

Beat the Microbead

- 94 NGOs
- 39 countries
- 14 EU + UK, Norway, Switzerland



Exfoliants

BEAT THE
MICRO
BEAD

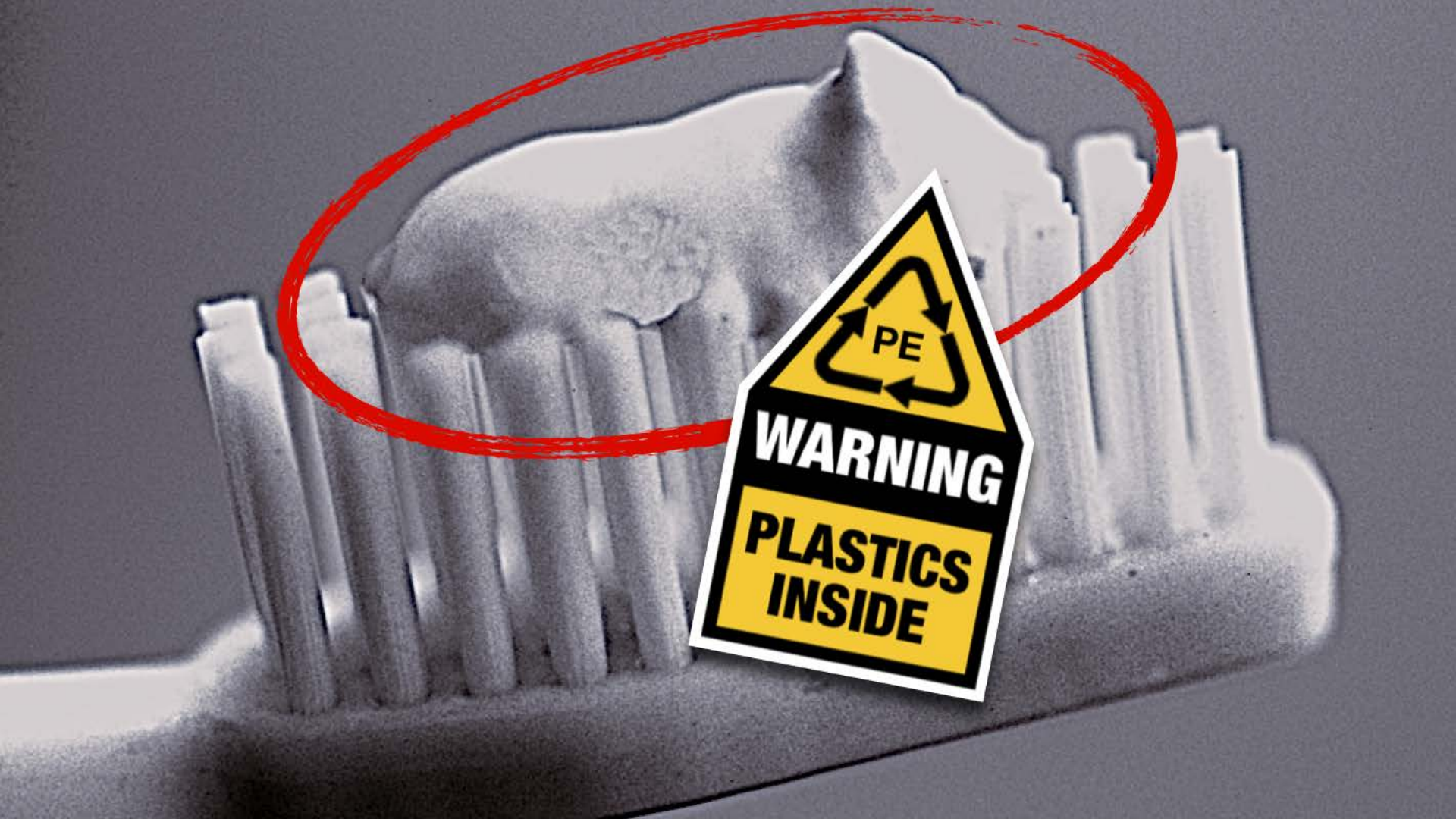


Reaction industry

- No risk to the environment
- Its just a small source
- Sewer treatment plants will retrieve microplastics

Coffee Filter





Boycott all Cosmetics with Micro Beads
Polyethylene (PE) plastics inside.



**PLASTIC
SOUP** FOUNDATION.ORG

These unnecessary Plastic Micro Beads going down your drain make the Plastic Soup problem grow bigger. CAPTAIN CHARLES MOORE SAYS BEAT THE MICROBEAD & SIGN OUR PETITION ON FACEBOOK.

Consumers don't want plastic in their toothpaste

- They didn't know
- Inform consumer
- Angry, feel deceived
- Show alternatives

International App

**PLASTIC
SOUP**
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Microplastic Free Brands

- Lipstick, mascara, foundation & other make-up: Lush, Neal's Yard Remedies, AnneMarie Börlind, Lady Green, DADO SENS, Dr. Hauschka.
- Sunscreen & sun care: Weleda, Neal's Yard Remedies, Love Rock, Harmonie, Earth Line, DADO SENS, AnneMarie Börlind, Green People.

