

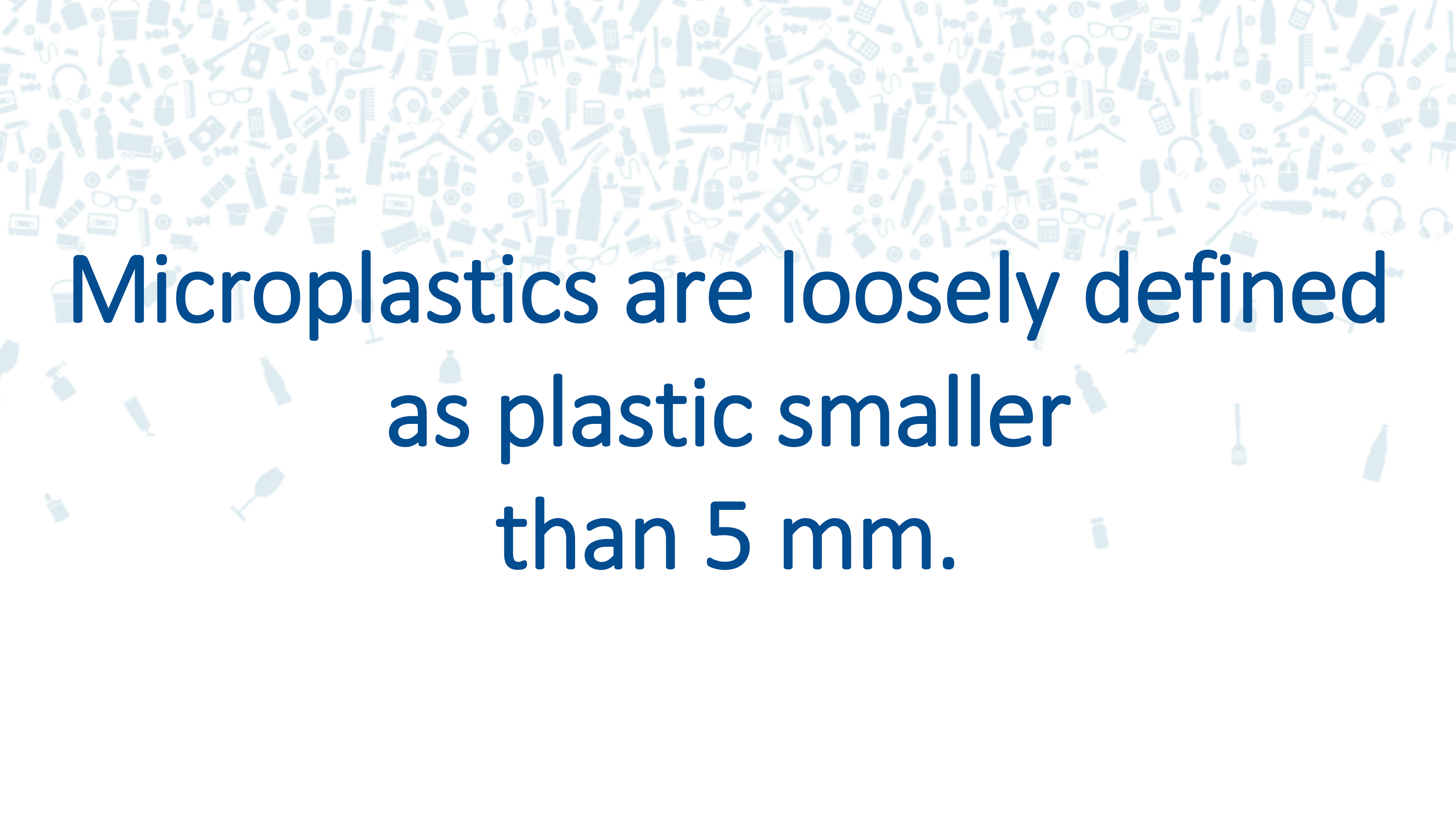
PLASTIC SOUP

FOUNDATION



The background of the slide is a light blue gradient. It is densely populated with a variety of small, light blue icons representing different types of plastic products. These icons include bottles, containers, food items like apples and bananas, household items like a vacuum cleaner and a broom, and personal care items like a toothbrush and a hairbrush. The icons are scattered across the entire background, with a higher concentration in the upper half, creating a visual representation of the ubiquity of plastic.

