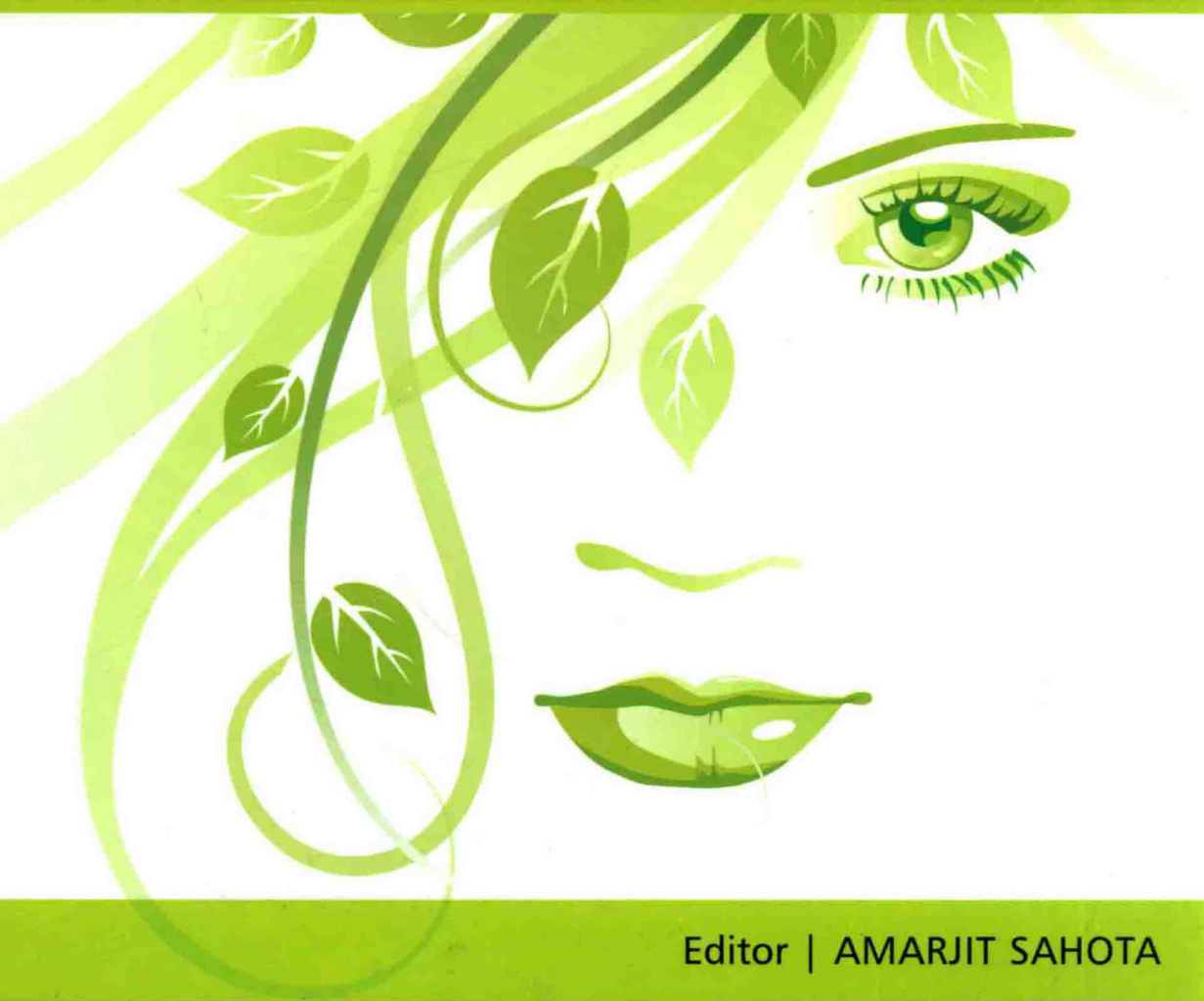


Sustainability: How the Cosmetics Industry is Greening Up



Editor | AMARJIT SAHOTA

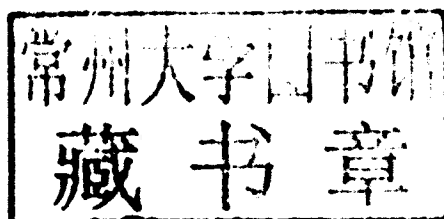
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Edited by

Amarjit Sahota

Organic Monitor, London, UK



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This edition first published 2014
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Registered office

John Wiley & Sons Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ,
United Kingdom

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Library of Congress Cataloging-in-Publication Data

Sustainability : how the cosmetics industry is greening up / edited by Mr Amarjit Sahota.

pages cm – (Advances in design and control)

Includes bibliographical references and index.

