Lush Essay

1. Natural products are good for the environment. Harsh chemicals are not being washed down drain to ocean etc…
2. Natural products are not only good for the environment but the lack of harsh chemicals cause less irritations on the skin.
3. Fair trade products
4. Help bring awareness to certain charities/organizations by creating special products for them where proceeds go to charity/organization.
5. All products are hand made creating more jobs then if a machine was doing all the work.
6. All products made with fresh ingredients so there are little to no preservatives.
7. Against animal testing
8. Vegetarian ingredients so they can be used by a wide variety of people.
9. Little to no packaging so it is better for the environment. Plus packaging that is used is made from recycled materials.
10. Ingredients used are grown naturally and do not have herbicides, pesticides, chemical fertilizers or artificial additives.
11. Besides helping different organizations with special limited edition products that represent that organization they have a charity pot in which proceeds got to the organization indicated on package.
12. Products are geared towards every age group and gender, plus they promote relaxation.
13. Save packaging and get free item promotes recycling.
14. Product that is universally used so makes a good gift that also helps promote being eco friendly. Useful item.
15. Believe in failure. Failing helps to better ones self. Company when first launched failed but then after listening to consumer feed back they reinvented the company. Listen to consumers.

[**http://www.lushusa.com/shop/about-lush/articles/**](http://www.lushusa.com/shop/about-lush/articles/)