WHAT ARE MICROPLASTICS?



**Microplastics are loosely defined
as plastic smaller
than 5 mm.**

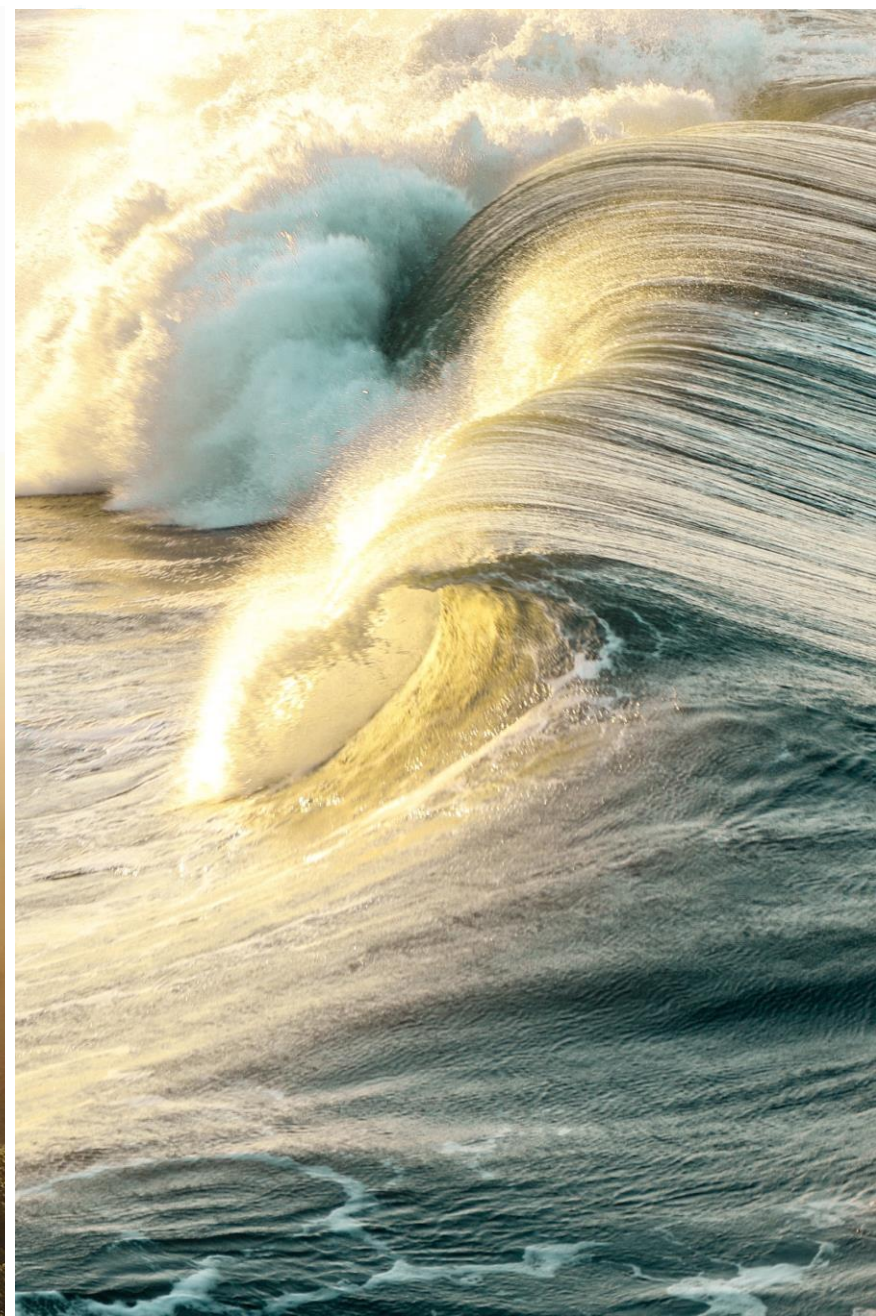


MICROPLASTICS

PRIMARY

SECONDARY

PLASTIC BREAKS DOWN





Biggest problem

=

tiny plastics

An underwater scene with a teal-blue background. Numerous small, white, irregular shapes representing microplastics are scattered throughout the water. In the upper half, there are bright, out-of-focus light sources that create a bokeh effect. Overlaid on the entire scene is a dense pattern of small, semi-transparent icons representing various types of plastic waste, such as bottles, bags, and food containers. The text "Between 5.25 and 50 trillion microplastics in the ocean" is centered in the middle of the image in a white, sans-serif font.

Between 5.25 and 50 trillion
microplastics in the ocean

The background of the slide is a light blue gradient filled with a dense, repeating pattern of small, light blue icons. These icons represent a wide variety of everyday plastic items, including bottles, containers, food packaging, cleaning supplies, and personal care products. The icons are scattered across the entire background, creating a textured effect that emphasizes the ubiquity of plastic.

