**Documentary review: broken IKEA**

This documentary focuses on the flaws of the popular furniture store Ikea. They bring up flaws such as, Ikeas tax avoidance, claiming to be a charity foundation, hidden earnings and using illegally logged, unsustainable wood. Most importantly this documentary focuses on the dangers of Ikeas furniture, the companies desire to sell low-cost furniture has led to multiple deaths of young children in the US, also a recall of 29 million chests of drawers. the documentary follows a group of mothers that are victims of the deaths from the low-cost furniture and we watch them campaign to make the company comply to the safety standards. The DIY Ikea products leave consumers feeling responsible for the dangers of the products however the responsibility relies on the company.

I liked this documentary because it is highly informative to me as a business student about the inside of a multinational company which is caring more about its profit than its customers. It also shows students the importance of thinking about the customers and what can happen if you don’t keep them in mind throughout building new products.

However, I would have preferred it if the documentary didnt focus as much on the sustainability aspect and more on the dangers and what went wrong for the company.

**7/10**

**By Jessica Poole**

**Beauty Laid Bare 8/10**

This documentary explores the depths of beauty and the hidden secrets consumers do not know. In this documentary we follow a group of middle-aged strangers that come together to research the hidden secrets. They research into unnecessary packaging and how the makeup industry is harming our earth as they visit landfills and go down into sewers. The group also visit specific brands such as color pop and benefit who describe their brand as ethical, but as they research deeper they find the brands aren’t telling the full truth and are saying this to make there customers happy and gain profit. One other thing they look into is what goes into the products we use daily, they find synthetic wax is used in most products, they go to explore how this product is made but find that it is a very dangerous process, involving sulfuric acid used with not safety measures and also learning the people making this product get paid next to nothing to risk their lives every day.

I liked this documentary because as a female that wears makeup almost every day it persuades me to look into the products I use and to make sure I am helping to take care of our environment. Also this would be a good documentary for business students because it shows us that we have to take into consideration the customers views and wants for the product to gain more profit.

However, I would prefer if this documentary focused more on the makeup and business side rather than the personal side of the researchers.