Cosmetics is an ever-changing industry, with new innovations being made daily in hair beauty, makeup, and skincare. Therefore, the cosmetics industry's most successful businesses have mastered their environment and use the latest innovations in product development, ingredient design, packaging, and those that pay attention to sustainability (Antalgenics, 2020). In my **cosmetics business**, I will switch to **natural and green products**. Most customers nowadays know what natural means: natural ingredients promote deforestation and decrease biodiversity. As such, most of my products will have "green" labels, and they will contain bioengineered products that optimize natural ingredients. Like any other industry, the cosmetics industry needs to achieve zero waste goals by ensuring that every cosmetic product component can be recycled (Antalgenics, 2020). My cosmetic business will use sustainable packaging materials made using green and biodegradable components to contribute to this goal. I will also ensure that I only sell products that are formulated using biodegradable ingredients.

References

Antalgenics (2020). 4 innovation trends for the cosmetic industry in 2020. Retrieved from <https://antalgenics.com/4-innovation-trends-for-the-cosmetic-industry-in-2020/>