Abstract

Currently, the public is overwhelmed with so-called "green" terms on cosmetic product packaging. Marketing communication is shifting towards its green version, which aims to satisfy the growing interest in environmental protection. At the same time, a dangerous space is emerging, which brands use to deceive the public through inadequate communication about the impact of their products on the environment. The focus of this thesis is on this false sustainability in the cosmetics industry, also known as greenwashing. Research targeting Generation Z and their perception of this phenomenon reveals that even the younger generation, with access to a vast amount of information on the topic, becomes confused and skeptical due to the overuse of green terms in marketing campaigns. This skepticism extends even to brands that are genuinely moving in the right direction and following the rules that are set. A significant problem lies in the lack of proper legislation and the approach of many companies that deceive customers for the sake of higher profits, thereby undermining the credibility of other cosmetic brands in the market.