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It's Eco Week in Birdie, which means we're digging into the best in sustainable beauty, from our fourth annual Eco Beauty Awards to what it really means to follow a zero-waste beauty routine. Consider this week your education on how to be a more eco-aware, knowledgeable beauty consumer. Let me start by saying that I'm not zero waste, but over the past few years I've made a lot of changes in my habits to reduce my waste to align more closely with zero waste and an environmentally friendly mentality. If you, like many of us (especially while staying at home bookings), become more aware of how much waste you create on a regular basis and hoping to make changes, know that you are not alone. There are many small changes we can make to minimize waste in our daily lives. You can start slowly, and do small things that can make a big difference in the long run, like choosing a reusable water bottle or a mug of coffee instead of going through disposable plastic bottles; Or, if you always forget a reusable mug of coffee at home, just avoid the plastic coffee lid. It's definitely not about being perfect, and guilt isn't conducive to positive change, it's about just starting out and doing your best and feeling good about these little changes. I'm not strict on many things and I can certainly do better, but I live with that mentality and try my best to do the little things, allowing myself a place to make mistakes. Anne-Marie Bonneau, also known as the zero-waste chef, recently said: We don't need a handful of people doing zero waste perfectly. We need millions of people who do this imperfectly. I come to this a lot. We can all do a little bit, we can all start with one thing, and when it doesn't feel scary or hard anymore, we can take on another little thing, and so on. Before you know it, you are changing daily habits throughout life that have a big impact on the environment in the long run and perhaps inspiring others around you to do the same, just from leading by example. For me, it all started with one small change: minimizing plastic in my beauty routine. I started making a conscious effort to support brands that go the extra mile to source sustainable ingredients and create responsible packaging with the planet in mind. Here are some of my favorite brands for leading by example. Braina Laviena Created, hand-mixed and -poured by Stevie Van Horn in a completely zero waste production, Yay for Earth has one product and that's all you need: a sensitive skin lotion that I would describe more as a multifunctional balm for all skin types. I am It's on a regular in the largest and smallest size, keep one on my nightstand and the other in my wallet. With how much I've been washing my hands lately, my eczema started to pop up in the folds between my fingers, and it was the best way to keep it under control. She sources high high Fair trade and sustainably sourced ingredients, uses only glass and aluminum to package the product, and ships with all recycled, post-consumer materials, sometimes it even uses 100% soluble cornstarch-based peanut packaging (which is very interesting to watch dissolve in water). Not only is the actual product absolutely amazing and full of high quality healing ingredients, but Stevie herself is inspiring to follow if you're interested in zero waste lifestyle or just eco-friendly living. I can directly attribute the many changes I've made in my life to Stevie's Instagram; It makes it look affordable, for real, and not that hard after all. Braina Laviena Tina Hedges, founder of LOLI, believes that skin care starts with superfoods, just as it has been in history. Her philosophy is that what feeds us inside should also educate us from the outside. Her company really is a leader in zero beauty waste, finding organic, food class, land friendly ingredients that are always packed in glass. All ingredients are water-free - she firmly believes powerful ingredients should not be diluted, which not only makes her products more potent, but saves a lot of water use in the process (water is the most commonly used ingredient in the beauty industry and at the same time a growing commodity). All LOLI products, of course, come in compostable bags and after recycling and recycling materials. Some of the products even have basic ingredients that are upcycled out of food waste. For example, the brand sources oil from the core of the French Ente plum directly from the farm, which would otherwise give them up. It ends up being the hero ingredient of one of my favorite products in line, LOLI Plum Elixir (also winner of the 2019 Byrdie Eco Awards). Braina Laviena Lesse's philosophy is that less is more. This perfume translates as the three main products that make up your entire ritual: serum, exfoliating detergent and mask. Simply put, this organic skin care is refined for basic, using powerful antioxidants for a healthy approach to the skin, and they work like a charm. The brand