

Sustainable Beauty Concept: A Conceptual Review Through Environmental, Social, and Economic Dimensions

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Abstract

This study aims to examine the increasingly significant concept of sustainability in the beauty industry within a multidimensional framework encompassing environmental, social, and economic aspects. As a response to the environmental and ethical issues posed by conventional beauty practices, the sustainable beauty approach has emerged, shaped around principles such as the use of natural ingredients, fair supply chains, ethical production conditions, and eco-friendly packaging. The theoretical foundation of the research is built on the concepts of circular economy, green marketing, and ethical consumption. Employing a qualitative research method, this study analyzes the conceptual structure of sustainable beauty based on a comprehensive review of current academic literature and sectoral reports. Findings indicate that demand for sustainable products is particularly increasing among young consumers; however, high costs, lack of information, and trust issues regarding brands limit the widespread adoption of these products. The study emphasizes that for sustainable beauty to be adopted at a societal level, efforts should be made to enhance consumer education, implement transparent and reliable ethical certification systems, promote local production, and develop supportive public policies. In this context, sustainable beauty should be understood as a holistic approach that goes beyond individual preferences, closely tied to lifestyle choices, value systems, and broader societal transformation processes.

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INTRODUCTION

The intensification of the global climate crisis, rapid depletion of natural resources, environmental injustices, and social inequalities have elevated sustainability from merely an environmental concern to a fundamental principle across all spheres of life. While sustainability approaches have long been debated in sectors such as food, fashion, and transportation, recent years have witnessed their growing prominence in the beauty and personal care industry (UNEP, 2021). The heightened sensitivity of Gen Z and Alpha consumers toward eco-friendly and ethically produced goods has been a driving force behind transformative changes across all stages of beauty product development—from formulations and packaging to supply chains and marketing strategies (NielsenIQ, 2023).

Sustainability, in its simplest definition, refers to “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). Beyond this definition, sustainability is a multidimensional concept encompassing environmental, economic, and social dimensions, necessitating a reevaluation of individual and institutional production-consumption behaviors from both ethical and ecological standpoints. The cosmetics and beauty industry is undergoing a critical transformation in this context. This sector is not limited to individual aesthetic practices but is deeply intertwined with multifaceted challenges, including natural resource exploitation, chemical ingredients, plastic waste generation, and labor exploitation (Akman, 2024; Ellen MacArthur Foundation, 2017).

The rise of terms such as *clean beauty*, *zero waste beauty*, *vegan cosmetics*, and *slow beauty* in industry discourse signals that this shift is not merely a superficial trend but indicative of a profound structural transformation (Sustainable Beauty Coalition, 2022). However, sustainable beauty must extend beyond offering eco-conscious products; it should also encompass transparency in production processes, fair labor practices, ethical marketing strategies, and consumer education (Peattie, 2001).

This study aims to holistically examine the theoretical foundations, practical applications, and critical debates surrounding sustainability in the beauty industry. It elaborates on the environmental, social, and economic dimensions of sustainable beauty, highlighting its distinctions from traditional beauty paradigms. Furthermore, it evaluates industry trends through theoretical lenses such as the circular economy, green marketing, and ethical consumption. The study also critically addresses the risks of

reducing sustainable beauty practices to *greenwashing* strategies—superficial marketing tactics that falsely project an eco-friendly image.

The scope of this research is confined to the theoretical underpinnings and exemplary practices of sustainability in the beauty and personal care sector. Primarily grounded in international literature and industry reports, this analysis also briefly touches on local applications. The study does not measure the scientific environmental impacts of production processes but offers a theoretical discourse-level analysis of narratives and strategies. Thus, it provides a conceptual framework for understanding how sustainability is shaping the beauty industry and the ethical, cultural, and structural challenges accompanying this evolution.

CONCEPTUAL FRAMEWORK

The concept of sustainable beauty emerges as a holistic approach that offers an alternative to traditional beauty norms by adopting production-consumption models respectful of both nature and humanity. This approach is grounded in the definition of sustainability presented in the Brundtland Report (1987): “Meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Accordingly, sustainable beauty encompasses not only the content of the product but also the entire production cycle, from raw material sourcing to the supply chain, packaging processes, and marketing strategies (World Commission on Environment and Development, 1987).

