

The world's largest environmental movement, Earth Month, kicks off again in April 2020 for their 50th annual year. Half a century later, there has been a significant increase in awareness and initiatives, while environmental concerns are high on the public radar. We're replacing takeaway cups and plastic bottles with reusable versions, and shopping with eco-bags instead of plastic ones. The great news is this can extend into daily beauty routines simply by choosing the right products. Erica Galea, Chemcorp International Marketing Manager says, "We have a fabulous range of eco-conscious brands that are pioneers in sustainable beauty products from body and skin care to hair and makeup tools, including EcoTools, SheaMoisture and UpCircle Beauty. You can help us to reduce the carbon footprint of the beauty industry, one beauty product at a time." Chemcorp International's top 4 beauty essentials for 2020: UpCircle Body Scrub Coffee & Peppermint | RRP \$29.99 | Go Vita or [www.upcirclebeauty.com.au](http://www.upcirclebeauty.com.au) Exfoliating coffee body scrub with a base of sea salt, shea butter coconut oil. Buffs away dry, dead cells leaving skin feeling smooth and refreshed. Packed with antioxidant-rich caffeine, helping to boost blood flow and reduce cellulite. Available in three variants: Peppermint, Tangerine and Lemongrass. UpCircle products are natural, cruelty free, 100% recyclable, organic, repurposed, sustainable, and ocean friendly. EcoTools Ultimate Air Dryer Hairbrush | RRP \$25.99 | Priceline, Big W, Coles or [www.ecotools.com.au](http://www.ecotools.com.au) A unique brush specially designed to dry hair 40% faster for less heat damage and faster prep time. The unique shape allows the Ultimate Air Dryer to work as a diffuser- allowing air to travel through the brush to create gorgeous, natural looking waves and curls. EcoTools is a leader in eco-conscious beauty products as all packaging is cruelty free, recyclable and made with tree free paper. EcoTools Perfecting Blender Duo | RRP \$19.99 | Priceline, Big W, Coles or [www.ecotools.com.au](http://www.ecotools.com.au) The Perfecting Blender Duo is designed in two sizes and densities to create a camera-ready look. The Large Base Blender is soft and flexible to create light, buildable coverage. The Mini Detail Blender is firmer for more precise coverage. Latex free, dermatologist tested, 100% vegan and created with unique EcoFoam technology made of 70% plant-based materials. SheaMoisture Raw Shea Butter Hydrating Body Lotion | RRP \$19.99 | Priceline or [www.sheamoisture.com.au](http://www.sheamoisture.com.au) Revive and rejuvenate dry, dull skin with a deeply rich and hydrating body lotion made with all natural and certified organic ingredients. This brightening body lotion leaves skin feelings soft and youthful looking. SheaMoisture products are natural, organic, cruelty free, sustainably-produced, and free of parabens, phthalates, paraffin, mineral oil, DEA, petroleum, formaldehyde, propylene and sulfates. "At Chemcorp International we have also recently installed a bank of solar panels and as a company, we are taking further steps to be more sustainable and support the environment for future generations," adds Erica. [www.chemcorp.com.au](http://www.chemcorp.com.au)

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