

# LUSH

March 12, 2025  
Marlene Arroyo

# Analysis

LUSH is a cosmetics company that provides its customers access to vegetarian and cruelty-free and high-quality handmade products. The company was created in 1995 by five co-founders: Mark Constantine, Mo Constantine, Rowena Bird, Helen Ambrosen, and Paul Greeves. Headquartered in the city of Poole, England, Lush currently operates in over 50 countries. They provide a wide range of products, from face masks, perfumes, bath products, and makeup.

Since their founding, Lush has diverted paths from traditional production methods that made their competitors successful. Lush has committed to sustainably source all materials used in their products, hand making their items to ensure quality. Additionally, they abandoned and specifically curated their 'naked' products which are displayed and sold without unnecessary packaging.

Lush is an established brand known for its sustainability efforts and innovation. Though peak sales and popularity for their bath bombs have passed, their current position and regard in the market is still respected and in great standing.

Now more than ever, it's less likely for the average shopper in the target demographic to leave their social media apps for purchases. The introduction of streamlined all-in-one social media apps such as TikTok and Instagram, now launching their shops, has made it easier than ever for overconsumption to occur with the quick rise and fall of new products as commissioned creators try to sell products to viewers. This leaves the question of how Lush can keep up with shift in the beauty market while not straying with their background of sustainable production and sales.

Despite Lush refraining from adding their products to these shops as it would misalign them with their goals of "leaving the planet more Lush than we found it." Regardless, a simple search across these very platforms yields how well-received products are. A very impactful niche that is quick to sell products is the Scent/Hygiene community on TikTok. Influencers like Leah Kateb sharing her "ultimate vanilla routine" and other creators sharing their most complimented scents managed to sell out recommended products like Lush's 'Super Milk' hair detangler. With that said, Lush as an operation is not meant to continuously pump out a new viral sold out product. Scaling for product demand can be challenging enough considering the amount of labor and care poured into the creation of each product.

To resolve this gap, the best-fit solution is a comprehensive quiz for a scent routine. This means alongside their app launch; Lush would add a feature that allows customers to analyze their wants for a shower and perfume routine that would give them ideal results. Additionally, the Scent Sanctuary would provide in-person access to both the meaningful stories behind different scents while being allowed a more hands on experience during the holiday shopping to allow for more thoughtful and conscious consumption during gift-giving season. Though Lush has many locations, not all are accessible to clients who don't reside near a storefront. Descriptions can sometimes confuse clients; therefore, a quiz could lead them to unbiased product recommendations for what may truly fit their needs. If someone wants a long-lasting vanilla scent routine, the best way would be to purchase matching products, such as Sticky Dates Body Wash, Sticky Dates Body Lotion, and the Vanillary perfume. Though the quiz can become more extensive if it fits clients' needs, it can grow to include the entire catalog of Lush products. Testing this sort of program can be ideal to adjust to trending beauty needs while remaining authentic by simply making finding products more accessible and their functions more available to customers.

## Single Overriding Communication Objective:

Do it the Lush way, caring for yourself, the planet, and our people.

# Enclosed are the following documents:

**News Release**, “Damas Del Sol Bars Launch to Honor Homero Gómez”. Printed.

- a. *Allure Magazine*, Elizabeth Siegel, [esiegel@allure.com](mailto:esiegel@allure.com), Deputy Beauty Director.
- b. This document highlights the significance of the Damas Del Sol Bubble Bar, tying the product launch to environmental advocacy and Homero Gómez’s legacy, aligning with Lush’s brand values.
- c. With the goal to inform the press about the product launch and its charitable component, driving awareness and positive media coverage to bolster sales and support for the cause.

**Fact Sheet**, “Damas Del Sol Bars Honor Homero Gómez”. Printed.

- a. *Allure Magazine*, Elizabeth Siegel, [esiegel@allure.com](mailto:esiegel@allure.com), Deputy Beauty Director.
- b. Provides concise, detailed facts about the product, the cause it supports, and its availability, ensuring journalists can easily access essential details for accurate reporting.
- c. Serves as a quick-reference tool for journalists, encouraging accurate, comprehensive coverage and increasing the reach of Lush’s charitable initiative.