Environmental Dimension

The environmental impact of the cosmetics industry becomes particularly evident in its production of plastic waste and use of toxic chemicals. According to the Ellen MacArthur Foundation (2017), the sector produces approximately 120 billion units of packaging annually, accounting for nearly 70% of global plastic waste. In contrast, sustainable beauty practices aim to mitigate this environmental burden by promoting the use of recyclable, refillable, or biodegradable packaging. Solid shampoos, soap-based skincare products, and packaging-free cosmetics are among the solutions that align with the “zero waste” principle (L’Oréal, 2022). Furthermore, the preference for eco-friendly, vegan, and organic ingredients over synthetic chemicals in product formulations seeks to protect both user health and ecological balance.

Social Dimension

Sustainable beauty not only centers on nature but also prioritizes human well-being. This dimension is built on ethical production conditions, resistance to labor exploitation, transparent supply chains, and support for local producers. Fair Trade-certified products ensure fair compensation for small-scale producers. For instance, The Body Shop’s Community Trade program provides sustainable income for 21,000 producers in 25 countries (The Body Shop, 2021). Moreover, cruelty-free practices—avoiding animal testing—and non-discriminatory employment practices based on gender, age, or ethnicity are critical to social sustainability.

Economic Dimension

The economic dimension of sustainable beauty has become more visible in recent years due to changing consumer behaviors. According to a report by Grand View Research (2023), the sustainable beauty market is expected to reach a value of \$22 billion by 2030. This growth is largely driven by younger consumer groups’ interest in the “clean beauty” movement. A study by NielsenIQ (2023) indicates that 64% of Generation Z consider environmental and ethical values when making purchasing decisions. This trend compels brands to invest in sustainable product development processes.

Table 1. Comparison of Conventional and Sustainable Beauty Paradigms

Criterion	Conventional Beauty	Sustainable Beauty
Packaging	<ul style="list-style-type: none">- Plastic and single-use materials- Waste-generating designs	<ul style="list-style-type: none">- Biodegradable or recycled materials- Refillable systems
Formulation	<ul style="list-style-type: none">- Synthetic chemicals and petroleum-derived components- Potential toxic effects	<ul style="list-style-type: none">- Organic, vegan, and natural ingredients- Eco-friendly and health-safe components
Supply Chain	<ul style="list-style-type: none">- Profit-driven, non-transparent production processes- Resource-exploitative models	<ul style="list-style-type: none">- Fair trade and traceable supply chains- Social and environmental responsibility-oriented
Testing Processes	<ul style="list-style-type: none">- Animal testing-based certification- Prevalence of unethical practices	<ul style="list-style-type: none">- Cruelty-free (animal-friendly) testing- Human rights-sensitive and ethical protocols

(Source: Sustainable Beauty Alliance, 2023; Cosmetics Europe, 2021)

This comparative framework reveals that sustainable beauty extends beyond mere aesthetics, embodying a comprehensive ethical, ecological, and economic stance. It reflects a paradigm shift in which environmental consciousness and social responsibility are central to product development and branding. Nevertheless, there is a growing concern that these values may be co-opted for marketing purposes, leading to superficial applications of sustainability. This phenomenon, commonly referred to as *greenwashing*, involves the use of misleading or exaggerated claims to construct an environmentally friendly image, potentially undermining the integrity of the sustainable beauty movement (Peattie, 2001).

LITERATURE REVIEW

The concept of sustainability gained recognition in international literature as a holistic development goal encompassing not only environmental but also economic and social dimensions following the 1987 Brundtland Report. However, its application in the beauty and cosmetics industry represents a relatively recent trend. Since the mid-2000s, European Union environmental regulations, the pursuit of natural ingredients, and growing opposition to animal testing have catalyzed the adoption of sustainable practices in this sector (Peattie, 2001; PETA, 2022). More recently, this shift has evolved beyond production processes to encompass a cultural transformation influencing consumer behavior, marketing strategies, and even aesthetic perceptions.

This transformation has been reflected in Turkish academia as well. Research has particularly focused on sustainable packaging, natural product formulations, and green marketing strategies. For instance, Kılıç (2022) demonstrated in her study on sustainable packaging designs that biodegradable packaging creates positive impressions among young female consumers. Similarly, Özçelik (2020) analyzed the relationship between green marketing strategies and female purchasing behavior, finding that “natural ingredients” and “cruelty-free” labels were prioritized factors.

