

GUIDE TO MICROPLASTIC- FREE COSMETICS



Made by:

PLASTIC FOUNDATION
SOUP

BEAT THE
MICRO
BEAD

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MICROPLASTICS IN COSMETICS



Microplastics are plastics smaller than five millimetres. You also have the much smaller "nano plastics," which are not possible to be seen with the naked eye.

Many personal care products, such as face cream, sunscreen, and lipstick contain these minuscule pieces of plastic. These microplastics enter the sewage system through our bathroom drains. They are so small that they slip through the filters of wastewater treatment plants and end up in rivers and oceans, where they become part of the plastic soup. Marine animals ingest microplastics and through the food chain they also end up on our plates. What does that do to our health?

With our free Beat the Microbead app, you can scan all your personal care products to see if they contain plastic. But unfortunately, our latest report shows that nine out of ten products still contain microplastics! What about your cosmetic products? Don't panic, fortunately, there are plenty of cosmetic and personal care brands without microplastics.

MICROPLASTIC-FREE PRODUCTS

So, do you also want no plastic in your cosmetics? We got you!

We, Plastic Soup Foundation, certify brands that are completely microplastic-free with the 'Zero Plastic Inside' logo. Meanwhile, we have more than 150 brands in 'our' range. An overview can be [found here!](#)



To make it as easy as possible for you, we'd like to help you get started. See below for some of our recommendations for a microplastic-free bathroom. Most products can be purchased at your local store!

HOW TO USE THIS GUIDE?

1. Search by product category you are looking for.
2. Browse our top selections.
3. Search the products online or find them in a store near you.



HAIR CARE PRODUCTS



There are plenty of shampoos or conditioners without microplastics. You often see these in the form of "shampoo bars": instead of a liquid substance, the shampoo bars have a solid structure. They look like a bar of soap but contain the elements of natural shampoo. This is an added benefit, as it also replaces the traditional plastic shampoo bottle.

Are you switching to microplastic-free products? Then remember that your hair needs some time to get used to this. When you have washed your hair for years with synthetic and often aggressive products, your hair and scalp simply need to recover. How quickly you get used to a solid shampoo depends on how often you wash your hair. For some people, a shampoo bar works perfectly right away. On average, it takes about two to four weeks.

How do you use a shampoo bar?

With wet hands, rub the shampoo bar between your palms to create foam. Use the foam to lather your hair. Massage the foam carefully through your hair. You can also rub the shampoo bar on your wet hair. After this, rinse your hair thoroughly. Such a bar has a very effective and degreasing effect (it is possible that this gives a "drier" feeling).

How to store a shampoo bar?

A shampoo bar will last the longest if you store it carefully. Make sure you let the shampoo bar dry properly after use. The quickest way to do this is to leave it out of the shower. You can use a soap holder or soap dish for this.

TOP RECOMMENDATIONS

HappySoaps

With the shampoo bars from HappySoaps, you can create a wonderfully foaming and 100% plastic-free cleansing for your hair in no time. Happy Soaps has a whole range of shampoo bars in different scents and colours!

Where can you find Happy Soaps?

[Store](#)[Online](#)

Zero Waste Path

Zero Waste Path is committed to finding the best natural ingredients and the most sustainable plastic-free packaging. Zero Waste Path has delicious 2in1 Shampoo + Conditioner variants for different hair types.

Where can you find Zero Waste Path?

[Online](#)

Helemaal Shea

Wash your hair with natural and handmade HelemaalShea shampoo bars in a plastic-free packaging. Are you new to the shampoo bars or to Helemaal Shea? They sell mini soaps with which you can make your own test package.

Where can you find Helemaal Shea?

[Online](#)

Woezel & Pip

Looking for microplastic-free (hair) products for your child? Woezel & Pip launched a 100% natural (and affordable) care line. This affordable line is made with the most consciously chosen ingredients of natural origin, with a love for nature and all children, young and old.

Where can you find this collection?

[Store](#)[Online](#)

BODY & SUN CARE PRODUCTS



Many products for your body also contain microplastics. We wash these microplastics off and they end up in the sea, where they can damage the coral reef. Every minute about seven kilos of microplastics end up in the sea in Europe.

Many sunscreens also contain plastic. We looked into microplastics in the sun care products registered in our database. We found that 72% of the sun care products in our database contain microplastics, sceptical microplastics, or both. Crazy right? If you take a dip after applying sunscreen, much of the sunscreen will quickly wash off of you. Coral reefs, among others, are not too happy about this.

Fortunately, there are plenty of brands and products without microplastics! Looking for sun cream? These often come in cream or lotion form. A cream is greasier while a lotion contains comparatively more water than oil. Therefore, a lotion spreads a little easier, but the cream keeps a somewhat drier skin nourished a little longer. Are you going on a winter vacation? Then choose a natural sunscreen. At low temperatures, the water in a sun cream lotion can freeze.