The Big 5

sources of
microplastics

1. Clothing 2. Cosmetics



3. Tires



4. Packaging



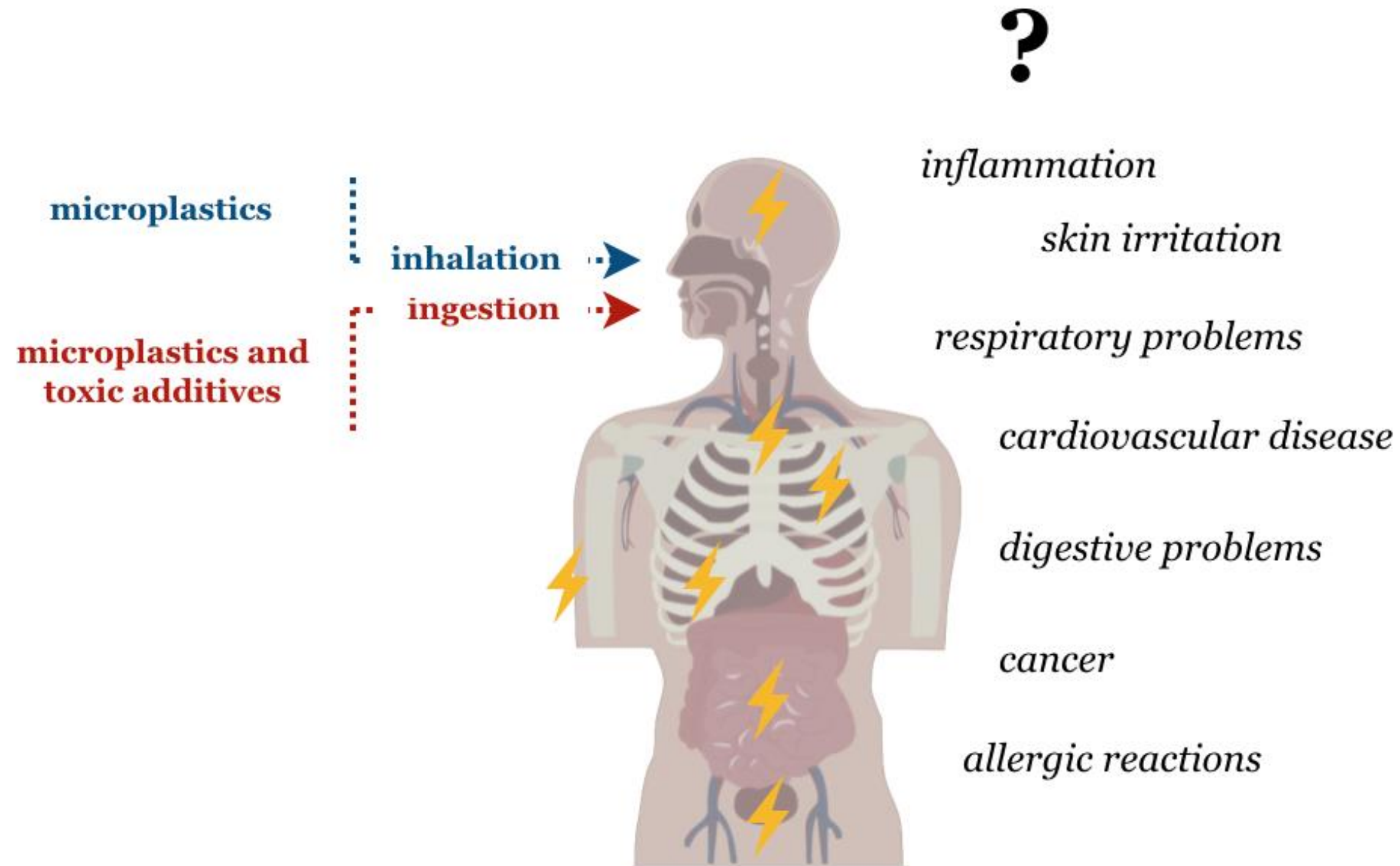
5. Paints



The background of the slide is filled with a dense, repeating pattern of small, light blue icons. These icons represent a wide variety of everyday objects and concepts, including kitchenware (like bottles, glasses, and spoons), personal care items (like hairbrushes and headphones), office supplies (like calculators and pens), and general household items (like a vacuum cleaner and a trash can). The icons are scattered across the entire background, creating a textured, busy effect.

**ARE THERE ANY
HAZARDS
FOR US?**

Microplastics could lead to...



