

two things that left an impression on me:

1. The video provides examples of how purchases of products like coffee, chocolate, and sugar for baking cookies can make a difference in the lives of people in Africa, South America, and the Philippines, including building a health clinic, teaching children to read, and providing supplies to farmers.
2. A common misconception is that Fair Trade is the opposite of Free Trade, and the two are often confused. According to Paul Rice of TransFair USA, "Fair Trade makes globalization and 'free trade' work for the poor"

Fair Trade		conventional
		
The non-greasy, non-pilling formula leaves skin smooth, dewy, and primed creating the perfect base when worn alone or applied under makeup.	facts	it's Light, non oily and has invisible texture
\$14,99	price	\$14.5
USA	made in	Iran
INKEY	Producer	pars hermas

Fair Trade		conventional
		
Designed to be kind to skin, the formula is enriched with an antioxidant vitamin complex. Vitamin E, provitamin B5 and aloe vera seek to hydrate and nourish for fresh-faced results.	facts	Multi-purpose liquid concealer for covering dark circles, correcting imperfections, sculpting and illuminating skin. Also suitable for concealing wrinkles
\$10	price	\$8.88
USA	made in	USA
Rimmel	Producer	Maybelline

Fair Trade		conventional
		
Combines Avocado Oil known for its softening properties with fair trade Shea Butter, renowned for its highly nutritious properties, in a creamy and creamy texture that does not weigh down your hair.	facts	Contains keratin and collagen, sulfate-free, contains the best mild surfactants, does not contain any sulfate and salt agents, prevents the change of hair pigments, suitable for sensitive, fragile, damaged and keratin hair.
\$9	price	\$5
Poland	made in	Iran
Garnier	Producer	naron Nikan

Fair Trade vs **conventional**

Fair Trade: INKEY
The non-greasy, non-pilling formula leaves skin smooth, dewy, and primed creating the perfect base when worn alone or applied under makeup.

conventional: pars hermas
it's Light, non oily and has invisible texture

price: \$14.99 vs \$14.5

made in: USA vs Iran

Producer: INKEY vs pars hermas

Every purchase has the power to change lives and protect our planet. By choosing Fair Trade, we're standing up for what's right – fair wages, safe working conditions, and a sustainable future. Let's make conscious choices that create a brighter world for all.

@turninggreenorg @ftcampaigns @theinkeylist @rimmellondonus @garnierusa #pgc2023 #fairtrade

Fair Trade vs **conventional** 2/3

Fair Trade: Rimmel
Designed to be kind to skin, the formula is enriched with an antioxidant vitamin complex: Vitamin E, pro-vitamin B5 and Aloe vera seek to hydrate and nourish for fresh faced results.

conventional: Maybelline
Multi-purpose liquid concealer for covering dark circles, correcting imperfections, sculpting and illuminating skin. Also suitable for concealing wrinkles

price: \$10 vs \$8.88

made in: USA vs USA

Producer: Rimmel vs Maybelline

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Fair Trade vs **conventional** 3/3

Fair Trade: Garnier
Combines Avocado Oil known for its softening properties with Fair Trade Shea Butter, renowned for its highly nutritious properties, in a creamy and creamy texture that does not weigh down your hair.

conventional: naron Nikan
Contains keratin and collagen, sulfate-free, contains the best mild surfactants, does not contain any sulfate and salt agents, prevents the change of hair pigments, suitable for sensitive, fragile, damaged and keratin hair.

price: \$9 vs \$5

made in: Poland vs Iran

Producer: Garnier vs naron Nikan

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<https://www.instagram.com/p/CygzVJ-SY5s/?igshid=MzRlODBiNWFlZA==>

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