TOP RECOMMENDATIONS

Weleda

At Weleda, nature is at the centre and also the inspiration for their products. Weleda is therefore truly 100% natural. With Weleda products, you have a wonderful wellness experience in the shower.

Where can you find Weleda?

[Store](#)[Online](#)

Naïf

Starting as a care product line for children, Naïf has expanded to care for everyone. The Dutch company produces the products as simple as possible, without unnecessary additives. If it is good for a baby's skin, it is good for everything.

Where can you find Naïf?

[Store](#)[Online](#)

Beauty Kitchen

Beauty Kitchen has a very wide range of body care products. The packaging of this Beauty Kitchen line is sustainable and zero waste. Once you have used the product and the packaging is empty, you can return it to a Holland & Barrett store of your choice. As a thank you, you will receive 200 benefit points on your Advantage Card.

Where can you find Beauty Kitchen?

[Store](#)[Online](#)

AMAZINC!

Amazinc! was founded by a bunch of surfers and snowboarders who love to spend their time in nature. They want to protect what they love! Its mission is to produce products that are natural - products that we can consume for years without harming the environment and our planet. They have all-natural sunscreen and also a delicious Aftersun!

Where can you find AMAZINC!?

[Online](#)

FACIAL CARE PRODUCTS



Facial cream and plastic? No, thank you very much! We can hear you think this. But yes, you might not even realize that you're applying plastic to your skin. In fact, the most common type of plastic in cosmetics is in "filler form," or padding material that is commonly used in face creams. It makes a cream lubricate nicely or improves the texture (and it is also sometimes used to fill up the jar).

Is it really necessary? Absolutely not. See below our recommendations that work just as well, but without all that plastic.

TOP RECOMMENDATIONS

Food for Skin

Food for Skin stands for no-nonsense, honest skin care and believes in tangible results you can see and feel. Food for Skin is full of (upcycled) natural ingredients from vegetables and plants, which balance your skin flora. Want to test it out first? They also sell test kits!

Where can you find Food for Skin?



[Online](#)

Chi Natural Life

Chi Natural Life has been connected to global nature for over 40 years. All over the world, they select 100% natural raw materials and they only work with the latest harvests, directly from the farmer or producer which are often and when possible of organic quality. They do this as a family business with an enthusiastic team based in Breda.

Where can you find Chi Natural Life?



[Store](#)

[Online](#)

Flow Cosmetics

Flow Cosmetics has its roots in Finland, where all its products are made. Flow Cosmetics only uses ingredients that are organic, wild-grown or eco-certified. Like rosehip oil that hydrates the skin to visibly reduce fine lines.

Where can you find Flow Cosmetics?



[Online](#)

Näïf

Starting with care products for children, Näïf has expanded to care for everyone. The Dutch company makes its products as simple as possible, without unnecessary additives. If it is good for a baby's skin, it is good for everything.

Where can you find Näïf?



[Store](#)

[Online](#)

DENTAL CARE PRODUCTS



The reason why we don't want plastic in our toothpaste is not something we have to explain anymore: we just don't. It is absurd that well-known toothpaste brands fill their toothpaste with plastic.

In addition, toothpaste often comes in plastic tubes that are not recyclable. Many plastic-free toothpastes come in the form of tablets, which are a plastic-free replacement for the traditional plastic tube. You can simply store them in glass or aluminium!

How does it work?

You chew a tablet between your teeth, you start brushing with a (bamboo) toothbrush and voilà: you have toothpaste.

How does it taste?

Fresh! Most tablets taste as we are used to, nice and fresh.

Does it foam just as well?

First of all: foam is a marketing trick. It does NOTHING for oral hygiene. Different countries have a preference for different foam levels. In the Netherlands, we have become accustomed to a lot of foam. Many toothpaste tablets do foam, but not as much as 'regular' toothpaste. This is actually a good sign.

See our recommendations below.

TOP RECOMMENDATIONS

Smyle

The founders of Smyle -Almar, Dennis and Roger - want to make our bathrooms plastic-free. Smyle wants plastic-free toothbrushing to be the new norm! And we couldn't agree more. You can buy the tablets separately or even take out a subscription. The tablets are available with or without fluoride. Want to test? You can try Smyle for FREE for 14 days!

Where can you find Smyle?



[Online](#)

Weleda

At Weleda, nature is at the centre and nature is also the inspiration for their products. Weleda is therefore truly 100% natural. No fluoride or synthetic foaming agents are added to Weleda toothpaste.

Where can you find Weleda?



[Store](#)

[Online](#)

HappySoaps

HappySoaps, known for its delicious bars, also sells toothpaste tablets. Of course, these do not contain an ounce of plastic either.

