and demand for safety incited the rise of self-regulation companies - those being today's clean beauty brands. Self-policing pioneers, such as

celebrity Gwyneth Paltrow, have brought recognition to this segment of beauty using media as an outlet for conversation and awareness (Figure 1).



**Figure 1: Goop Founder, Gwyneth Paltrow, with Jimmy Fallon in March 2016**

To understand the development of clean beauty over time, I examined Google Trends data (revealing consumer search behavior for beauty topics). Figure 2 illustrates the historically dominant position of natural beauty in the market. The natural sector has fluctuated but displays positive growth and high search volume. In comparison, growth for organic beauty has experienced less variation and overall lower search volume. This comparison is indicative of the strong influence natural has maintained over the course of fifteen years. While natural has remained dominant, clean beauty has recently spiked in search volume, intersecting with organic beauty in November 2018. Following this intersection, clean beauty continued to grow exponentially and appears to be on track to soon intersect with natural beauty in terms of search popularity.

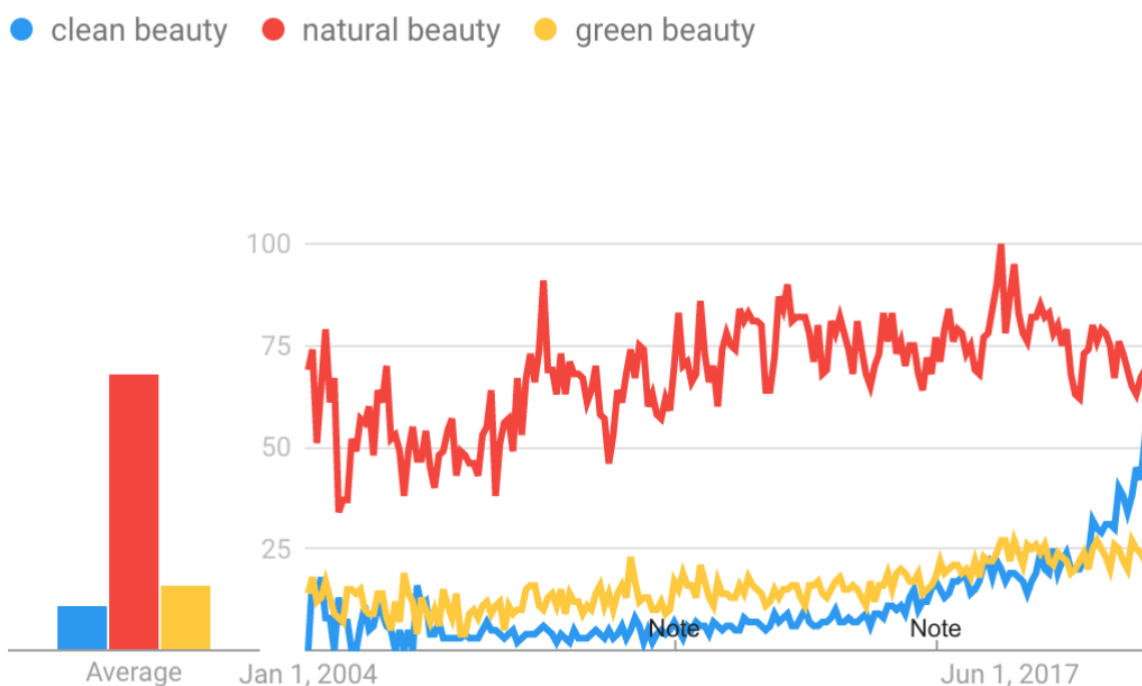


Figure 2: Clean Beauty Google Trends

Note: Google Trends data is based on users' search behaviors for the "Beauty and Fitness" category within the United States since 2004. The values shown are relative indices and do not display actual search volume.

This growth in clean beauty search is largely supported by younger generations who are investigating and investing in the adoption of clean beauty practices. Based on their experiences, 67% of Millennial women have used and would be willing to use clean beauty products again ("How Much Is the Beauty Industry Worth"). The increasing demand for clean beauty is leaving a lasting impact on consumers and the industry as a whole, where it has been met with a surge of beauty retailers adopting clean beauty ethos. Packaging has remained core to this evolution, as it serves as the consumer's first introduction to the product. Once an industry shrouded in secrecy, the business of beauty has taken a new approach - a clean approach. The means by which clean has defined itself in such an expansive industry will be discussed in this thesis using survey data, communications from industry leaders, and packaging analyses.

## Chapter 2

### A Framework for Understanding Clean Beauty

What is clean beauty? For the purposes of this thesis, I have defined clean beauty as a movement rooted in health and wellness through its commitment to non-toxic ingredients and efficacy. Despite its ubiquity within the beauty industry, the phrase “clean” lacks an industry-wide definition. To better understand clean beauty, I developed five principles that create a framework which identifies the space that clean beauty fills in the industry:

1. The concept of being “free-of”
2. Product efficacy through science
3. Company and product transparency
4. Sustainability
5. Expression of one’s self

Of these five principles, the first three appear to be core to the clean movement. The latter two are less directly aligned with the clean movement, and more so a part of the larger promise of the beauty industry. These principles are expected to underlie the media communications, brand values, and products that represent quintessential clean beauty companies. I propose that consumers, consciously or unconsciously, are buying into these principles and the new niche market which embodies them.

#### **Principle 1: Being “Free of”**

Clean beauty is often touted as being “free of” harmful ingredients or toxins. For example, the clean beauty guru, Gwyneth Paltrow, attests that clean beauty is much like a clean diet in the sense that it detoxifies the body (“What’s Goop”).

This concept of being “free of” and detoxification has emerged in psychological research on the purification of recycled water (Rozin). Reclamation processes are capable of converting wastewater into consumable drinking water--but consumers tend to react negatively due to disgust and contamination sensitivity. Although the technical and cost issues of purification have been resolved, these psychological reservations are important barriers. Disgust, or the “yuck factor,” is a reaction to spoilage or bodily byproduct, which is inevitable when dealing with wastewater. Rozin theorizes that disgust follows the magical law of contagion, “once in contact, always in contact” and serves as a cognitive heuristic that guides decision making in everyday life. Contagion is both material and spiritual: material contagion can be rid of via treatment processes, but spiritual contagion is a non-physical essence that remains permanent. Rozin’s research asserts that while purification processes can treat the water, the residual spiritual contamination remains. Hence, consumers will prefer products that are free of residual contagion.

Water is consumed and digested in the body whereas most beauty products are not. However, beauty products are applied to the body and, according to claims in the popular press (e.g., Huffington Post), 60% of what an individual puts on their skin will enter their body. This belief may heighten feelings of disgust and contamination. To combat this consumer reaction, companies seek to highlight the “purity” of their products. A leader in this “free of” movement is Credo, a San Francisco-based beauty retailer that prides itself on providing consumers with high-end clean products. To back their claims of protecting their customers from harmful toxins, Credo has published a “Dirty List.” This list outlines the ingredients banned from their product offerings - many of which are found in mainstream beauty stores (see Appendix B). To consumers, the list of ingredients that are not in a product have become just as important as those that are.

## **Principle 2: Product Efficacy Through Science**

Clean beauty is underpinned by claims of product efficacy achieved through science. For example, clean beauty is frequently described as a combination of natural and synthetic ingredients that together aim to keep the consumer and the earth in mind (Biossance).

This emphasis on product efficacy through science differentiates clean beauty from natural or green beauty. The latter are positioned on environmental sustainability, which can lead to concerns about product efficacy. For example, consumers associate sustainable products with gentleness rather than strength (Luchs et al.). As a result, when strength or efficacy is important to product performance, sustainability may undermine consumers' willingness to purchase. Moreover, consumers may use more of a product when it is environmentally sustainable in order to compensate for lower efficacy (Lin and Chang). Hence, natural or green associations can be a liability for products due to efficacy concerns. To mitigate these concerns, clean companies must explicitly communicate product efficacy and strength with support that will convince consumers (Luchs).

These consumer concerns about efficacy are rooted in natural and environmentally sustainable claims but may readily extend to clean beauty as well. But industry professionals are speaking up to dispel the common perception that clean is synonymous with natural. Natural concerns the source of the ingredient (if it is sourced directly from the earth, it is considered natural) whereas clean combines both natural and synthetic ingredients. In addition to ingredient innovation by research and development teams, clean beauty brands have engaged in marketing efforts to educate consumers about "safe synthetics," which are chemically formulated ingredients that are often advertised without guise (Biossance). Instead, the scientific terminology is boldly displayed in recognition of the ingredients result-driven nature. This is a tactic heavily incorporated into Biossance's campaign. By highlighting that natural is not better, clean beauty is pioneering an industry that "straddles the line between natural and engineered. (Biossance)" While natural and green have seemingly paved the way for clean in the beauty sphere, clean is

differentiating itself by embracing both natural and man-made ingredients to create safe, yet efficacious products.

### **Principle 3: Transparency**

In the beauty domain, a lack of regulations has created an industry based on confusing, and often misleading, terminology. Ingredients have historically been shrouded in secrecy under the guise of ambiguous blends. With only eleven pieces of FDA legislation policing this industry (see Appendix A), companies are primarily self-regulating (Center for Food Safety and Applied Nutrition). Clean beauty brands have become pioneers in improving transparency in the beauty category.

While new to the beauty industry, transparency is not a foreign concept. Consumers have long been demanding disclosure and transparency in return for their trust. According to ..., transparency is fundamental to accountability, which is a “foundation of social responsibility” (Kang, Hustvedt). By asserting its commitment to transparent accountability, a company in turn will garner positive consumer attitudes, which will result in increased purchases and positive word-of-mouth (Kang, Hustvedt). Transparency extends to several facets of a company. The most commonly discussed component of transparency in the beauty industry is the ingredient list. However, companies are expanding their transparent efforts to marketing efforts and overall messaging. For example, Credo has issued a set of Beauty Standards that outline the extensive list of rules which all vendors must follow (Thomas). One of these is the elimination of the use of the phrase “natural” on product packaging unless proven to be 100% naturally sourced. Due to positive consumer response, transparency initiatives have been mimicked by mass and prestige brands (e.g., Estee Lauder) (Strugatz). Indeed, if transparency becomes a norm, resistance is going to become detrimental for beauty brands (Dekavalla).

## **Principle 4: Sustainability**

Eco-friendly is often wrongly considered a synonym for sustainability. While this is an aspect of sustainability, the phrase is an umbrella term that addresses social, economic, and environmental concerns. Many companies are adopting sustainability in their everyday practices so, while this is not core to the current clean beauty movement, it has strong implications for future industry decisions.

In the midst of our societal threats, companies and consumers are challenged to react. Companies are using this as an opportunity to respond by developing products that better aligning themselves with consumers' values (Luchs). Individuals have become more aware of their unprecedented impact on societies and the environments in which they live. This social shift has brought about a shift in consumer behaviors. In a Nielsen Company survey, 49% of global respondents noted that they were willing to pay above the average price for products with strong sustainability practices (Sustainable Shoppers).

Estee Lauder, for example, has created an action plan to incorporate sustainability into its business model. The company focuses primarily on social and environmental impact (Collins). Nancy Mahon, senior vice president for global corporate citizenship and sustainability at Estee Lauder stresses that “sustainability [...] and business go hand-in-hand. (Cosmetic Business Forecasts)” Companies like Lauder are willing to enact these changes and assume the monetary costs that are associated. Mahon says that companies like Lauder use their economies-of-scale advantages to allow for major shifts, such as plastic to glass packaging. To appeal to today's consumers, beauty brands must work in a way that resonates with consumers' societal concerns, while still maintaining alignment with the brand.

## **Principle 5: Expression of One's Self**

In today's highly visual consumer culture, an individual's self-identity is highly controlled by appearance and body figure. According to Domzal and Kernan's *corporal theory of body*, “the human body is the most visible expression of one's self and bodily behavior or maintenance is a means of



interpersonal presentation in social activities.” This theory suggests that heightened awareness of personal grooming is a result of social motivations (Dozmal, Kernan). As consumerism has developed, individuals have been given more choice. Historically, beauty companies have positioned their products as means of self-expression. However, clean beauty is less of an outward expression and more so inward.

Consumers seek to express themselves through their daily decisions and interactions. To supplement or reinforce their unique identity, consumers will also seek out peripheral means of defining and communicating their identity. For consumers, the choice of a brand has become a means of self-expression and also a “lifestyle beacon” (Cătălin, Andreea). Lifestyle is an aggregate of daily life habits applied throughout an individual’s life (Vyncke). Consumers will seek brands that reinforce their ideal lifestyle. This self-expressive function has become one of the most important characteristics of a brand (Keller). Consumers use brands that “are convergent with their perceived ideal identity” (Cătălin, Andreea). This theory suggests that consumers want brands to relate to their goals and values, but also want to project these values to society - creating a balance between intrinsic and extrinsic benefits. While beauty products are used privately, the desire for self-expression still translates to a desire for identity projection. The degree to which a consumer is attracted to a brand is often correlated to the extent to which a brand can project values, visions, and goals to the outside world (Cătălin, Andreea).

