

Review Article (Review Post) → Sample

Adapted from Student Sample (2019).

Headline/Title *Abeego's Beeswrap: Is it the Solution?*

Introduction/Opener

Background Information

Brief description of "product."

Thesis

Statement of your general impression of the "product."

Beeswax wrap is a reusable product intended for replacing and reducing the usage of plastic wrap, aluminum foil, and other similar items. As the name suggests, it is made with beeswax and other natural ingredients that have been infused into a hemp and cotton cloth. It is naturally sticky and malleable, providing an easy and affordable way to reduce trash in a "zero-waste" lifestyle. It also supports the principle of "every ingredient used comes from the earth, and will return to the earth," since the entirety of the wrap is compostable and biodegradable. While Abeego's "Beeswrap" is not the only beeswax wrap out there, it was the first product that offered this innovative experience to consumers, and allows for a solution to frequent cling wrap users.



Bye bye plastic, hello sustainability.

Body 1

Explanation of Product (Key Facts: history, design, features, significant people, etc.)

Abeego was founded in 2008 in Victoria BC, Canada by Toni Desrosiers when she sought to find a sustainable and more eco-friendly alternative to plastic wrap and aluminum foil. If you're not familiar with the brand, it produces beeswax wraps that are designed to be a zero-waste alternative used in place of plastic wrap. It is made from beeswax, tree resin, jojoba oil, organic cotton, and that is it! In the photo above, the consumer can get an idea of how they are used. They can be used for a plethora of purposes, such as covering bowls of leftovers or wrapping sandwiches for lunches. Thus, the Beeswrap is designed to replace plastic wrap or plastic Ziploc-style bags. They are also designed to be "breathable" for wrapping vegetables, and they claim to help certain veggies stay fresh longer than plastic wrap. Abeego's products are sold in a variety of sizes with cute patterns, and can be easily purchased online from Amazon and certain supermarkets.



*Small, medium, large, giant, oh my!
A size for every purpose.*

Body 2

User Experience

**Quote
From
Expert**

**Statistic/
Numbers**

The wraps are self-adhesive and stick to a multitude of products—cheese, bread, vegetables, glass, metal, itself—they are much less awkward to use than plastic wrap, as there is no need to fight with an uncooperative roll of wrap that sticks to itself. In addition, because of its sturdy structure, it is quite easy to clean. Unlike plastic bags, there is no need to turn them inside or to hang dry. According to creator Toni Desrosiers, “beeswax is naturally anti-microbial, and has shown antibacterial activity against several bacterial strains” (Abego, 2019). That being said, there is no need to worry about scrubbing to get the wraps “clean enough.” However, cold-water and mild soap can be used to successfully clean any food product from the wrap, and they can easily be wiped dry or tossed in your dish rack. Additionally, if they are unsoiled, they can simply be folded and put away. You can also ease your conscious as the beeswrap is all natural and compostable. So, once a wrap reaches the end of its lifespan, it can simply be placed in your compost bin and used to grow new products in your garden, to later be wrapped up. Yet, its lifespan is still significant, considering its plastic counterparts; especially considering 380 million tons of single-use plastic is produced per year, of which 50% winds up in landfills (plasticoceans.org, 2019). For the price, a consistent user of cling wrap can save a reasonable amount of money by buying a couple sheets of beeswax wrap regularly (every one to two years). It solves the general and everyday habit of using cling wrap and other closely related products.



Aesthetically pleasing, too!

Body 3

User Experience

Despite its convenience, practicality and versatility, it is often times more time consuming and difficult to use than plastic wrap and aluminum foil. When the temperatures are lower, the beeswrap requires warming up on the places where you wish it to stick, and when in a hurry, it is not always very time-efficient and ready-to-use. Though it may take some getting used to—as they can be a bit stiff at first—once you break them in they are easy and convenient enough for people of all ages to use. They can be shaped into whatever formation you require. Additionally, a direct application on utensils, sandwiches, finger food, cut fruits, raw vegetables, and ready-to-eat foods can leave a faint, lingering scent or taste of beeswax. This can create an unappetizing and even a distasteful experience for certain customers. Nevertheless, this factor is applicable to most beeswrap products from other companies as well, which makes Abeego Beeswrap's no different and no worse than the others. The necessity and reliability of this product is still somewhat debatable, but with all things considered, the choice is truly up to the purchaser and their own needs.



Available in every size imaginable... well, within reason.

Conclusion

Restatement of Thesis/Brief Summary of Product Impressions

Summary of Body Paragraphs & Recommendation

Rating

In general, Abeego's beeswrap does its job decently well and supports a more sustainable lifestyle, but does not necessarily present a more impressive or higher quality product than other similar companies. All of these products teach the same lesson to customers: learn how to lead a sustainable lifestyle, reuse items, and reduce waste. For me, Abeego's beeswrap was one of the first steps I took to minimize trash, and using it definitely helped in establishing a healthy zero-waste mindset. Though it is still imperfect on some factors, I would rate it at about 8/10 and would absolutely recommend you to purchase one or two sheets of Abeego's beeswrap to try out!

Hashtags

#beeswrap #zerowaste #wastefree #plasticfree

Sources (References & Images):

Provide a reference list for all images and references (quotes & statistics)

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- Jordan, April. “My Honest Abeego Review—The Plastic Wrap Replacement.” *The Honest Root*, 19 December 2017, <http://thehonestroot.com/2017/12/19/honest-abeego-review-plastic-wrap-replacement>. Date Accessed: 05 May 2019.