

SIX P'S OF GREENING YOUR BEAUTY LINE

**by Nancy Trent
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Purity – Don't just slap "green" on your labels and start selling them as environmental beauty. "Green washing" is becoming a PR nightmare. Products need to be authentic and consistent. It is better to not be green and be honest than say you are green and be found out. In fact understate your "green" quotient and get involved with green causes and charities while you make a smooth transition.

Proven - Products don't need to be totally sustainable but only make claims you can substantiate. Any effort to be environmentally conscious will be appreciated by an eco-conscious consumer. And everyone knows it is a process and can't happen overnight. Many manufacturers are thinking that "greening" their products is a marketing ploy but for hardcore green consumers this is deceptive and they will "out" you.

Packaging – Recyclable packaging doesn't make beauty products green. In fact, no packaging is as green as it gets....

Pricing – Green shoppers are willing to pay a premium for better products but you can't fool them by hiking the price because they are green. The big question is will mainstream consumers be willing to pay extra for green products. No one is against green but everyone might not be willing to pay for it.

Promotions – Green is a hot topic right now and can be used to create publicizable promotions for your product line. But green alone is not enough. A cause-related marketing campaign will get attention and make a difference.

Perception - While we want green, the perception is that green products are not as effective as more medically based lines. The good news is that is changing and with more research someday it may be that natural products are the most efficacious. However for products whose positioning is all about efficacious, "green" may confuse, if not turn off, your customers.

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based marketing communications firm. Trent & Company grew out of Nancy's personal commitment to helping people live longer and healthier lives. A former journalist for *New York* magazine, Nancy has written seven books on healthy lifestyles, serves on the editorial boards of several magazines and travels around the world speaking at conferences and trade shows on trends in the marketplace. She is a recognized expert in PR with more than 30 years of experience creating and managing highly successful campaigns. Nancy can be reached at (212) 966-0024 or through e-mail at nancy@trentandcompany.com. You may also visit www.trentandcompany.com.