### **Industry Perspective**

The beauty industry has helped pioneer the concept of clean and therefore has had an influence on the meaning of clean. To explore industry perspectives on clean beauty, I contacted several key players in the clean beauty industry through direct email communication using the contact information provided on each website (see Appendix D). My goal was to examine whether their responses supported the key principles of clean beauty identified in my framework. The brands I contacted were:

1. **Sephora:** mass merchandise beauty store

Sephora, a leader in the beauty retail, was founded in France in 1970 by Dominique Mandonnaud. The stores grew in popularity due to their wide assortments of brands, as well as their own SEPHORA COLLECTION. New York's Soho neighborhood welcomed the first U.S. store in 1998. The company is currently owned by LVMH Moët Hennessy Louis Vuitton, which is the global leader in luxury goods. Sephora recently announced its new tagline "We Belong to Something Beautiful" to emphasize the company mission of inclusivity. Currently, there are over 2,600 Sephora stores operating across 34 countries worldwide.

2. **Follain:** specialty beauty merchandise store.

Founder, Tara Foley, created Follain in 2013. After working with beauty within a legal capacity, Foley began to enact change within the industry through an entrepreneurial lens, ultimately leading to Follain - a niche beauty company that aspires to be the "Sephora of green beauty." The company prides itself on its strict approval process, restricted ingredients, and consumer education. Today, the company has an e-commerce website and six brick-and-mortar stores in the following locations: Bethesda, Boston - Beacon Hill, Boston - South End, Dallas, NYC - West Village, and Seattle - University Village.

3. **Drunk Elephant:** niche clean beauty brand

As a result of her personal struggle with skin issues, Tiffany Masterson developed Drunk in 2012. The brand was among some of the first clean pioneers, quickly establishing an industry standard for those who followed suit. The company was recently purchased by Shiseido in an effort to reach younger consumers by establishing its stake in clean beauty. As of now, Drunk Elephant is sold exclusively at Sephora, where it is one of the retailer's fastest growing skincare lines.

The detailed responses of each company can be found in Appendix C. Below I summarize my key findings vis-a-vis the key principles of clean beauty identified in my framework.

## Industry Perspective: Being “Free of”

“Free-of” was readily evident in the communications of each firm. While the free-of ingredients varied by company, the repetition and emphasis on this factor was omnipresent. Drunk Elephant exemplified this principle with its clear aversion to toxins and the “Suspicious 6.” These six barred ingredients (Essential Oils, Drying Alcohols, Silicones, Chemical Sunscreens, Fragrances/Dyes, SLS) have become a staple for the brand. The company notes that “It is equally, if not more, important what we leave out of the products as what we put in.” Drunk Elephant identifies this method as “ingredient-elimination diet,” referring to it as a “Whole30 for your face.” Follain has likewise taken a stand against toxins using the same language as Drunk Elephant. The email communications with Follain directed me to the company’s mission page. Here, the expansive real estate consumed by the restricted ingredient list section supports the company’s dedication. The mere size was amplified by the phrasing “Non-toxic is non-negotiable.” The restricted ingredients list is paired with a rigorous approval process, one which only 10% of companies pass.

Both Follain and Drunk Elephant were founded as clean companies and therefore exemplify this core value of being “free-of.” In doing so, they have raised consumer standards. The chief merchandising officer at Sephora asserted that customers “are looking to shop brands that are ‘free of’ and Sephora is responding.” For several years, Sephora has provided a “What it is formulated without ” section within the product details page. In 2018, Sephora supplemented this baseline information with the launch of a new category known as “Clean at Sephora.” In doing so, Sephora has created its own list of restricted ingredients (see Appendix C). The company still curates brands that do not abide by this list, but differentiate those that do with a clean emblem. This is the most apparent principle in Sephora’s clean communications.



Figure 3: Clean at Sephora Emblem retrieved Sephora.com

### **Industry Perspective: Product Efficacy Through Science**

Clean combines natural and synthetic components to mitigate consumer concerns about product efficacy. Follain's correspondence led directly to a company mission page titled "The New Standard." The standard was defined as one that is safe, yet effective - immediately debunking the belief that a product can only provide only one or the other. Follain frequently uses the words "clean" alongside "powerful" to create an association between the two benefits. Additionally, those involved in the curating process are referred to as "green chemists," lending further scientific credence to Follain's approach to beauty. Drunk Elephant uses similar appeals to support its product efficacy. The company claims that it has created its own niche within clean: clean compatible. Together, clean and compatible create a sense of synergy that Drunk Elephant believes puts their products in a category of their own. To do so, Drunk Elephant "never take[s] into account an ingredient's synthetic or natural status, but instead choose[s]

based on biocompatibility.” In contrast to these brands, Sephora has less to say about product efficacy through science for its clean brands. Sephora is a globally recognized brands with a strong reputation, that offers both clean and other beauty brands, so it may not feel the need to do so. The company’s use of phrases, like “feel-good formulas” and “powerful ingredients”, do support the principle to some extent--but for consumers seeking clean, a more in-depth approach may be needed.

### Industry Perspective: Transparency

Transparency appears to have a strong correlation with ingredients, or lack thereof. In the case of company communications, the aforementioned principle that identifies clean as being “free-of” has frequent overlap with transparency. Follain is a prime example of transparency through ingredients. When a website visitor clicks on the “Ingredient Restriction” he or she will be directed to a list that explicitly states what the ingredient is, where it is found, and the concerns that it raises--which goes well beyond the expectations of a traditional ingredients label.

**Restricted Ingredients**

Ingredients can be harmful for different reasons. Some may dry out skin while others have been linked to cancer. Often, these ingredients are put into products to make them more pleasing – whether to smell a certain way, create a richer lather or give them a longer shelf life. But our bodies don’t know how to process them. At Follain, we ensure every ingredient in our products plays a positive role in your health. No downsides or compromises allowed.

[SOURCES +](#)

**You will never find the following ingredients in any products carried at Follain stores.**

1,4-Dioxane +      Mineral Oil +

**Figure 4: Follain Restricted Ingredients List**

Drunk Elephant also enforces ingredients transparency, reassuring website visitors that all products “exclude any ‘question mark’ ingredients.” One of those “question mark” ingredients is fragrance. Drunk Elephant also takes a stance on transparency regarding company practices, stating “we will stay true to our ethos” in reference to the company’s ethicality. Clean at Sephora has pledged itself to transparency by clearly identifying the items that are clean versus those that are not. To make things simple for the consumer, Sephora has created an easily identifiable seal that clearly indicates clean products within the company’s online store. This discreet labeling identifies clean options but does not provide as much transparency regarding ingredients or practices as the other clean brands.

### **Industry Perspective: Sustainability**

Within the clean beauty niche, sustainability is a component that has been carried over from the green and natural movements and that aligns with the values of clean beauty brands. In the Allure article shared by Sephora, the company is recognized for minimizing its environmental footprint due to changes in corporate practice (e.g., LED lighting, “zero emissions” delivery trucks) and in products (e.g., cardboard lipstick tubes). In its communications, Follain states that it is “building a community of activists who want a better kind of beauty,” linking the brand to socially-oriented sustainability (a less frequently form of sustainability than environmental). Drunk Elephant does not explicitly state any sustainability efforts, though it alludes to sustainable activity through lifestyle changes. The company fosters the concept of “less is more,” which aligns with recent minimalism trends, as well as environmental responsibility. It is interesting that, of the three companies, Sephora provided the strongest demonstration of the principle of sustainability, perhaps due to its broader positioning in the marketplace.

## Industry Perspective: Expression of One's Self

Self-expression was least evident in the company communications (email and website), perhaps because it is less central to the identity of a clean brand, especially when the category is still emerging. However, use of these products for self-expression can be encouraged, as was seen on Drunk Elephant's website. In addition to the company story and product benefits, the "About" section concluded by moving beyond functional benefits with the following note: "Plus, the packaging looks pretty bomb on the bathroom counter." The personality of the "Littles" is further showcased through an introductory video where the products are personified in a Broadway show manner (Figure 5). This shows the individuality and playfulness of the product line. While



Figure 5: "Meet the New Littles" Introductory Website Video

## Chapter 3

### Experimental Study

To better understand clean beauty, I also investigated consumer perceptions of clean beauty products in two ways. First, I conducted a laboratory experiment among a convenience sample of consumers (mainly novices), asking for open-ended perceptions of clean beauty and comparing to natural and green beauty products. Second, I examined content from experienced consumers of clean beauty on

Reddit. My objective was two-fold: to assess how consumers perceive the clean beauty category and to assess the extent to which the principles of clean beauty identified in chapter 2 are reflected in consumers' perceptions of the category.

## **Study 1A: Laboratory Experiment Assessing Consumer Perceptions**

### **Method**

A total of 133 participants at the Pennsylvania State University voluntarily participated in a study for extra credit in an introductory business class. The study was a two-group between-subjects design, soliciting perceptions of “clean,” as well as either “natural” or “green” beauty products.

All participants were asked an open-ended question regarding clean beauty products as follows: “What comes to mind when you think about “clean” beauty products (e.g., cosmetics, skincare)? In the space below, please write down what thoughts and feelings come to mind when you think about clean beauty products, their qualities, and so on.” Participants then responded to the same question for either “natural” or “green” beauty products (depending upon condition).

All participants then answered an open-ended question asking them to explain the difference between “clean and natural”, followed by “clean and green”. Participants then indicated their attitude for clean, green, and natural beauty products, each on two six-point scales with endpoints “unfavorable/favorable” and “would not buy/definitely would buy”. Participants also answered background questions, including familiarity and attitude toward various related products (e.g., “clean food”), and prior knowledge (“unfamiliar/familiar”) and purchase (“never/regularly”) of clean beauty, each on five-point scales. Participants also answered an open-ended question regarding “How did you first learn about clean beauty products?” and also indicated their gender.



## Results

When asked about clean beauty, participants highlighted the following: scent, packaging, free from chemicals, clear skin, organic, natural, animal testing, high quality, expensive, light/white. For green beauty, participants: recycled, environmentally friendly, free from chemicals, organic, natural, and animal testing. Lastly, for “natural beauty,” participants mentioned: female, free from chemicals, organic, high quality, expensive, ineffective, and confidence. Figures 6-8 provide a word clouds summarizing the content of participants’ open-ended responses.



Figure 6: Clean Word Cloud



Figure 7: Green Word Cloud



Figure 8: Natural Word Cloud

These results indicate that consumers do not have strong distinctions between the three types of beauty products. Perceptions such as organic, natural, animal testing, and free from chemicals, display strong overlap across clean, natural, and green beauty products. Despite this strong overlap, some distinctions did emerge. For green beauty, there was a heightened focus on environmental impact, whereas natural and clean had more emphasis on the quality, price, and appearance. Both clean and natural prompted mentions of light and/or white packaging, which suggests the role of packaging in consumer perceptions. Another notable distinction was natural beauty products were sometimes identified as ineffective - but this perception did not emerge for clean beauty products. That is, while clean and natural both elicited similar descriptions (such as chemical free), clean did not suffer from the perception of inefficacy that often attaches to natural products.

When assessing participants' comparisons of clean versus natural, the majority of participants indicated that they considered the two phrases as interchangeable or had no understanding of the difference. Some participants did note clean as being sustainable, while others described clean as "less messy" than natural beauty products. For clean versus green comparisons, participants focused on the content of clean beauty products and the environmental impact of green beauty. Otherwise, no clear differences emerged. Finally, when asked how participants first learned about clean beauty products, the most common response (aside from the study itself) was in-store packaging. This result suggests that in-store packaging and display may play an important role in the decision-making process for clean beauty products.

## **Discussion**

As discussed in chapter 2, clean beauty appears to be based on six key principles - and some support for their role appeared in consumer perceptions of clean beauty products. For example, the "free-of" principle is evident in consumer mentions of chemical-free. For example, one participant stated,

“more beauty products should be made without chemicals.” Likewise, perceptions of high quality appear may align with the principle of product efficacy through science. This is noted by a participant who stated, “clean beauty products are high quality because they are effective.” Lastly, the principle of company and product transparency is also evident as a participant responded with “I buy brands who have values that I believe in.”

## **Study 1B: Reddit Clean Beauty Users**

### **Method**

CEO, Steve Huffman, refers to Reddit as a “reflection of humanity” (Record). Reddit has claimed the number 5 spot on the list of most frequently visited websites in the United States. Along with its heightened internet traffic, this website trumps all others (Twitter, Facebook, Youtube, Google) in regards to time spent using the website (Hannay). This indicates the investment users are willing to put into posting their own content, as well as exploring that of others on this internet platform. Reddit is a discussion-based forum that allows users to post comments and either vote posts “up” or “down.” All content on this platform is user generated. Within Reddit exists subreddits, and within each is found a distinctive community. To follow content of interest, users of reddit, also known as redditors, subscribe to specific subreddits.