There are plenty alternatives available for other personal care products like shampoo & conditioners, body lotions etc.

Beat The Microbead have certified **55 cosmetic brands** which are microplastic free!

The most prominent among these are **Weleda, Naissance, Neal's Yard Remedies, Utrekram** and **Botanique.**



Voluntary phasing out

- Plastic exfoliants are almost gone
- Consumer pressure helped
- Alternatives are on the market for other cosmetics

- Why is there no clear rule for this?

European ban on all intentionally added microplastics



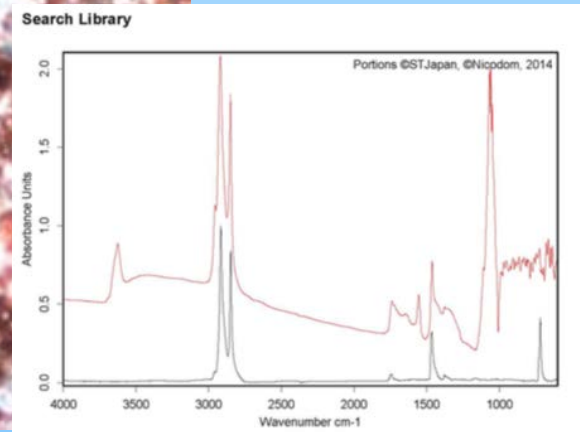
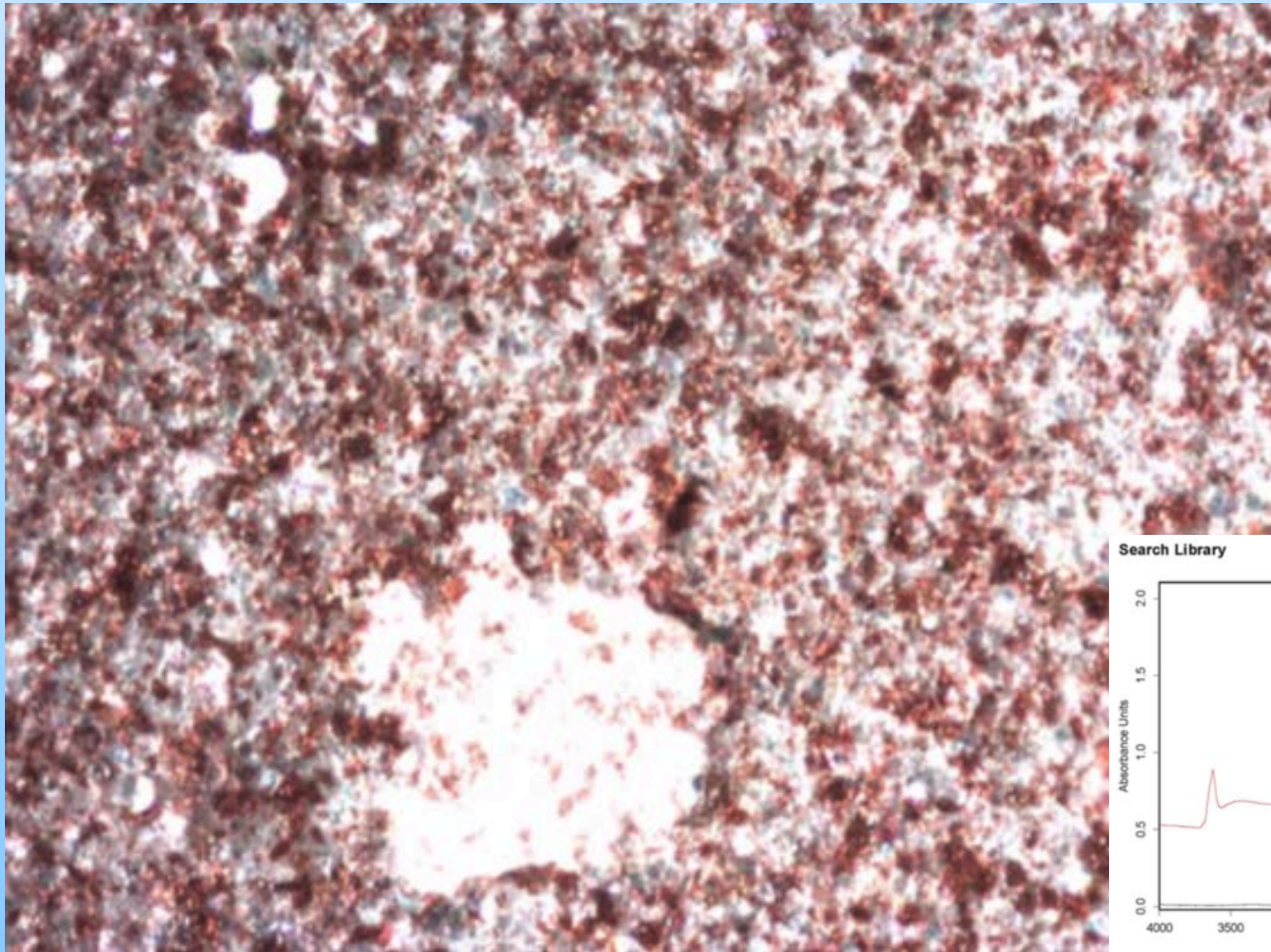
Microplastics in European Cosmetics