BEAT THE
**MICRO
BEAD**



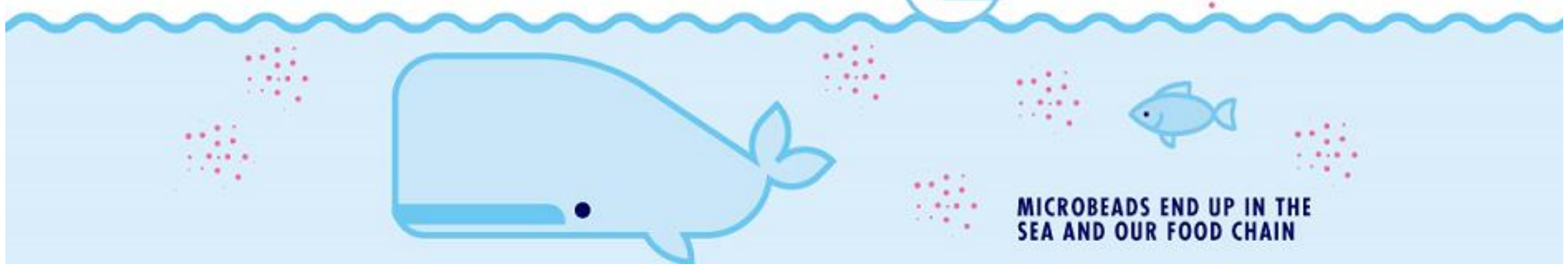
MICROBEADS



YOU & YOUR FAMILY



**UNFILTERED
THROUGH
SEWAGE**



**MICROBEADS END UP IN THE
SEA AND OUR FOOD CHAIN**

