

## AURA Beauty Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Lei Medina	Senior	Marketing
Member 2: Angelia Finocchiaro	Senior	Finance
Member 3: Hannah Heydon	Senior	Management and Leadership
Member 4: Citlalli Gutierrez	Senior	Management and Leadership

**Advisor(s):** Prof. Melissa Fitzpatrick

**Topic:** Tarte Cosmetics

**Audience:** Tarte Cosmetics Board of Directors

### Sustainable Development Goal

SDG #12 : Responsible Consumption and Production

#### Executive Summary

In the height of the ever-changing beauty industry combined with the growing incentive of green, ethical sourcing, companies are virtually required to have their product's formulas follow this. Tarte Cosmetics, one of the most popular international makeup brands '[infusing their products] with good-for-you ingredients and kindness.' Although this portrays the firm as 'good,' they are not free from flaws. Tarte's promotion of "natural ingredients sourced from mother nature" suggests sustainable and ethical sourcing without any clear evidence. The validity of their claims is undermined by incomplete ingredient sourcing and a parent company that is not cruelty-free. Tarte markets only certain ingredients on their website—amazonian clay and maracuja oil— as 'thoughtfully sourced ingredients.' However, they omit the sourcing of other prevalent ingredients— such as coconut oil and mica.

Our proposal centers on a core commitment to transparency for consumers, including ingredient usage, recycling programs, and marketing. We want to reframe the way that Tarte communicates and messages their products, both ingredient and packaging-wise. By implementing a new recyclable program by offering incentives to recycle their products in the correct way and partnering with Bluebird Climate for their Transparency Report, Tarte can decrease their package waste. With transparency in negative and positive ingredient sourcing, Tarte will follow their mission of a "high-performance natural" brand image. The current misalignment of "values" to operations undermines consumer autonomy. Through these new approaches, Tarte will align with UN's SDG #12: Ensuring Sustainable Consumption and Production Patterns.