Beauty has gone from being a vanity driven industry to one that focuses on holistic wellbeing. This shift can be seen through varying media outlets, one of which being Reddit. As Reddit persists as one of the fastest growing internet platforms, it also has become a relevant source for health-focused engagement. Data suggests users who seek health-related information are more likely to integrate the information into their routines (Hannay). Reddit users, specifically those intentionally seeking out information, are very open to new perspectives and suggestions. Conversations surrounding beauty have erupted on the Reddit platform, with subreddits covering all aspects of the industry. The beauty subreddit

ranges from conversations regarding best brands for vanilla scented perfumes to societal norms surrounding beauty.

I examined content from the clean beauty subreddit dating back to May of 2019. This subreddit included a total of 48 posts. Post included the following content: Youtube links, at-home images, and questions regarding clean beauty.

## **Results and Discussion**

Examining the content of the clean beauty subreddit, I observed four main findings. First, compared to the other beauty subreddits, the clean beauty subreddit is far more limited content wise - which is consistent with the novelty of this sector of beauty. Many feeds were initiated by novice clean beauty users who posed questions regarding brands that others have found effective. The most frequently mentioned names are Drunk Elephant, Herbivore, and Biossance. These are all brands that can be found in mass merchandise stores like Sephora, suggesting the movement of clean beauty as a niche into the larger realm of beauty. It also reflects a user emphasis on efficacy, one of the principles of clean beauty identified in chapter 2.

Second, many different kinds of clean beauty products were mentioned, including: skincare, makeup, deodorant, sunscreen, and cleaning products. These findings suggest that clean beauty reflects a holistic approach that spills into other aspects of consumers lives - which is consistent with the notion that clean beauty may provide a source of identity for consumers, another one of the principles of clean beauty identified in chapter 2.

Third, Reddit users frequently mentioned strong colors and efficacy of products (as is the case in most beauty forums). Their comments did mention ingredients, albeit in a limited manner. For example, users mentioned beneficial ingredients, such as hyaluronic acid, and also referred to toxic ingredients that should be avoided. However, these posts were less frequent and fostered little conversation when

compared to the popularity of brand suggestions (which received many comments). Indeed, the clean beauty subreddit community generally lacked communication between members on posts. While redditors were willing to share articles, sources of information, and advice, there was little follow-up. This finding may reflect confusion about clean beauty among consumers (as was observed in study 1A), as well as the need (and opportunity) for firms to further educate and engage with clean beauty consumers.

## **Conclusion**

Despite the differences in these two data sources, several similar findings emerged. First, clean beauty appears to elicit positive attitudes: consumers' reactions appear primarily favorable toward clean beauty, despite its status as an emerging beauty category and confusion regarding the differences between clean, natural, and green beauty. Second, the depth of knowledge of clean beauty appears rather shallow in most cases. Consumers appear most informed about popular brands (akin to name-dropping) but displayed less knowledge of specific ingredients. Third, consumers appear to primarily emphasize the principles of “free-of”, product efficacy through science, and transparency of ingredients. Together, these findings also point to the need for education by marketers – which was previously observed in the industry analysis in chapter 2.

## Chapter 4

### Packaging Study

According to Thomas Hine, “packages understand people much more than people understand packaging.” Hine notes that people and packaging maintain a relationship that is both personal and emotional. Consumer packaged goods are often presented to the consumer sans salesperson. Therefore, to resonate with its intended consumers a package must be able to appeal to their unspoken wants. Ultimately, packaging must communicate more than it explicitly states. The following packaging analysis was conducted to understand how clean beauty uses packaging to convey the key principles of clean.

### Method

To assess the components of clean present in the beauty industry, I analyzed the skincare starter kit of seven brands: Drunk Elephant, Youth to the People (YTTP), Biossance, Origins, Farmacy, Dr. Dennis Gross Skincare, and Clinique. These kits highlight each brand’s top-selling products. All seven were purchased from Sephora, a mass-merchandise beauty retailer. Of these products, the following brands are designated as clean by Sephora’s standards: Drunk Elephant, Youth to the People, Biossance, Farmacy, and Origins. (While all five of these were categorized as clean, it will become apparent that some embody the concept better than others.)

Each starter kit was assessed based on four main components: brand, box, copy, and product. These components were composed of additional dimensions, resulting in 13 total dimensions. The components were assessed on a brand-by-brand basis in alignment with the key principles of the clean beauty framework.

**Brand:** Logo, Price Point

**Box:** Imagery, Colors, Aesthetics, Font, Packaging Material

**Copy:** Ingredients, Phrasing, Additional Contents

**Product:** Line Extension, Scent of Contents, Color of Contents

## **Results**

I will first identify key aspects of my analysis for each brand, then draw some broader conclusions looking across brands. Completely details of my observations and analyses can be found in the Appendix E.

### **Drunk Elephant: “*The Drunk Elephant Difference*”**

Drunk Elephant was created by Tiffany Masterson, who had suffered various skin issues and sought a solution. Through her search for a solution, she identified 6 ingredients that she believed were the root of her issues - the suspicious 6. With this, Masterson isolated both natural and synthetic ingredients to create a skincare line that works and looks great on a bathroom shelf. The name Drunk Elephant was inspired by a myth about the Marula tree fruit. When eaten by elephants, these fruits ferment in their stomachs, causing them to become drunk.

The Drunk Elephant “Littles” starter kit cost \$90.00 and includes 7 products: Beste No. 9 Jelly Cleanser, C-Firma Day Serum, B-Hydra Intensive Hydration Serum, T.L.C. Framboos Glycolic Night Serum, C-Tango Multivitamin Eye Cream, Virgin Marula Luxury Facial Oil, and Umbra Tinte Physical Daily Defense SPF 30 Broad Spectrum Sunscreen. On average, each product costs roughly \$13.00, which is the highest per unit cost across all identified brands. This is an indicator of higher quality and a stronger sense of exclusivity.





Figure 9: Drunk Elephant Packaging



Figure 10: Drunk Elephant Products

This brand playfully projects its powerful “littles” with the use of bright shades. Additionally, small iconography is displayed on each of the products, creating a unique persona for each item. Similar to a pack of crayons, this kit offers a variety of personality. The products are all packaged in a bright blue makeup bag, which will presumably remain a part of this kit and personality it evokes. This playfulness alludes to the Drunk Elephant’s emphasis on self-expression. This concept is reinforced by the aforementioned story of the unconventional brand name. The personality of the brand is coupled with an emphasis of product efficacy. To convey this, the packaging uses strong language, such as “intensive”, “breakthrough”, and “revolutionary” to describe the product capabilities. The adjectives used in the product descriptions are supported by the action words associated with each product (e.g., Firm + Brighten, Quench + Illuminate). While this brand’s core emphasis is science, it still seeks to incorporate natural aspects that are associated with themes of wellness. In this specific case, food ingredients are used

in the ingredient names. This gentle aspect of the products is also communicated through product names that combine scientific terms like “glycolic” with “T.L.C.,” which has a milder connotation.

The listed products and associated benefits are followed by an extensive list of ingredients. These consume a large area of real estate on the packaging, indicating the company’s transparency in regard to product components. In its use of a white background, the packaging evokes feelings of purity.

Additionally, the white background draws attention to the products in the foreground, again alluding to the transparency of the company. Transparency is once again emphasized in the additional information packet, which allows consumers to further educate themselves on the brand in which they have invested. Overall, Drunk Elephant heavily emphasizes the principles of self-expression, efficacy through science, and transparency, yet is lacking in the principles of sustainability and being “free-of.”

### **Youth to the People: “*Skincare for a better world*”**

This brand was founded on the belief of youth, optimism, and the courage to protect both. Founders Greg and Joe started YTTP in 2015 as a California-based company to carry on the legacy of their family of women who had pioneered the industry of professional skincare. YTTP seeks to shape the standards for innovation in the skincare realm, and the name YTTP stems from the brothers’ mission to create products that compliment all genders, skin types, and people.

Youth to the People offers its “Youth Minis” kit for \$48.00. This kit includes 5 products including: Superfood Air-Whip Moisturizer, Adaptogen Deep Moisturizer Cream, Superberry Hydrate + Glow, Dream Mask, Superberry Hydrate and Glow Oil, and Superfoods Cleanser.

Youth to the People is abbreviated as YTTP, indicating the company’s emphasis on simplicity. This simplicity is paired with a sense of inclusion, which is apparent in the names use of “people.” This stands out in an industry that has historically targeted the female population. In its logo, YTTP incorporates a circle, which alludes to the concept of targeting all people. The packaging incorporates

more design components, but still maintains the core message of simplicity. The bold and straight font represents the brand's straight-forward approach. By being straightforward in an industry shrouded in whimsical and soft aesthetic, this appearance is disruptive. This disruption is core to YTTP's messaging. It's name Youth to the People is reminiscent of the phrase "Power the People," giving it an empowering connotation. This association is strengthened by the package's active diction, such as "You are Youth." The language here creates a sense of consumer controllability. Collectively, the packaging lends a sense of empowerment to the consumer who engages in YTTP's clean movement.

By using muted colors and a white background, the packaging allows the consumers to focus on the product information that is printed in large font. The included five products are all packaged in clear glass packaging. The glass alludes to transparency, but also indicates awareness of environmental sustainability, as glass is known to be more recyclable than plastic products. The company explicitly commits itself to sustainability by printing the phrases "clean," "sustainable," and "vegan" on a package flap. While committing itself to the people in terms of product quality, the company is also committing itself to a much larger cause for the people.

Using its packaging the brand explicitly expresses its "free-of" standards. A large portion of the package is dedicated to this, indicating the value the company places on this aspect. The company also includes a "full of" list on the opposing flap. In this list, the company does not hesitate to use scientific phrasing (e.g., peptides, hyaluronic acid) alongside natural ingredients (e.g., rare herbs). By doing so, YTTP embraces the partnership between science and nature. YTTP's packaging is a simple, yet empowering presence on the shelves as it incorporates the principles of being "free-of," efficacy through science, transparency, sustainability, and expression of one's self.



Figure 11: YTTP Packaging



Figure 12: YTTP Products

### **Biossance: “Beauty is in our biology”**

Biossance began in 2003 inside of a Berkeley lab looking for an accessible cure for malaria. Following this success, these scientists were inspired to continue their innovative biotechnology within the realm of skincare to create clean and sustainable products. Squalane, a hydrating agent derived from shark liver oil, is the core ingredient in all of the brand’s products. Biossance aims to improve personal health while also maintaining that of the earth.

This Biossance “Top Shelfies” kit is priced at \$58.00 and includes 5 products: Squalane + Peptide Eye Gel, Squalane + Phyto Retinol Serum, Squalane + Probiotic Gel Moisturizer, Squalane + Omega Repair Cream, and Squalane + Vitamin C Rose Oil. Despite claiming inclusivity, these products are priced at a more exclusive price point. This creates a paradox that allows only a minority or the majority to purchase a brand based on togetherness.

This brand has a clear brand mission, which it states simply and visibly on the top flap of the package. The mission is: “Clean. Effective. Sustainable.” Beyond the mere labeling, Biossance embodies the meaning behind each word through its packaging and products. Language beyond product description

is limited, yet strong on this packaging. The statement “Detox dirty. Go clean” is printed about these descriptions, indicating that to create clean Biossance has forgone “dirty” ingredients.

Biossance’s core ingredient is squalene, which is a chemically derived ingredient. Its usage is tied to the second portion of the brand’s mission - efficacy. The dark color green can be closely associated with science. However, the green is tempered by the light white and pink packaging in which the products are encapsulated. By doing so, the package conveys the idea that clean has been able to chemically formulate products that are effective due to science yet gentle for skin. This balance can also be deduced from the company name. If broken down, Biossance appears to be the combination of the words “biology” and “essence.” Each maintains a different connotation. Biology upholds one of strength and effectiveness, while essence has a more spirited and natural root.

The brand also claims sustainability as central to its mission. However, the packaging is weak in communicating this to consumers. This kit lacks a reusable component (e.g., Drunk Elephant makeup bag) and uses plastic containers that are associated with waste. The packaging is very basic, which is a feature that can be aligned with minimalism efforts in the sustainability realm. The minimalistic packaging allows consumers to focus on the products. Biossance displays the products using cutouts in the cardboard packaging. This feature indicates company transparency, as the consumer is immediately shown the inside contents. The cutouts stand out against the white and light pink background, which are colors core to the clean movement.

Ultimately, these three components (clean, effective, and sustainable) contribute to a product of utmost quality, which is reflected in components of this packaging. The phrase “top shelfies” references shelving alignment in stores. The level of quality usually aligns with the location on shelves, with the higher priced items being at the top. In addition to this phrasing, the box has gold accents that allude to high quality. While this brand does not explicitly imply self-expression, it is implicitly expressed through the indication of a luxury lifestyle.



Figure 13: Biossance Packaging



Figure 14: Biossance Products

### **Origins: “Powered by Nature. Proven by Science”**

Origins launched in 1990 as a minimalistic alternative to the excess culture that existed in the beauty industry. The company was founded by William P. Lauder as a part of the Estee Lauder corporation. Lauder was motivated to create a company that harnessed the power of plants to create high quality skincare. These efforts have evolved into a commitment to wellness of both the people and the planet, through the products but also the company’s actions.

