GREEN MARKETING IN COSMETICS COMPANIES ADVERTISING CAMPAIGNS: AN ANALYTICAL AND LINGUISTIC APPROACH TO THE METAPHORIZATION OF GREEN

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ABSTRACT

Objective: The main objective of this work is to investigate, compare, and analyze the green marketing strategy of companies in the cosmetics segment in Brazil.

Purpose: Green marketing is a resource widely used by industry and commerce. In the cosmetics industry, the production of sustainable products has been growing. The purpose of the study is to present some companies that use these resources and how green marketing is present and active in the profits and image of these companies. The theoretical framework is built around literature studies about green marketing, cosmetics industry, Eco-friendly, Greenwashing and Green-Friendly.

Method/design/approach: The work is conducted by means of a narrative literature review on free and official academic search platforms.

Results and conclusion: We observed that some companies have more green products than others in the same industry. This is due to a competitive need and business profile. Some of them have differences in the type of appeal. In general, many companies tend to focus on the demand of a target audience by offering products such as vans or biodegradables to offer the market a differential. Another decisive factor for the focus of the environmental appeal offered by the company may lie in the ease of manufacturing, since the company tends to seek profit by lowering the cost and maximizing gains.

Research implications: Green marketing strategies bring a new perspective to the exploration of the ecological segment, providing improvements in the institutional image, with the intention of influencing the purchase decision of its clients and their awareness for a more sustainable consumption. On the other hand, the interest in profitability without responsibility leads to the Greenwash practice of advertisements with environmental appeal, understood as a misinformation disseminated by an organization that wishes to present an environmentally responsible image. The text is elaborated with the purpose of establishing a critical synthesis from the knowledge and reports in the literature, investigation of the green marketing conveys of Brazilian cosmetic companies confronted with the investigation of the effective or true practices.

Originality/value: The study analyses how the term green is strategically used in advertising campaigns and discusses the role of metaphorization of the term.

Keywords: Advertising, Green Marketing, Cosmetics Industry, Green-Friendly, Greenwash.

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ATUAÇÃO DO MARKETING VERDE EM CAMPANHAS PUBLICITÁRIAS DE EMPRESAS DE COSMÉTICOS: UMA ABORDAGEM ANALÍTICA E LINGUÍSTICA DA METAFOREZIÇÃO DO VERDE

RESUMO

Objetivo: O objetivo geral do presente trabalho é investigar, comparar, e analisar a estratégia green marketing de empresas do segmento de cosméticos no Brasil.

Referencial teórico: O marketing verde é um recurso bastante utilizado pela indústria e comércio. No ramo de cosméticos, tem crescido na produção de produtos sustentáveis. O propósito do estudo é apresentar algumas empresas que utilizam esses recursos e como o marketing verde é presente e atuante nos lucros e imagem dessas empresas. O quadro teórico é construído em torno de estudos da literatura acerca de marketing verde, indústria de cosméticos, Eco-friendly, Greenwashing e Green-Friendly.

Método: O trabalho é conduzido por meio de revisão narrativa da literatura nas plataformas de busca livres e oficiais acadêmicas.

Resultados e conclusão: observou-se que algumas empresas possuem mais produtos verdes que outras do mesmo ramo de atividade. Isso se dá por uma necessidade competitiva e perfil empresarial. Algumas delas apresentam diferenças quanto ao tipo de apelo. De um modo geral, muitas empresas tendem a focar na demanda de um público-alvo oferecendo produtos como veganos ou biodegradáveis para oferecer ao mercado um diferencial. Outro fator decisivo para o foco do apelo ambiental oferecido pela empresa, pode estar na facilidade de manufatura, já que a empresa tende a buscar o lucro diminuindo o custo e potencializando os ganhos

Implicações da pesquisa: As estratégias de marketing verde trazem uma nova perspectiva à exploração do segmento ecológico, proporcionando melhorias na imagem institucional, com o intuito de influenciar na decisão de compra dos seus clientes e sua conscientização do consumo mais sustentável. Por outro lado, o interesse na lucratividade sem responsabilidade leva a prática de Greenwash de propagandas com apelo ambiental, compreendido como uma desinformação disseminada por uma organização que deseja apresentar uma imagem ambientalmente responsável. O texto é elaborado com o propósito de estabelecer uma síntese crítica a partir dos conhecimentos e relatos da literatura, investigação das veiculações marketing verde de empresas cosméticas brasileiras confrontadas com a investigação das práticas efetivas ou verdadeiras.

Originalidade/valor: o estudo analisa de que forma o termo verde é estratégicamente utilizado em campanhas publicitárias e discute o papel da metaforização do termo.


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1 INTRODUCTION

In the last four decades, significant growth has been observed in the issues of environmental preservation and environmental movements (Petres et al., 2002). The Stockholm Conference in 1972 was attended by 113 countries and its main objective was to address environmental issues and to raise awareness among the world population about the importance of environmental conservation. Although the Stockholm Conference did not conclude any official agreements between countries on environmental protection, it did make room for the creation of environmental law and ecological awareness (De Passos, 2009).

Other conferences such as ECO-92, Rio+10 and Rio+20 also addressed environmental issues such as sustainability, environmental legislation and renewable energy sources. The Montreal Protocol (1987) discussed issues related to the emission of deleterious gases to the atmosphere, leading to a significant reduction in ozone depletion, which is crucial for the protection of life on Earth. The Paris Agreement, adopted in 2015, aimed to keep the increase in global temperatures below 2°C compared to pre-industrial levels, with the ultimate goal of limiting it to 1.5°C.