ISBN 978-1-119-94554-3 (cloth)

1. Cosmetics. 2. Green products. I. Sahota, Amarjit, editor of compilation.

TP983.S885 2014

646.7'2–dc23

2013020184

A catalogue record for this book is available from the British Library.

Typeset in 10.5/13pt Sabon by Aptara Inc., New Delhi, India

Printed and bound in Malaysia by Vivar Printing Sdn Bhd

Sustainability: How the Cosmetics Industry is Greening Up

Preface

When I was approached about the prospects of a book on green issues in the cosmetics industry, I was apprehensive. I was apprehensive not about the prospects of the book, but about me: how could I find the time for such a book, considering I was running a business, frequently travelling to various parts of the world, whilst trying to juggle the demands of family life? After some thought, I reluctantly accepted the invitation for I considered it a service . . . it would be a way of sharing some of the knowledge we (the contributors) had accumulated to advance sustainability in the cosmetics industry.

It would be a service in terms of education and enlightenment. To many, sustainability and cosmetics are two terms that do not sit well together. Indeed, at a recent summit my company organised, one environmentalist questioned the term 'sustainable cosmetics'. He remarked, 'is it me, or does no one else see this as the elephant in the room . . . how can you call vanity products like cosmetics sustainable?' Whilst he was not entirely right, he had a point. Human consumption is far exceeding the rate of replenishment of the planet's resources. Should the Earth's resources not be re-directed to more meaningful products than cosmetics?

The role of cosmetics in society is often understated. Many products, like soaps, shampoo and toothpaste, are an essential part of basic hygiene. Other products, such as sun care creams and rash lotions, play an important role in skin protection and health. Even make-up products like mascara and foundation contribute to society by raising the confidence and improving the well-being of the wearers. Going back to ancient civilisations like that of the Egyptians, dyes were used as lipsticks and oils as fragrances. Thus, cosmetics have been and always will be an integral part of human society.

I took on this book project to describe how the cosmetics industry is tackling the sustainability challenge. The basic challenge faced by consumer product industries is – how do you continue to raise production levels whilst using increasingly finite resources? Consumption rates continue to rise whilst the Earth's resources become depleted. Over the last decade, we have seen prices of oil, minerals and agricultural

commodities soar. Apart from the economic and ecological costs, there have been social repercussions, such as protests and riots over food inflation in developing countries. As economic output and human consumption continue to rise, the stress on the environment and society will inevitably increase.

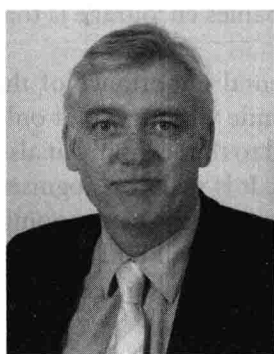
What is peculiar about the cosmetics industry, however, is that it appears to be tackling this challenge relatively well. The industry is actually leading in many areas of sustainability; a number of surveys put cosmetic companies at the top of ethical corporation lists. In 2012, Natura Brasil was named the second most sustainable corporation in the world by Corporate Knights. Seven cosmetic companies were in the 2012 World's Most Ethical Companies List by Ethisphere Institute, up from four in 2011.

Cosmetic companies seem to be taking green issues seriously. Maybe it is because the industry has traditionally received negative media attention for animal-testing and unethical business practices? Maybe it is because the industry is heavily reliant on petroleum as feedstock for ingredients that companies are forced to look at green options? Or, perhaps, it is because cosmetic companies feel greater pressure to be sustainable because of the association of their products with vanity? Whatever the reason, green has become the new black in the cosmetics industry and there is much to learn from how the cosmetics industry is turning green.

The book has been written by industry experts, many of whom are from leading organisations involved in sustainability in the cosmetics industry. Over 14 chapters, the book describes the various ways cosmetic and ingredient firms are undertaking sustainability initiatives. Written by the industry, this book should be considered a practical guide for those looking to make a difference in terms of sustainability.

Amarjit Sahota
Organic Monitor, UK

Foreword



Sustainability plays a fundamental role in the cosmetics and personal care industry of today. Thinking and acting sustainably is an unquestioned priority for our future. However, this is not only an ethical commitment, it is also a business interest which must be embedded in the strategic planning of all companies, large and small.

You only need to look at the websites of many of our well-known company brands, available from our favourite stores, to see the important place that sustainability has in the industry's activities. Of course, we all have a special relationship with our cosmetic and personal care products – there are few consumer goods that we can name that we use on a daily basis, and that we change according to our changing needs and desires. Every single one of us uses a variety of cosmetic products every day of our lives. It is therefore important that cosmetic companies take the responsibility to think and act sustainably when it comes to sourcing, producing and using these millions of products valued throughout the world every day.

The social, economic and environmental pillars of sustainability all have a place at the heart of the life cycle of cosmetic and personal care products. The integration of these elements is not a marketing tool, it represents a genuine commitment to sustainability to be incorporated at many levels of the business model.