Where can you find Happy Soaps?



[Store](#)

[Online](#)

Urtekram

Urtekram was founded in Copenhagen in 1972. In Jutland, Denmark, they produce their natural and ecologically certified beauty products for all needs. They also have toothpaste in tubes. The toothpastes are available for both children and adults, with or without fluoride.

Where can you find Urtekram?



[Store](#)

[Online](#)

DEODORANTS



Also, deodorant's without plastic work great! Just natural ingredients for effective protection against sweat. The traditional polluting deodorant cans are no longer needed. Actually, plastic-free deodorants work almost the same: you apply a pea-sized amount under your armpit and your armpits smell fresh all day. The application takes some getting used to but is actually just as easy as spraying or rolling.

Note: even with natural deodorant, it can be that you have to get used to it. Give it time because, in the end, this is much better for you!

TOP RECOMMENDATIONS

Nuud

Nuud is not a deodorant, but a preodorant - An ordinary deodorant disguises perspiration odour, Nuud prevents it. And how nice: Nuud you only need to apply once in a while, this is different for each person but Nuud can be effective for up to 7 days! You have to get used to it, because it may be that in the first few days you experience an aggravated perspiration odour. But this is fortunately good news. Give it some time!

Where can you find Nuud?



[Online](#)

The Lekker Company

It all started in 2014 when The Lekker Company founder, Dewi, experimented with products from her kitchen cabinet. Dewi's struggle to find natural skincare made from simple and effective ingredients set her on a mission to shake up the cosmetics industry. They have delicious deodorants in a variety of scents or would you rather go for Neutral?

Where can you find The Lekker Company?



[Store](#)

[Online](#)

We Love the Planet

The deodorant from We Love The Planet is based on a combination of coconut oil, beeswax and cornstarch powder, among others, which make the deodorant easy to spread and keep your skin velvety soft. The baking soda neutralizes odors in a completely natural way and thus keeps your armpits always fresh! Each deodorant has its own scent by adding different natural ingredients.

Where can you find We Love the Planet?



[Store](#)

[Online](#)

Flow Cosmetics

With 15 years of experience under their belt, they have developed formulas at Flow Cosmetics. The all-natural deodorants are organic and vegan, with no aluminium or plastic. They let your skin breathe while keeping you fresh all day. Pleasantly scented essential oils, baking soda and organic rice powder protect against sweat odour - anytime, anywhere.

Where can you find Flow Cosmetics?



[Online](#)

MAKE-UP



Lipstick, mascara, foundation. Microplastics are still used in so many makeup products. Your skin, as the largest organ, absorbs those particles very quickly. We all know how quickly lipstick gets on your teeth: by then it's already in your mouth.

Once it's in your body, what does this do to your health? Researchers haven't figured it out yet, but what we do know is that we just want natural products without plastic!

TOP RECOMMENDATIONS

Inika Organic

INIKA was created in 2006 and has since been marketed as a highly trusted organic and vegan makeup brand. A pioneer in organic makeup with healthy ingredients that are good for people and animals. Quality is the most important thing. INIKA Organic Make-Up is an Australian brand, with AWARD winning products, loved by women and men from all over the world.



[Online](#)

Uoga Uoga

Uoga Uoga means berry berry, this 100% natural makeup is made with natural ingredients and color extracts from fruits and berries. The mineral makeup of UOGA UOGA is made with only natural ingredients such as amber (Baltic gold), berries, flowers and essential oils.



[Store](#)

[Online](#)

TOOT

Looking for makeup specifically for kids? When Karlijn Vlasboom received the question from her daughter in 2019 about whether she could use makeup, she went looking for it. Unfortunately, that resulted in empty hands. Karlijn took matters into her own hands. TOOT!, the expressive, positive sound of a horn as an expression of fun, is the result.



[Online](#)

Living Nature

Living Nature was one of the first companies in the world to produce cosmetics without synthetic preservatives or parabens because Living Nature is passionate about nature. Being inspired by Living Nature's makeup, buying high-quality makeup has never been easier!



[Store](#)

[Online](#)

Where can you find Living Nature?

PLASTIC-FREE WEBSHOPS



Hopefully, you've had a lot of use from this guide. These are our recommendations, but of course, there are plenty of other brands. For a total overview of all brands certified by us, [Click here](#).

If you walk in the store and go to buy personal care products, always use our [free Beat the Microbead app](#) to check for microplastics so you can be sure of what's in them.

Want to not only replace the products in your bathroom cabinet with microplastic free products but go completely plastic-free? Then take a look at some of our favourite plastic-free webshops where you can find all sorts of things!

[Plastic-free
Amsterdam](#)

[No Plastic
Please](#)

[BamBaw](#)

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