The use of green marketing strategies by companies, particularly in the cosmetics industry, has been growing in recent years. This approach involves the promotion of products that are environmentally friendly, such as vegan and biodegradable products. Companies are increasingly focusing on the needs of specific markets, particularly those that prioritize environmental sustainability. However, the emphasis on profitability can lead to greenwashing, where companies present a false environmental image to attract customers, without truly implementing sustainable practices.

In this context, the purpose of the present study is to investigate, compare, and analyze the green marketing strategies of cosmetics companies in Brazil. The theoretical framework is developed based on studies from the literature on green marketing, cosmetics industry, Eco-friendly, Greenwashing and Green-Friendly.

The study was conducted through a narrative review of the literature in academic platforms and official search engines. The results and conclusions show that some companies have more green products than others in the same industry. This is due to a competitive need and business profile. Many companies tend to focus on the demand of a target audience by offering products such as vegan and biodegradable for the market to provide a differential. Another decisive factor for the environmental appeal offered by the company can be the ease of manufacture, as the company tends to seek profit by reducing costs and maximizing profits.

The implications of the research are that green marketing strategies bring a new perspective to the exploration of the ecological segment, providing improvements in institutional image, with the intent to influence the decision of purchase of their customers and their environmental awareness. On the other hand, the interest in profitability without responsibility leads to greenwashing, understood as a dissemination of information by an organization that wants to present an environmentally responsible image. The text is elaborated with the purpose of establishing a critical synthesis from the knowledge and reports of the literature, investigating the dissemination of green marketing practices in Brazilian cosmetics companies faced with the investigation of practical or true practices.

The originality/value is that the study analyzes how the term green is strategically used in advertising campaigns and discusses the role of metaphorization of the term.
ozone layer such as CFCs (chlorofluocarbon), halon, carbon tetrachloride (CTCs), and hydrochlorofluorocarbon (HCFCs). The signatory countries to the Montreal Protocol have undertaken to reduce emissions of these gases and polluting substances into the atmosphere within a certain period of time. As a consequence of various environmental treaties and of the reduction of environmental pollution, the Kyoto Protocol convention (1997) was carried out.

The Kyoto Protocol states that the signatory countries must reduce pollution from the burning of fossil fuels by 5.2% between the years 2008 to 2012, in comparison with the emission levels of pollutant gases of 1990 (Silva, 2009). Both agreements are of great importance in the progress of the integration of environmental laws between countries, as well as actions of environmental awareness and encouragement of scientific research on the subject. These worldwide meetings directly influenced the creation of the concept of green marketing. Over time, the environmental socio-economic attitudes and activities of the government and the population have increasingly intensified. After studies had shown the consequences of environmental degradation, both sectors (public and private) adopted policies for preserving the environment. These practices are also designated as a form of common sense and moral ethics. In this respect, for Montaño et al. (2012, p.62), "The objective of the National Environment Policy (PNMA), established by Law No. 6938 of 1981, is the reconciliation of economic and social development with environmental quality". It is, therefore, a technocentrist-accommodative approach, guided by the actions of the various members of the National System of the Environment (SISNAMA), in the different instances of the Federation and their respective levels of competence.

Strictly speaking, by means of the PNMA, not only were the concepts of environmental technicians and professionals of the environment formalized, but also the environmental and regulatory guidelines were adopted in the national territory. These guidelines must be assimilated by organizations and companies regularized by government bodies, that is, it is up to the government to ensure the implementation of these guidelines. Paradigms between low-cost productivity and products manufactured by companies called Green-Friendly (translated as environmentally friendly) is a trend often observed in the green marketing scenario.

Green marketing encompasses a whole set of techniques aimed at articulating the relationships between consumers, enterprise and the environment (de Oliveira et al, 2019). Although its conceptualization is more recent than the concept of sustainable development, one can define green marketing in an economic aspect such as that which generates human well-being and social equity, with low environmental impact (Mougenot, del Carpio Pamela & Uriarte, 2022). The "4 Ss" for driving green marketing are: Consumer Satisfaction; Product Safety and Production; Social Acceptance of Products; and Product Sustainability (Sehnem, 2016; Rajkamal, Velmurugan, & Suryakumar, 2022).

According to Gonzaga (2005), green marketing or environmental/ecological marketing stands out by the exploitation of environmental benefits provided by a product and addressed in an advertising and commercial way by a company or organization for profit. This product should contribute to the sustainability and preservation of the ecosystems on the planet. The incentive to buy products classified as green marketing implies the idea that it is possible to make a profit and to bring about a reduction in negative environmental impacts, whether by the way of extracting resources from a company for the manufacture of the product, or by changing a certain composition of the product in order to diminish the impacts caused to the environment when discarded.

Another purpose of green marketing is to raise environmental awareness among the population and encourage the consumption of environmentally friendly products (Lopes; Pacagnan, 2014). It is noted that the term friend, in this context, is a metaphorization of the term, so that environmentally friendly refers to an adjective phrase to characterize the product that contains all the conditions not to harm nature, that is, the whole productive chain has the correct mechanisms for preservation. For these characteristics, one can associate the paradigm
between low-cost productivity and environmentally friendly brands, so that companies seek profit or lower production costs through environmental and sustainable practices. In this context, the consumer feels attracted by the company's environmental advertising and, based on its good practices, tends to buy more a determined product.

