

Anexos

Anexo 1: Demographic information of all participants

	Name	Gender	Age	Nationality	Occupation
1	Karen Melissa Navarro	Female	23	Colombian	Digital Marketer (Beauty sector)
2	Laura Camacho Silva	Female	26	Mexican	Market Analyst (Beauty sector)
3	Clara Debruille	Female	27	French	Brand Manager (Beauty sector)
4	Aditi Harsulkar	Female	37	Indian	Consumer insights manager (Beauty sector)
5	Katya Gonzalez	Female	32	Mexican	Global Marketing & Communications specialist
6	Ismael Chavez	Female	31	Spanish	Dermatologist
7	Marie Cely	Female	32	Canadian	Industrial designer
8	Monica Ayers	Female	38	American	Sales Executive
9	Daniela Martinez	Female	24	Colombian	Content Marketing Junior Manager
10	Alejandro Castillo	M	26	Colombian	Marketer
11	Ana Maria Gomez	Female	26	Peruvian	Global Public Affairs Assistant
12	Boutaina Cheriff	Female	35	Moroccan	Politic scientist
13	Juan Jose Araque	Male	35	Colombian	Industrial engineer
14	Laura Guzman	Female	25	Peruvian	Dentist

15	Jorge Cohen	Male	24	German	Business intelligence analyst
16	Juanita Martinez	Female	30	Colombian	Publicist

Anexo 2: Transcript of interviews

1) Karen Melissa Navarro

- What are 3 words that you associate with the beauty industry?

Answer: The three words that come to mind are self-care, routine, and money.

- How often do you use Personal care and cosmetic products?

Answer: Every day, as I previously said, is a routine. Since I get up and use my soaps and my moisturizers until the night when I have my cleaning routine. I see it as self-care.

- How often do you buy Personal care and cosmetic products?

Answer: I would say once a week. It is very common that during the week I need to buy products for face care, soaps, moisturizers, or makeup.

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Completely. I am always guided by the price to analyze if the product is good or not. For me, a very cheap product in the beauty industry does not attract my attention since the skin is very delicate and I feel that it is important to use quality products

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Of course. Quality is the most important aspect. I usually buy from the brands I have in mind either because of their good reputation or because I have received good feedback

from my friends about the products. I feel that specifically in the beauty industry it doesn't make sense to want to buy a product that can damage the skin, or that doesn't look pretty or damages easily. So, if I know that a product is not of good quality, even if the price is low, I would not buy it.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, regarding the products, I let myself be influenced by the recommendations that my friends give me or if a product is a trend on social media. But for example, if the brand in general mistreats animals or its workers, it totally discourages me from buying from that brand.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, I usually like to buy the products from a well-known brand in the industry. It is something that in general motivates me and not only in beauty products but in everything. I feel that for a brand to be recognized means that many people value the brand and have had good experiences shopping there. I thought I could also say that I am motivated by prestige.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: I feel that in a certain part, as much as I would love to be able to say yes, there are really many products that I have bought in which I have not taken the time to review their elaborating processes. In general, if I don't previously have in my head the negative comments that a brand has due to its elaborating processes, I still buy the product if I like it.

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: What I understand by green beauty is that the company is responsible both, with the treatment of its employees as well as that takes necessary environmental measures to elaborate the products like for example using eco-friendly raw materials, having that aspect of environmental care as a goal

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: I think it is very important to keep this aspect in mind when buying a product, since as a society if we buy from responsible brands, we encourage all companies to be responsible as well, since that is what interests the customer.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Now I only have two brands in mind, YVES Rocher and Mac Cosmetics

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yeah. If I have to choose between two products from different brands and I know that one is eco-friendly and the other brand is not, I think I would choose the product from the eco-friendly brand. I feel that there is a difference in value, since the company that is responsible is improving its processes to do good in society, which I highly value.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Totally. Currently I see more young people who demand that companies have these responsible and sustainable procedures, which I think is very cool. I feel that it is good that young people are more aware of the current environmental situation and seek to improve it.

- Please describe how interesting the video was for you.

Answer: I would say that from 1 to 10, an 8. I found it interesting to su

- How did the video make you feel about Green beauty?

Answer: I felt good, I feel that it motivates me to want to investigate more on the subject.

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes, even though the video would have motivated me more with another type of background music, because at some point in the video my interest was lost. But regarding the green beauty movement, it did motivate me to want to learn more about the subject

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: It helps me to keep it more in mind, but not by watching the video I am going to buy only green beauty products.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: It is very important to me. I believe that everything starts with the individual contribution and if I start buying responsible products I will be contributing to the environment.

2) Laura Camacho

- What are 3 words that you associate with the beauty industry?

Answer: Massive, inclusive, innovative.

- How often do you use Personal care and cosmetic products?

Answer: Every day, both makeup products and skin care products.

- How often do you buy Personal care and cosmetic products?