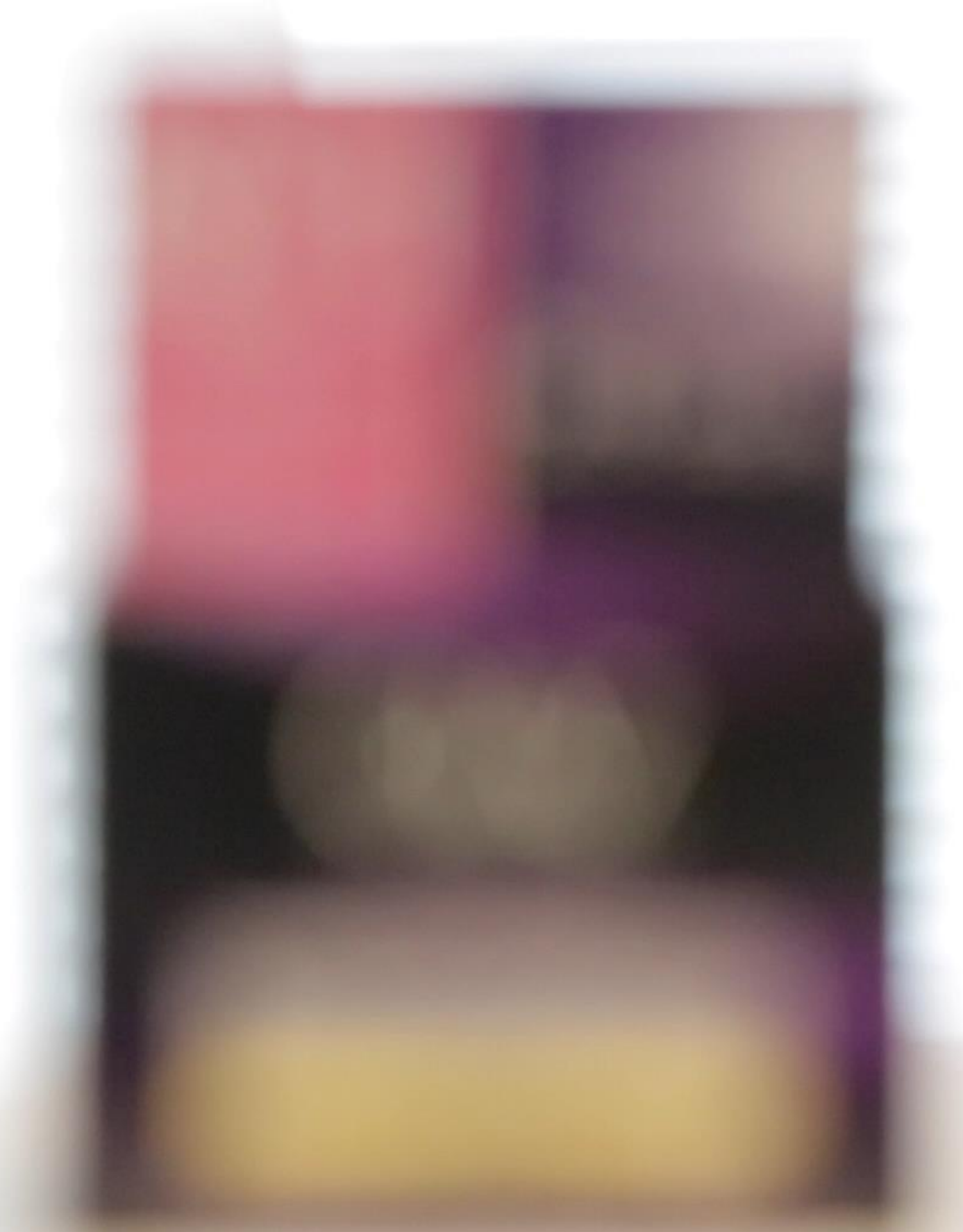


Microplastic Ingredients

Plastic in cosmetics is a design error!

Currently, more than **hundreds if not thousands of microplastics** found in cosmetics and personal care products.



