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Portfolio: Presentation, Report, Reflection

Marketing Management

Master of Business Administration

Element 1: Sustainable Brand Extension

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Loop by The Body Shop is a sustainable brand extension, which proposes a curricular beauty program with refillable, reusable, and home-compostable containers. The product refill feature allows the customers to refill products, recycle empty containers to earn rewards, and maintain the environmental calculation digitally. The innovation will lessen packaging waste, promote the principles of the circular economy, and enhance the ethical-sustainable-responsible beauty at The Body Shop.



(The Body Shop, 2026)

Market Appeal and Emerging Trends

Loop is created to target the green mindset consumer segment of the market that wants to have convenient but believable sustainable alternatives. Circular business model participation is on the rise, especially among younger consumers who consider the impact on the environment as well as ease of use (Gomes and Casillas, 2025). Meanwhile, refillable and reusable beauty packaging remains a rapidly developing market with companies moving to meet increased consumer and regulatory pressure to cut packaging waste (Mordor Intelligence, 2025). This is a perfect opportunity to be first with circular beauty when a shaken consumer behaviour is combined with a growing market.



(Self Made)

References

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Purpose of the Brand Extension

The Body Shop has had a long time adherence to ethics since its inception in 1976. Nevertheless, beauty industry still leaves much waste in terms of packaging that creates not only an environmental strain, but also reputational jeopardy to the well-known brands. Loop solves this issue by interacting the brand into a circular self-care system. The extension goes beyond improving them gradually and introduces refillable and reusable and home-compostable packaging backed by a system of returning and rewarding and using technologies of digital transparency.



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Alignment with Sustainability Goals

Loop directly helps to shift to a circular economy in the cosmetics industry. The extension will help industry initiatives bring down virgin plastic utilisation and higher the recyclability of packages (EMF, 2022; EMF, 2025) by concentrating on reuse, refill, and transparency. The transparent and gratifying system is good to create consumer trust besides cementing the true sense of sustainability by The Body Shop.



(Self Made)