Answer: When I need them, I feel like I don't spend a lot of money on makeup, but I do spend a lot of money on skin care products. I invest in these when I run out of one that is essential to my skincare routine. However, with makeup, I can go months without buying a new product because even though I use it almost every day, the products are staples and I take advantage of them until they run out or expire.

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Clearly it influences, the purchasing power is fundamental to think about the decision I am going to make regarding two products. In my case, the dermatological products I use do not usually change and are always in the same price range, but there are makeup products that I do not buy because I do not find a necessary relationship between the excessive price for being part of a specific brand, when there are products from other quality lines that can cost half or less.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Quality does have an influence, since quality can negatively or positively affect the changes that are reflected in the skin. A poor-quality product, in my case, can generate allergies, breakouts, rashes, because my skin type is extremely sensitive, so I try to use quality products that do not generate any reaction contrary to what I want with my facial care routines.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: I don't consume much content from beauty bloggers, nor reviews on the internet about any product that is for skin care, because I understand that all skins are different, have different needs and can behave positively or negatively towards any product. However, when it comes to makeup, reviews are something that although it is not essential to make the decision to purchase a product, but it can play as a factor to take into account, especially when the good or bad reviews have been too many.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, I think the market is in a certain way very sectorized, beauty brands have positioned themselves in a way in which the whole brand can be recognized by a star product that was successful. In my case, I am not a loyal consumer of a specific brand, but I am a loyal consumer of specific products that have not only been of quality, but also part of an advertising and marketing strategy that has made it easy for people like me, who do not consume makeup in excess, to recognize them.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: For several years I have been trying to consume brands that do not test on animals and that are responsible with their environmental policies of production and consumption. It has been a difficult process because in the international market certain sales requirements are requested and among those, in some cases, responsibility with animals and the environment is not taken into account. However, lately I recognize that brands have recognized the importance of all these social movements and have taken positive actions regarding these practices.

- Do you know what the concept “green beauty” refers to? Elaborate your answer

Answer: Green beauty encourages the adoption of sustainable practices, from the consumption of beauty to the design of the environment. Thus, it seeks the integration of nature in built spaces and the incorporation of environmentally friendly materials and technologies.

This approach is also related to environmental awareness and responsibility towards our planet. Green beauty seeks to promote a conscious lifestyle, where natural resources are valued and protected, excessive consumption is reduced and reuse and recycling are encouraged.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: Of course, it is essential to have a balance on the products that are harmful to our skin, with toxins that do not always contribute, as well as the responsibility with the production lines, consumption and care of the entire production line with both nature and living beings.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: I am aware of a few brands in the beauty world, which I have never used, but I have read a bit about their approach, for example The Body Shop, which stands out for its ethical approach and commitment to sustainability in body care products. And RMS Beauty which provides organic and non-toxic makeup.

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Of course, we can see this difference can be reflected in several aspects:

First, the ethical and responsibility value: green or clean beauty brands usually promote ethical values and responsibility towards the environment and society. This implies sustainable practices in production, the use of natural and organic ingredients, as well as respect for workers' rights. On the other hand, there is health and wellness awareness; green beauty brands are associated with healthier and less toxic products.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes, I think the years have shown us that there have been changes in the new generations, they are more aware of the environmental impact of beauty brands. These generations have grown up in a context of greater awareness of environmental and social issues, and are more committed to sustainability and corporate responsibility.

- Please describe how interesting the video was for you.

Answer: It is quite interesting to see how important beauty brands are working and proposing new strategies in the market to improve the environmental impact of beauty production and consumption.

- How did the video make you feel about Green beauty?

Answer: Through these initiatives, firms like this one seek to address the environmental and social challenges associated with the beauty industry, and offer products that meet the demands of sustainability-conscious consumers. The company has implemented a series of initiatives and policies aimed at reducing its environmental impact and promoting more responsible practices, which creates a shift for consumers who are sometimes looking for sustainable brands that are more in line with the new sustainable and healthy lifestyles that have gained momentum in recent years.

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Of course, it is. There are several factors specific to this proposal that appeal to the decision to invest in them; first, sustainability, second, the possible new ingredients that are likely to be organic and natural, and also as a positive consequence contribute to the reduction of the carbon footprint while still impacting the market as one of the best brands in aesthetic care.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Of course, it does. In addition to playing a key role in caring for the environment, it contributes natural elements that can provide better personal care and better personal health effects. It is essential to recognize that while green beauty brands may have benefits, it is always advisable to research and read product labels to make sure they meet your specific expectations and needs.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Yes, besides being important when thinking about consumption, it is fundamental to know strategies that seek to impact a large social group. In my case, I have been trying to change my ways of beauty consumption and perception of brands according to my own needs. This new information is fundamental to know beyond personal and individual impacts, such as having natural and organic ingredients. After reviewing the bigger picture, we can see that sustainable beauty practices are important to minimize negative impact on the environment, protect human health and create positive change in the industry. By choosing sustainable beauty products, you can contribute to a healthier and more sustainable future for everyone.

3) Clara Debrulle

- What are 3 words that you associate with the beauty industry?