According to Da Rocha Santos, Abreu and Baldanza (2009), companies that use green marketing also attract, on average, more investors than companies that do not use green marketing. These aspects contribute to the encouragement of green and sustainable practice in a number of companies. Many companies also have to comply with the environmental regulations imposed by the government, since by PNAMA itself, there must be limits to the exploitation of natural resources and to pollution in general.

Cosmetics companies or companies specializing in the production and marketing of organic cosmetics explicitly use the concept of Green-Friendly products, or environmentally friendly/responsible. It can be said that this behavior is a competitive advantage, that is, the idealization of this company in promoting advertising in this specific type of products is to compete with other companies in relation to environmentally friendly practices (Xavier & Chiconatto, 2014). This practice of promoting the environmental issue in their products came from the corporate philosophy. So that it is not seen in a hostile way in the eyes of its consumers, the company must adopt these practices or will lose competitiveness in relation to other companies or brands that exercise these practices. Generally speaking, the environmental issue arising from the change of opinion or conscience of society regarding the exploitation of natural resources, deforestation and water pollution directly affects cosmetics companies, which have a great influence on the theme due to the whole extraction of natural resources for the production of cosmetics and the socio-environmental impacts generated by this action (Sbardelotto, Froemming & Sbardelotto, 2016).

Companies, in principle, including cosmetics, must redirect their products towards sustainability, because besides ensuring the reduction of environmental impacts and the protection of ecosystems, they help to raise their consumers' awareness of virtuous practices related to the environment. However, many of these companies abjure at the issue of their green marketing. So the question that guides this study is: how are green marketing and sustainability worked in the marketing strategy for cosmetics products? This study is justified by the need to avoid ‘green makeup’ in cosmetic products in an attempt to raise consumer awareness of marketing strategies. After all, as Paviani (2019) states, the dissemination of advertisements with fake content, in relation to green marketing, damages consumer confidence to the product. It can be said that besides being linked to the unethical practice of deception to the consumer in the market, these practices are provided for in Brazil by law (CDC - Law nº 8.078 of September 11, 1990). For this practice, the term Greenwashing (green makeup) is determined, which is the false green marketing, which hurts the performance of sustainable development and the environmental practice on the part of companies. The reason behind Greenwashing may be implied in the praxis of a company appearing environmentally friendly. So this company benefits by going beyond natural resources, pollution to the environment of all matrices. In this case, the company becomes a false friend. The growing consequences of negligence in relation to the environment, the search for a technical-scientific conclusion for mitigating this type of problem and the issue of green marketing in companies motivated the realization of this article. This article aims to deal with green marketing policies in advertising campaigns carried in the area of cosmetics and business, and also to make a critical-analytical approach about the authentic conduct carried out by these companies, articulate and equate with the legitimate intention. To this end, it is necessary to consult the literature and also to relate the impacts of Greenwashing from the socio-environmental perspective, carrying out the survey of official data for analysis and comparison. The intention is to contribute with quality information and to bring to the reader the information necessary for the elaboration of critical analysis for discussion in this theme.
2 THEORETICAL FRAME

Eco-Friendly or environmentally friendly/green consumption is a term often used by companies when classifying their products, practices, or resources. With the impulse that the environmental cause has been presenting in the last decades, it is evident the growing population demand for environmentally correct products and practices, something that several companies have also been increasing exponentially in their slogans, and in most cases, in their business practices.

According to Mallett (2012), companies that do not follow the environmental guidelines or do not have this aspect so developed assimilated to other companies, are found under the term *eco-guilty*, in which the company results in the expulsion of consumers and investors. The main proposal that many entrepreneurs and managers use as a marketing tool to attract customers and investors (whether old or new) is to propose environmental and sustainable precepts.

Considering environmental and sustainable precepts, there is a big challenge: the company to make a profit while providing environmental practices (Kuzma & Sehnem, 2021). This is a challenge because, in order to adopt these practices, it requires a budgetary investment by this company, in which it wants to make a profit. In this case, the amount has to exceed the budget ceiling introduced by the new sustainable practice. As environmentally friendly attitudes grow in all corporations, cosmetics companies tend to emphasize their Eco-Friendly proposals more than others. In a way, this totally inflicts the archetype behind the production, distribution and marketing of its products (Sbardelotto, 2016).

In accordance with Oliveira (2015), the main reason why companies provide sustainable practices is the competition with other companies, and this can be observed according to the statistical surveys. According to an elaborate survey, Kiron (2013), in which 2631 entrepreneurs, executives, managers and several individuals intertwined in the business and private industrial branch (including the cosmetics area), it was found that most companies believe that the sustainable and eco-friendly practice (Eco-Friendly) presented by the company is necessary to make it more competitive. It was also revealed that 37 percent of respondents said they saw such a rise in profits in their corporations after adopting environmental practices. It was observed that 48% of the companies converted their business models into a flux of the advantages offered by the sustainability pipelines. It was also verified that 52% of the interviewees stated that they changed their guidelines for the environmental bias due to consumer demand for sustainable products and services.

