Subject: Submission to the consultation on banning the sale and manufacture of plastic microbeads in personal care products in New Zealand

Recipient: microbeads@submissions.mfe.govt.nz

Sender: Microbeads.submissions@mfe.govt.nz

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Let us not fear the wrath of companies nor the minor economic disturbance which may occur by ammending laws, as these are merely temporary consequences. Instead let us direct companies into continuing to be profitable by using sustainable methods, as we know the status quo is not a long term solution to our survival.