Sustainable thinking and practices have been embedded in company thinking for nearly three decades. Most companies publish annual sustainability reports, showing how companies are considering this element across many areas of work and throughout the product life cycle. Life cycle assessment is essential to take into account manufacturing, product formulation, packaging, distribution, the product consumption phase and the product post-use phase.

When it comes to company or association initiatives in the area of sustainable development, social and economic sustainability projects, as well as the more

obvious environmental aspects, are given significant attention. This is true for projects within Europe, as well as throughout the world.

Regarding social sustainability, there are several important areas where companies and associations are active. We know that personal care products play a fundamental role in our well-being and self-esteem. Linking with this theme, there are initiatives that aim to help those who have lost their self-esteem or to increase awareness about its importance. Many companies also run different types of educational projects, for example training people in hairdressing in economically challenged communities, and enhancing understanding of the fundamental role of science as well as the important role of women in science. Medical projects exist to work with doctors providing facial surgery in remote communities. Raising awareness of dental hygiene is important for everyone – whether they are in communities where access to such care is not easy, or for the ageing population to ensure a good quality of life. Another aspect of older age that many companies encourage is that of enabling older people to continue to work.

The economic side to sustainability shows the fundamental importance of the cosmetics and personal care industry to our society's economic vibrancy. Not only does the industry contribute significantly to employment and to the economy, it also drives innovation and research using cutting edge advances. It is widely recognised that growth, competitiveness and employment are fundamental to the economic health of our society. So too is the economic contribution of small and medium sized enterprises (SMEs), which provide a power house of innovation and creativity that the cosmetic and personal care products industry greatly values.

Environmental sustainability is taken into account throughout the whole product life cycle, from sustainable sourcing of ingredients, to how the product is packaged and used. Companies are increasingly using special packaging materials, which can already be seen on our shelves. Manufacturing operations are also constantly being streamlined, with renewable energy sources increasingly being used. Reducing the carbon footprint is just one of many environmental elements taken into consideration in the industry. Studying environmental impacts from the supply chain to the use and final disposal of the product is essential in enabling us to confront the challenges of being environmentally sustainable.

As the voice of the cosmetics industry in Europe, Cosmetics Europe has recognised and understood the importance of the whole industry taking part in thinking and acting sustainably. Cosmetics Europe represents the interests of 18 multinational companies, over 4000 SMEs and 27 national associations. Together these companies and associations have produced 'Good Sustainability Practice Guidelines' and 'Ten Steps to Sustainability for SMEs', as well as providing a showcase of projects from all over the world illuminating how the cosmetics and personal care industry works across the three pillars of sustainability. At the level of the European Union, sustainable development is enshrined in the EU Treaty as one of

the overarching principles of EU policy as well as being a guiding principle of the EU's 2020 strategy on smart, sustainable and inclusive growth.

This book represents an important contribution to ensuring a wide audience for knowledge sharing and the raising of awareness. The challenges of sustainability for industries, such as the cosmetics and personal care industry, need to be understood in order for sustainable practices to be included in the whole life cycle of our products. The growth in awareness and the continued commitment of the cosmetic product and personal care industry will ensure that sustainability is always embedded in the industry's culture and operations, taking care of the generations to come.

Bertil Heerink
Director-General of Cosmetics Europe – The Personal Care Association

About the Contributors

Paula Alexander is Director, Sustainable Business for BURT'S BEES® (USA). Since joining BURT'S BEES® in 2006, she has served a variety of roles in Brand Development, Marketing and Global Insights; she has been on BURT'S BEES® Leadership Team since 2011. Paula takes a whole systems approach to sustainability, focusing on source to disposal and ensures that BURT'S BEES® prioritises sustainability in all business functions at all levels. As President of The BURT'S BEES® Greater Good Foundation, she leads the giving programmes that promote community development and environmental health while reinforcing the brand mission.

Paula began her career at Unilever, where she spent eight years in brand management, working on the Dove, Suave, Lever 2000 and Snuggle brands. She holds a BBA from Texas A&M University and an MBA from Duke University's Fuqua School of Business.

Frédéric Anklin is Corporate Communications Manager at Weleda Group (Switzerland). In this position, he helps communicate his company's approach to social issues and sustainability through a variety of internal and external channels, including Weleda's annual and sustainability reports (as co-editor) and its international management newsletter (as editor-in-chief). He has eight years experience in communications and international relations. His last position was Programme Assistant for the Human Security division of the Swiss Federal Department of Foreign Affairs.

Frédéric has an MA in History, Political Science and Scandinavian Languages from the University of Basel, Switzerland. A Swiss and Norwegian national, he grew up in the Philippines and Singapore.