Answer: Trends, cosmetics, fashion

- How often do you use Personal care and cosmetic products?

Answer: I use them daily; I have a morning and night skincare routine that I try to follow every day. Even though I do not use makeup every day, I try to do the skincare routine to have beautiful skin.

- How often do you buy Personal care and cosmetic products?

Answer: It depends but most products every 3 months. Products like shampoo and hair care products I buy every 3 months, but products like sunscreen, face serum or face cream can be every 2 months or just before they are over.

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, I would say it is one of the most important factors for me, I am not going to spend too much money on some personal care products. I normally do a comparison between different brands or I look for the economic dupes of super expensive cosmetics.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, that is the most important factor. I am super aware of the harmful ingredients and consequences that some products have on the skin and I try to avoid them. My skin is super sensible so I really do my research of the quality of a product before buying it

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Not that much on the brand but on the product. And I don't usually believe the reviews, I try to look up for real information either in my social circle or influencers that I follow. I only trust them when I know they have used them for a long period of time

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: More or less, I think there are small brands that are not that much recognized that have very good products. But of course, as big brands are more known, I have a bigger source of information

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Not really, I would love to say that I care about it but sometimes I feel these products are more expensive and I am not willing to pay more for it.

- Do you know what the concept “green beauty” refers to? Elaborate your answer

Answer: Yes, green beauty refers to the products that do not have any harmful ingredients, that are elaborated in a sustainable way and are committed with the environment and social causes. I would say it is like clean beauty, clean ingredients.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: I think it's super important because you should be aware of the ingredients and benefits and consequences that they have on your skin but also on your health. Also, the beauty industry it is an industry that pollutes the environment too much and some brands with their bad practices can do much harm to people and animals so we be more aware of it and start thinking about it.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Garnier, Ives Rocher, Kiehl's

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, green beauty brands and products have a very good contribution to the environment, that gives them a huge value and advantage above other regular brands.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes totally, we can now find all information on the internet. So, through social media and many other different platforms, we can be informed of all the different problems the environment and the world are facing. Also, thanks to covid 19 I think this generation is

now more aware of the ingredients and products we use on our face so we want the cleanest products possible and of course that do not harm animals or plants.

- Please describe how interesting the video was for you.

Answer: it's super interesting how a huge brand like Garnier from the L'Oréal group is committed with the sustainable beauty, is good to see all the partnerships that they have and the practices they do towards green beauty.

- How did the video make you feel about Green beauty?

Answer: It made me feel like we can all do our little something to help the planet, if we are more aware of the products we use and buy, for example giving prioritization to this green brand, we are also helping the environment.

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes sure, I would like to know more about it and there should be a distinction on all products of all brands that are green so we are aware.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: I would not say 100%, I know it's important but sometimes these videos are not 100% honest so I don't trust them that much. It's difficult to know if it is true or they just do that to gain more consumers. And also, I would need more education about the green cosmetics, the ingredients and how to select.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: They are important for me, but not a driver to buy something or not.

4) Aditi Harsulkar

- What are 3 words that you associate with the beauty industry?

Answer: Care, expectations, health

- How often do you use Personal care and cosmetic products?

Answer: Daily

- How often do you buy Personal care and cosmetic products?

Answer: It depends on when the products are running out then I need to buy. It can be monthly

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, it can have a positive and a negative impact on my perception:

(+) If it is well-known company and the quality of the product it wouldn't be cheap.

(-) If the price is too high it won't be an option for me, I can't exceed a certain budget and having in mind that it is a constant (long term) purchase

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Absolutely, the ingredients will have a direct impact on my skin and the effects of some of them can be irremediable or generate allergies, that's why I ask about the products and check the reviews as well

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, the reviews reflect the effects on different skins without any paid false publicity made to 'apparent' good quality of some brands, also reviews can give us some insights regarding the company's sustainable standards and cruelty free processes

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, the recognition of brand means that they are under the eyes of quality institutions, and critic customers. If the brand is well known, it gives me a sense of security on purchasing it without worrying on hidden side effects that can have other brands not recognized.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, it has a relevant in my purchasing decision. I like when the brands promote these incentives and inform the customers. If they comply sustainability and CSR standards, I'm more willing to pay the price and in a certain way I feel that I'm contributing in a positive way.

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: it refers to green, sustainable and pure beauty (natural ingredients, without any negative side effect on society and environment), as soon as read 'Green beauty' I also recall the term Greenwashing, many companies are categorizing themselves to be green and sustainable but, in the reality, it is just a façade and they are not following standards, but customers after reading the label 'green' or 'sustainable' they blindly believe it. So, I think that more defining themselves to be or to incentive green beauty the companies should reflect that on their processes, reports, product quality, environmental and societal effects (like employees' welfare) and the assessment of their products lifecycle

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: It is a really important criteria to have on mind when deciding which products purchase, not only because of the quality of the product and impacts on our skin but also it will give us an idea of which kind of company's vision and activities are we promoting, if we are investing on companies that research about better ingredients and also fulfilling CSR standards with their employees and its impact on environment

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Just 1, The body shop. There are many labeled as green as Clinique but sadly there are some lawsuits against them regarding false publicity and not sustainability practices like animal cruelty free.