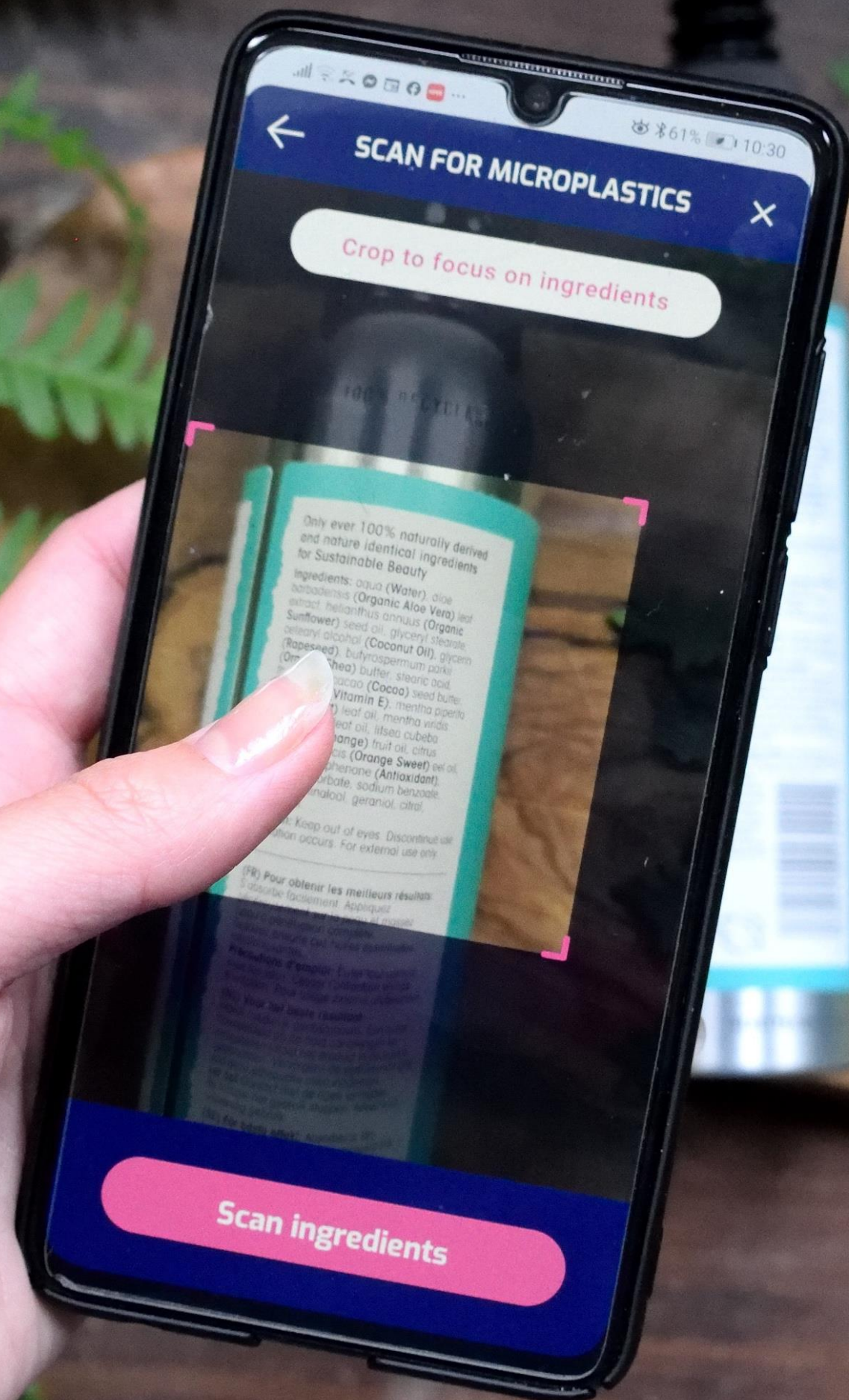


ON THE BACK IS THE TRUTH



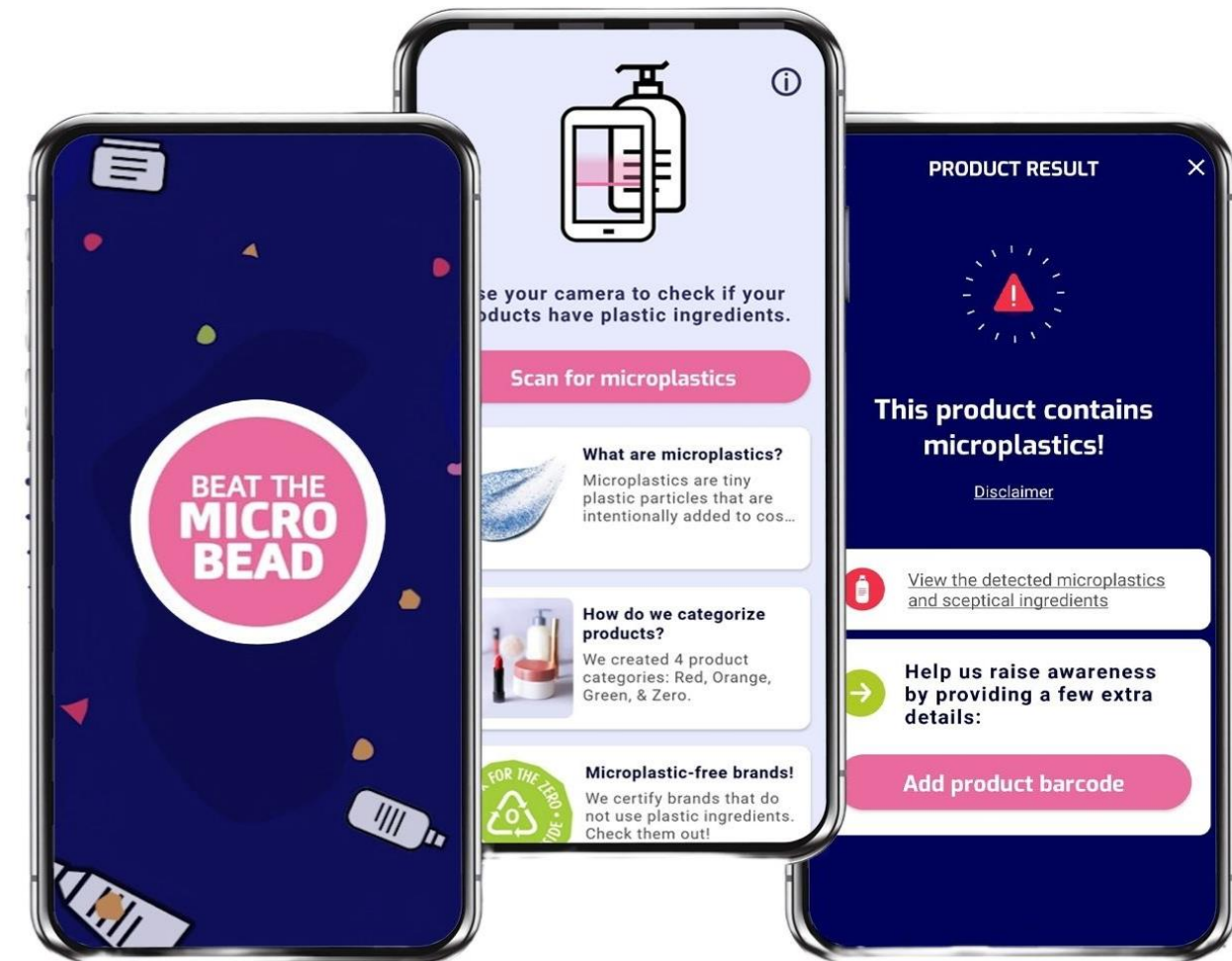
Do you know a lot of cosmetics contain polluting microplastics?
Scan the ingredients on the back of your cosmetics to find out the truth.
Download the Beat the Microbead app now.





Avoid Microplastics

Download the
Beat the Microbead
app today!



Look for this!

Visit www.beatthemicrobead.org for
microplastic-free brands!

9 out of 10 cosmetic products with microplastics

- Our latest study shows 87% cosmetic products contain plastic ingredients that pollute the environment irreversibly.
- For this study on microplastics in cosmetics, we looked into the most popular consumer brands of the 4 biggest cosmetic producers in Europe.



Stricter regulation is needed!

- Microplastic definition in ECHA's proposal doesn't go far enough.
- If we use the much broader definition of microplastics, we would be talking about at least a 25-fold increase. This is a Europe-wide estimate based on a calculation for Germany by the [Fraunhofer Institut für Umwelt](#).





**Plastics in
cosmetics is a
design error!**



Thank you!



**PLASTIC
SOUP** FOUNDATION



Get in touch!