# Lush closes UK stores in solidarity with Gaza, sacrificing profits to spotlight humanitarian crisis



Lush Cosmetics, widely recognised as the UK's leading eco-friendly cosmetics brand, has taken an unprecedented step in expressing solidarity with Gaza by closing all its UK stores, factories, and website for a full day. On 3 September 2025, the company displayed a bold message in its shop windows and on its digital platforms: "Stop starving Gaza – We Are Closed in Solidarity," underscoring the humanitarian crisis affecting the region. This move signals a significant departure from typical commercial operations, as Lush temporarily shelved profits to highlight the urgent need for assistance in Gaza.

Founded in 1995 by six co-founders, including Mark Constantine, Lush has long positioned itself as a pioneer of ethical business practices, emphasising fresh ingredients, opposition to animal testing, and a commitment to reducing packaging waste. However, it notably refrains from branding itself as an "ethical company," contending that operating without harm to people or the planet should be standard business practice. Throughout its history, Lush has shown a willingness to entwine its brand with social and political issues, often courting controversy and accusations of being "woke." For example, in 2023, one of its Dublin employees displayed a "Boycott Israel" poster shortly after the Hamas attack in October, sparking debate and customer boycott threats. The company later clarified that the poster was an isolated incident and reaffirmed its opposition to all violence and injustice, advocating peace and safety for all affected parties.

The current closure relates to Lush's despair over the Israeli government's blockade, which is preventing critical humanitarian aid from entering Gaza. The company’s statement reflects shared anguish with millions worldwide witnessing starvation and suffering in the region. Mark Constantine, in an interview with LBC, said he was prepared to forgo as much as £300,000 in revenue to draw governmental and public attention to the crisis, urging the UK government to respond more decisively. He expressed a preference that those financial losses be redirected by the government to deliver essential supplies into Gaza rather than be retained as business income or taxes.

In a further gesture of support, Lush has relaunched its Watermelon Slice soap, a product whose proceeds are earmarked for medical services and prosthetic limb support for children and adults injured in Gaza. The watermelon symbol holds deep cultural significance for Palestinians, representing their identity through its colours mirroring the Palestinian flag. The flag itself has been historically banned in Israel since 1967, leading supporters to adopt the watermelon as a symbol of solidarity.

While known primarily for its environmental campaigns and products, Lush's involvement in socio-political activism has extended beyond the Israel-Palestine conflict. Earlier controversies include distributing a leaflet to children promoting awareness and support for the transgender community, which drew criticism for its content and appropriateness for young audiences, and releasing an "all refugees welcome" poster at a time when the legality of small boat migration into Britain is contentious.

The company’s activism is not without internal dissent; former employees have described the company culture as "cult-like," citing mandates that staff engage collectively in protests and follow uniform training rituals. Despite such critiques, Lush continues to align its corporate identity with advocacy and activism, even when this comes at a financial cost.

The symbolic closure on 3 September aims not only to draw attention to the humanitarian crisis in Gaza but also to prompt legislative and policy changes, particularly an end to arms sales to Israel by the UK. Lush’s statement also acknowledges that while it is a UK-founded company, it operates in over 50 countries and anticipates similar actions internationally as the brand globally expresses solidarity with Gaza. This act of corporate conscience serves as a poignant example of how businesses now increasingly engage in global political issues, balancing commercial interests with ethical and humanitarian advocacy.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.retailgazette.co.uk/blog/2025/09/lush-gaza/), [[3]](https://www.standard.co.uk/news/uk/lush-shuts-stores-solidarity-gaza-b1245820.html), [[4]](https://news.sky.com/story/lush-uk-shops-in-solidarity-with-gaza-13424316), [[5]](https://www.businessoffashion.com/news/beauty/lush-uk-gaza-solidarity-stores-closure/), [[6]](https://www.newarab.com/news/lush-closes-stores-protest-israels-starvation-gaza), [[7]](https://www.the-independent.com/news/business/lush-gaza-david-lammy-cosmetics-uk-government-b2819412.html)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.standard.co.uk/news/uk/lush-shuts-stores-solidarity-gaza-b1245820.html), [[4]](https://news.sky.com/story/lush-uk-shops-in-solidarity-with-gaza-13424316), [[5]](https://www.businessoffashion.com/news/beauty/lush-uk-gaza-solidarity-stores-closure/), [[6]](https://www.newarab.com/news/lush-closes-stores-protest-israels-starvation-gaza), [[7]](https://www.the-independent.com/news/business/lush-gaza-david-lammy-cosmetics-uk-government-b2819412.html)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.retailgazette.co.uk/blog/2025/09/lush-gaza/), [[4]](https://news.sky.com/story/lush-uk-shops-in-solidarity-with-gaza-13424316), [[6]](https://www.newarab.com/news/lush-closes-stores-protest-israels-starvation-gaza), [[7]](https://www.the-independent.com/news/business/lush-gaza-david-lammy-cosmetics-uk-government-b2819412.html)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 7 – [[1]](https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)