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, if it is a brand known as not green/sustainable facing lawsuits related to this topic I feel betrayed by them, also I feel kind of guilty because of loyalty I've been purchasing it and this money is also boosting their businesses, they are not needing to reinvent their process or products so we as customers are giving them the power to still be doing not sustainable practices and not helping to evolve the industry to a greener and sustainable one

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes, kids are now raised with the knowledge of environmental and societal impacts of brands and institutions. I've seen also that they are empathic with animals, nature, and other communities, they are aware of the power as a society we have and how companies can feel the pressure to stop and reinvent their activities to align with these new standards and more awareness of their impacts.

Social networks have enabled people to report and record what big companies are really doing thus there have been a boost on the creation of new green, sustainable, and local brands with less negative impacts and delivering good quality products, and this also as customers give us the feel of being making a change and impacting positively.

- Please describe how interesting the video was for you.

Answer: It talked about different things that I would love to get more information as how are they partnering with the plastic ocean free organization and as well what are objectives in India and if they really achieved it (getting the communities feedback as well).

- How did the video make you feel about Green beauty?

Answer: The video was well done, it showed the main managers and the scenarios where the incentives take place, as if everything is aligned and their objectives are achieved. But as I know that big corps invest on this, I wouldn't not believe it 100%, maybe they are giving the communities some help but at the same time the company would need a gain out

of it. Concerning the natural ingredients I would verify it in the products containers, as we are not chemicals professionals, we would believe the labels and reviews. It is possible that this is not the case with this company but as I previously mention I am a little bit skeptical and I would like to have a little more information (numbers, evolution, targets...).

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: It was really appealing for me when they talked about 2 dimensions:

- Environmental effects: How are they using quality raw materials and are aware of the impact of the communities where the crops or lands are used, so they are creating campaigns to reduce negative effects and respecting their human rights which can be potentially at risk from company activities.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Yes, at least they created campaigns and are trying strategies to fulfil sustainable and human rights standards considered by us the society (decision makers) and governments (lawsuits, incentives, taxes).

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Yes, because it affects us as customers (health issues) but also has a huge impact on environment and communities that can potentially be affected by secondary or primary company's activities

5) Katya Gonzalez

- What are 3 words that you associate with the beauty industry?

Answer: Healthcare, fitness, Beauty

- How often do you use Personal care and cosmetic products?

Answer: Daily

- How often do you buy Personal care and cosmetic products?

Answer: Once per month at least

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, due to my capacity of purchase (economic)

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because it has a direct impact on my body

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because with the reviews I can have an idea on how is working for the people animals or its workers, it totally discourages me from buying from that brand.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Not that much, but sometimes it's hard for me to buy something completely new, when I haven't heard of the brand name before

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because the beauty industry has a huge impact on the environment and I'm working on lowering my carbon footprint

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: I haven't heard of the concept before but I assume that it's about brands which are actively working on a sustainable way of doing business.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: I think is of high importance

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Yes, Lush, Ox, Fresh, Klairs

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, when you're buying such brands, you are supporting the business of sustainability a bit more

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: I do think so

- Please describe how interesting the video was for you.

Answer: Mildly interesting

- How did the video make you feel about Green beauty?

Answer: It's a journey where we all have to work on

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: It wasn't much appealing since you got the results which can be greenwashed, I could have been more influenced by if I could have seen the behind the scenes of such strategies or maybe shown the communities supported.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: No

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Yes, they are

6) Ismael Chavez

- What are 3 words that you associate with the beauty industry?

Answer: Skin, skincare, hair

- How often do you use Personal care and cosmetic products?

Answer: Every single day

- How often do you buy Personal care and cosmetic products?

Answer: Once a month, mainly lip balms, hair conditioner or products

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because honestly there are some brands or products within the market that I consider too high for the product itself. I normally go for products with an equilibrium between price and quality

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, especially within cosmetics that go directly into my whole face or skin, such as foundation, face sunscreen, powder, and hair products.

This is because the quality of these type of products is highly noticeable, different to more simple products such as eyeliner, eye shadows, etc.

Plus, the quality of these products is highly important as they have a direct impact on my whole face (skin) and hair.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, when I change brands or products or decide to try new ones, is mainly because a friend recommended it, or I saw recommendations from a well-known influencer on social media. Honest reviews give me more security to try out new products.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because I believe that for a brand to be well known and positioned, it must've done something correctly and have good quality products. Positive and proven results are highly seen on social media.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes. Honestly, this is not a key player in my final decision, however, it does influence my decision. If I see a brand that is socially responsible or cruelty-free, and the price is comparable and not too high compared to other products or brands, I will go for it. On the other hand, if there is a price gap way too big between these two products, I will probably go for the one with the lowest price.