The Origins “Best Sellers Best Skin” kit was purchased for \$29.00. The kit includes 5 products: Plantscriptions Anti-aging Power Serum, Ginzing Oil-Free Energy-Boosting Gel Moisturizer, Mega-Mushroom Relief & Resilience, Checks and Balances Frothy Face Wash, and Clear Improvement Active Charcoal Mask to Clear Pores. The lower price point is an indicator of greater accessibility to the masses.

Origins is a more mature brand that brandishes its highly recognizable logo. This logo can be identified in Origins’ own storefront, as well as amidst the array of competing logos in a mass merchandise store like Sephora. The maturity of this brand is evident beyond just the recognizability of

the logo. The darker tones appear more aged in comparison to the other players in the clean niche. The two outer panels of the packaging are a cream tone, which again seems dull when juxtaposed against the bright white packaging of newer brands. The brand uses a more traditional font and outdated product containers, which deepens the divide between Origins and newer players. Lastly, this brand has very limited copy, which again indicates the brand's maturity as it assumes that consumers are already educated regarding the brand.

While mature, the brand still assumes some basic principles of the clean industry. The makeup bag in which the products are packaged features a transparent panel that allows for direct access to the included products. This concept of transparency is further supported with its use of clear containers. Origins does not clearly state any commitment to sustainability, however, it does so implicitly. To start, the products are packaged in a reusable bag. The bag has a canvas component, which is a fabric that is often used for reusable bags in grocery and retail settings. Aesthetically, the kit also uses the dark neutral tones which is often equated with the environment.

At first glance, the Origins packaging seems to lean more towards the natural, than it does towards clean's chemically formulated approach. However, the brand uses subtle design techniques and language to create the connection between natural and synthetic. The aforementioned logo is a reference to the popular symbol of yin and yang. Yin and yang is a simple concept that conveys complex relationships between two opposing, yet complimenting concepts - which in this case are nature and science. Along with this more symbolic approach, Origins also uses explicit diction, such as "Plantscriptions," that speak to the use of both natural and synthetic ingredients.

This skincare kit maintains features that are more strongly associated with the more mature, natural realm of beauty. While this brand is categorized as clean on the Sephora website, it is lacking the standardized design components that have been previously discussed. Additionally, principles that were determined by the clean beauty framework, such as the concept of being "free-of," are not present.



Figure 15: Origins Packaging



Figure 16: Origins Products

### **Farmacy: “Farmer Cultivated + Scientist Activated”**

Mark Veeder, a “pioneer plantsman,” whose pursuit of skincare began with the discovery of a new form of echinacea on his Christmas tree farm. This ingredient paved the way for Farmacy, a company with products that straddle the line between nature and science. The company reveres itself as a supporter of small farms and wellness lifestyles. With its farm-to-face skincare, Farmacy hopes to pioneer the botanical beauty movement.

Farmacy’s “The Mighties” kit is retailed at \$45.00 and includes 4 items. Those included are as follows: Green Clean - Makeup Meltaway Cleansing Balm, Honey Drop - Lightweight Moisturizer, Honey Potion - Renewing Antioxidant Hydration Mask, and Sleep Tight - Firming Night Balm. In comparison to the other clean brands, Farmacy is less expensive. However, is not as inexpensive as the more mature brand, Origins.

Farmacy has branded itself strongly as a company that fosters the combination of nature and science. This positioning is evident in the name itself, which is a play on the words “farm” and “pharmacy.” To make this wordplay more evident to the consumer, the science beaker is incorporated



into the lettering. The company does not hesitate to voice the impact of this powerful combination. The company supports its quasi-scientific approach with strong language that emphasizes product efficacy. Printed on the center of the packaging face in large font is the kit name, “The Mighties.” This language continues throughout the copy with phrases, such as “super powered” and “superheroes.” Wording is especially important for this brand because it does have stronger natural undertones when compared to other brands.

The packaging explicitly states the importance of sustainability. This statement is reinforced by methods of recycling that the company undergoes, as well as methods of recycling that the consumer can use. By doing so, the company facilitates the potential for a closed-loop recycling system. The containers that are referenced in the recycling instructions are made of glass, which is recognized as being more recyclable than other packaging materials. The sustainability efforts, however, are contrasted by the use of plastic outer packaging. Some of the previously mentioned aspects of sustainability also lend themselves well to the principle of transparency. Transparency is also symbolically communicated through the use of clear packaging. Both the outer packaging and the containers use clear materials.

On the same flap, the concept of being “free-of” is acknowledged. Using user-friendly symbols, Farmacy indicates that it is free of artificial coloring, formaldehyde, and parabens (three main culprits in the beauty industry). While this does uphold the principle of being “free-of,” the extent to which Farmacy pursues this concept is less intense than that of other clean brands. Additionally, while the company states the restricted ingredients, the packaging does not reflect the same sense of purity that the previously assessed kits do. Rather than utilizing white and light coloring, Farmacy took the creative liberty of using bright green and brown colors, which are more frequently associated with natural components. This natural association is also heightened with the use of bees, wood materials, and product contents that are reminiscent of honey.

Farmacy upholds most standards of the clean movement, while also maintaining ties to the natural movement. By doing so, the brand straddles the line between the two movements to create a brand

that could be more widely accepted by novices in the clean industry. For consumers, strong calls to sustainability and usage of more rudimentary terms are more familiar. Additionally, for those still wary of science, the scientific components are almost hidden under the natural guise of Farmacy.



**Figure 17: Farmacy Packaging**



**Figure 18: Farmacy Products**

### **Dr. Dennis Gross Skincare: “*The Clinic at Home*”**

Dr. Dennis Gross is a certified dermatologist and dermatologic surgeon, who used his patients and experience at his NYC practice as inspiration for his skincare brand. The brand prides itself on providing consumers with “state-of-the-art dermatologic technology” to have a gentle, yet powerful impact. To do so, Dr. Dennis Gross evaluates scientific data to identify more effective ingredients. These are used to create unique formulations that are the same as those Dr. Gross used in his daily practice.

The Dr. Dennis “Your Skin Heroes” kit is priced at \$50.00 for 4 products. The products included are: Alpha Beta Pore Perfecting Cleansing Gel, C+ Collagen Deep Cream, Alpha Beta Extra Strength Daily Peel, and Clinical Grade IPL Dark Spot Correcting Serum.

When observing the Dr. Dennis Gross packaging, there are very obvious differences from the previously mentioned brands. First, the brand adopts the name of its founder, which has a very clinical association. Immediately, it is apparent that this brand is rooted heavily in science - a science with strong proven efficacy. Using both emotional language and clinical language, the brand communicates the product strength. Examples include: “clinical grade,” “extra strength,” “skin heroes,” and “empowered.” Unlike clean, there are no softer aspects of the box or copy that indicate a sense of gentleness. Second, the company strays away from the color palettes embraced in the clean and natural realms, such as white, shades of green, and more muted tones. Instead, it uses a variety of bold hues with a layered ruggedness that is reminiscent of the 80’s era. The design is almost comparable to a collage with layered imagery of realistic facial features and handwritten phrases. The 80’s-esque look carries into the box where the backdrop is a metallic silver. Overall, the brand has a much more dated appearance than the other brands. Third, the box very strongly speaks to self-expression, but does so in a way that contrasts with the actual contents. The box uses phrases like “fierce” and “courageous” alongside images of a clenched fist, which symbolizes revolution and change yet feel inconsistent with the straightforward and clinical design of the product. In addition, this self-expression does not seem to align with clean values.

And, lastly, the brand does not communicate transparency (aside from the clear panel on the face of the package). It also does not mention being “free-of” or sustainability. In conclusion, this brand is a stark comparison to the aforementioned brands as it represents a very science-oriented approach.



Figure 19: Dr. Dennis Gross Packaging



Figure 20: Dr. Dennis Gross Products

### **Clinique: “*The joy of possibilities is endless*”**

In 1968, US Vogue released an article questioning the potential of a skincare regime. Soon after, a trifecta of beauty gurus (US Vogue editor Carol Phillips, Evelyn Lauder, and dermatologist Norman Orentreich) came together to develop a brand that would combine cosmetics with dermatology to create a brand that would become one of the biggest skin care brands on the market. Clinique (which now operates under the Estee Lauder company) uses their 3-step approach in all of its skincare systems.

The 3-step Clinique skincare set is retailed at \$28.00. The three-step system includes: Liquid facial soap mild, Clarifying lotion, and Dramatically Different Moisturizing Lotion +. This kit has a price point much lower than that of other brands. This could be attributed to its maturity, as well as the company’s target market as Clinique appears to be a brand for the masses.

Clinique packaging features prominent design components like logo and color. The package features a white background with the products in the foreground, a layering that is evident in other clean brands. However, the brand differs from clean beauty products in other ways. First, the color scheme (pastel purple, yellow, and green) creates a sophisticated look but feels somewhat outdated. Second, the brand incorporates transparency through the use of clear containers but otherwise does not convey transparency: the ingredient list is less prominent and detailed and there is no mention of being free-of. Third, the packaging does not make any sustainability claims and, moreover, includes an unnecessary layer of film around the package. This extra layer of protection does, however, give the impression of

luxury and heightened quality, which can often correspond with efficacy. Finally, the packaging does not convey self-expression. Rather it uses very generalized phrases, like “great,” which imply quality but are neither unique or differentiating. Even the font is a basic Arial font that feels neutral and lacks expressiveness.

While these aspects of the packaging do not convey clean, they are consistent with the brand’s mass positioning. For example, the packaging has detailed yet simple instructions that broaden its appeal, especially to novices or consumers with lower involvement in the beauty category.



Figure 21: Clinique Packaging



Figure 22: Clinique Products

## Discussion

The seven different brands were selected as a means of investigating both clean and non-clean beauty brands to assess support for the key principles of clean beauty. Looking across the individual brand analyses, one can better understand the means through which companies use their packaging to communicate a specific emotion or idea, in this case clean beauty.

***Being “Free-of”.*** A prominent component of clean is being “free of.” This concept is rooted in the dictionary definition of clean, as well as in the connotations people have created for the phrase. Clean represents a sense of purity that is without contamination. This concept was most effectively communicated through the package’s copy. Explicit use of the words “free of” was seen for several companies who assumed a strong clean identity. In many cases, this language consumed a large portion of the package’s real estate, further emphasizing its importance. In addition to the diction used, clean brands were seen to use a greater proportion of white in comparison to other accent colors. The color white is often associated with purity and cleanliness. For example, white is core to many sacred life events, such as weddings or other religious ceremonies, and white is also prevalent in facilities like hospitals that require sterile environments.

***Product Efficacy Through Science.*** Another one of the most prominent principles regarding clean beauty was the use of both natural and synthetic ingredients to achieve product efficacy. For the quintessential clean beauty brands, such as Drunk Elephant, Youth to the People, and Biossance, this was a core component of their messaging. Here two challenges emerge: to overcome societal aversion to synthetic components and to achieve a balance of power and gentleness. To do so, these brands use powerful language to communicate product benefits, often coupled with strong emotional appeals. This language is then balanced by factors that evoke a lighter feeling, including the use of soft colors (light pink, white), the mention of natural components (food ingredients, herbs), or the use of playfulness (logos, colors). Of particular interest is the use of scientific terminology by clean brands. However, to

lessen the intensity of this scientific branding, clean brands will use quasi terms that combine two contrasting concepts to create one unified idea. An example is the brand name Biossance, which aligns the power of “biology” with the gentleness of “essence.” The melding of the synthetic and natural approach has been key to the creation of the clean sector; therefore, companies aim to create public acceptance and interest through the means of packaging.

**Transparency.** Product transparency attests to a company’s willingness to share information with the public. The willingness to do so is often not explicitly stated, but rather proven through the act of doing so or through subtle design decisions. One of the most common design decisions is to use the packaging as a way to display the actual product. Making the product a centerpiece of the packaging design is a way for companies to emphasize the true contents. This can be done by either printing an image on the packaging or allowing for direct access via a transparent pane or cutout, with the latter facilitating a more honest interaction with consumers. In addition to providing a visual of the product, transparency can be fostered through the copy. Content regarding ingredients and product benefits give consumers a clearer idea of the product and brand. In the analysis of these specific brands, there was little indication of transparency of company operations. Farmacy was the only case in which business practices were communicated with regards to sustainability practices.

**Sustainability.** Sustainability was identified as a key principle of clean beauty but does not appear to differentiate clean from other niches in the beauty industry. For many industries sustainability has become an expected component of business operations. Many clean brands (Youth to the People, Biossance, and Farmacy) explicitly communicated their commitment to sustainable practices on their packaging. More subtle communication tactics were also evidence, such as recycling instructions on the packaging (Farmacy). But not all clean brands highlighted their sustainability efforts on their packaging (e.g., Drunk Elephant), suggesting that sustainability may not be a core principle of clean beauty brands.

