



The by Humankind hand sanitiser | Photo source by Humankind

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WELLNESS BRAND LAUNCHES PLASTIC-FREE HAND SANITISER

 HEALTH & WELLBEING

The hand sanitiser comes in an 8-ounce reusable aluminium bottle and is made with 65 per cent alcohol

Spotted: New York-based sustainable personal care brand, by Humankind, has just launched its first alcohol-based, plastic-free hand sanitiser. With every purchase, \$1 goes towards the [Robin Hood Foundation's](#) relief fund to support New Yorkers affected by the coronavirus outbreak.

The brand, known for its [refillable personal care products](#), is on a mission to reduce single-use plastic waste in everyday products. Given the recent increased need and demand for hand sanitizers, the brand saw it as an essential product to add to their range.

The hand sanitiser comes in an 8-ounce reusable aluminium bottle and is made with 65 per cent alcohol (which is above the CDC's recommendation for effectiveness). Hyaluronic acid keeps skin moisturised, and there are currently two variations available: grapefruit-scented or fragrance-free, for \$20 (€18.29).

The brand also offers all-natural hand soap, shampoo, conditioner and body wash bars, plus biodegradable swabs, mouthwash and deodorant.

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Takeaway:

A handful of other beauty and wellness brands such as ORLY, Pipette Baby, and Vegamour have also launched their own hand sanitiser in response to the outbreak. However, not many brands have considered the environmental toll of the packaging. Single-use plastic packaging for everyday products accounted for 54 per cent of the world's plastic waste in 2015, and whilst recycling is good, it is an underused solution — only 9 per cent of worldwide plastic waste actually gets recycled.