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# Over The Counter 11 April 2022: Sustainability In US And EU Cosmetics With HBW's Ryan Nelson

by [Hannah Daniel](#)

This episode of the Over The Counter podcast takes a bird's eye view of sustainability in the cosmetics industry with HBW Insight editor Ryan Nelson. We discuss the drivers of sustainability efforts, such as consumer demand for more eco-friendly products and the growing social consciousness about climate change. How the beauty industry is using third-party regulatory groups to combat greenwashing is also covered, along with steps companies are taking to make their products more sustainable and the legislation in the US and EU that is putting pressure on businesses.

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