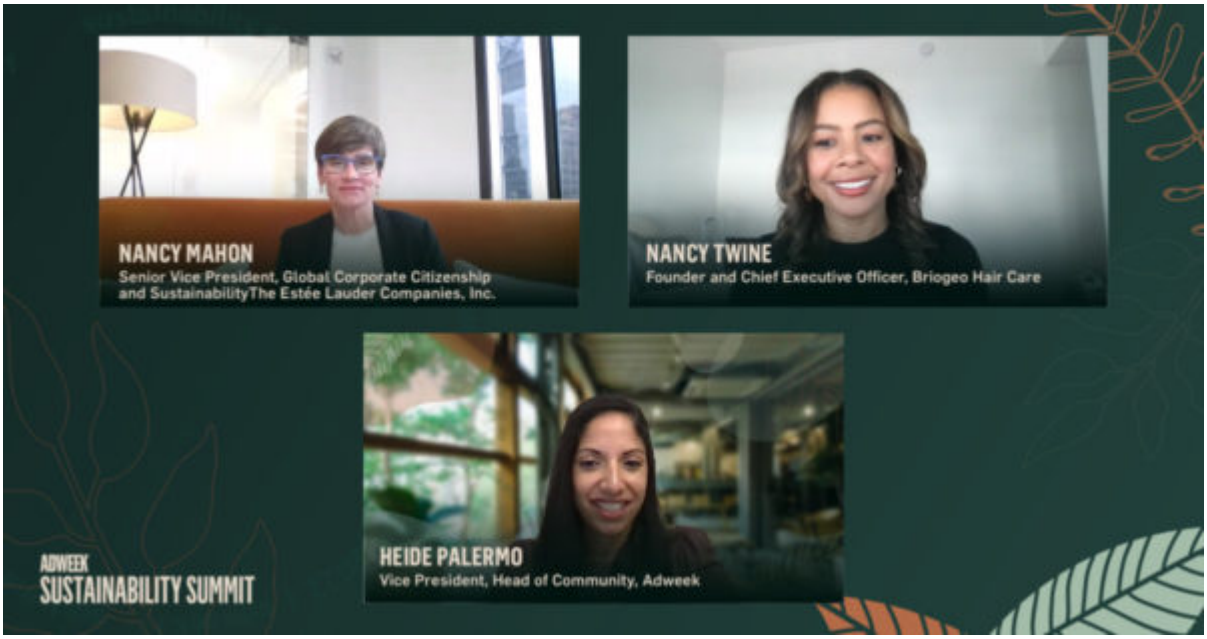
Building Sustainable Beauty Brands From the Inside Out



As consumers become increasingly invested in the sustainability of the products they know and love, beauty and personal care brands are working to integrate socially responsible practices. But sustainability can't just be reactive. Businesses must live it as a value – integrating from the inside out. The Estée Lauder Companies' Nancy Mahon and Briogeo Hair Care's Nancy Twine discussed building innovative, sustainable brands with Adweek during Sustainability Week 2022.

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