

Recosmetic

What does it mean: the method of slowly swapping all of your old harmful cosmetics out for new better ones. Not actively throwing away usable products but the activity of slowly making sure every product is used until empty before buying a new, sustainable one.

Discarding all of your non sustainable products away and buying new sustainable ones to use straight away would be counterproductive. This is to minimize waste while we change into a world where we only use sustainable cosmetics and all cosmetics are created from only fully renewable resources.

It relates to the theory of 'Degrowth'¹: we need to change our behaviour to fit the very limited resources available. The solution is not to keep buying more products, not even if they happen to be sustainable ones. We need to change the way we make and buy cosmetics in the long term, by slowly using up every product you have and swapping it for a sustainable one. I came across an interesting group of designers² who works with this concept of how counterproductive waste is. They created a smart bin which only allows you to open it once every hour, to point out just how much we actually waste.

Since my major is art teaching, teaching is in my experience a lot about slow, long term progress and being patient. The same goes for changing consumer behaviour. This circles back to the idea of degrowth. We don't want consumers to buy more new cosmetics, we want to change their way of using cosmetics entirely. This means finishing non sustainable products you already have, swapping products for things you can easily diy, and if you still need to buy something new after you have done all that, to make sure you pick something that is sustainable and fully made from renewable resources.

As you might have guessed from the term I came up with, our project was on the pollution, exploitation, and greenwashing in the cosmetic industry and how to make consumers aware of this. We see a future in only making cosmetics out of fully renewable resources, and only using the thing we actually need. We strive to no longer be seeing this ever changing stream of cosmetic trends, but a new world with new cosmetic brands, fully renewable and sustainable. In our project we created a



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student.design 🗑️ 'Limited Garbage'

WHAT - 'Smart Bin' is a critical design piece addressing issues of disposal and subconscious habits. It uses frustration and positive reinforcement to reduce waste disposal at home.

HOW - A proximity sensor detects when someone is standing in front of the bin and opens automatically. Once they have thrown something away, they must wait an hour until the bin will open again. This sets a pace to people's wasting habits.

WHY - Sustainability is usually approached by giving people alternative means to make sustainable decisions themselves. We wanted to take a more forceful approach by physically limiting the frequency of wasting habits. As a whole, the purpose of 'Smart Bin' is to create conversation around the garbage bin which is the terminal between object and waste.

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¹ Kothari, Ashish. 'Pluriverse: a post-development dictionary'. New Delhi, India. Tulika Books 2019.

² user @Student.Design on Instagram, accessed 29-4-2021.

<https://www.instagram.com/p/COFX-A3DBJM/?igshid=1g8158rj1q7t>

platform to inform consumers about the wrong doing in the cosmetic industry. This also circles back to my major as an educator, We really tried to create awareness in a target group who might already be aware of some of the issues, they for example will check for animal testing certificates, but they are yet to be made aware of how big the problem exactly spreads out.