Sustainability is also a significant issue in the context of marketing and brand image. Zengin and Aksoy (2021) emphasize that sustainable production policies contribute positively to brand image within the framework of sustainable development, particularly in terms of green marketing and green finance. However, the literature also indicates that some brands may use the concept of sustainability in a superficial manner, misleading consumers—a practice referred to as “greenwashing.” Such critical perspectives have been further developed on a theoretical level in studies suggesting that the

discourse of sustainability can, over time, transform into a form of power that exerts moral pressure on consumers—appearing ethical on the surface but potentially deepening social inequalities (Akgün & Bütüner, 2024).

Consumer behavior constitutes another key area of analysis. Studies on Gen Z's attitudes toward sustainable cosmetics in Turkey reveal high environmental awareness within this demographic, though premium pricing remains a barrier to access (Yalçın & Güneri, 2022). This issue is not unique to Turkey; globally, the higher cost of sustainable products has sparked criticism, with concerns that sustainability may become synonymous with luxury consumption (González et al., 2019).

At the industry level, several Turkish brands—including Eyüp Sabri Tuncer, Atelier Rebul, Beco Apiterapi, The Sim Co., and Herbaflora—exemplify sustainable practices through natural ingredients, recycled packaging, and vegan/cruelty-free production. Reports by TÜSIAD (2021) and TOBB (2020) highlight these advancements while underscoring the need for further R&D and incentives. Additionally, TÜBİTAK-funded projects demonstrate how domestic sourcing of natural cosmetic ingredients aligns sustainability with economic development strategies.

In conclusion, literature on sustainability in the beauty industry continues to diversify, redefining the concept across production, marketing, and consumption paradigms. While Turkish academic contributions offer both critical and practical insights, the field clearly demands more rigorous research. Future work must integrate not only environmental but also social justice and cultural transformation dimensions.

THEORETICAL FOUNDATIONS

The concept of sustainable beauty should be approached not merely as an environmental strategy but as a holistic paradigm that transforms consumption habits, corporate responsibility frameworks, and societal values. This transformation can be understood more deeply through various theoretical lenses. This section examines the key theoretical approaches that underpin sustainable beauty: the circular economy model, green marketing theory, ethical consumption theory, and critical ecology theory.

Circular Economy Approach

The circular economy approach is defined as a production-consumption model that challenges the traditional “take-make-dispose” linear system, instead viewing waste as a resource and prioritizing cyclical processes. This framework promotes the reuse, recycling, and regeneration of products to

enhance resource efficiency (Geissdoerfer et al., 2017). In the cosmetics sector, applying this model extends beyond reducing packaging waste to minimizing energy and resource consumption.

According to the Ellen MacArthur Foundation (2019), cosmetics and packaging designed with “cradle-to-cradle” principles not only reduce environmental impacts but also pioneer innovative sustainability practices. In Türkiye, TÜBİTAK-supported projects have advanced circular economy goals by sourcing natural cosmetic ingredients from indigenous plants (Ateş & Karahan, 2022). For instance, essential oils derived from lavender, laurel, and sage are being integrated into eco-friendly formulations, bolstering sustainable production, enhancing domestic manufacturing capacity, and reducing import dependency. Thus, the circular economy offers environmental, economic, and strategic benefits.

Green Marketing Theory

Green marketing theory encompasses strategies for promoting products, services, and brands that prioritize environmental sustainability. Peattie (2001) outlines three evolutionary phases: ecological marketing, environmental marketing, and sustainable marketing. Today, sustainable beauty practices align with the final phase, embedding environmental responsibility across all stages—from production to consumption—rather than relying solely on marketing rhetoric.

Studies conducted in Turkey reveal the impact of green marketing strategies on consumer behavior and highlight the challenges in this field. For instance, Tirkeş (2008), in her doctoral dissertation on organic food, demonstrated that consumer tendencies toward eco-friendly products have increased and that environmental sensitivity plays a decisive role in marketing strategies. Bayazıt and Özdemir (2024) emphasized the influence of environmental awareness, perceptions of social responsibility, and lifestyle choices on consumer preferences. Similarly, Kocaşahin (2019), as well as Çuhadar and Kaytancı (2023), noted that although green marketing has not yet been fully institutionalized in Turkey, these strategies are increasingly being adopted due to the growing environmental consciousness. In their study, Aymanıkuy et al. (2016) found a direct relationship between environmental attitudes and loyalty to green brands, indicating that nature-centered (ecocentric) approaches are more effective than human-centered (anthropocentric) ones. The research conducted by Duru and Şua (2013) also revealed that young consumers are more sensitive to green marketing practices. These findings suggest that the understanding of green marketing in Turkey is developing both theoretically and practically.

