



#BARSOVERBOTTLES

YOU MATTER.

WE BELIEVE IN THE POWER OF ONE.



WHAT IS HABITS OF WASTE?



In 2018 our founder, Sheila Morovati, spearheaded the first single-use plastic straw and cutlery ban in the City of Malibu. We identify everyday "habits of waste" and provide easy & sustainable alternatives.

OUR MISSION IS TO CLEAN UP THE PLANET,
ONE 'HABIT OF WASTE' AT A TIME.

WHY #BARSOVERBOTTLES?

- More than 120 billion units of packaging are produced globally every year by the cosmetics industry.
- Not only does this poison our oceans but it also contributes to the loss of 18 million acres of forest annually.
- A wide variety of products, from shampoo to moisturizer, are 95% water, which creates additional volume and mass, making them more expensive to ship.

#BARSOVERBOTTLES GOAL



Through this social media campaign, we hope to bring awareness to the immense environmental impact of cosmetics and personal care industries. This includes promoting new, high quality plastic-free alternatives.

#BARSOVERBOTTLES METHODS

#BarsOverBottles is an educational campaign that will help reduce plastic waste by:

- Providing consumers with access to package free personal care items.
- Providing consumers with the opportunity to recognize the problem and create a societal norm around "bar" alternatives.
- Bringing consumers shareable education and awareness content centered on the impact of the cosmetics and personal care industries on the environment.



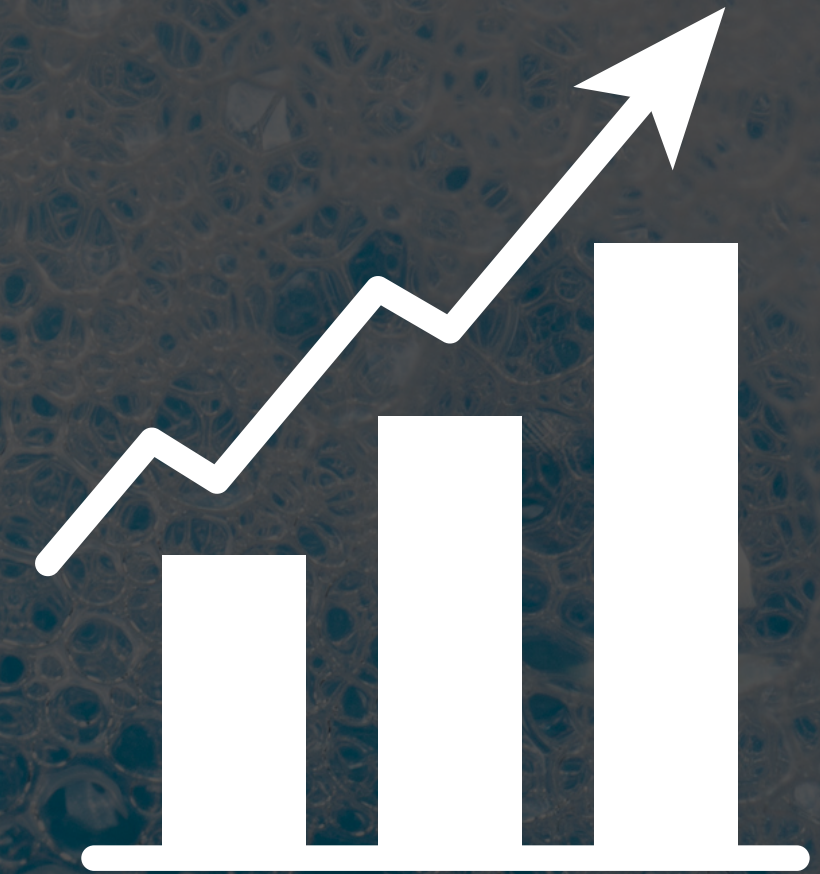
EXAMPLE MEMES



MEASURING SUCCESS

Marketing effectiveness of campaign

- Online web traffic to campaign site
- Social media metrics (total, by platform)
- Social media shares
- Online Surveys auditing plastic packaging cosmetic usage.



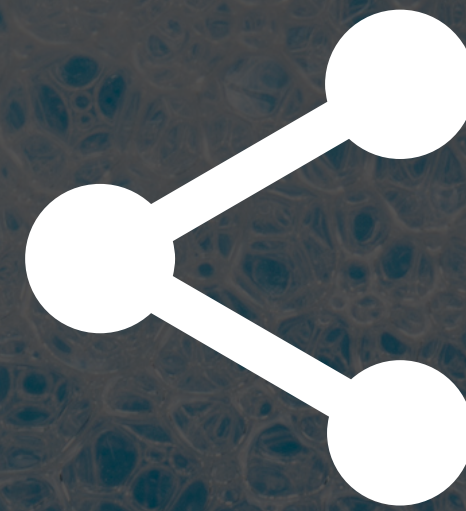
Behavior Changes

- Number of individuals participating in partner recycling programs
- Sales of partnered products

HOW YOU CAN HELP



DONATE



SHARE

QUESTIONS?

EMAIL

HELLO@HABITSOFWASTE.ORG

