

IMPACT OF GREEN COSMETICS ON HUMAN LIFE

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ABSTRACT

In the last few decades researchers have observed a significant change in the consumer behaviour from choosing products based on its physical attributes such as size, colour, flavour, or aroma to other important features like environment and health. Green marketing probably can play some role in at least reducing to some extent the impact of climate change since there are sufficient evidences to support the fact that human activities are the major contributors towards climate change. Green marketing is the marketing of products and services of eco-friendly manner. It can be practiced in all the product categories An average face composition is produced by computer graphic methods surveying average facial features, skin colour, lip colour and eye colour among plural faces representing different human races. Enquiries are performed among a plurality of different people to receive their replies to questions on the obtained faces on which various cosmetics were furnished. But up to now, the current formulation technology of these ecologically friendly cleansing products has been very limited, particularly in terms of foam and viscosity. Moreover, a new ready-to-use surfactant blend (Plantapon SF) is available now that provides absolutely mild cleansing and care being free of alkyl sulphate, alkyl ether sulphate, ethylene oxide, betaine and preservatives (ECOCERT approved) the key factor of a successful formulation of green cleansing concepts.

KEYWORDS: Consumer behaviour, Organic Cosmetics, preservatives, cleansing, Green marketing, viscosity, foam