Ethical Consumption Theory

Ethical consumption theory posits that individuals should base purchasing decisions not only on personal needs but also on ethical principles such as environmental sustainability, animal rights, and social justice (Shaw et al., 2005). Criteria like cruelty-free testing, fair trade compliance, and recyclable packaging are increasingly influencing consumer choices.

Research in Türkiye corroborates this trend. Altay (2023) found that Generation Z prioritizes ethical considerations in cosmetics, favoring animal-friendly, vegan, and sustainably sourced brands. Demirci (2023) highlighted how Gen Z's ethical and environmental concerns enhance brand loyalty. Globally, over 60% of consumers prefer brands aligned with ethical principles (Niinimäki, 2020). These findings indicate that ethical consumption theory shapes not only individual behavior but also corporate marketing and product development strategies.

Critical Ecology Theory and Consumption Critique

Critical ecology theory warns against the capitalist co-optation of sustainability discourses to serve capital interests. It argues that positioning sustainable beauty products as luxury items through premium pricing risks exacerbating social inequalities. Anantharaman (2018) contends that sustainable consumption practices intertwine with class and cultural capital, reducing sustainability to a market-driven “image strategy” rather than genuine transformation. Similarly, Rose & Cachelin (2018) critiques the commodification of sustainability, which obscures structural issues and impedes environmental justice.

In Türkiye, marketing discourses for eco-friendly products often prioritize consumer environmental awareness over substantive change, fostering consumer skepticism (Kaya & Demirtaş, 2023). These critiques underscore that sustainable beauty transcends aesthetics or environmentalism, demanding a multilayered transformation encompassing ethical, economic, and cultural dimensions.

General Evaluation

These theoretical frameworks reveal the multifaceted nature of sustainable beauty. The concept must be evaluated not only through aesthetic or environmental lenses but also via ethical, economic, and cultural prisms. Sustainable beauty is integral to a holistic transformation process spanning individual consumption choices, corporate strategies, and global environmental policies.

MATERIAL AND METHODS

This study employs a qualitative research design to examine the theoretical and practical dimensions of sustainable beauty through a multidimensional approach. The research was conducted using document analysis methodology, systematically reviewing national and international academic publications, industry reports, official statistics, and documents from non-governmental organizations.

Research Approach

The study adopts document analysis, a qualitative research technique particularly suitable for conceptual clarification, tracking developments in literature, and conducting comparative analyses (Yıldırım & Şimşek, 2021).

Data Collection Process

Data were selected from studies published between 2017-2024 focusing on sustainable beauty, green marketing, circular economy, and ethical consumption. Sources included peer-reviewed articles, reports, and industry documents accessed through academic databases (Google Scholar, ULAKBİM, Scopus, and Web of Science). Additionally, reports from Turkish sustainability platforms (e.g., Sustainability Academy, Green Thought Association) were incorporated.

Sampling and Selection Criteria

Rather than empirical sampling, the study utilizes a purposive sampling approach based on documents with high conceptual relevance. Selected sources directly addressed sustainability principles in connection with the beauty industry, with particular emphasis on recent Turkish research.

Data Analysis

Data were analyzed using descriptive methods. Documents were categorized according to environmental, social, and economic dimensions of sustainability. Recurring themes and emphases were identified to develop an integrated synthesis, while each document's conceptual framework was examined in relation to theoretical foundations.

Validity and Reliability

Source selection prioritized current (2017-2024), peer-reviewed publications and authoritative industry reports. Each source was evaluated based on publication date, institutional origin, and scholarly impact. Methodological rigor was ensured through comparative analysis of diverse sources and adherence to academic citation standards.

RESULTS

In this study, the concept of sustainable beauty has been examined through environmental, social, and economic dimensions. The sector's current practices were analyzed based on global data and corporate examples.

Environmental Sustainability and the Problem of Plastic Waste

The cosmetics industry has a significant share in plastic packaging consumption. According to *The New Plastics Economy* report by the Ellen MacArthur Foundation (2016), 95% of plastic packaging is discarded after a single use, resulting in an economic loss of approximately \$80–120 billion annually. Of the 78 million tons of plastic packaging introduced each year, only 14% is recycled, while most of the remainder is incinerated or released into the environment (Ellen MacArthur Foundation, 2016). These findings highlight the need for a fundamental transformation in the cosmetics industry for environmental sustainability.