*Expression of One's Self.* Self-expression is a concept that has historically been tied to the beauty industry. Some companies place more emphasis on this principle, while others have softer undertones. In the clean beauty brands that I examined, the brands were pioneered by individuals seeking to holistically address their lifestyle. Hence, clean beauty brands may evoke self-expression of a specific and desired lifestyle. Self-expression through lifestyle was best exemplified by Drunk Elephant and Youth to the People. To create their distinct personas, both used a unique color palette and language. Drunk Elephant packaging contrasted a neon color against primarily white packaging to evoke an energetic and playful personality. Use of the phrasing “littles” and the circular arrangement further reinforced this playful self-expression. In contrast, Youth to the People used their color palette and language to excite action. The dark red and mustard yellow created a sense of inclusivity (i.e., not geared towards a specific gender or age), as did phrases such as “You are the youth.” This exemplifies how two clean beauty brands can use design to create distinct and defining personalities for their consumers. While this principle is seen in clean beauty, it is not unique to clean beauty nor is it a defining aspect of those companies who categorize themselves as clean.

## **Conclusion**

Based on this packaging analysis, clean beauty brands all demonstrated the first three principles of clean beauty: being “free of,” product efficacy using science, and transparency. These principles distinguish clean beauty brands from natural and clinical brands in the industry. The principles of sustainability and self-expression were not unique to the clean industry, nor do they appear core to the messaging of these companies. Because they are optional, however, they can create a unique elevation for the clean beauty brands that allows them to differentiate themselves even further within the clean beauty niche. This elevation suggests implications for the progression of clean.





## **Chapter 5**

### **Discussion**

Retailers who are leaders in the clean realm are also leaders in beauty education. Companies like Biossance have created a “comprehensive educational platform positioned to become the complete clean beauty resource for both consumers and industry professionals” (Guinaugh). The educational stance that clean pioneers maintain is driving consumers to opt for clean over natural alternatives (Guinaugh). Given the successful introduction of clean beauty to the marketplace and the growing interest of consumers, I will now discuss the future of the clean beauty category and the marketing of clean.

#### **Emphasis on Wellness**

The beauty industry is notorious for short lived fads. However, clean beauty’s roots distinguish this niche. Victoria Buchanan, senior futures analyst at The Future Laboratory states that the clean beauty movement has been charged by two factors: “An obsession with wellness and detoxification.” According to the Global Wellness Economy Monitor report, the global wellness industry grew from \$3.7 trillion in 2015 to \$4.2 trillion in 2017 - a total increase of 12.8 percent (Burney). This is nearly double the global economic rate of 3.6 percent. The global wellness trend has created an aversion for toxic ingredients, calling for the takeover of “stripped-back, ‘clean’ ingredients. Hence, clean beauty may be here to stay.

#### **Brand Adoption**

Brand discovery in the beauty buyer segment is dominated by social media. Consumers exposed to social media ads are 41% more likely to discover new brands or products (Valentine). Social media has created an ideal environment for clean beauty’s emergence. Figure # illustrates the year-by-year increase

in #cleanbeauty mentions. While #naturalbeauty has a higher volume of social media mentions, the gap between the two trends is steadily decreasing. This suggests that clean is becoming the new natural.

**SOCIAL MEDIA MENTIONS OF #CLEANBEAUTY AND #NATURALBEAUTY, OCTOBER 2016-19**

	October 2016-17	October 2017-18	2016-18	October 2018-19	2017-19
	# of mentions	# of mentions	% change	# of mentions	% change
#cleanbeauty	151,651	237,840	57%	1,718,647	623%
#naturalbeauty	699,025	751,608	8%	3,389,467	351%
<b>Total</b>	<b>850,676</b>	<b>989,448</b>	<b>16%</b>	<b>5,108,114</b>	<b>416%</b>

Figure 23: Mintel #CleanBeauty Search Results

Natural ingredients have become an expectation in skincare, indicating that it has hit maturity and is no longer a profitable point of differentiation in skincare. Natural standards have begun to permeate into other functional categories (e.g. oral care and deodorant), and clean is likely to follow a similar cycle.

### Sales Channels

Currently clean consumes the shelves of specialty beauty merchandise stores, such as Follain and Credo. These stores were founded with the mission of providing only clean products. Their offerings are relatively all-encompassing, including: skincare, makeup, haircare, bath and body, and deodorant. Follain and Credo offer these products at a much higher price point, with the price range for a moisturizer sitting at \$19-\$195 (Follain). Specialty stores, while strong in offerings, are weak location-wise. Respectively, Credo and Follain have ten and six stores, all of which are located in metropolitan areas. The factors of price and location alienate a large portion of the market.

Going forward mass merchandise stores will begin to assume stake in the clean beauty movement. “Clean at Sephora” was launched in May of 2018. A year later, big-box store Target adopted a similar model for its beauty aisles. Discount retailers, such as Walmart and Kroger are likely to follow suit. Considering that 68% of consumers identify Target and Walmart as the primary destination for their beauty shopping because of convenience and lower price points, expansion is seemingly inevitable.

As retailers begin to cater their displays toward clean, masstige<sup>1</sup> brands will modify their products accordingly. Brands like CoverGirl have already begun to rebrand themselves. As shown in Figure 18, the packaging has adopted many notable clean features (e.g. minimalistic, muted colors, symmetry). This adaptation consequentially impacts consumers’ perceptions.

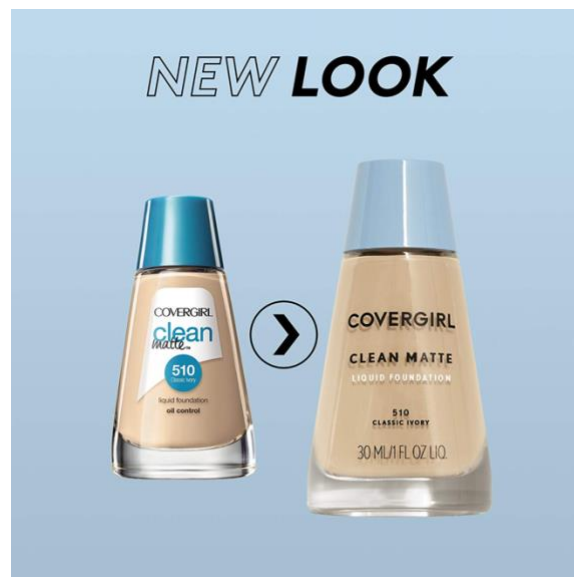


Figure 24: CoverGirl Clean Beauty Line

<sup>1</sup> Masstige brands are “mass-produced, relatively inexpensive goods that are marketed as luxurious or prestigious (e.g. L’Oreal, E.l.f., CoverGirl)

## Sustainable Packaging

As clean products become further integrated into mass merchandising stores, there will be a wider adoption of clean ethos and packaging components. In the Mintel 2019 Clean Beauty report it is asserted that “Sustainably is no longer a buzzword (Guinaugh).” When surveyed, 25% of adults ages 18-34 look for brands with sustainability strategies in place. The market research firm projects that companies will seize the opportunity to answer consumers’ growing concerns. Efforts, such as sustainable production methods and environmentally friendly packaging, will be enacted. Packaging, specifically, will be a focus in personal care. This new “eco-minded consumer” is more aware of their waste production, and have consequent behavior shifts.

Green Queen, Tata Harper, states “Clean cosmetic packaging has a long way to go in terms of sustainability.” In a response to consumer demand, companies have taken several approaches to responsible packaging. The beauty industry leader, L’Oréal, recently announced that by 2025 all packaging will be “rechargeable, refillable, recyclable, or compostable. (Villena)” Other corporations, such as Estée Lauder, have made similar claims. While not a novel concept, refillable packaging has gained momentum in the beauty industry. Earlier generations’ support of this concept was rooted in the Dial Hand Soap refill. This refill was purchased in 52 fluid ounce PET bottle for a cheaper per/unit price. This concept has proliferated through the personal care area. Leading consumer goods company, Unilever, recently announced its testing of a refillable stainless-steel deodorant container for its leading deodorant brands (e.g. Dove, Degree, and AXE). The reduction of single-use packaging is just one means of establishing its values to ultimately resonate with conscious consumers.



Figure 25: Unilever's Stainless-Steel Deodorant Packaging

## Ingredients

The mindset that natural ingredients are safer ingredients has begun to dissipate. Safety is in fact not always synonymous with natural for several reasons. One of the most commonly recognized is the irritation caused by essential oils. This realization has been coupled with consumers' acknowledgement of the environmental impacts attributed to their consumption habits. When surveyed, 20% of adults ages 18-34 believed that ingredients used in natural products are not sustainable (Guinaugh). The growing desire for a "greener" life has begun to trump irrational fears of synthetic ingredients. Furthermore, demands for transparency and efficacy are growing. To satisfy these demands, more companies will look to synthetic and engineered ingredients as a means of harvesting natural. Looking forward, more brands will embrace the use of science, similar to Drunk Elephant and Biossance.

## New Functional Categories

While skincare has propelled itself into the clean realm, other functional categories, such as oral care and deodorant, lag behind. Despite this lag, these product categories will likely adopt clean principles in the near future (judging by the evolution of the natural trend). In recent years, niche brands (e.g. David's, Native) have positioned themselves alongside mainstream brands in the aisles of grocery stores. Within these traditionally functional categories, natural deodorants have succeeded due to their unique positioning in a typically uniform category. In the deodorant category specifically, there has been recent media attention regarding the potential link between breast cancer aluminum used in antiperspirants (Guinaugh). This attention has heightened the desire for products without potentially toxic ingredients. Niche brands, such as Myro, have reinvented the product category with its sustainable values, minimalistic design, and reusable packaging. The pressure from Myro and other similar clean brands coupled with the maturation of the natural trend will prompt mainstream companies will continue to reinvent household brands. Large companies like Unilever are responding: for example, in 2018, the company acquired the personal care company Schmidt's Naturals. Products that have historically been deemed as low investments are now will be held to new personal care standards that are being set by industry pioneers and widely adopted by consumers.



Figure 26: Schmidt's Deodorant retrieved from Schmidts.com



Figure 27: Myro Deodorant retrieved from Mymyro.com

## Food and Beverage Industry

Clean eating has been defined by its adopter as eating foods that maintain their natural form with minimal processing (Kubala). The concept of clean was recognized within the food industry before that of beauty. Clean has proliferated throughout the food industry with the growing presence of organic aisles and niche food stores that accommodate those who share this growing concern for their overall wellness.



According to Nielsen Company, 63% of Americans are striving to eat healthier through natural options. For many beauty pioneers, like Gwyneth Paltrow, the journey of pursuing clean cosmetics began with food. In 2008, GOOP began as a lifestyle website focused on clean eating. Her approach was: “beauty from the inside out” (Paltrow).

Clean food has adopted principles similar to those discussed in the packaging analysis. Of those, the most prominent is the concept of being “free-of.” While the food industry forged this movement, the beverage industry has moved more slowly. However, recently beverage powerhouses, like PepsiCo, have seen significant drops in sales for their traditional soda offerings. Within the last 20 years, sales of “full-calorie soda” have dropped by over 25 percent (Alesci). Companies have begun to recognize the heightened demand for not only healthy but clean beverages and expanding their product lines and adopting new language for advertisements. For example, PepsiCo partnered with Unilever in 2012 to launch Pure Leaf tea. Since its launch, the tea brand has swept the market and now has a larger market share than all of Coca-Cola’s tea offerings combined (Alesci). The brand continues to evolve to address consumer demands and, in its recent campaign, used the slogan “No is Beautiful” to express the brand’s commitment to “no extra stuff.” This campaign aligns with the aforementioned concept of being “free-of” that is prevalent in the clean beauty industry.



Figure 28: Pure Leaf No is Beautiful Campaign retrieved from Pureleaf.com

This trend extends into the alcoholic beverage industry as well. Brands like White Claw have responded to heightened concern among consumers regarding what enters their body. The company's tagline is "Made Pure," which like Pure Leaf aligns with the clean principle of being "free-of." White Claw embodies this claim in its packaging with a dominant white background, similar to that of the observed beauty products. Between July 2018 and July 2019, White Claw sales grew 283% (aided by viral marketing efforts). Traditional beer brands such as Budweiser, Bud Light, and Natural Light have realigned their traditional product offerings to include seltzers options. The success of White Claw may be a harbinger of future trends in the alcohol beverage industry.



Figure 29: White Claw Pure Flavor retrieved from [Whiteclaw.com](http://Whiteclaw.com)

## Minimalist Lifestyle

Shifting consumption behaviors are not limited to consumer packaged goods (CPG) products. As consumers in Target seek products that are “free-of,” homeowners are seeking a similar concept of being without the unnecessary. Many refer to this overarching movement as minimalism. Minimalism in society is a means of decluttering that often results from stressors (e.g. financial, environmental). In the aisles of grocery stores, consumers’ search for minimalism is often met with packaging design (e.g. symmetry, white backgrounds, muted colors). Similarly, the real estate industry is also beginning to serve consumers’ demands with a design approach that emphasizes innovative and compact homes. Exemplifying this trend is the “tiny house” movement. The average American home is 2,600 square feet whereas, a tiny house ranges from 100 to 400 square feet (What Is The Tiny House Movement). These homes are created to enable a simpler lifestyle – allowing people to live efficiently with less. Hence, the trend toward minimalism in other categories appears to align with at least some of the principles of clean (e.g., free-of, sustainability).

