



Mascara production

STUDENT INNOVATION BRINGS SUSTAINABLE PRODUCTION TO MASCARA



Changing the design components of the traditional mascara tube could lead to massive strides for sustainability in the cosmetics market.

Innovation in the beauty industry might often be focused on consumer experience, such as this [smart mirror](#). Yet the behind the scenes impact can also be crucial. Research development leading to new products such as this [hair dye](#) can help reduce the environmental impact of the cosmetics industry. Similarly, the mascara production process also has room for improvement, as noticed by a recent graduate from [Loughborough University](#).

[Pippa Bridges](#) used her interest and experience with sustainable design to tackle a problem many might not even have noticed. Nearly one billion mascara tubes sell every year worldwide. These tubes usually end up going straight to landfill, contributing to huge amounts of land waste. Bridges' innovative new production method, Infinity Mascara, aims to reduce this waste.

She designed a reusable capsule to replace the disposable tube. The capsule can be refilled as required. Normal mascara tubes need replacing every six months in comparison. Bridges also replaced the regular mascara brush with a unique fingertip applicator that can last up to 10 years. The new design should receive a new refill component every six months and the outer casing can be reused. The entire process is a closed-loop system, resulting in improved environmental and financial efficiency. All the components last longer and function more efficiently than in standard mascara tube designs. This re-evaluation of a traditional product could therefore be a ground-breaking move in cosmetics.

Infinity Mascara is currently waiting approval for patents. Bridges is also seeking funding through investment opportunities to take the project further.

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Email: pippa.bridges@hotmail.com

Website: www.lboro.ac.uk

Contact: pippa.bridges@hotmail.com