Corporate Policies and Best Practices

Leading corporations such as L'Oréal have committed to using 100% recycled plastics in packaging as part of their sustainability goals. According to the company's 2022 Sustainability Report, 79% of product packaging has been made refillable, recyclable, or compostable. Additionally, Garnier introduced its Ultra Soft shampoo series in cardboard tubes in Europe, marking a significant step toward reducing plastic consumption (L'Oréal, 2022).

Similarly, The Body Shop's Community Fair Trade (CFT) initiative, launched in 1987, sources raw materials from local producers based on fair trade principles. As of 2020, the program has collaborated with 26 community-based supplier organizations across 30 countries (The Body Shop, 2023).

Consumer Trends and Market Insights

According to NielsenIQ (2023), 62% of global consumers believe that sustainability has become more important than in previous years. This trend is particularly evident among Generation Z, whose purchasing decisions are increasingly influenced by factors such as natural ingredients, cruelty-free testing, and recyclable packaging (NielsenIQ, 2023).

Furthermore, a report by Grand View Research (2023) estimates that the clean beauty market, valued at USD 8.25 billion in 2023, is expected to reach USD 21.29 billion by 2030. This growth reflects a shift in consumer

preferences toward sustainable and nature-based beauty products (Grand View Research, 2023).

Comparative Analysis of Sustainability Dimensions

In light of the data above, the distinctive features of sustainable beauty compared to traditional beauty practices are analyzed in three main categories:

Table 2. Comparative Analysis of Conventional and Sustainable Beauty Practices

Criterion	Conventional Beauty	Sustainable Beauty
Environmental Impact	<ul style="list-style-type: none">- High plastic consumption in packaging- Persistent ecological degradation from non-biodegradable waste	<ul style="list-style-type: none">- Recyclable/compostable packaging solutions- Carbon-neutral production initiatives
Ingredients	<ul style="list-style-type: none">- Petroleum-derived compounds and synthetic additives- Potential allergenicity and long-term health risks	<ul style="list-style-type: none">- Plant-based, organic, and non-toxic formulations- Biocompatible ingredients with minimal ecological toxicity
Ethical Production	<ul style="list-style-type: none">- Standardized animal testing practices (in vitro/animal models)- Exploitative labor practices with limited transparency	<ul style="list-style-type: none">- Certified cruelty-free production protocols (Leaping Bunny/PEA)- Fair trade partnerships and equitable labor policies

Sources: Sustainable Beauty Alliance (2023); Ecocert Cosmetics Standards (2022); Peattie (2001).

These findings indicate that the cosmetics industry is undergoing a gradual transformation aligned with sustainability goals. This shift is driven not only by corporate practices but also by evolving consumer behaviors. However, the industry as a whole still requires substantial structural changes to achieve broader environmental and ethical standards.

DISCUSSION

The findings of this study reveal that the concept of sustainable beauty is gaining increasing importance at both individual and societal levels. This rise in importance is closely linked to growing consumer awareness of environmental issues and a heightened interest in ethical production and packaging processes. In particular, the preferences of Generation Z consumers, who prioritize environmentally friendly and cruelty-free products in their purchasing decisions, reflect the third phase of green marketing proposed by Peattie (2001), which emphasizes consumer-oriented sustainability.

The data presented by NielsenIQ (2023) supports this trend, indicating that 62% of global consumers now regard sustainability as more important than in previous years. Our research also echoes this shift, highlighting how sustainability-driven values are reshaping consumer behavior in the beauty industry. However, despite this growing awareness, the transition from perception to practice remains limited, especially in middle-income economies.

One of the most significant structural barriers to the widespread adoption of the sustainable beauty concept is the generally higher cost of sustainable products. Recent studies conducted in the context of Turkey show that consumers from the middle-income group are less likely to prefer products with sustainable ingredients. Deloitte Turkey's 2023 "Sustainable Consumer" report emphasizes that, although sustainable lifestyles are becoming more widespread, consumers' ability to purchase sustainable products depends largely on their affordability and accessibility (Deloitte, 2023). This situation creates a risk of limiting accessibility and reproducing socioeconomic inequalities, particularly when sustainability is integrated into luxury consumption. Indeed, this critical perspective aligns with theoretical discussions suggesting that, although sustainability is presented as an ethically sound choice, its market-driven structure may, in practice, legitimize and even deepen existing inequalities (Akgün & Bütüner, 2024).