Source: [Noah Wire Services](https://www.noahwire.com)

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1. <https://www.dailymail.co.uk/news/article-15061835/How-cultlike-Lush-preaches-customers-Gaza-trans-people-spearheaded-eco-warrior-founders.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.retailgazette.co.uk/blog/2025/09/lush-gaza/> - On 3 September 2025, Lush Cosmetics closed all UK stores, factories, and its website for a day to protest the humanitarian crisis in Gaza. The company displayed 'Stop Starving Gaza – We Are Closed in Solidarity' in shop windows and on its website. Lush also relaunched its Watermelon Slice soap, with proceeds supporting medical services and prosthetic limb support for those injured in Gaza. The closure aimed to draw attention to the situation and encourage government action to end the conflict.
3. <https://www.standard.co.uk/news/uk/lush-shuts-stores-solidarity-gaza-b1245820.html> - Lush Cosmetics temporarily closed all UK stores, factories, and its website on 3 September 2025 in solidarity with Gaza amid the conflict with Hamas. The company displayed 'Stop starving Gaza. We are closed in solidarity' in shop windows and on its website. Lush called for an end to arms sales to Israel and urged the UK government to take stronger action to stop the violence. The closure was a symbolic act to highlight the humanitarian crisis in Gaza.
4. <https://news.sky.com/story/lush-uk-shops-in-solidarity-with-gaza-13424316> - On 3 September 2025, Lush Cosmetics closed all UK shops, factories, and its website for a day to protest the Israeli government's prevention of humanitarian assistance to Gaza. The company displayed 'Stop starving Gaza - we are closed in solidarity' in shop windows and on its website. Lush also relaunched its Watermelon Slice soap, with proceeds supporting medical services and prosthetic limb support for those injured in Gaza. The closure aimed to draw attention to the situation and encourage government action to end the conflict.
5. <https://www.businessoffashion.com/news/beauty/lush-uk-gaza-solidarity-stores-closure/> - Lush Cosmetics closed all UK stores, factories, and its website on 3 September 2025 in solidarity with Gaza. The company displayed 'Stop starving Gaza. We are closed in solidarity' in shop windows and on its website. Lush also relaunched its Watermelon Slice soap, with proceeds supporting medical services and prosthetic limb support for those injured in Gaza. The closure aimed to draw attention to the situation and encourage government action to end the conflict.
6. <https://www.newarab.com/news/lush-closes-stores-protest-israels-starvation-gaza> - On 3 September 2025, Lush Cosmetics closed all UK stores, factories, and its website for a day to protest the Israeli government's prevention of humanitarian assistance to Gaza. The company displayed 'Stop starving Gaza. We are closed in solidarity' in shop windows and on its website. Lush also relaunched its Watermelon Slice soap, with proceeds supporting medical services and prosthetic limb support for those injured in Gaza. The closure aimed to draw attention to the situation and encourage government action to end the conflict.
7. <https://www.the-independent.com/news/business/lush-gaza-david-lammy-cosmetics-uk-government-b2819412.html> - Lush Cosmetics closed all UK stores, factories, and its website on 3 September 2025 in solidarity with Gaza. The company displayed 'Stop starving Gaza, we are closed in solidarity' in shop windows and on its website. Lush also relaunched its Watermelon Slice soap, with proceeds supporting medical services and prosthetic limb support for those injured in Gaza. The closure aimed to draw attention to the situation and encourage government action to end the conflict.