In a more recent survey, in 2019, carried out by Aberje and published by the magazine NÓS, in which 105 companies (national and multinational) and with more than 3000 employees participated was verified by the question: "In your organization, the area of Social Responsibility/Sustainability relates to which area?" and it was found that in 38% of companies social and environmental responsibility corresponds to presidential area, 17% of the area of Corporate Affairs/Institutional Relations, another 17% of the area of Human Resources (HR), 9% provided by the area of communication and 19 % of other areas. In relation to the main objectives of these companies in implementing policies and programs aimed at sustainable development, 74% stated that it is to strengthen the organization's image and reputation as a business committed to environmental and social responsibility. When asking the same question for the same respondents, 55% stated that it is to adjust the people of the communities around the business units and 47% said that it is to comply with the legislation on Social Responsibility/Sustainability, avoiding future liabilities. Further research related to the sustainable development of companies can be found in Figures 1, Figures 2 and Figures 3.
Em quais áreas potenciais a organização concentra seus esforços de Responsabilidade Social/Sustentabilidade? Selecione as 5 principais.

- Participação dos problemas e do desenvolvimento das comunidades locais (65%)
- Manutenção de práticas e políticas ambientalmente sustentáveis (64%)
- Promoção da educação, educação especial e habilidades vocacionais (43%)
- Redução das desigualdades sociais e econômicas (38%)

**Figure 1** - Representative Chart of Questions 1.

A sua organização é signatária ou participante do Pacto Global da ONU?

- Sim, como signatário (28%)
- Sim, como participante (10%)
- Não (51%)

A sua organização está utilizando os Objetivos do Desenvolvimento Sustentável da ONU para definir suas metas de desempenho corporativo?

- Sim, já está utilizando (62%)
- Não pretende utilizar, ao menos até o ano que vem (61%)
- Não pretende utilizar (12%)
- Não sei (6%)

**Figure 2** - Representative Chart of Questions 2.
Based on the data presented by the research and the intrinsic conclusions associated with the researches carried out by Aberje, it is evident the concern of corporations in establishing their environmental guidelines. Although sustainable ideas in companies are considered to be positive from a social point of view and benevolent in character, when it comes to the company’s profit, it must manage and carry out its activities aiming at the potentialization of its production, but reduce negative environmental impacts (Rajkamal et al, 2022). Most companies do not make a profit by adopting sustainable measures. However, due to government measures, consumer awareness and competition, sustainability has already become an integrated paradigm in corporations (Paes et al, 2020). There are also companies that profit only from the green marketing campaign and environmental propositions, such as organic product stores and environmental consultancies. The point is that some companies profit from the green campaign and others do not. However, it is worth remembering that, due to competition and intrinsic factors, it is always useful to invest in green marketing and sustainability under any circumstances, since the penalty is greater if they do not follow the environmental guidelines, as well as betting on something that can result in profit is already a great incentive for large and small companies.

The Brazilian cosmetics industry holds the title of the 4th largest beauty and personal care market. The beauty and personal care market in Brazil and the world has been buzzed by the movement of large companies, such as the acquisition of Avon by Natura. At the same time, there is intense activity from small brands that position themselves in niches and rely on the digital environment — and sometimes on it alone — to engage with the public. Both the big and the small are engaged to accompany transformations in society that are reflected in consumption, such as the search for more natural, personalized products that communicate values.

According to market research provider Euromonitor International, Brazil is the fourth largest beauty and personal care market in the world — from hair and skin cosmetics to perfumes and oral care products. The country lags behind the United States, China and Japan (data is from a 2019 report, for 2018). In the fragrance category, Brazilians are second only to Americans.
Five companies account for 47.8% of the Brazilian market, according to the same report: Natura &Co, followed by Boticário group, Unilever group, L'Oréal group and Colgate-Palmolive Co. The number of companies registered with Anvisa in 2018 was 2,794, according to the Brazilian Association of the Personal Hygiene, Perfumery and Cosmetics Industry (Abihpec). Between 2013 and 2018, there was a 24.5% growth in retail sales value in real terms, even though there was a 0.3% drop between 2014 and 2015; for 2023, Euromonitor International's forecast was an increase of 20.6%. Already data presented by Abihpec comparing Brazilian GDP with sector indices show losses in 2015 and 2016 not yet offset by the 2017 and 2018 upturn — although the recovery occurred at a higher pace than in the rest of the economy.

Eco-friendly enterprise is a term that refers to something that does not cause socio-environmental damage, that is concerned with reducing impacts on the environment, and that prizes for a sustainable production, consumption, and model of life. Not only people, but also governments, organizations and companies can adopt this stance. Therefore, an Eco-friendly company is one that invests in a production model that does not cause - or reduce - damage to the environment, has internal policies for reducing consumption and sustainable consumption, and is always attentive to new technologies that diminish environmental impacts in any of the stages or areas of its productive scale.

The most immediate and obvious answer to this question is that these practices have positive impacts not only on the environment, but also on the community in which your business is embedded. Good environmental practices end up interfering in an entire ecosystem, positively influencing the environmental education of employees and their family members and serving as an example to others and other enterprises.

The benefits, however, do not stop there. Being an Eco-friendly company can also improve the image of your brand. And this is true not only for your already loyal customers, but also for those potential customers. With issues increasingly on the agenda in newspapers, political debates and conversations between friends, adopting sustainable practices end up being much more than whims or merely an environmental concern, to become vital to your brand's longevity. After all, these good environmental practices can and must be made public. Green marketing is the name given to the kind of marketing that Eco-friendly companies use to advertise their brand. Green marketing adds a lot of value to your company's products and services. After all, with the adoption of these practices, positive indirect propaganda is possible to be carried out.