- Do you know what the concept “green beauty” refers to? Elaborate your answer

Answer: Without doing any research at all and from what comes to my mind at this moment, I believe it refers to the beauty industry products that are socially responsible, meaning environmentally friendly. Such as shampoo or conditioner bottles made with recycled plastic, or cruelty free makeup or cosmetics.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: I find it very important as it does not only help and supports our environment, but also our skin and body. As most of the products contain chemicals that sometimes are not the best and may even be harmful to our skin.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Herbal Essences, Moroccan Oil (hair products)

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, firstly in price. Especially when it comes to hair products, prices for sustainable brands and products are more elevated.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes, as I've seen it within my family. My mother, aunts and grandmother do not read the label or choose a product because it is eco-friendly. In comparison, I do tend to look for these products and compare prices, to see if it is viable to choose sustainable products.

- Please describe how interesting the video was for you.

Answer: It was interesting as it is visually attractive when providing data

- How did the video make you feel about Green beauty?

Answer: It made me feel like I need to learn more, and become more aware of the purchase decisions

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes, as it provides important data to prove the impact of green beauty.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Yes, personally when I see the positive results and impact of my decisions. I become more aware and continue or increase these types of good decisions.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Definitely yes.

7) Marie Cely

- What are 3 words that you associate with the beauty industry?

Answer: Identity, pride, elitist

- How often do you use Personal care and cosmetic products?

Answer: Every day personal care very rare cosmetic products

- How often do you buy Personal care and cosmetic products?

Answer: Very often personal care, very rare cosmetic products. Once a month or every 2 months

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: If it is crazy expensive, I am not doing the investment. I barely use makeup, so I am not buying things I am almost never going to use, just for rare occasions.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, if it has good reviews and it is good with the skin, I'll prefer it. And if it's something I really need/want.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: 100%, like I said before. I like to read or hear reviews about products, I like to know if people who have tried them feel they are good or not and, in that way, I will know more real things about the product.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: I am not very knowledgeable on brands, so I'll believe the sales person when asking for some help. Or any suggestions from friends.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: I normally don't add this part to my research, although I care, to be honest I will go with the brand suggested by an expert and not asking for this.

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: I have no clue.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: I think it is very important, and it aligns with my lifestyle. I would add this aspect next time when going to purchase any cosmetic product I might need.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: No, sorry.

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Well, nowadays there are so many chemicals that have a huge impact on mental health and sickness like cancer, etc. in so many products that we use every day. I would say the difference is that buying green beauty contributes to the power of deciding a healthy lifestyle in all the products that we use every day, as some fragrances have developed some consequences developing cancer in the future, also, the fact that is sustainable, it assures that the cycle of the product would have zero impact on the planet. That would help both sides.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: I think also old generations are aware, I believe it is more about culture and the type of education they received. I believe people that have more income have access to a more exclusive and healthier lifestyle. They can invest more on very expensive products not only for beauty and personal care but also for food, furniture, cars and other very expensive environmentally friendly products.

- Please describe how interesting the video was for you.

Answer: It was short and informative. It was interesting. I liked it

- How did the video make you feel about Green beauty?

Answer: It gives the whole impact on the chain. It made me feel motivated to care more about it, to think about this aspect next time I buy something.

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes, it uses images and puts everything in context, also projects nice results for the future so it seems appealing and easier to understand

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Yes, for me it's super important to have evidence, and this video gives numbers and seems transparent.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Yes, I feel like it has been before, it is just hard to trust brands sometimes when they say they care.

8) Monica Ayers

- What are 3 words that you associate with the beauty industry?

Answer: Make Up, Fashion and classy.

- How often do you use Personal care and cosmetic products?

Answer: daily

- How often do you buy Personal care and cosmetic products?

Answer: Every 3 months approx.

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, as I look for affordability.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, I want to make sure is a good product and reliable.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes! I always look for reviews as other can provide feedback based on their experiences.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: TOTALLY! I don't often try new brands as I like to use brands that have been established in the market.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes. I always try looking for the brand that goes to the extra mile by being considerate with our environment and animals.

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: I haven't heard it but I believe it has something to do with products that does not affect the environment, I assume... but I am not sure about it.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: Yes, it is important as I try looking for this type of products.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: No

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Not really

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes

- Please describe how interesting the video was for you.

Answer: It is very informative as it shows what Garnier is doing to establish themselves as a green Beauty.

- How did the video make you feel about Green beauty?

Answer: I learn new information as how the company is really working to go to the next mile.

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: It does and also looks like a marketing tool as if this is a tv commercial?

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Yes, definitely it does however not necessarily a Garnier brand.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Absolutely

9) Daniela Martinez

- What are 3 words that you associate with the beauty industry?

Answer: Makeup, Skin, Lotion

- How often do you use Personal care and cosmetic products?

Answer: Two times per day

- How often do you buy Personal care and cosmetic products?

