

NOT SO GLOSSY GLOSSARY

By definition a glossary is an alphabetical list of words relating to a specific subject with explanations, a.k.a. a brief dictionary. The subject defined, is motivated from a Social Practice: New Earth. A 'New Earth' needs 'new words'. In specific, the following terms introduced and explained, are directed towards the polluting causes and effects of the cosmetic industry. This implies not an alphabetical order, but more a problems–suggestions structure.

Onism — how little of the world you('ll) experience. Becoming aware that you and your body are in this particular position(ing). Frustrating, as you realize there is much more than your existence will ever encompass.

Post–onism — the acceptance of the impossibility to live as a centipede, but still strive for the positive impact your existence can create. As the Graphic Design major (and WDKA education in general) strives for this multidisciplinary mind–and–skill–set, post–onism could serve as a reminder to prevent overthinking and overdoing. You as individual are not able to solve all, but your input does have influence. This 'not to solve all the world problems in one day'–attitude is connected to the Social Practice. From this point of view our project(plan) was born: ónism, an informational cosmetics platform, not to resolve the polluting effects of cosmetics, but to highlight issues and present alternatives. One of the cosmetic brands highlighted on our platform fits this definition well: NAÏF, a Dutch natural cosmetics company, founded by two men (<https://naifcare.com>, 2021). After both becoming father, they realized baby care products consist of many harmful ingredients, motivating them to create alternative product with better care for your skin and the environment. Product by product, NAÏF went from only baby and kids' cosmetics towards an entire family and adult line.

Disentangling — from the verb disentangle: to separate things that have become joined or confused. A method to re–organize or re–construct to clarify its phenomena. The Graphic Design practice is often about visual communication. This includes many details, to be first disentangled by the designer to become 'readable' for its viewer. The core of this Social Practice was to research interrelations, in particular those of six ingredients. Together as a group, we were at first most interested in salt, but eventually created this entire (supply–)mapping of ingredients involved in the cosmetic industry. We discovered by disentangling the cosmetic industry supply–system how ingredients have 'routes', and often arrive in the wrong places... From a more zoomed–out perspective, this 'method' can be derived from Lynn Margulis her Symbiogenesis theory: nothing is isolated (Symbiotic Earth, 2017). Every–thing exists out of interrelations and to understand its essence, it needs to be disentangled.

Eco–disentangling — a method to resolve the confusion created within 'eco–marketing'. Nowadays many cosmetics companies claim to be 'green', but actually deceive their consumers by 'greenwashing' their products and advertising. 'Eco' has become an asset to make more money, which is not the purpose of its terminology. Initially 'eco' was to define that something is not harming the environment. Not being clear to the consumer, eco–disentangling is a new method (or even movement) to separate the real eco, from the fake eco. Beat the Micro Bead is a campaign by Plastic Soup, which for instance eco–disentangles cosmetics by an app, that displays the use of microplastics in beauty products (<https://www.beatthemicrobead.org>, 2020).

The story behind your glossy lip–gloss is not that naturally glamorous as most terms might reflect. Hopefully, these definitions create personal motivation and help you to act more conscious.