- EU database of 12 countries
- RED list: 1,327 products
(April 2018)

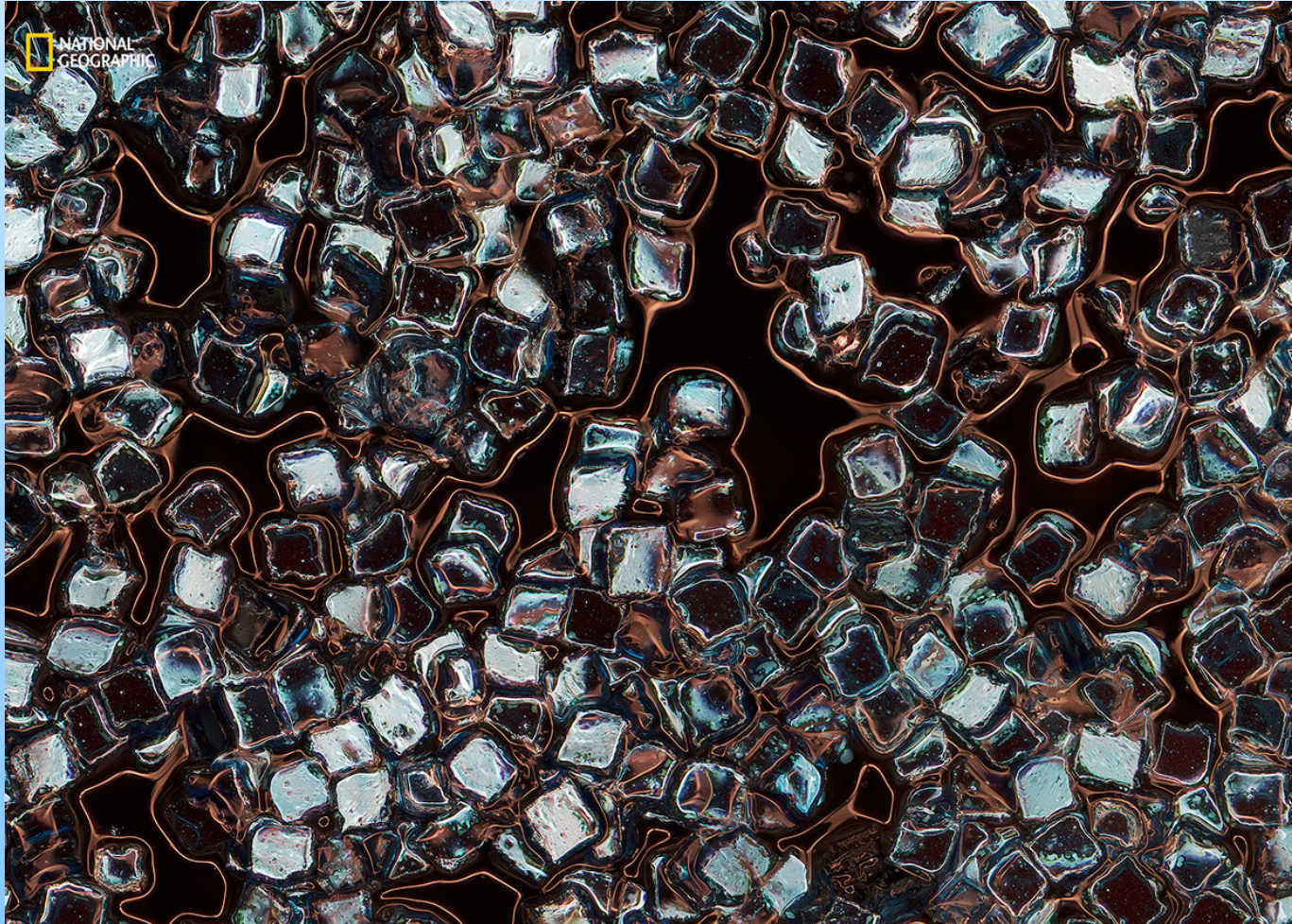
Its not really a plastic

Microplastic in lipstick



FTIR of white particles give strongly resembles polyethylene

Microplastic in mascara



Nail polish

Before destruction:



After destruction:



Possible Pathways

- Don't eat with lipstick?
- Don't kiss?
- Don't cry?
- Don't shower?
- Don't swim?
- Avoid rain?
- Don't be nervous, don't bite your nails or lips?
- Or give consumer clarity: No Plastic

Ban microplastics

Restrict all intentionally added microplastics that are:

Persistent

Bio-accumulative and or

Toxic

to the environment and/or human health

Ban microplastics

- No information doesn't mean 'just make an exception'
- Product Safety Sheets: **PBT-info**
- Use precautionary principle
- Alternatives available (55 brands ZERO)

Reconsider the **current exception of polymers**
from registration and evaluation under
REACH!