Answer: Once every month

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Most of the times it doesn't have an impact in my purchase decision since I like to invest in good ingredients and certified products.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes. I always do some research about the formula of beauty products before buying.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes. If the reviews are negative, I won't buy the product.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: No. Recognition is not synonym of quality.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes. I purchase from cruelty free, organic brands. Also, when the product package is made of recycled plastic or carton it makes me feel better.

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: I don't know the full concept, but I think is something related with organic and eco-responsible brands.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: Very important

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Energy Fruit, Cosmonaut, Centifolia

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes. Organic brands are more expensive.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: No. From my point of view is more likely for older generations to be more environmentally conscious.

- Please describe how interesting the video was for you.

Answer: Interesting but I don't trust ads.

- How did the video make you feel about Green beauty?

Answer: Fine. It feels good to see big brands being more sustainable. But at the same time, I don't completely trust the ad since other big brands such as P&G do a lot of green washing.

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: It kind of did, mostly because of the fair labor.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: No

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Sustainable practices and clean beauty were already important to me.

10) Alejandro Castillo

- What are 3 words that you associate with the beauty industry?

Answer: The first things that come to my head are: *make up*, as I believe is the biggest part of the industry and it's something you can see almost every day in the daily life of your wife or mom or persons that you walk by in the street. The other thing is the *animal tests*. I personally do not like that about the industry. I believe the companies and enterprises abuse the animals and should be closed because of that. And people being *superficial* and narcissists.

- How often do you use Personal care and cosmetic products?

Answer: Personal care I use them daily on my morning routine and cosmetic products are not something I use.

- How often do you buy Personal care and cosmetic products?

Answer: Every 2 weeks or monthly depending on the product, for example personal care like toothpaste, deodorant. But most of them monthly, like shampoo or body creams.

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, I am not that focused on different brands and it's easy for me to find the product I am looking for so if they are two of them similar with different prices, I always take the cheapest one.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, they are important because I know products for the face and the body sometimes can cause allergies and be harmful, so even if I don't care about the brands, I care that they are of good quality.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: No, I don't look for them and I don't even know where to find them. A lot of times I don't think they're honest so I don't go by that.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, I think it is important, the more you hear about a brand and good comments about it the more you will rely on it.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: For me yeah, is important because this industry is really bad for the environment and animals and they have had, historically, negative impacts in these matters.

- Do you know what the concept “green beauty” refers to? Elaborate your answer

Answer: I haven’t heard it but I believe it has something to do with products that does not affect the environment, I assume... but I am not sure about it.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: Yes, I think nowadays people are very interested in products and services that have a good and positive impact in the environment, I will totally look for it during my purchase process

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Not really

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, they care about the environment and that’s a good point for them.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes absolutely, the fact that we can have more information and access more easily about what happens in the world and how our daily activities affect the environment makes younger people more aware of it. Also, we are looking at the consequences every day, and I think that makes us more aware.

- Please describe how interesting the video was for you.

Answer: It was very informative and good to know how the industry and specifically this brand is helping the environment

- How did the video make you feel about Green beauty?

Answer: I think it was about time for the companies to start taking into account the environmental aspects of the business. Is something that took them too long but it's good they are doing it now

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes, I believe it's the start to change the minds of people like me who think all these big companies only destroy the environment. The way that they show images, numbers and facts is interesting.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Yes, if I get to buy cosmetics, I will make sure they are a green cosmetics company. I will read more to know about the topic and identify when it's from a green beauty or not.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: They are, I believe people should be more responsible on what they consume to help the environment as much as they can. Even when buying personal care products, they should think about this when buying a product.

11) Ana Maria Gomez

- What are 3 words that you associate with the beauty industry?

Answer: Trends, power, money

- How often do you use Personal care and cosmetic products?

Answer: Everyday

- How often do you buy Personal care and cosmetic products?

Answer: Once every 2 months

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because I'm paying for the quality but affordable, not based on the brand.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, it is the most important factor for me.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because that means that people have already tried that product and they express their opinions towards it.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Most of the time, yes because it represents how much I can trust what I am putting on my face o body

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, but not as much as I would like to because environment friendly is very expensive sometimes

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: Not that much, but I guess is beauty products that are made sustainably

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: It is important in the way that it also includes non-toxic products which is very important for my health

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Yves Rocher maybe

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Not that much, for example for Yves Rocher, I consider their products clean but their products are not as expensive as other brands like Fenty beauty, etc.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: I don't think so

- Please describe how interesting the video was for you.

Answer: It was very interesting as I didn't know this brand is considered eco-friendly or sustainable

- How did the video make you feel about Green beauty?

Answer: It makes feel good because it means that brands are taking these actions more seriously, but at the same time brands can use this strategy only for marketing and not with real results

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: I wouldn't say much more, I think it needs to have a bigger impact but it was on the right path

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Yes, but not towards this brand specifically

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: A little bit

12) Boutaina Cheriff

- What are 3 words that you associate with the beauty industry?