## Conclusion

Despite the popularization of clean, the term is still shrouded in confusion. The lack of regulation has prompted many companies to step up self-regulation. While these companies share similar attributes and values, clear standards have yet to be established – a potential concern as the clean trend grows. Mainstream companies have been quick to adopt the buzzword “clean” and its affiliated design components. While this wave of clean rebranding may redefine the beauty industry, it might only be doing so on the surface. As the clean trend grows, self-policing may need to be supplemented with established standards or regulations. Consumers are continuing to demand transparency from beauty producers and retailers. If this demand is not met, then clean may likely pass by as yet another trend that found initial success with consumers yet failed to impact the industry itself.

## Appendix A

### FDA Regulations: 11 Prohibited/Restricted Cosmetic Ingredients

The FDA states vaguely that it is “against the law to use any ingredient that makes a cosmetic harmful when used as intended (FDA). In addition, the FDA explicitly prohibits the use of the following 11 ingredients in cosmetics :

1. **Bithionol.** The use of bithionol is prohibited because it may cause photocontact sensitization (21 CFR 700.11)
2. **Chlorofluorocarbon propellants.** The use of chlorofluorocarbon propellants in cosmetic aerosol products intended for domestic consumption is prohibited (21 CFR 700.23).
3. **Chloroform.** The use of chloroform in cosmetic products is prohibited because it causes cancer in animals and is likely to be harmful to human health, too. The regulation makes an exception for residual amounts from its use as a processing solvent during manufacture, or as a byproduct from the synthesis of an ingredient (21 CFR 700.18).
4. **Halogenated salicylanilides (di-, tri-, metabromsalan and tetrachlorosalicylanilide).** These are prohibited in cosmetic products because they may cause serious skin disorders (21 CFR 700.15).
5. **Hexachlorophene.** Because of its toxic effect and ability to penetrate human skin, hexachlorophene (HCP) may be used only when no other preservative has been shown to be as effective. The HCP concentration in a cosmetic may not exceed 0.1 percent, and it may not be used in cosmetics that are applied to mucous membranes, such as the lips (21 CFR 250.250).
6. **Mercury compounds.** Mercury compounds are readily absorbed through the skin on topical application and tend to accumulate in the body. They may cause allergic reactions, skin irritation, or neurotoxic problems. The use of mercury compounds in cosmetics is limited to eye area products at no more than 65 parts per million (0.0065 percent) of mercury calculated as the metal

and is permitted only if no other effective and safe preservative is available. All other cosmetics containing mercury are adulterated and subject to regulatory action unless it occurs in a trace amount of less than 1 part per million (0.0001 percent) calculated as the metal and its presence is unavoidable under conditions of good manufacturing practice (21 CFR 700.13).

7. **Methylene chloride.** It causes cancer in animals and is likely to be harmful to human health, too (21 CFR 700.19).
8. **Prohibited cattle materials.** To protect against bovine spongiform encephalopathy (BSE), also known as "mad cow disease," cosmetics may not be manufactured from, processed with, or otherwise contain, prohibited cattle materials. These materials include specified risk materials\*, material from nonambulatory cattle, material from cattle not inspected and passed, or mechanically separated beef. Prohibited cattle materials do not include tallow that contains no more than 0.15 percent insoluble impurities, tallow derivatives, and hides and hide-derived products, and milk and milk products\*\* (21 CFR 700.27).
9. **Sunscreens in cosmetics.** Use of the term "sunscreen" or similar sun protection wording in a product's labeling generally causes the product to be subject to regulation as a drug or a drug/cosmetic, depending on the claims. However, sunscreen ingredients may also be used in some cosmetic products to protect the products' color. The labelling must also state why the sunscreen ingredient is used, for example, "Contains a sunscreen to protect product color." If this explanation isn't present, the product may be subject to regulation as a drug (21 CFR 700.35). For more information on sunscreens, refer to Tanning Products.
10. **Vinyl chloride.** The use of vinyl chloride is prohibited as an ingredient of aerosol products, because it causes cancer and other health problems (21 CFR 700.14).
11. **Zirconium-containing complexes.** The use of zirconium-containing complexes in aerosol cosmetic products is prohibited because of their toxic effect on lungs of animals, as well as the formation of granulomas in human skin (21 CFR 700.16).



## Appendix B

### Credo's Dirty List

1. **Aluminum Powder:** Elemental aluminum is the third most abundant element on earth. We are exposed to it through a variety of sources including drinking water, pharmaceuticals, vaccines and consumer products. Aluminum can also form as salts or oxides. The toxicity of different forms of aluminum depends in large part on its relative solubility in water and the pH range. Aluminum compounds appear to be poorly absorbed by the human body, but elemental aluminum is a known toxicant at high doses. Credo prohibits aluminum powder from all products.
2. **Animal Derived Ingredients:** Animal Derived Ingredients (with the exception of Cholesterol, Lactose, Lanolin, Keratin), Animal Musks, and Animal Fats are prohibited. (Please see "[Other Ingredients You May Be Wondering About](#)" for more information.)
3. **BHA (Butylated Hydroxyanisole):** A preservative linked to cancer, skin irritation, and hormone disruption.
4. **BHT (Butylated Hydroxytoluene):** A Toluene-based preservative linked to skin irritation.
5. **Chemical Sunscreens:** Credo doesn't sell chemical SPF's. Why? Some have been linked to hormone disruption. Others, like Avobenzone, appear safer but remain understudied. Chemical Sunscreens include Benzophenone; Diphenylmethanone; Diphenyl Ketone; 119-61-9; Benzoylbenzene; Phenyl Ketone; Oxybenzone; 2-Hydroxy-4-Methoxybenzophenone; 131-57-7; Benzophenone-3; (2-Hydroxy-4-Methoxyphenyl), and Octinoxate.
6. **Cyclic Silicones:** Cyclic silicones include cyclotetrasiloxane (D4), cyclopentasiloxane (D5), cyclohexasiloxane (D6), and cyclomethicone. Data indicates that some of these chemicals may have reproductive, developmental toxicity and/or endocrine disruption concerns. They are also persistent in the environment, and may build up in the food chain.
7. **EDTA:** Calcium Disodium EDTA, Tetrasodium EDTA, Trisodium EDTA, etc, are chelating agents, meaning that they bind to metal ions, which inactivates them. These ingredients are not



linked to consumer health issues, but they might be a problem for aquatic life since they don't break down in the environment and have been found in waterways.

8. **Ethanolamines:** These ingredients (including DEA/TEA/MEA/ETA) may be contaminated with chemicals like Nitrosamines, which are linked to cancer.

9. **Ethoxylated Ingredients:** These ingredients are synthetically produced using Ethylene Oxide, a known carcinogen. 1,4-Dioxane, another carcinogen, often contaminates the Ethoxylated ingredients, but 1,4-Dioxane itself doesn't appear on ingredient labels. To avoid Ethoxylated compounds look for these common ingredients listed on labels (although more exist too):

- Cetareth-20: This is the Polyethylene Glycol Ether of Cetaryl Alcohol and may contain potentially toxic impurities such as 1,4-Dioxane
- Emulsifying wax: This is usually a blend of Cetaryl Alcohol and Polysorbate 60 or Cetareth-20
- PEGS, including PEG (Polyethylene Glycol) compounds, like PEG-100 Stearate, PEG-7 Glyceryl Cocoate, PEG-40, and its related chemicals. (There are over 1000 PEG ingredients listed in the International Nomenclature of Cosmetics Ingredients Database)
- Polysorbate-20, Polysorbate-40
- Steareth-20
- Sodium Laureth Sulfate (SLES), Ammonium Laureth Sulfate, and most ingredients ending in “-eth”

10. **Formaldehyde:** Although typically not listed as an ingredient, Formaldehyde “releasers” or “donors” often are listed on ingredient labels. These ingredients likely have Formaldehyde tagging along, and are prohibited by Credo:

- Dmdm Hydantoin
- Diazolidinyl Urea
- Imidazolidinyl Urea

- Tosylamide/Formaldehyde Resin
- Quaternium-15
- Sodium Hydroxymethylglycinate
- 2-Bromo-2-Nitropropane-1,3-Diol
- Polyoxymethylene Urea
- 5-Bromo-5-Nitro-1,3 Dioxane
- Glyoxal
- Methenamine
- Benzylhemiformal

11. **Hydroquinone:** Typically used for skin lightening reasons, it inhibits melanin synthesis, causes skin irritation, and may cause discoloration of the skin. Hydroquinone is a metabolite of the carcinogen benzene.

12. **Methyl Cellosolve or 2-Methoxyethanol:** This ingredient has been banned in the EU; it's a solvent that's used as an additive in perfumes. It can cause skin irritation and may cause effects on the central nervous system, blood, bone marrow, kidneys and liver.

13. **Methylchloroisothiazolinone and Methylisothiazolinone:** These preservatives are banned from use in leave-on cosmetic products in the EU and restricted to very small amounts in rinse-off products. They can cause skin allergies and irritation and may be toxic to the nervous system.

14. **Nitromusks:** There are several types of synthetic musks used as fragrance ingredients. Two types, nitromusks and polycyclic musks, have health and environmental concerns ranging from suspected endocrine disruption to widespread environmental persistence, so we prohibit them. Learn more about our fragrance policy [here](#).

15. **Parabens:** Certain parabens have been linked to hormone disruption. We prohibit all parabens, including Ethylparaben, Butylparaben, Isobutylparaben, Isopropylparaben, Methylparaben, and Propylparaben.

16. **Perfluorinated compound (PFASs or PFCs):** PFAS, sometimes referred to as PFCs or highly fluorinated chemicals, are used in many different types of products because of their oil-, stain-, and water-repellent properties. Examples of chemicals in this class include PFOA, PFOS, and more than 3000 related compounds. PFAS do not break down in the environment. They travel long distances and pollute even the most remote places, like the Arctic.
17. **Petrolatum and Paraffin:** Petrolatum is a semisolid mixture derived from processed petroleum. Mineral Oil, Paraffin Wax, Liquid Paraffin, and several other ingredients are also petroleum distillation byproducts. The concerns with these ingredients are unsustainable sourcing and possible PAHs contamination. PAHs (which stands for Polyaromatic Hydrocarbons) are linked to cancer.
18. **Phthalates:** Certain phthalates (like Dibutyl Phthalate, aka DBP, or DEHP, and DEP) appear on product labels, but most typically remain unlisted, hiding under the term “fragrance.” Since some phthalates have been linked to hormone disruption, we ask that our brand partners to avoid using them as ingredients altogether.
19. **Polycyclic Musks:** There are several types of synthetic musks used as fragrance ingredients. Two types, nitromusks and polycyclic musks, have health and environmental concerns ranging from suspected endocrine disruption to widespread environmental persistence, so we prohibit them. Learn more about our fragrance policy [here](#).
20. **Resorcinol:** Usually used in hair dyes, it’s linked to a host of issues including allergies, irritation, and hormone disruption.
21. **Toluene:** A solvent that is toxic to the immune system, may cause birth defects, and usually found in nail polishes.
22. **Triclosan and Triclocarban:** These are antibacterials and preservatives used in personal care and home-cleaning products. They’re persistent in the environment and may be associated with hormone disruption.

## Appendix C

### “Clean at Sephora” Restricted Ingredients

1. Sulfates SLS and SLES
2. Parabens
3. Formaldehydes and formaldehyde-releasing agents
4. Phthalates
5. Mineral oil
6. Retinylpalmitate
7. Oxybenzone
8. Coal tar, hydroquinone
9. Triclosan
10. Triclocarban.

For fragrance brands

11. PTFE/PFOA
12. Styrene
13. Polyacrylamide/acrylamide
14. Acetaldehyde
15. Acetonitrile
16. Methylene chloride
17. Benzalkonium chloride
18. Toluene
19. Resorcinol
20. Acetone
21. Butoxyethanol
22. Ethylenediaminetetraacetic acid
23. Methyl cellosolve
24. Methylisothiazolinone/methylchloroisothiazolinone
25. Mercury and mercury compounds (thimerosal)
26. Bisphenol A (BPA)
27. Animal fats, oils, and musks

## Appendix D

### Clean Beauty Correspondence

Email sent to companies:

Hi -

I love that [Company Name] has been emphasizing its clean beauty offerings on the website. What does your company define as clean beauty and how is that shown in your products? Looking to learn more about this trend!

Thanks,  
Jasmine

#### Sephora

Hello Jasmine,

Thank you for contacting [Sephora.com](https://www.sephora.com) regarding our Clean products.

Here is what I have found online for you:

<https://www.allure.com/story/clean-at-sephora-category-filter-by-ingredient>

<https://www.allure.com/story/clean-at-sephora-category-filter-by-ingredient-expanded-list>

<https://www.byrdie.com/sephora-clean-beauty-seal-4692519>

Hope that clarifies things!

