

The Balm

A company that encourages sustainable self care practices!

We will sell homemade shampoo, lotions, lip balms, and candles! Everything will be sold in reusable containers that can either be recycled after use, or brought back into the store for a \$1 refill!

The purpose of this business is to encourage environmentally friendly habits as you care for yourself. 70% of the proceeds of this business will go towards funding community gardens in low income communities. The other 30% will go towards buying materials for the products. The low prices will also make it accessible for everyone and even encourage sustainable practices in areas affected by low income. It can also be a compost drop area for extra compost people collect that can either be used by customers (for free) or taken to the community gardens to keep them healthy.

Upon analysis, Bath and Body works is trying to operate sustainably but cutting GHG emissions and using all recyclable packaging. An unknown part of their mission is to reduce their carbon footprint. They're working towards 50% of their packaging being recyclable by 2025 and by 2030, 100%! So right now, its process does contribute to degradation of the planet, but they're making moves to fix that.

Actions that positively impact people

- All natural hair care products that don't add destructive chemicals to the hair
- Education about the effects of conventional products and their effects on the body and the environment.
- Sustainable packaging that can be recycled and/or reused
- Education and encouragement in gardening and sustainable food habits



gabrielleprojectgreen The company I made up for today's Greenest challenge! This company



gabrielleprojectgreen The company I made up for today's Greenest challenge! This company would be all for accessibility, sustainability, and outreach. 70% of the proceeds would go towards funding community gardens in low income areas while the other 30% would go towards buying materials! All of the packaging would be reusable and once finished, you could come back for a \$1 refill of anything!

I'm obsessed with cosmetics and ever since day 10, I've loved using a homemade shampoo, lotions, and lip balm! I've noticed incredible differences in my hair and skin especially as the season changes and that sparked the idea!

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<https://www.instagram.com/p/CyIiSCA9fL/?igshid=MTc4MmM1YmI2Ng==>