recently started its recycling detergent, and it quickly became a staple in my night ritual with its gentle but effective exfoliating pellets. Led by a founder who is very politically explicit and rightly concerned about our current climate challenges, Lesse is a great example of a brand that does its best to provide effective, hardworking and shelf-based sustainable products from natural ingredients in sustainable packaging. Not only are all products homemade in glass or recyclable aluminum pipes, they Drop all labels to minimize waste and instead decide to work with a family company in California that hand prints every glass bottle. Needless to say, all product boxes and packaging are made from recycled and they're even working with their factory to become clean zero within the next three years. Braina Laviena Born out of necessity for clean, cute and sustainably packaged nail polish, habit has always been sustainability at the forefront. From creation to packaging and mailing, they undertake to use the most sustainable options without sacrificing beautiful, clean, high performance cosmetics. Their Ultimate Organic Multi Use colors are a true staple in my makeup looks because I love the soft, creamy textures and colors are highly softened and flattering on all skin tones. The cute zero waste glass and aluminum packaging makes me think about the age space of the sculpture and every time I wear my favorite shade, I get so many compliments and questions about color. (For the record, it's called Mod Squad.) Braina Laviena Kindred Black saw a problem in creating zero waste, and they decided to solve it. Their slow skin care is a pharmacist line inspired by a slower lifestyle, packed in fully plastic, hand-blown bottles and vials that are sealed with wax corks. Beautiful bottles and hard-working products are perfect proof that you can be zero waste and luxurious without compromising product efficiency or aesthetic. Their commitment to zero waste goes from conception to packaging: hand bottles come directly from a studio in Oaxaca, Mexico, where artisans produce their own fuel with used vegetable oil from local restaurants, and glass is made from recycled bottles. Once filled with colorful oils that are worldwide from the highest quality, most ethical and sustainable sources, they are closed by biodegradable corks and sealed for delivery with natural wax. And, of course, everything is delivered to you in recycled boxes, with recycled paper or recycled craft paper and activated water paper tape. They pride themselves on being part of the 1% For Planet Foundation (started by the founder of the Patagonia outerwear brand), which obliges companies to donate 1% of their year-long sales to environmental groups. Before the Turkish invasion of Cyprus in 1974, Famagusta was a thriving coastal resort. Elizabeth Taylor and Richard Burton loved staying in the summer, and this place was known for its artists and intellectuals. And then nothing. When the Turks arrived, they closed a valuable coastal area known as Varosha. And so it remained. Thirty-nine years later, the area is still a ghost town behind barbed wire, rotting and full of pests. Vasya Marchides, a New Yorker whose mother grew up in Famagusta, is trying to change that by creating an eco-city in the dead zone. She sees her work as a symbol of reconciliation between the island's Greek and Turkish communities and the environmental This is a new new an idea that deals with our mutual survival. This is an opportunity for Cypriots to cooperate on something apolitical. This is a fresh new idea, which is our mutual survival. There won't be any Greek or Turkish Cypriots if the Earth can't support us anymore. It's something we all need to start thinking about very seriously, she says. In addition to the Famagusta Ecocity project, Marchides is also a filmmaker. She wants to create a documentary about Varosha's revival, and she and her partner Armando Garma-Fernandez crowdfunded the project on Kickstarter. See their pitch here: It is not clear when Famagusta can become available for renovation. The Greek and Turkish Cypriot sides are negotiating the future of the island. But it is possible that the Turkish side can abandon Famagusta as a gesture of goodwill, and not for too long. If so, the sides of the project want to be ready. The team currently includes two directors, a professor of architecture at the Massachusetts Institute of Technology, a founder of Engineers Without Borders, an economist, and members of local communities. Ian Wamphler, a professor at THE Massachusetts Institute of Technology, intends to travel to Cyprus with some students next year and draw up five possible plans for the 2.3-square-mile area. It's usually hard to take a city that already exists and turn it into a green city, says Marchides. But when you take an area that is having to recover from scratch, there are a lot of buildings that will have to be demolished. 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