If you have additional questions or need further assistance, you can always reply to this email, or call us at 1-877-SEPHORA (1-877-737-4672), and we will do our best to assist you.

Regards,

Tim  
Sephora Client Services

Thank you for reaching out to Sephora about our Clean At Sephora line of products. I can understand your excitement at being able to choose these types of items. I am more than happy to provide you with this information.

The Clean at Sephora line does not contain:

ulfates—SLS + SLES, Parabens, Formaldehydes, Formaldehyde-releasing agents, Phthalates, Mineral Oil, Retinyl Palmitate, Oxybenzone, Coal Tar, Hydroquinone, Triclosan, Triclocarban, Undisclosed synthetic fragrances (Products can be formulated with disclosed synthetic fragrances that meet the following two criteria: (1) the synthetic fragrances do not include any of the ingredients listed in numbers 1 through 12 above and (2) the synthetic fragrances are at a concentration below 1% of the total formula) The following type of acrylates: (ethyl acrylate, ethyl methacrylate, methyl methacrylate, butyl methacrylate, hydroxypropyl methacrylate, tetrahydrofurfuryl methacrylate, trimethylolpropane trimethacrylate, aluminum salts), Animal Oils/Musks/Fats, Benzophenone + Related Compounds, Butoxyethanol, Carbon Black, Lead/Lead Acetate, Methyl Cellosolve + Methoxyethanol, Methylchloroisothiazolinone & Methylisothiazolinone, Mercury + Mercury Compounds (Thimerisol), Insoluble Plastic Microbeads (This prohibited ingredient applies to products that are meant to be rinsed off), Resorcinol, Talc (Talc that is free of any asbestos can be used in the formulation provided that Brand conducts testing to ensure that talc is free of any asbestos.), Toluene, Butylated hydroxyanisole (BHA), Butylated hydroxytoluene (BHT) that is 0.1% or more of total formula, Ethanolamines DEA/TEA/MEA/ETA, Nanoparticles As defined by the European Commission, Petrolatum and Paraffin that is not USP grade, Phenoxyethanol that is 1% or more of total formulation, Polyacrylamide & Acrylamide, The following types of Styrene (Bromostyrene, Deastylene/acrylates/dvbcopolymer, sodium styrene/divinylbenzene copolymer, styrene oxide, styrene), 1,4 Dioxane in final formulas must comply with the thresholds as follows: (10 or < ppm for products that are meant to be rinsed off, wiped off or removed, 3ppm or < for products that are meant to remain on the skin).

This information comes directly from Sephora's website. It is listed under the ingredient tab of any Clean At Sephora product.

I hope this information has been helpful to you. If you have any further questions or concerns, reply to this email or call us at 1-877-SEPHORA.

## Drunk Elephant

LaRae (Drunk Elephant)

Sep 23, 11:34 AM CDT

Hi Jasmine,

Thank you for reaching out to us! You can read more about our philosophy here:

<https://www.drunkelephant.com/pages/philosophy>. And here's an Instagram post on the importance of taking #acleanbreak from those ingredients from our founder, Tiffany, which really explains it well: <https://www.instagram.com/p/Bf1dnmzj0nw/?hl=en&taken-by=drunkelephant>

Sincerely,

LaRae

## **Follain**

Hi Jasmine!


Thanks so much for reaching out! We have a detailed section of our website that explains who we are and what our mission is, definitely check it out and let me know if you have any other more specific questions!


<https://follain.com/mission>

All best,

Tara M.


**Appendix E**  
**Packaging Analysis**


<b>Brand</b>			
<b>Component</b>		<b>Observations</b>	<b>Interpretations</b>
Logo		Lack of color Bold font Soft edges for image Emphasis on establish date	Emphasizing simplicity of brand Brand name is bold and evokes curiosity
Price Point	\$90.00 \$12.86/item	Highest price point	Indicator of higher quality and exclusivity


<b>Box</b>			
<b>Component</b>		<b>Observations</b>	<b>Interpretations</b>
Imagery		Features images of included products  Products have simplistic symbols on each package  Symbols are unique and give a little character to each item	Emphasis on contents of packaging indicates brand transparency  Contrasts names that may be difficult to comprehend; simplifies the products  Self-expression
Colors		White background Neon accent colors Diversity of colors Bright blue makeup bag	Contrast of neon against the traditional white packaging suggests that this brand encourages self-expression  Alludes to playfulness - which correlates with name "littles"





			Use of white alludes to purity
Aesthetics		Consistent spacing of lines Symmetric lines White background	
Font		Rounded font that contrast more traditional font in logo	
Packaging Material		Cardboard sleeve	

<b>Copy</b>			
<b>Component</b>		<b>Observations</b>	<b>Interpretations</b>
Ingredients		Extensive list of ingredients	Listed ingredients are lab-engineered - emphasizing efficacy through science
Phrasing		Clean, healthy  Developed, polypeptide  Results, Intensive, Breakthrough, Revolutionary  Luxury  Cantaloupe, pineapple	Phrasing such as “developed” associated with scientific components  Mention of scientific components  Emphasizing efficacy  Highlighting quality of the brand  Incorporation of food products; aligns with lifestyle of wellness


		Action verbs associated with some of the products (e.g. Firm + Brighten, Quench + Illuminate)	Suggests efficacy; shows actionable changes
Additional Contents		Included additional packet Identifies products and their primary benefits	Depth of provided information represents transparency


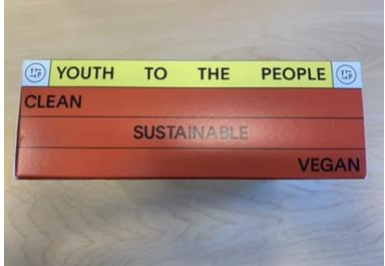
Product			
Component		Observations	Interpretations
Line Extension		7 products: 1. Beste No. 9 Jelly Cleanser 2. C-Firma Day Serum 3. B-Hydra Intensive Hydration Serum 4. T.L.C. Framboos Glycolic Night Serum 5. C-Tango Multivitamin Eye Cream 6. Virgin Marula Luxury Facial Oil 7. Umbra Tinte Physical Daily Defense SPF 30 Broad Spectrum Sunscreen	Engineered combination of included products suggests a chemical engineered process  Names indicate scientific processes  Extensive line indicates holistic solution from single brand  “T.L.C.” combined with “glycolic” shows balance between chemical and gentle  Virgin - Alludes to purity; concept of being “free of”
Scent			
Color		Neon colored caps	Indicates a sense of self-expression


Brand			
Component		Observations	Interpretations
Logo		<p>Black and white logo in symmetrically positioned</p> <p>Letters encompassed by a circle</p>	<p>Communicates brand's simplicity</p> <p>Name paired with circular image indicates a sense of inclusion - a skincare brand for the masses</p>
Price Point	\$48.00 \$9.60/item	Lower price point	Indicator of inclusivity and accessibility by the masses

Box			
Component		Observations	Interpretations
Imagery		<p>Features images of included products</p> <p>Retro style packaging</p> <p>Grid style</p>	<p>Emphasis on contents of packaging indicates brand transparency</p> <p>Suggest consumer controllability over the product experience</p>
Colors		<p>Basic, masculine colors</p>	<p>Direct focus to the products and the core benefits; no distracting colors</p> <p>Use of white alludes to purity</p>
Aesthetics		<p>Includes symmetrical features (geometric shapes)</p>	<p>Aligns with claim of balanced skin</p> <p>Communicates brand's straightforward approach</p>
Font		<p>Bold, black font</p>	<p>Straightforward approach - avoiding fluff often seen in the beauty industry</p>


			Aligns with youth energy and movements - a feeling of disruption  Empowering for the consumer
Packaging Material		Cardboard sleeve Sealed shut with black electrical tape	,Minimalism - less emphasis on the packaging; more on the contents


Copy		
Component	Observations	Interpretations
Ingredients	 <p>Free of: Parabens, sulfates, phthalates, pegs, mineral oil, silicones, and artificial colors</p> <p>Full of: Antioxidants, vitamin C, peptides, adaptogens, hyaluronic acid, rare herbs, and harmony</p> <p>Less ego, more antioxidants</p>	<p>Emphasizes the benefits of being “free of”</p> <p>Clearly emphasizing both natural and scientifically engineered products Harmony - alludes to lifestyle of wellbeing</p> <p>Suggests product transparency - less of about image more about content Not a pretentious brand - ties back to this brand being for the people</p>
Phrasing	Clean, sustainable, vegan, superfood	Embodying concepts of social betterment Food-related keywords align with product names (e.g. Kale + Green tea) - reinforces concepts of a lifestyle of wellness

		<p>Youth, boost, balanced</p> <p>Second person language</p>	<p>Communication of benefits</p> <p>Directly addressing the consumer; allowing consumer to take control of the product and the experience - encouraging self expression</p>
<p>Additional Contents</p>		<p>Informational packet</p>	<p>Additional copy indicates this product is for a highly motivated consumer seeking information regarding product offerings</p>

Product			
Component		Observations	Interpretations
<p>Line Extension</p>		<p>5 products</p> <ol style="list-style-type: none"> <li>1. Superfood Air-Whip Moisturizer</li> <li>2. Adaptogen Deep Moisturizer Cream</li> <li>3. Superberry Hydrate + Glow Dream Mask</li> <li>4. Superberry Hydrate and Glow Oil</li> </ol>	<p>Use of super to indicate additional efficacy</p> <p>Mention of food indicates the lifestyle of wellbeing</p> <p>“Deep” indicates efficacy; more than a surface level impact</p> <p>“Superberry” and “superfood” alluding to foods with positive benefits; associating their product with those benefits</p>


		5. Superfoods Cleanser	
Scent			
Color		Green tint	Correlates with food ingredients (e.g. kale); also reinforces sustainability values


Brand			
Component		Observations	Interpretations
Logo		Elongated font followed by 3 dots	Dots signify the three core ideas in their mission: clean, effective, and sustainable
Price Point	\$58.00 \$11.60/item	Lower price point	Indicator of inclusivity and accessibility by the masses

Box			
Component		Observations	Interpretations
Imagery		None other than windows to display products	Emphasis on contents of packaging indicates brand transparency
Colors		Light pink, dark green, gold accent	<p>Soft - alludes to the gentleness of products</p> <p>White - defining color of the clean movement; communicates simplicity</p> <p>Green is representative of natural components</p> <p>Gold indicates a higher level of quality</p> <p>Use of light colors refers to purity</p>

Aesthetics Simplicity		Parallel lines	
Font		Simplistic and modern font	Represents brand’s modernism paired with its minimalism - much like with the font the brand takes a straightforward approach with its products and consumers
Packaging Material		Cardboard box	


Copy			
Component		Observations	Interpretations
Ingredients			
Phrasing		<p>Clean beauty</p> <p>Strong emphasis on the (3) following phrases: Clean</p> <p>Effective</p> <p>Sustainable</p> <p>“Top shelfies”</p> <p>“Detox dirty. Go clean”</p>	<p>Explicit wording creates a direct alignment with clean beauty movement</p> <p>Aligning its products with the concepts of being “free of”</p> <p>Reinforcing the efficacy of clean products</p> <p>Highlighting commitment to the environment</p> <p>Suggesting quality of included products</p> <p>Concept of being “free-of” alludes to clean beauty as being the solution to dirty</p>


Additional Contents			
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Product			
Component		Observations	Interpretations
Line Extension		<p>5 products:</p> <ol style="list-style-type: none"> <li>1. Squalane + Peptide Eye Gel</li> <li>2. Squalane + Phyto Retinol Serum</li> <li>3. Squalane + Probiotic Gel Moisturizer</li> <li>4. Squalane + Omega Repair Cream</li> <li>5. Squalane + Vitamin C Rose Oil</li> </ol>	<p>Consistency with squalane ingredient - key ingredient for brand</p> <p>Heavy use of science-related terms in the names; brand is not afraid to communicate its use of lab manufactured ingredients</p> <p>Probiotic, Vitamin C - commonly consumed vitamins; highlights the concept of a lifestyle of wellbeing</p>




Scent			
Color		White	Creating a sense of purity - lending to the concept of being “free-of”

Brand			
Component		Observations	Interpretations
Logo		Green color Tree logo	Alludes to natural sourcing of ingredients  Logo was created to represent yin and yang - alluding to the balance between nature and science
Price Point	\$29.00 \$5.80/item	Lower price point	Indicator of inclusivity and accessibility by the masses


Box			
Component		Observations	Interpretations
Imagery		Clear panel shows products  Repetition of logo	Emphasis on contents of packaging indicates brand transparency
Colors		Neutral colors Darker tones	Emphasizing natural components
Aesthetics		Symmetry of packaging types	Represents a balance - similar to the yin and yang messaging of the logo

Font		Traditional font	Represents simplicity of the brand
Packaging Material		Clear panel Canvas panels	Allows for transparency


