ETHICAL CAMPAIGNS

We are, and always have been, a campaigning company. We believe in standing up for animal rights, protecting the environment and supporting humanitarian causes. With over 230 stores in North America, we have a unique platform to create positive change in our world, and we put our ethics into practice through activism and charitable giving.
May 15-25, 2017

• Campaign Partner: National Coalition to Abolish the Death Penalty
• Witness to Innocence and Death Penalty Focus
• Across 200 US shops
• Short film: 'Exonerated'
• 5 shop-based events
LET'S ABOLISH THE DEATH PENALTY.

THE DEATH PENALTY DOES NOT ADDRESS THE ROOT CAUSES OF CRIME.

EXONEREES ARE LIVING PROOF THE SYSTEM IS FLAWED.

THE DEATH PENALTY DOES NOT IMPROVE PUBLIC SAFETY.

THE DEATH PENALTY IS NOT APPLIED FAIRLY ACROSS THE COUNTRY.

DEATH IS NOT JUSTICE.
A bath bomb that works to abolish the death penalty in the 31 states where it’s still legal.

The entire purchase price will be donated to grassroots organizations like the National Coalition to Abolish the Death Penalty, who work on ending the death penalty and to support the families of those on death row.

31 STATES BATH BOMB

Learn more at equaljustice.org

THE DEATH PENALTY DOES NOT CREATE SAFER COMMUNITIES. IT DOES NOT ADDRESS THE ROOT CAUSES OF CRIME.

DEATH ≠ JUSTICE

Charity Pot Hand And Body Lotion

100% of the purchase price is donated to grassroots organizations.
A bath bomb that supports the abolition of the death penalty in the 31 states where it's still legal.

#HaltAllExecutions
Results

Raised $150,000 for 9 organizations working to abolish the death penalty through sales of the 31 States Bath Bomb.

25,000 signatures on petitions collected in store.
Buying A Lush Bath Bomb Can Help Fight The Death Penalty

JEN ANDERSON
MAY 15, 2017, 11:20 AM

PHOTO: COURTESY OF LUSH COSMETICS.

 Buying A Lush Bath Bomb Can Help Fight The Death Penalty

JEN ANDERSON
MAY 15, 2017, 11:20 AM

Lush Just Took a Stance on the Death Penalty, And I Have Never Been Prouder
And they're giving you options to get involved.
TEENVOGUE.COM
Ongoing Initiatives

Lush Cosmetics North America
December 9, 2018

California: You have an opportunity to tell Gov. Jerry Brown that you want the death penalty out of your state. Charity Pot Partner Death Penalty Focus is circulating a petition with a goal of 35,000 signatures to abolish it in California once and for all.

The state Constitution allows the governor to exercise mercy by granting clemency and commuting the death sentences of the men and women on Death Row. There is a long history of governors, from both parties and around the country, granting clemency as they leave office. Governor Brown should join this movement: it makes sense, and it's the right thing to do.

Clemency doesn't mean that people on death row will be released from prison – they will continue to be held accountable for their actions. But this will send a clear signal around the country and the world that death sentences and state killings are inhumane relics of the past.


RESPONSIBLE BUSINESS INITIATIVE
ON THE DEATH PENALTY