Unlike in the past, business organizations have become co-religionists to environmental standards, inserted in the company's own internal policy, it is a fact that one of the determinant aspects of this type of attitude is the trend of the world scenario on the concern of the environment. Legitimacy related to Green Marketing is completely linked to what sustainable practice itself has to offer society. According to the reports:

The increase in recycling needs stood out mainly in the post-war period, given by industrial development. The change in consumption habits has increasingly driven the creation of new needs, which to be met, require the purchase of manufactured goods (Souza, 2008, p. 2).

The benefits are many in the generation of energy through renewable sources, such as zero or reduced greenhouse gas emissions, diversification of the energy matrix, which contributes to increased energy security, the creation of greater job opportunities, using biomass (Pacheco, 2006, p. 11).
The adoption of soil conservation practices and the recovery of degraded areas prevent the degradation of production areas and the loss of productive areas, which fits into the model of sustainable and environmentally sound development, with benefits for the producer and society (Salvador, 2003, p. 28).

By means of these instances, it can be defined that some of the practices, already cited above, adopted by companies generate positive impacts for society and the environment, which legitimizes the exercise of green marketing. Awareness of the measures comes directly from the population, emphasizing that any manager, entrepreneur or corporatist is also, first and foremost, an ordinary citizen. Awareness can occur through various means of education (Nascimento et al., 2020) and learning (Teixeira et al., 2020), and it is important to value the core ideas of sustainable practice. The benevolence or not of practicing virtuously the compensations inserted by green marketing always belongs to one or several individuals, who, too, may have the green awareness present in today's society. Although, in certain cases, the reciprocity of profit, when these policies are adopted, is not conceived, there is still the environmental awareness of the individual.

Greenwashing is a public or private business practice (also encompassing non-governmental organizations - NGOs, governments or politicians) that consists of the strategy of promoting speeches, advertisements, actions, documents, advertisements and advertising campaigns about being environmentally/ecologically correct, green, sustainable, green and Eco-friendly. The primary intention of Greenwashing is to relate the image of the person who discloses this information to the protection of the environment, but, in truth, real measures that collaborate with the minimization or solution of environmental problems are not really adopted, and, often, the actions taken generate negative impacts on the environment (Oliveira et al., 2020). Greenwashing is like misleading advertising - one image is passed on, but the reality is different. In this aspect, considering a scenario in which the consumer is walking through the supermarket in search of a cleaning product when he finds one that has on its packaging the phrase "100% sustainable". Does knowing that this product does not impact the environment increase the chances of buying it? If the answer is yes, it is quite possible that the consumer will be involved in a Greenwashing.

De Oliveira et al. (2019) investigated the influence of Greenwashing, analyzing the perception of students of higher education about the practice of green marketing and green consumption, around the green confidence of consumers and the perceived risk in the practice of green consumption. The authors state that greenwashing is a threat to the reach of sustainability. They also point out that Greenwashing incites green confusion in the consumer, bringing as a consequence a decrease in green confidence. Furthermore, they believe that companies need to solve the issue of green confusion by differentiating green products from others, increasing confidence in offers and implementing sustainability in production processes.

The term is translated in many ways in Brazil, but it is more commonly referred to as "green bath" or "green wash". This practice can be defined as "a public image of socio-environmental responsibility disclosed by a given company without it in fact being a sustainable company, which has as its value not only economic growth, but also the preservation of the environment", that is, a company has in a speech or puts on a packaging a product that respects the environment and has sustainable practices, but, in practice, still harms the environment. The adjective "green" was studied by Silva (2020) and concerns the metaphorization of the meaning of environmental, relative to nature and sustainability. Thus, "green friend" or any term accompanied by the green attribute aimed at the environmental context, refers to that sense effect relating to practices that collaborate with the environment. It is therefore a lexical linguistic choice. Thus, the term "green" has been used in various circumstances (Benoit et al., 2022).
Terms such as sustainable development and ecological awareness for future generations are increasingly being discussed and gaining supporters. Society then demands products that do not jeopardize the environment. The term "green company" was then adopted to be synonymous with the company that is committed to the environment. In a way, this influences man's perception of the world. In many ways, the perception that SUSTAINABILITY IS LIFE has been created, i.e. a metaphor around a culture aimed at preservation and conservation for future generations, as well as everything that has become a consequence of this in terms of products and by-products. In this sense, sustainable discourses began to emerge in the media in order to propagate, through an epididystic discourse, a "green" philosophy, i.e. focused on environmental concerns, especially with regard to impacts. This was due to climate change, scarcity of natural resources, which in turn caused the demand for mitigation and the search for renewable energy and more sustainable solutions (Silva & Almeida, 2020).