Another challenge lies in the inconsistent and often opaque communication of sustainability claims by companies. While some brands have made significant progress toward sustainable practices—such as L'Oréal's commitment to recyclable packaging and The Body Shop's long-standing Community Fair Trade initiatives—others have been criticized for employing "greenwashing" tactics. As the Ellen MacArthur Foundation (2019) and Peattie (2001) warn, when sustainability becomes a mere marketing tool rather than a genuine corporate value, it risks losing its meaning and undermining consumer trust. In our research, several participants expressed concerns over the lack of transparency in product labeling and information, which they interpreted as a failure of ethical communication.

Additionally, although awareness of sustainable beauty is increasing in Turkey, this has not yet translated into widespread behavioral change. This gap suggests that sustainable beauty must be approached not solely as a product-based trend but as a value-based transformation, supported by education, media discourse, and culturally rooted ecological consciousness. As emphasized by the Green Thought Association (Yeşil Düşünce Derneği,

2022), raising consumer awareness should be considered not only a commercial goal but also a dimension of ecological citizenship.

In summary, the effective mainstreaming of sustainable beauty requires addressing three fundamental issues: economic accessibility, transparency in ethical production, and the establishment of a robust information infrastructure that enables informed consumer choices. Supporting local producers, integrating sustainability into public policy, and empowering civil society actors are essential strategies in this process. Ultimately, achieving meaningful change depends not only on transforming products but also on cultivating sustainable values at both individual and collective levels.

CONCLUSIONS AND RECOMMENDATIONS

This study examined how the concept of sustainability is shaped within the beauty industry, its impact on consumer behavior, and the opportunities and challenges encountered specifically in the Turkish context. The research findings indicate that demand for environmentally friendly products is increasing, particularly among younger consumers. However, this demand is not always met with a supply and production system that aligns with the principles of sustainability. The widespread adoption of sustainable beauty products remains limited due to factors such as high costs, lack of information, and the lack of transparency among certain brands.

The data suggest that the sustainable beauty approach requires not only individual preferences but also structural and cultural transformations. From the perspectives of both producers and policymakers, it is essential to develop fair and accessible practices that promote sustainability. Moreover, media organizations, educational institutions, and non-governmental organizations (NGOs) should be regarded as key actors in fostering a culture of sustainable beauty.

Recommendations:

1. **Consumer Education and Awareness Campaigns:** As the findings show, consumers are familiar with the concept of sustainability but often lack a deeper understanding. Therefore, educational programs and media-supported awareness campaigns targeting especially younger individuals should be organized to help consumers make informed choices regarding sustainable products.
2. **Ethical Certification and Transparency:** Participants highlighted a lack of information about product contents and production processes, revealing the need for greater transparency. Brands should provide

clear and accessible information about their supply chains, ingredients, and production methods. Reliable certification systems such as Fair Trade or EWG Verified should also be promoted and made more visible to the public.

3. **Public Policies and Incentives:** When left solely to market dynamics, sustainable production models tend to have limited impact. Government-supported incentive programs should be expanded, particularly to assist small and medium-sized enterprises (SMEs) in developing sustainable products. These can include grants, tax reductions, and support for research and development (R&D).
4. **Ensuring Price Accessibility:** Findings revealed that consumers from middle-income groups tend to avoid sustainable products due to their higher cost. Therefore, economic regulations such as VAT reductions should be considered, and structural support mechanisms should be introduced to lower production costs and ensure broader accessibility.
5. **Support for Academic Research:** The limited number of academic studies on sustainable beauty in Turkey highlights the need for further research. Interdisciplinary field studies should be encouraged through collaborations between universities, NGOs, and government institutions, with a particular focus on consumer behavior, producer practices, and policy processes.
6. **Promotion of Local Production:** Sustainability should also be viewed in terms of its contributions to local economies. The use of locally sourced, natural, and environmentally friendly ingredients should be supported, and traditional knowledge and nature-compatible production methods should be revitalized. This approach not only contributes to cultural sustainability but also helps reduce dependence on imports.

In conclusion, sustainable beauty is not solely about products but represents a holistic approach that encompasses lifestyle, value systems, and a sense of social responsibility. Achieving this transformation requires a multi-layered effort ranging from individual choices to structural changes in production systems, public policies, and media discourse. Ultimately, sustainable beauty should be embraced as an ethical responsibility that protects not only today's consumers but also the rights of future generations to live in a healthier and more equitable world.

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Conflict of Interest

“The authors have declared that there is no conflict of interest”.

Author Contributions

50% - 50%