**Biography**, “Co-Founder & Inventor: Mark Constantine”. Printed.

- a. *Allure Magazine*, Sarah Hahn, [sarahhahn@allure.com](mailto:sarahhahn@allure.com), Commerce Editor.
- b. This backgrounder supports the broader narrative of Lush’s ethical commitments, tying the company’s history and Mark Constantine’s vision to its ongoing campaigns and product innovations.
- a. Provides context about Lush’s ethical practices and its commitment to sustainability, reinforcing the brand’s credibility in related media stories.

**Media Advisory**, Media Advisory, “Lush Introduces a New Scent Sanctuary Experience”. Emailed.

- a. *Refinery29*, Sarah Tan, [sarahtan@refinery29.com](mailto:sarahtan@refinery29.com), Beauty Director.
- b. This advisory highlights Lush’s immersive Scent Sanctuary, offering a guided fragrance journey that deepens the personal connection to scent and self-care. The experience aligns with Lush’s commitment to ethical sourcing, sustainability, and holistic well-being.
- c. Invites media coverage of the Scent Sanctuary launch event and encourage interviews and features that explore the artistry behind fragrance, the innovation of scent profiling, and Lush’s dedication to sensory wellness.

**News Release**, “Lush’s New Scent Sanctuary Offers Free Fragrance Readings”. Printed.

- a. *Glamour UK*, Fiona Embleton, [fembleton@glamouruk.com](mailto:fembleton@glamouruk.com), Associate Beauty Director
- b. This document introduces the Scent Quiz, emphasizing its innovation in personalized beauty and its alignment with Lush’s sustainability goals, tying product discovery to eco-conscious consumer behavior.
- c. Informs media outlets about the Scent Quiz launch, encouraging coverage on the innovative quiz that highlights its benefits for personalization, sustainability, and ease of use, driving user adoption and brand engagement.

# LUSH

## News Release

FOR IMMEDIATE RELEASE

January 13, 2025

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### Damas Del Sol Bars Launch to Honor Activist Homero Gómez

**POOLE, UK.** Jan 22, 2025- Lush Cosmetics is introducing the limited-edition [Damas Del Sol Bubble Bar](#) in this year's [Día de Muertos collection](#), celebrating the life of Homero Gómez, an environmental activist dedicated to protecting Monarch butterflies and their habitats in Michoacán, Mexico.

100% of the sales price proceeds will support Mexican-based lawyers and advocates who assist human rights defenders, land protectors, and water activists facing threats and criminalization.

This product is a homage to Homero Gómez, "For all his love, work, and passion to preserve the Monarca butterflies and the beautiful forests in Michoacán, México," said Ana Oviedo, a member of Lush's Leeds team and part of the Co-Create program that helped design the bar.

The Damas Del Sol Bubble Bar, providing notes of cypress, oakwood and lime, will be available in Lush stores and [online](#) starting November 1, 2024, while supplies last. As a part of [Lush's Giving Program](#), these collect profits toward supporting human rights, social justice, animal rights and environmental protection.

LUSH is a cosmetics company that producing vegetarian and cruelty-free products. Founded in 1995 by Mark & Mo Constantine along with 3 friends, Lush was born in Poole, UK and operates in over 50 countries. For more information contact (805)543-2723 or [lushpr@lush.co.uk](mailto:lushpr@lush.co.uk).

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# LUSH

## Fact Sheet

FOR IMMEDIATE RELEASE

January 21, 2025

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### Damas Del Sol Bars honor Activist Homero Gómez

#### WHAT

- [Damas Del Sol Bubble Bar](#) debuts in celebration of Dia de Muertos.
- 100% of proceeds (excluding taxes) will be provided to Mexican-based advocates and lawyers who aid activists who aim to protect human rights, lands, and water who face threats and criminalization.

#### WHO

- Lush Cosmetics created Damas Del Sol bubble celebrating the life and accomplishments of Homero Gómez.
  - Gomez dedicated his work to conserving Monarch butterflies in Michoacán, Mexico.
- With creative support from Ana Oviedo, a member of Lush's Leeds, England, location, Oviedo joined the Co-Create Program to create the Bubble Bars.

#### WHERE

- [Available online](#) and in all in-store Lush locations.

#### WHEN

- Bars release Nov. 1, 2024.
- Available while supplies last.

#### WHY

- [Lush's Giving Program](#) creates products with the goal of raising funds to support social justice, human and animal rights, and environmental protection causes worldwide.
- Damas Del Sol proceeds collected are granted to lawyers and advocates based in Mexico, increasing awareness of the need for funding and support for advocates of land protection and organized crime in the country.