3 METHOD

The theoretical framework of this study is guided in the analysis of content. It is a method based on the analysis of meanings and signifiers (Bardin, 1977; 2006). Searches for a semantic and objective evaluation of the analyzed material. Content analysis is concerned with analyzing the text itself under the qualitative category, under the analysis of how the companies selected for this study work and apply green marketing in their campaigns. For Vergara (2005), content analysis consists of a technique that works on the collected data and identifies what is being said about a given topic. It is important to verify in a material, random and voluble way the presence of companies that promote green marketing in the cosmetics industry. There are several sources of data collections that content analysis can understand:

The path followed by content analysis, over the years, crosses several data sources, such as: news from newspapers, political speeches, letters, advertisements, official reports, interviews, videos, films, photographs, magazines, autobiographical reports, among others (Silva & Fossá, 2015, p. 2)

The comparison between companies that promote green marketing in the cosmetics area and those that are outside the cosmetics industry should be highlighted for a better understanding of the proposed analysis, as well as those that do not promote green marketing in their products. The importance of this comparison goes back to the discernment between companies, their policies, their objectives, and how their corporate aspects interact with the environment. There are many corporations, industries and companies connected or not to the cosmetics industry all over the world. However, to make this practice feasible and convenient, five companies from the national cosmetics area will be randomly selected to verify their actions and conceptions about green marketing. Among these five companies, four products will be selected, also on a random basis, to carry out the verification of green marketing. This study selected two of the three main top-of-mind companies in the cosmetics sector, Avon and Boticário (Sacco, 2022). The search key was: TOP-OF-MIND AND marketing green AND cosmetics. The content analysis was carried out from the analysis of the sites of the cosmetics companies selected for the study.

The method of content analysis comprises the following phases: data collection; reading of the collected material; identification of the content to be analyzed; organization of the data; analysis and inference and interpretation from the cut-off of the theoretical frame. The following figure demonstrates the development of these steps. In this study, the qualitative character was chosen, so there was no statistical analysis of the data.
3.1 The apothecary

The Boticário is a cosmetics company with its headquarters in holding presided in Paraná. Despite selling various moisturizing creams, makeup and aesthetic utensils, its focus is on the distribution of perfumes. The company was founded in 1977 by Artur Grynbaum and has about 12,000 employees integrated into its product network. According to Amorim (2013), currently, the largest competitor with O Boticário is Natura. According to the company itself, The Apothecary has as its target audience all gender and age. Men, women, from young to senior adults are hit by their campaigns. The strategy behind promoting your marketing is to attract the attention of this audience, in a specific way for each category (Oleinik, 2014).

In four samples of the best-selling products relevant to the company market, the presence of Green Marketing disclosure and spread was observed in three of them. Table 1 shows the associations between the company's products according to the company's sales website.
Green Marketing in Cosmetics Companies Advertising Campaigns: an Analytical and Linguistic Approach to the Metaphorization of Green

Table 1 - Characteristics and product associations of The Apothecary.

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Category</th>
<th>Volume per vial (ml)</th>
<th>Business Value (Company)</th>
<th>Business Value (Multi-brand stores)</th>
<th>Appeal (Green Friendly')</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Foolishness Deodorant Cologne</td>
<td>Perfumery</td>
<td>100</td>
<td>R$109.90</td>
<td>R$89.25</td>
<td>Vegan/Cruelty Free</td>
</tr>
<tr>
<td>2.</td>
<td>Egeo On You Deodorant Cologne</td>
<td>Perfumery</td>
<td>90</td>
<td>R$119.90</td>
<td>R$114.67</td>
<td>Vegan/Cruelty Free</td>
</tr>
<tr>
<td>3.</td>
<td>Glamor Secrets Black Deodorant Cologne</td>
<td>Perfumery</td>
<td>75</td>
<td>R$144.90</td>
<td>R$119.95</td>
<td>Vegan/Cruelty Free</td>
</tr>
<tr>
<td>4.</td>
<td>Anti-Lity Mask Motech Youth of the Rivers</td>
<td>Hair Treatment</td>
<td>50</td>
<td>R$29.90</td>
<td>R$25.72</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Source: Self-authored (2022)

Table 1 presents some of the products most endorsed by the company. The most commonly used terms when a product is considered Green-Friendly by this company are vegan and the term "Cruelty-Free". Cruelty-Free is a label used by several companies for various products and production activities that do not harm or kill animals during their process. It is an expression used in various products with production attributed to dubious by many consumers, such as mining, animal or forest derivatives. The cosmetics industries place great emphasis on this topic, as hundreds of thousands of non-human animals are slaughtered and killed every year to test cosmetics, although most companies have other means to test cosmetics without antagonizing other animals (WINDEMS, 2006). The reason for the permanence of cosmetics testing on animals may be in the process's cheapness, as it will not be necessary to invest in different techniques of these tests absent animals in the process (Sheehan, 2014). Some companies have already proven Cruelty-Free, but many still present discrepancies in animal ethics behind their production lines. Just like Green-Friendly, the Cruelty-Free label also has the same effect on the customer when it comes to green awareness and generating that satisfying feeling, or safety when using a product from that company, and both products are interconnected.

The term vegan, like Cruelty-Free or Green-Friendly, is also intended to assure the consumer of the product, that the product was produced using only vegetable derivatives, nothing animal. According to Domingues (2012), in the world every kilogram of beef is used 15,500 liters of water for beef sustenance, the water footprint for every kilogram of beef in Brazil is not yet known, but it is already estimated that the numbers are not too disparate.

