LUSH x BEN & JERRY'S

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LUSH

Known for its **handmade**, **eco-friendly** beauty products made from **natural ingredients** and safe synthetics. Their top products include bath bombs, solid shampoo bars, and fresh skincare items.

BEN & JERRY'S®

Known for its original **ice cream** flavors packed with **chunks** of chocolate, cookies, brownies, and **swirls** of caramel or fudge. They also offer non-dairy and sorbet options, using **high-quality**, **fair trade ingredients** like cocoa, coffee, and vanilla.

SO... WHY THOSE TWO BRANDS ?

Well, they have a lot in common

LUSH

Committed to **ethical practices**, Lush avoids animal testing, uses **minimal packaging**, and sources ingredients through **fair trade.** Many products are **vegan**, offering a **sustainable**, **cruelty-free** option for beauty enthusiasts.



Committed to **social** and **environmental causes**, advocating for issues like climate action, **fair trade** practices, racial justice, and LGBTQ+ rights. They work to minimize its environmental impact by using **sustainably** sourced ingredients and promoting **ethical business practices** such as **profit sharing.**

THE BIG “WHY”

Commitment!







THE BEN & JERRY'S LINE

From **bath bombs** to **shower gels** and **body lotions** or even **hair products**, each product offers a playful, **ice cream-inspired** twist with the delicious scents of Ben & Jerry's.

The collection includes an **eco-friendly** selection to stay true to Lush's and Ben & Jerry's commitment to natural ingredients, ethical sourcing, and **packaging reminding Ben & Jerry's** pakaging, making this collaboration a perfect blend of **commitment** and **fun**.

THE BATH BOMB

What is the best thing to do when we eat Ben & Jerry's' ice cream ?

Digging through the ice to find every little piece of cookie dough.
Our bath bomb will leave little bits of "cookies" (do not eat them!) as it dissolves.







WOULD YOU TRY IT ?