Answer: Confidence, self-love, innovation

- How often do you use Personal care and cosmetic products?

Answer: At least 3 times a week

- How often do you buy Personal care and cosmetic products?

Answer: Once a month

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because I have a limited budget to spend on my cosmetic purchases so I am highly sensitive to price as I want to buy as much as I can without exceeding my budget

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, even though the price is the number one criterion for me to, quality come is the same place because spending money on something non effective just because it's cheap does not make sense. Also, quality is related to the products you've already use, but if it's a product that I saw for the first time and wanted to use it I would rely on other criteria to purchase it (price, notoriety for instance)

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, I do rely on the reviews for choosing a product but I would say more about the feedback from friends and family and also reviews on the social media (tik Tok, Instagram mainly)

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: For sure, knowing the brand is very important for me especially if I trust its products or if I had a good experience with some of its products

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, but I would say less than the previous elements developed above, it's not a major purchase driver for me.

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: No

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: I think it's very important to care about our environmental footprint and comes through the actions we do on a daily basis such as buying cosmetics, I think that green beauty should be more democratized in terms of notoriety but also price, in that case I would definitely go for a product that falls into this "green beauty" category in my next shopping.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Sobio, Yves Rocher, Fresh, Innisfree

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, I think green brands are more about sustainability but also the preservation of the environment and so for the skin because their products contain less chemicals and more natural products

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: I think the new generation is more aware about the climate change in general and so the impact of the beauty industry because it's something we hear more and more about through media and social media platforms

- Please describe how interesting the video was for you.

Answer: Interesting to see the efforts made by the Garnier Brand to make its business activity more sustainable and respectful for the environment and the people

- How did the video make you feel about Green beauty?

Answer: More curious, I would like to know more about it

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes, for sure, but it only linked to Garnier so I don't know if other brands do the same efforts, but for sure Garnier brand become more appealing to me after that

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Not that much to be honest, I need a stronger driver to choose a green product over a normal one when I am in the shop

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Yes, I am more aware of it now and would love to know more

13) Juan Jose Araque

- What are 3 words that you associate with the beauty industry?

Answer: Fashion, Makeup, heels

- How often do you use Personal care and cosmetic products?

Answer: 3 times a week

- How often do you buy Personal care and cosmetic products?

Answer: Once every 6 months

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, that is the most important thing for me

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, it matters to me because surely the branded ones have better quality but the most important factor is the price. I look for a good quality-price balance.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: More than the reviews, the recommendations. That impacts me a lot. I hardly ever check the reviews. My buying process is always based on someone else's recommendations and not online.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: I think that if I get a product that has a good reputation, not necessarily a brand name, is good and cheap, I will buy it. Sometimes it can affect but for me as a man, is not that important

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: No, for me it is indifferent. For me it's more important that products and cosmetics give me life quality and help me to have a healthier skin, and anti-aging benefits, I focus on this and not on environmental impacts.

- Do you know what the concept “green beauty” refers to? Elaborate your answer

Answer: It has to do with the social and environmental impact that must be followed for the creation of cosmetics and to have that social responsibility both in the elaboration taking into account the laws of the countries as well as in the use. Do not just buy for the sake of buying and throwing it away, but be more conscious.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: It is important to consider it not only for the eco-environmental impact but also for the fact that one has to buy products that have seals or distinctions that make them legal, not that they are made by people who have no quality of life or human dignity in their work. That is what matters most to me. And I should also care about the ecofriendly issue but I see that more linked to being aware of the use of the products, the frequency of purchase.

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: I would not be able to give you an example of a brand that is considered green or clean. I do not have any idea.

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, there must be a difference, however for me it is not an issue that impacts too much, the most important thing for me is to find a product that meets my needs in terms of

my care, my health, my lifestyle and to be aware that these products are legally produced. That's what I value the most. In the end I don't use those products so I think I don't pollute as much with those cosmetic products as someone else would.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: yes, probably the new generations can be more aware of this issue, because there is a public that uses more and buys more this routine and can know more about the impacts it has, the elaboration and surely has an impact on their purchase decision. the generations have become more aware of the social conflicts that exist in the world and try to do the right thing as far as possible.

- Please describe how interesting the video was for you.

Answer: I found it very interesting, explanatory and didactic. it seems to me that it creates an awareness to do this type of green beauty.

- How did the video make you feel about Green beauty?

Answer: It made me feel more conscious about green beauty and all the practices that Garnier brand is doing

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes, kind of. It shows how we can contribute to it.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Not that much

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Yes, they are.

14) Laura Guzman

- What are 3 words that you associate with the beauty industry?

Answer: Make up, Skin care, Expensive

- How often do you use Personal care and cosmetic products?

Answer: Everyday

- How often do you buy Personal care and cosmetic products?