It is a fact that maintaining any large group of animals that require a wide area has a high ecological cost, either for the creation of livestock areas, or for the extraction of raw materials from endangered or endangered animals (LC-EX). Especially for the cosmetics industry, the vegan factor is very important since several of its products are extracted from animals, which are threatened, like some beetles from the Cochineal group that is used in the manufacture of various dyes (Constant, 2002). Once again, the green conscience of consumers demands a better approximation of the company with the environment, and it is in this case that vegan products come in. Vegan products have a lower impact on the environment and it is proven that, if there are side effects, they will be minimal when compared with non-vegan products or petroleum derivatives, said to be artificial (while vegan products are classified as natural).
### 3.2 Avon products

Avon *Products*, or just Avon, is a cosmetics company founded in 1886 by David McConnell in Manhattan, New York. Initially, the company was called the *California Perfume Company* and later in 1939 the company began to call *Avon Products*, after William Shakespeare's hometown (Stratford-upon-Avon). The company was only introduced to Brazil in 1958. Natura acquired a share of Avon in May 2019 and accounted for about $3.7 billion (about 20 billion reais today). Like O Boticário, Avon is a cosmetics company and has a range of makeup, fragrances, hair care and skin care products in its product line, as well as a children's line. The main source of profit is through advertising and resellers. Thus, the company has a large network in the free market (mainly in the beauty business). Avon has more than 26,000 (2016) associate employees in four countries: Brazil, the United States, Colombia and Mexico. It is noted that Avon has its middle-class target audience (according to business statistics) and is not considered an exclusively luxury company.

In four samples of the best-selling products relevant to the company market, the presence of *Green Marketing* disclosure and spread was observed in two of them. Table 2 shows the associations between the company's products according to the company's sales website.

| Number | Name                          | Category       | Volume per 
vial (ml) | Business Value (Company) | Business Value (Multi-brand stores) | Appeal (Green Friendly') |
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Deodorant Spray Musk Fresh</td>
<td>Body and Bath</td>
<td>80</td>
<td>Rs 5.99</td>
<td>Rs 4.48</td>
<td>N/A</td>
</tr>
<tr>
<td>2.</td>
<td>Avon Ultra Gloss Lip Gloss</td>
<td>Makeup</td>
<td>7</td>
<td>Rs 21.99</td>
<td>Rs 16.72</td>
<td>N/A</td>
</tr>
<tr>
<td>3.</td>
<td>Clearskin Exfoliating Facial</td>
<td>Face</td>
<td>60</td>
<td>Rs 19.99</td>
<td>Rs 18.32</td>
<td>Biodegradable</td>
</tr>
<tr>
<td>4.</td>
<td>Moisturizing Cream Matte Avon</td>
<td>Body and Bath</td>
<td>100</td>
<td>Rs 18.99</td>
<td>Rs 15.99</td>
<td>Biodegradable</td>
</tr>
</tbody>
</table>

*Source:* Self-authored (2022)

Table 2 compares one of the products most supported by the company. Unlike the green terms used by various corporations, such as vegan or *Cruelty-Free*, Avon uses the term biodegradable for its environmental appeal. According to Brito (2011), many cosmetics share similar chemical structures with those of polymers, and obtaining production for a biodegradable cosmetic is ideal for decreases of negative impacts on the environment. Biodegradation is a factor used in items or chemical substances about the decomposition of certain matter to the environment, and that can be used by microorganisms to produce energy, catalyze substances, cellular respiration and formation of new organisms (Tausk, 1990).

When referring to the fact that an item or product is biodegradable, it indicates that its content generates less pollution when it is discarded from the environment, which helps in several ecological factors, such as plant resilience (Jacques, 2007). The reason behind some companies emphasizing that their products are biodegradable is the harm caused by the discarding of harmful chemicals into the environment, and especially into water.

Pollution is introduced (directly or indirectly) by the anthropic factor into the environment of harmful substances or negative energies, and therefore causes an environmental imbalance, which can cause harm to human health, other living beings and potentially the surrounding ecosphere. The disposal of chemicals to the environment generates several harms such as: soil pollution; water pollution; increase or decrease in pH of soil or water; cancer and other diseases in certain living beings; infertility of the ground substrate and contamination of...
groundwater (Paiva, 2009). Various cosmetic products contain these environmentally harmful chemical agents. Once discarded incorrectly, these agents cause a great alternation in the natural flow of the fauna and flora, which can escalate from a local situation, to a continental situation. Many cosmetics, such as lipsticks, moisturizing creams and bar deodorants, have petroleum-derived chemical elements (hydrocarbons) that have a huge impact on ecosystems. Thus, once discarded, these are not easily decomposed into natural media (Machado, 2013).

Although the pollution of these compounds on the soil and the firm substrate is devastating, this type of subversion is intensified in water sources. In water, several of the chemical compounds depicted have a greater dissolution and affect marine fauna and flora much more, and under certain conditions can cause aquatic eutrophication (Carapeto, 1999). In order for a product to be biodegradable, it is necessary to prove its capacity to be unstructured and absorbed by its surroundings, in a given period that is suitable for that concentration or quantity of content.

One of the alternatives to chemical-biological conformity of a product is in the fair production of cosmetics using natural raw materials, which can be observed in the description of various products manufactured and distributed. The products offered by the mark in question have a totally natural, and therefore totally biodegradable formulation, a characteristic that becomes a differential for the representation of the product and the brand, and a fundamental requirement for a sustainable practice with low environmental impact (Buscher, p. 44, 2012), which refers directly to the products considered vegan by the company O Boticário. However, this process requires a greater demand for time and raw material cost, something that can be mitigated by attracting investors and the consumer public looking for environmentally sound products.

