

Mark Wuttke, Principal, Wuttke Group

Evolving International Standards for Green Skin Care Products



The choice of green skin care products is expanding constantly. But how can we tell how green they are?

It's official. Green is mainstream.

Over the past decade, the increased demand for natural and organic skin care products resulted in more green companies and more green products. The good news is that consumers have more choices than ever before. But while some of these companies and products are authentically green, others are merely semi-green, or

just barely green. Yet many of them claim the same benefits and quality. How can this be?

The short answer is it can't. So how do spas and consumers make the right choices, and separate the authentically green companies and products from the mimicry and marketing spin that comes with expanding markets?

During my presentation at the BISA Conference, I aim to demystify the language and put into plain and simple terms the steps one needs to evaluate the authenticity of a brand. Below is a brief overview.

Certification: Is it What it Says it is?

Certification provides a common language to the industry and consumers, ensuring we agree upon and honestly communicate minimum standards and requirements for the products we use. Not all certifications are made equal, and having a basic understanding of the common ones goes a long way to knowing what you're getting.

Safety and Toxicology: Natural does not mean Safe!

Products that we physically come into contact with or ingest have both short and long-term effects on our well-being. There are benefits and risks to any product whether it be natural or chemical-based. I'll break down the main things to look for and stay away from, and explain some of the trade-offs between health risks, environmental risks, and costs.

Evidence Based: Does it Work?

How do conventional and natural products work, and what are the active ingredients that yield the results claimed on the bottle? Evidence based clinical trials provide the benchmark by which the effectiveness of products are measured. While conventional products have utilized clinical tests as the basis for their claims for decades, organic and natural products are now gaining enough consumer support to justify the investment into clinical results to prove their efficacy.

Green means natural, organic, and also sustainable.





Beauty products made from organic and replenishable sources are gradually replacing traditional chemical and petroleum-based products.

Social Responsibility: Green at whose cost?

How are products created and what are the human eco-systems that support the production of them? Companies are in the business of making money, but the organic movement has raised the bar for the way companies treat their partners. From the farmers who cultivate the ingredients, to the packages that deliver them, every choice a company makes can have as

much impact on whether consumers choose to use their product as the product itself.

Sustainable: Personal vs. Planetary Beauty!

Companies also need to consider how to minimize their impact on the environmental resources from which they harvest their products. For decades chemical and petroleum-based methods were utilized

to meet continuing demand. What are the ways in which companies can build a regenerative process to ensure that the products we create are not only safe, effective and responsible, but in the long-run sustainable?

Mark Wuttke will be speaking on June 5th at the BISA 2010 International Spa Conference on the topic of *Evolving International Standards for Skin Care Products*.



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Mark Wuttke heads the Wuttke Group, LLC, a world-class business

development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic. Mark is an editorial advisory board member of Organic Spa Magazine, and works closely with LOHAS, Green Spa Network, and Natural Beauty Summit in America & Europe.

On June 5th, Mr. Wuttke's presentation, *Evolving International Standards for Skin Care Products* will address the impact of increased consumer demand for natural and organic personal care products. Topics will include how these trends are influencing evolving industry regulatory guidelines, increased ingredient transparency and demand for more sustainable management of natural resources.

Mr. Wuttke is highly regarded internationally for his ability to demystify "greening the industry" and provide up-to-date information and resources spa professionals need to evaluate the authenticity of a brand.



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