Answer: Every 5 months or more

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because I don't like to spend a lot of money in make up or skin care products

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because I am concern about the way in which the products can impact my skin, so if the products are not good, probably it would affect my skin.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because for me it is important to know if the product does the things that it promises to do.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, because it may determine the quality of their products.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, for example, for me it is really important that my products have the certificate of Cruelty free and that are mostly natural because I think that the industry should produce their products by creating a positive impact in every step of the production

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: No but I think that it may be a method in which the beauty industry creates a positive impact in the environment.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: Very important

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Herbal Essence

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, because as they use more sustainable products, I think that their benefits could be better than a chemical product.

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes

- Please describe how interesting the video was for you.

Answer: I didn't know about this initiative of the brand Garnier, so I am really glad that a brand that is so recognized around the world is doing something for having a positive impact on the environment.

- How did the video make you feel about Green beauty?

Answer: I think is a good initiative and an incredible way of changing the industry

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes, because I consider that it gives a purpose of purchasing a product that goes beyond a personal goal.

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Yes

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: Yes

15) Jorge Cohen

- What are 3 words that you associate with the beauty industry?

Answer: Image, self-care, fashion

- How often do you use Personal care and cosmetic products?

Answer: Daily basis

- How often do you buy Personal care and cosmetic products?

Answer: 3 months

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, it does, my income is not so high.

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: Yes, it does, it is not useful to but something cheap that does not work.

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Not really, even though I should, I do not pay that much of attention to the reviews in this aspecto

- Does *the brand recognition of a cosmetic brand* impact your purchasing decision? Why?

Answer: Yes, it does, it can be associated with the product quality.

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: Not really, even though I should I do not pay a lot of attention to that aspect.

- Do you know what the concept “green beauty” refers to? Elaborate your answer

Answer: I do not know, but I would assume it means beauty products that are sustainable, environmentally friendly.

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: It may make more impact in a positive way for the environment which is good so it would make a product a little more important

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: I do not know any brands with those characteristics

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Since it is better for the environment it should have a higher price than those whose impact for the environment is not positive

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Yes, it is becoming more aware nowadays.

- Please describe how interesting the video was for you.

Answer: It is interesting to know what kind of products are sustainable and how such company is focusing efforts for the environment’s benefit.

- How did the video make you feel about Green beauty?

Answer: I consider it a very nice aspect.

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: It did look appealing to me, enough time of the speakers, enough time of the images in the background and green always present in the video

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: It may be too long; I consider nowadays that the most successful videos are of one minute maximum, but it may be challenging.

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: I would say that it is more important to me after video.

16) Juanita Martinez

- What are 3 words that you associate with the beauty industry?

Answer: Makeup, skincare, culture

- How often do you use Personal care and cosmetic products?

Answer: everyday

- How often do you buy Personal care and cosmetic products?

Answer: I don't have a specific timeline, is when I finish my products, but that is normally ever 1 or 2 months

- Does the price of a cosmetic brand impact your purchasing decision? Why?

Answer: Not that much, I have a super sensible skin so I don't care about the price. I invest on good quality products

- Does the quality of a cosmetic brand impact your purchasing decision? Why?

Answer: As I said before that's the most important thing for me, I will always look for very good quality products and ingredients, that have been studied and approved by dermatologists

- Do the reviews of a cosmetic brand impact your purchasing decision? Why?

Answer: Sometimes, I read a lot of them so I do not believe in just 1 or 2 good reviews, there should be a high quantity of good comments.

- Does the brand recognition of a cosmetic brand impact your purchasing decision? Why?

Answer: Not that much, there are some products of small brands or not that well known that I really like and I would continue buying it. Brand recognition does not mean they are good or not

- Does the environmental and social impact of a cosmetic brand impact your purchasing decision? Why?

Answer: It impacts in the sense of the clean ingredients that I look up in every product. But not really on the completely environmental impact a brand has

- Do you know what the concept "green beauty" refers to? Elaborate your answer

Answer: No, I guess it's that the products and brands care about the environment and animals

- After knowing, or understanding a little more about what green beauty is, how important do you consider it when making a purchase?

Answer: I consider it super important know because as I focus a lot on ingredients, I think is also important to know how it impacts the environment

- Would you be able to give some examples of brands that are considered clean/green/organic?

Answer: Garnier and Ives Rocher

- Do you perceive a difference in the value of brands that are considered green/clean beauty versus brands that are not? How?

Answer: Yes, well fir on the price of course since products will be more expensive, but also the have a greater value since they are committed to be sustainable and environmental conscious

- Do you think new generations are more aware of the environmental impact of beauty brands?

Answer: Not really, I think is more about the culture and self-consciousness of each person

- Please describe how interesting the video was for you.

Answer: Not that much, I found it super long.

- How did the video make you feel about Green beauty?

Answer: Regarding green beauty is nice, I already knew Garnier was a green brand but they do a lot more from what I thought

- Did the video make the Green beauty movement seem much more appealing? Why? Why not?

Answer: Yes

- Do you think this video would influence your purchase decision of Green cosmetics?

Answer: Kind of, the video was long but the content was really good

- After watching the video, are sustainable practices and clean beauty important to you?

Answer: yes