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# LUSH

## Biographer

FOR IMMEDIATE RELEASE

January 25, 2025

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### Co-Founder & Inventor: Mark Constantine

Mark Constantine is one of Lush Cosmetics' original five co-founders. With his passion for innovative, fresh, and unpackaged products, Mark created a company that practiced production sustainably and cruelty-free.

Disappointed with the practices of competitors, Constantine's innovation began with a streak of frustration, "Hindsight is great and it's only looking back now that we realise our vision was just a dissatisfied reaction to our competitors' products: a wish for something more wholesome," stated Constantine. These turns toward more ethical practices are what have shaped Lush. From the beginning implementing a stringent 'No animal testing' policy, curating their products to function without unnecessary packaging.

After an attempted venture for their previous company Cosmetics to Go, partners Mark & Mo Constantine took a risk in creating Lush to revolutionize the way products are created and packaged today.

For over 25 years, Mark has served as a driving force behind Lush, working alongside the product development team aiding in the creation of new hair, skin, and body cream products. Mark Constantine's love for the vision and future of Lush, remains at the center of what the company strives for with the creation of each product, Leaving the world Lusher Than We Found It.

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# LUSH

## Media Advisory

FOR IMMEDIATE RELEASE

January 27, 2025

FOR MORE INFORMATION:

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## Lush's New Scent Sanctuary Offers Free Fragrance Readings

### What

- Lush location in Westfield London will allow all clients to experience the Scent Sanctuary will help guide them to find a scent profile that works for them.
  - Also featured, are free hand massages with the use of Lush body creams.
- Press Access Opens 9 AM, November 28

### Who

- Scent curators Emma Vincent and Alina Gliwinska will provide readings, they are the creators of beloved scents "Turmeric Latte" and "Alina."

### Where

- Lush Cosmetics White City
  - Westfield Shopping Centre, Level 1 Ariel Way, London W12 7GF, United Kingdom

### When

- November 28- December 1, 2025
  - 10 a.m. to 3 p.m. Daily

### Why

- This Scent Sanctuary was created as a space to provide customers a place where they can escape the chaos of holiday shopping and overcoming unnecessary products. Every Lush scent has a story and purpose and fragrance readings are the perfect way to let clients find their best fit for good.

### How

- At the entrance, please advise a team member about journalist/reporter status to be granted a Press Pass and enjoy event as you'd like. Early press access will grant writers extra time to interview with team members and scent curators prior to event opening to public.

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# LUSH Cosmetics

# Scent Quiz Launch

#LushScentQuiz

By Marlene Arroyo

## Lush's new Scent Quiz finds the perfect fragrance routine for you!

Gone are the days of sorting through hundreds of videos and recommendations scouring for your signature scent. Starting this month, we are launching a comprehensive Scent Quiz that allows you to find your perfect Lush routine. Guided by our mission of sustainability, we hope to eliminate the guessing game and purchase of products that would go unused simply because they don't fit your needs.

Our Scent Quiz isn't just about finding you a perfume, it's about discovering your vibe, a feeling, and a complete sensory experience. Let's start with some of our guiding questions:

### How do you want to feel when you step out of the shower?

- Soft and cozy (warm vanilla and subtle musk)
- Sweet and playful (fruity, floral, and fun)
- Earthy and rustic (woody and herbal)

### How do you want others to describe your scent?

- Clean and crisp
- Warm and inviting
- Bold and unforgettable

### What strength do you want in your scent?

- A subtle touch (a light mist or solid perfume)
- Noticeable but not overpowering (layered body wash + lotion)
- Statement-making (full routine + a bold body spray or perfume)

Find and use Scent Quiz through our Lush Cosmetics App for your results. Through your use of the Scent Quiz, you can unlock our new Subscribe & Save feature, saving 9% off your custom routine and scheduling shipments to fit your needs.



# LUSH SCENT QUIZ

Through our Scent Quiz, we hope to help you find the perfect routine to fit **your** needs. By selecting your fragrance profile, vibe, and strength, we help you get the hard part over and find what best fits **you**.

▶ Start Now

# LUSH SCENT QUIZ

What's your ideal scent strength?

A Just a hint

B Noticeable, but not  
overwhelming

C Statement-making

# LUSH SCENT QUIZ

What's your go-to vibe when picking a  
scent?

A Light and refreshing

B Warm and cozy

C Bold and unique