4 RESULTS AND DISCUSSIONS

When looking at Table 1 and Table 2, it is possible to note that some products have no appeal, classified as "N/A". It is notable that The Apothecary has more green products compared to Avon, which implies the approach of the company to green marketing. The apothecary, on its website, had much more green campaign in the advertisements, the motivation behind this resource may be in the relationship of the company with the attraction of the public or investors, as already cited in "2.2 The Paradigm of the Environment: Productivity versus Preservation of Natural Resources". This discrepancy can also be observed in the other companies, with regard to the need for an environmental appeal in their products.

In spite of being already mentioned in items 2.2-6, the association between profit and meeting environmental demands is little diffused in the methodology presented in the above article. A major factor that can cause price stabilization and cheapness even with green products is the size and relevance of the company in the market. In the case of large companies (more intensified if there is some form of monopoly), such as Avon, Natura, O Boticário or Nívea, many of the costs generated with the production of products of better quality or of high demand for manufacturing are eliminated with the acquisition amount generated by the company's profit. This profit, which is not only generated by the combination of demand and supply, but by subsidies, elimination of competition, investments or increase of products of high added value, view the motivation for the equalization between the prices of Green-Friendly products and those exempt from it.

By comparing the commercial prices of multi-brand stores with those of official company websites, it is possible to distinguish a present discrepancy between the two. Corporate management aims to provide the consumer with the best product at the best price, which implies that some resellers or subsidiaries sell the same products (provided by the manufacturing companies) at lower prices, with the intention of isolating the competing company from the customers and attracting to their monetary medium for the purchase of these products.
products cheaply, thus increasing the profit. This kind of competition is so common and established that it is not atypical to find the same model of competition between the cooperative enterprises themselves (Galerani, 2003). Therefore, multi-brand stores, for cheaper freight rates, a larger consumer audience or excess of products on the shelves tend to offer the same products offered on the companies’ websites for a cheaper price, since they can bear the consequences generated by the shallow compulsive numerical value on sale. The reason why many corporations (and what has been observed in practice on the site) make offers or discounts on their products is related to the attraction of the consumer audience back to the store coming from.

Among companies, it is feasible to note the difference between the appeals. In them the vegan, Cruelty-Free and biodegradable. This difference can come from several factors, among them the intended audience, ease of manufacturing and advertising. It is a fact that many companies tend to focus on the demand of a target audience, and in the case of products whether vegan, Cruelty-Free or biodegradable, they will be offered in correspondence to the intended audience. In this sense, should a company notice an increase in the consumer audience said vegan, in interaction of their articles, this company will clearly seek the focus on qualitative and quantitative development of vegan green products. The same congruence serves for the other appeals.

Another decisive factor for the focus of the environmental appeal offered by the company may be in the ease of manufacturing, since the company tends to seek profit by lowering the cost and potentiating the gains, and the interspecific condition for the production of these products is determinant in the manufacturing of these products. Finally, the positive procedure of aesthetics and the image of the company is fundamental for attracting consumers. Soon the company’s supposed attempt to fit the most relevant topics of the environmental agenda, with the goal of aggregating them for its policy, is stipulated essential (for the same reasons already cited in section 1 of the article). This overload (in relation to the time and readiness that is required) can generate in several problems for the company, among them Greenwashing, since the company’s demand for these aspects often exceeds what in fact it can afford.

5 FINAL CONSIDERATIONS

The way the population lives and behaves is constantly changing. With the factors of climate change, the world water and energy crisis, pollution, deforestation and others, the mentality of the global population was adapting and transforming until it became a paradigm of good sense of the environmental question. This considerable issue, which reflected in the population, academics and scientists internationally, was brought to meetings of global leaders to address a solution to such problems. The effects of conferences such as Stockholm Conference (1972), ECO-92 (1992), Rio+20 (2012) etc., resulted in the global politicization of the environment, something that was also supported by professionals and technicians worldwide. As a consequence of these events, these ideals, over time, became a paradigm in the population. In principle, companies had little or no consideration for sustainability, something that was not relevant to them as the issue did not aid corporate profits. With the introduction of environmental policies, through regulations and changes in consumer behavior and mentality, companies noted that those who practice environmental policy and green awareness in their products and actions generate more profit, even though these actions may generate more initial spending on sustainability investments for the organization. In this way, green marketing is included within the business economic and financial factor, generating profits or increasing sales of their products.

The investigation between the companies, done by the format of research on the page of their electronic stores in public worldwide network was carried out in an impartial way of a
fully investigative/scientific character. It was observed that marketing and sustainability are worked in the marketing strategy of cosmetic products from the use of advertising campaigns emphasizing the term "green" on the label of products, which answers the guiding question of this study. It can be said that all companies analyzed in this study have similar green marketing strategies. The few differences observed between this marketing in their products are in the appeal in which they were inserted. Companies that do not practice green marketing or use it in an unfair way, face resistance in accepting their products the more the consumer market becomes aware.

A priori, the company seeks to focus on the wider audience of loyal customers who buy its products, and it is based on this business analysis that the company changes its appeal. However, it is possible to check on the cover of their websites the advertising of some green marketing products, as in the case of Natura and O Boticário. The two companies have explicitly featured the green campaign on their websites. However, it is important to point out that just because a company does not show, on the front page of its online store, green marketing does not mean that it does not apply policies related to the environment or sustainability, but the opposite can also happen (Greenwashing).

As an indication for future work, it is suggested a more comprehensive and international practical investigation around green marketing strategies, raising the consumer’s opinion on the perception of these strategies as well as analysis of more companies of this branch of activity.

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