Copy		
Component	Observations	Interpretations
Ingredients	N/A	Lack of emphasis on contents; mitigates sense of transparency
Phrasing	Dr. Andrew Weil for Origins  Soothing, Relief  Limited copy	Proves legitimacy (efficacy) with endorsement of a doctor  Gentle approach to skincare  Either assumes that consumers are highly educated or that consumers lacks motivation to read in depth packaging descriptions
Additional Contents		

Product			
Component	Observations	Interpretations	
Line Extension		5 Products: 1. Plantscriptions Anti-aging Power Serum 2. Ginzing Oil-Free Energy-Boosting Gel Moisturizer	Explicitly connects products to natural ingredients  Plant references - connects product to natural components  Balance between strength and gentleness




		<p>3. Mega-Mushroom Relief &amp; Resilience</p> <p>4. Checks and Balances Frothy Face Wash</p> <p>5. Clear Improvement Active Charcoal Mask to Clear Pores</p> <p>*Use of alliterations for all names</p>	<p>Communicates efficacy in a gentle manner</p> <p>Emphasis on efficacy</p>
Scent			
Color		<p>White</p> <p>Dark charcoal</p>	<p>Only brand to incorporate charcoal - an ingredient more commonly aligned with traditional natural brand; charcoal is a more dated ingredient indicating the maturity of this brand within this niche sector of the industry</p>

Brand			
Component		Observations	Interpretations
Logo		<p>Simplistic font</p> <p>A replaced with a science beaker</p> <p>Farmacy = Farm + Pharmacy</p>	<p>Beaker references the collaboration between nature and science</p> <p>Play on words again reference collaboration</p>


Price Point	\$45.00 \$11.25/item		
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<b>Box</b>			
<b>Component</b>		<b>Observations</b>	<b>Interpretations</b>
Imagery		Clear paneling allows for view of package's contents	Emphasis on contents of packaging indicates brand transparency
		Bees	Connects brand to nature
		Beaker in Farmacy logo	Connects brand to science
Colors		Green, brown, white	Aligns with natural ingredients
Aesthetics		Words overlapping products creating a cluttered look	Makes interaction with the package more complex
Font	Regular font, bolded "mighties"	Bolded for emphasis; font is otherwise simple to keep emphasis directed towards products	
Packaging Material			


<b>Copy</b>			
<b>Component</b>		<b>Observations</b>	<b>Interpretations</b>
Ingredients		"Free of parabens", "Free of formaldehyde"	Emphasizes the benefits of being "free of"
Phrasing		"The Mighties", superheroes, super powered	Reinforcing strength

		<p>Farmers, scientist, Healthy</p> <p>Sustainability, Recyclable, Naturally</p> <p>“green clean”, “honey drop”</p>	<p>Aligns nature and science on the same front for safe, yet efficacious product</p> <p>Makes a green promise; better the consumer</p> <p>Names align with company value of incorporating nature</p>
<p>Directions</p>		<p>Extensive directions regarding use of product</p> <p>Provides directions for recycling packaging</p>	<p>Guidance suggests there is a process that should be followed</p> <p>Addresses needs of consumers who seek additional information</p> <p>Communicates commitment to the environment - consumes as much packaging space as product information (heightened sense of importance)</p>
<p>Additional Contents</p>			

**Product**

Component		Observations	Interpretations
Line Extension		<p>4 products:</p> <p>1. Green Clean - Makeup Meltaway Cleansing Balm</p> <p>2. Honey Drop - Lightweight Moisturizer</p> <p>3. Honey Potion - Renewing Antioxidant Hydration Mask</p> <p>4. Sleep Tight - Firming Night Balm</p>	<p>Use of phrase green - emphasizing core values of sustainability</p> <p>Honey corresponds with natural ingredients</p> <p>Potion - a concoction of both natural and synthetic ingredients - suggests magical outcomes</p> <p>Use of verbs to show action - indicating efficacy</p>
Scent			
Color		Honey based colors	Aligns with


Brand			
Component		Observations	Interpretations
Logo		Plus sign symbol  Inclusion of "Dr"	Plus sign often associated with medical facilities - Emphasizing clinical components of the company
Price Point	\$50.00 \$12.50/item		


Box			
Component		Observations	Interpretations
Imagery		Clear plastic panel	Emphasis on contents of packaging indicates brand transparency
		Clenched fist	Representative of empowerment
		Portions of female faces	Targeting the female consumer
Colors		Dominant colors: orange, red, silver Accent colors: blue, yellow	Eye-catching, flashy approach to skincare
Aesthetics		Expressive aesthetics  Strong colors	Strength and boldness of colors lends itself to power of brand
Font		Various fonts, including: traditional, bold/modern, and handwritten	Combines a professional brand with a sense of personality
Packaging Material	Cardboard - shiny finish Plastic		

Copy			
Component		Observations	Interpretations
Ingredients		Ingredients not listed on outer packaging	Indicates a lack of transparency
Phrasing		Fierce, beautiful, empowered, courageous	Phrasing lend itself to the concept of self-expression
Additional Contents		Skin heroes	Phrasing indicates power, and therefore efficacy
		Clinical, patented	Clinical and patented allude to scientific roots of products

Product			
Component		Observations	Interpretations
Line Extension		4 products: 1. Alpha Beta Pore Perfecting Cleansing Gel 2. C+ Collagen Deep Cream	Perfecting indicates a strong sense of efficacy Deep, again, references efficacy





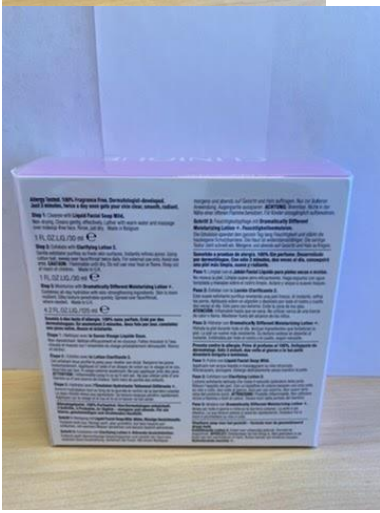
		3. Alpha Beta Extra Strength Daily Peel	This brand focuses more on power and less on gentleness (a concept normally associated with natural)
Scent		4. Clinical Grade IPL Dark Spot Correcting Serum	Referencing the use of science
Color		White, clear	Aligns with clinical feel created by brand name, language, and imagery

Brand			
Component		Observations	Interpretations
Logo		Emphasis on the large	Uses “C” as a symbol of brand - widespread recognition of this brand shows its maturity
Price Point	\$28.00 \$9.30/item	“For the price of one step”	Emphasis on affordability  Everyday price - used by the everyday person


Box		
Component	Observations	Interpretations

Imagery		Features imagery of package's components in the foreground Splash of water in the background	Emphasis on contents of packaging indicates brand transparency Water indicates hydrating benefits of product
Colors		Pastel colors	Indicates a feeling of softness or sensitivity
Aesthetics		White background	
Font		Arial-style font; unbolded	Lack of bold font indicates a less
Packaging Material		Cardboard Box Plastic Wrapping	Indicates higher quality, and therefore efficacy

Copy		
Component	Observations	Interpretations
Ingredients	<p>No emphasis on ingredients</p> <p>Explicit instructions regarding use</p>	<p>Lack of focus on transparency</p> <p>Simple directions indicate that brand is targeting less informed, but motivated consumers</p> <p>Appeals to broad set of consumers</p>
Phrasing	"Great"	Aligns brand name with superiority

			Lack of other emotive language - indicates a lack of emphasis on self-expression
Additional Contents	 		

<b>Product</b>		
<b>Component</b>	<b>Observations</b>	<b>Interpretations</b>

<p>Line Extension</p>		<p>3 products:</p> <ol style="list-style-type: none"> <li>1. Liquid facial soap mild</li> <li>2. Clarifying lotion</li> <li>3. Dramatically Different Moisturizing Lotion +</li> </ol>	<p>Emphasizes simplicity of skincare routine</p> <p>Mild alludes to a sense of gentleness</p> <p>Use of adverb to indicate results</p> <p>Intense descriptions - meant to resonate emotionally with consumer; communicating efficacy</p> <p>Plus indicates additional benefits of the product</p>
<p>Scent</p>			
<p>Color</p>		<p>White, clear</p>	

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## ACADEMIC VITA

Jasmine Clark

### EDUCATION

The Pennsylvania State University  
Schreyer Honors College  
Smeal College of Business

Bachelor of Science in Marketing

Albert-Ludwigs-Universität Freiburg

IES: European Union

University Park, PA  
Date of Graduation: May 2020

Freiburg, Germany  
Jan 2018-May 2018

### SPECIAL PROJECTS

- **Finance (Honors):** A semester-long project in which a team and I worked with a State College startup, 3Twenty9 to create a business plan which entailed new business ventures, marketing objectives, and financials (Fall 2017)
- **Supply Chain Management (Honors):** A semester-long project in which a team and I worked with representatives from Burlington to introduce in-store and corporate sustainability measures (Fall 2017)
- **Consulting Independent Study Course:** A semester-long project in which another student and I consulted with the Business Career Center to increase student interaction (Fall 2017)
- **Marketing Branding Practicum:** A semester-long project-based class in which a team and I worked directly with representatives from Unilever to assess white space in the women's deodorant market for Suave deodorant. My role specifically was Agency Account Manager. (Spring 2019)
- **Marketing Advertising and Promotions Management:** A semester-long project in which a team and I consulted with Saxbys to create a marketing campaign centered around the launch of the company's new coffee line (Fall 2019)
- **Center for the Business of Sustainability:** A project in which a team and I worked with the Center for the Business of Sustainability to better foster relationships with existing and prospective corporate partners (Fall 2019-Spring 2020)

### RELEVANT EXPERIENCE

**GE Healthcare | Milwaukee, WI**

*Commercial Leadership Program Intern*

- Identified and documented technologies and workflows that differentiate GE Healthcare from competing patient monitoring vendors by collaborating with ~60 global sales people and analyzing public tender documents
- Conducted a competitive analysis of 18 waveform visualization companies in the market to distinguish significant competitive advantages and identify GE Healthcare's current positioning and future opportunities
- Created marketing content (including infographics, PowerPoint presentations, and QuickScreens) for DoseWatch management solution, cybersecurity technology, and the CARESCAPE portfolio by collaborating with agencies

**Smeal Marketing Research Lab | State College, PA**

*Research Assistant*

- Supervised undergraduate students completing various research surveys regarding consumer behavior and managerial decision making via Qualtrics software
- Worked with marketing professors and graduate students to execute numerous experiments to examine purchasing process behaviors



- Assisted in creating an environment suitable for successful priming and effective research to ensure accuracy of collected student data

## **Penn State Schreyer Library | State College, PA**

### **Peer Educator Intern**

- Facilitated business research information sessions for ~1,000 Management 301 students
- Guided students in the use of the Penn State Library Data bases including: Business Source Premier, ABI/Inform, Mergent Intellect, and IBIS World

## **Alpha Kappa Psi Co-Ed Professional Business Fraternity | State College, PA**

### ***Special Events Chair | Fraternal Development Chair | Philanthropic Chair***

- Cooperated with a recruitment class of 24 to plan professional, philanthropic, fundraising, and social events to increase the unity between the recruitment class and the brotherhood of over 100 members
- Collaborated with campus organizations and the surrounding community to organize and conduct brotherhood volunteer events, such as the MLK Day of Service, Blood Drives, and the Business Fraternity Council Olympics

## **DelGrosso Family of Foods | State College, PA**

### ***Marketing Intern***

- Managed DelGrosso's social media platforms by creating creative content and engaging the Penn State community through the organization of social media giveaways
- Organized and Executed Ohio State White Out Game pasta dinner for Penn State's Nittanyville

## **Global Brigades**

### ***Brigader | Recruitment Chair***

- Traveled with team members to Honduras to assess the financial atmosphere and culture of the community in order to effectively implement change that would be accepted by the bank and locals
- Enacted business initiatives, such as personal financial budgeting and business plan revisions, which equipped community members with the tools and soft skills necessary to jumpstart a community bakery

## **HUDDIL Research Lab**

### ***PR/Marketing Director***

- Collaborated on translational research through human-centered consulting to better address needs of product users
- Established public relations campaigns for core research projects by using social media and by reconstructing the website to build credibility and foster partnerships to gain University funding for further development

## **TJX Companies, Inc. | Boston, MA**

### ***Beauty Merchandising Intern***

- Appraised retail value of merchandise based on brand, fashion, price, and quality to assure a competitive mix
- Analyzed reports including Ladder Plans, On Order, and Buyer Control Files to identify merchandise needs and assess performance to help buyers fulfill a \$9 million department spend budget
- Redesigned packaging alongside vendors by identifying and analyzing current trends in the Clean Beauty industry

## **SHO TIME Orientation**

### ***Mentor and Entertainment Committee***

- Engaged with an incoming class of 300+ scholars through academic and entertainment activities in a 3-day span to encourage campus involvement, mentor students, and establish long-term relationships
- Assisted 14 incoming freshman by offering insight on scheduling, research experiences, college study tips, time management strategies, Penn State culture, and extracurricular opportunities to facilitate the college transition

