

Transparency: The Essentials

"Transparency is honesty. In the case of beauty or wellness, it's providing the full disclosure on processes and ingredients to customers in a way that's clear." ⁽¹⁾

Learn the basics

In 2022, having full transparency means being open about important factors such as "pricing, ingredients, and materials". ⁽²⁾

Transparency is no longer a 'nice to have' by consumers – it is expected



Address the needs of conscious consumers

Beauty consumers who are increasingly concerned about their health and the health of the planet, want to know what they are putting on their bodies and how that product effects the environment



This is especially important for Gen-Z consumers!

Verify your Claims

A rise in 'greenwashing' has lead to the call for **transparent sharing of information** amongst beauty industry suppliers, retailers, brands, and consumers.

Verification of sustainable claims is more important than ever

Greenwashing can be described as a tactic to make something seem more sustainable than it truly is

Consider the entire supply chain

We all need to work together to have an overall more transparent beauty industry.

Obtaining and sharing data (in an easy and accessible way) across the supply chain – from raw material suppliers, to manufacturers, to brands – is essential to building trust and traceability in Personal Care



Know your Clean Beauty retail standards and seals

Not every brand is going to conform to retail standards or policies, but most are at least using them as a reference.

Understanding what the definition of 'clean' or 'sustainable' is for various retailers will help brands choose the right ingredients that meet their defined sustainability goals

"The regulation gap is being filled by retailers as they're putting out new standards and seals ... and consumers are using them to make purchasing decisions" - Kimberly Shenk, Co-founder & CEO of Novi

Think about having more transparent conversations

Engaging with customers on this topic is imperative to truly understand their needs. For example...

- What information is most important to them?
- How do they prefer to access the information?
- What topics may be important to them in the future?

Speaking with customers in a clear and honest way helps build trust and brand loyalty



Listen to our podcast with Novi



We spoke to Kimberly Shenk, Co-founder & CEO of Novi, to discuss the importance of transparency and why brands need to prioritize it with today's beauty consumers

Sources (1) <https://www.provenance.org/news-insights/transparency-in-beauty-wellness-why-2020-will-be-a-breakthrough-year>

(2) <https://www.byrdie.com/transparency-in-beauty-5219386>

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