Judi Beerling is Technical Research Manager at Organic Monitor (UK). In this capacity, Judi provides technical consulting, advice and training on natural and organic raw material selection and product formulation techniques. She has over 30 years experience in cosmetic formulations, much of which was at Quest

International; her last position was Global Sensory Applications and Product Innovation Manager.

Judi has an MBA from the Open University Business School and is a Chartered Chemist. She is an active member of a number of industry associations. She was past President of the UK Society of Cosmetic Scientists (SCS) and was the treasurer of the International Federation of Societies of Cosmetic Chemists (IFSCC). She has also been a visiting lecturer at the University of the Arts (London College of Fashion) where she taught skin care formulation and product development.

Charles J. 'Chuck' Bennett is Vice President, Aveda Earth and Community Care (USA), responsible for leading the company in realising its commitment to the Aveda Mission. He has over 35 years of experience working in varied areas of environmental and social responsibility from teaching, research and writing, to corporate leadership in several businesses. He will be retiring from Aveda and the field in June 2013, however he looks forward to being engaged in meeting sustainability challenges.

Chuck received MA and PhD degrees in Geography from Syracuse University and an undergraduate degree from Middlebury College. He has taught in the State University of New York, written extensively about sustainability issues for The Conference Board in New York and held lead sustainability roles at Adolph Coors Company and Nabisco Foods. Married for over 40 years, Chuck has two adult children and four grandchildren who will become an increasing focus of his life.

David Bronner is President of Dr. Bronner's Magic Soaps (USA). The company is based in Escondido, California, where it is run by him and his brother Mike Bronner. It was established in 1948 by their grandfather, Dr. Emanuel Bronner, who was a third-generation master soap maker from a Jewish soap making family in Germany that began production in 1858.

Dr. Bronner's makes soaps and personal care products certified under the USDA National Organic Program. All major ingredients are from certified Fair Trade sources, such as coconut oil and palm oil. The company's fair trade organic olive oil is sourced from projects in Israel and Palestine as testament to Dr. Bronner's vision of peace, as reflected on all product labels. David runs the company much like a charitable engine in honour of his grandfather and father's ideals. A share of profits are donated to worthwhile causes and charities. Areas of particular focus are youth programmes, fair trade and organic agriculture and drug policy reform.

Michael S. Brown is a partner in the sustainability consulting firm, Brown and Wilmanns Environmental, LLC (USA). At this company, he helps clients with sustainability strategy, goals and metrics, benchmarking and multi-dimensional life-cycle evaluations of materials and products, including the Nike Materials Sustainability Index. Mike's 30 years' experience includes establishing the internal

environmental program at Patagonia where he led a number of state-of-the-art initiatives.

Mike received MRP and PhD degrees from Cornell University, specialising in environmental management and health policy. He has taught Industrial Ecology at UC Santa Barbara. He is co-author of the book *Workers at Risk* and serves as an Assistant Editor for the *Journal of Industrial Ecology* and is a Public Member of the California Ocean Protection Council. He is married and has three kids scattered across the globe with whom he occasionally gets to share riding waves.

Jean-Florent Campion is Sustainable Development Manager in the Research and Innovation division of L'Oréal (France). In this capacity, he is in charge of products' eco-conception and international coordination, as well as the environmental footprint experiment project from the French initiative 'Grenelle de l'Environnement'.

Prior to joining L'Oréal, he worked at Rhone-Poulenc and Alcatel. At the former company, he developed Sol-gel processes for the semiconductor industry at the Beckman Institute for Advanced Science in Champaign-Urbana Illinois (USA). At the Alcatel-Alstom Research Center (France), he co-developed various processes for optical fibre manufacturing; he is a co-inventor of one of the two optical fibre manufacturing processes: Advanced Plasma Vapor Deposition process (APVD). Jean-Florent holds 21 patents and has written 8 research papers. He is also associated professor in environmental law at the University of Paris 13 at the Galileo Institute. He also has a Master in chemistry and a Master in Law in intellectual property.

John A. Delfausse is the principle of Sustainable Packaging Solutions, LLC (USA). He was previously Vice President – Global Package Development, and Chief Environmental Officer for Estee Lauder Corporate Packaging. In this role, he was responsible for implementing the company's commitment to responsible packaging. Under his leadership, Aveda (an Estee Lauder Company) won several packaging awards, including the HBA 2003 International Package Design Award, the CPC Editor's Choice Award, and both the Ameristar Award and 3M Integrity Award for the 2006 Earth Month Candle packaging. John was honoured in 2008 as one of Packaging Strategies' Most Influentials in Packaging.

John Delfausse is a founding member of the Sustainable Packaging Coalition. He is also as a member of the IOPP Packaging Executive Council, the Packaging World Sustainable Advisory Board and the FIT Packaging Design Department Industry Advisory Board. In 2011, John founded the Sustainable Packaging Cosmetic Roundtable in order to focus the industry on common opportunities.

Darrin C. Duber-Smith, MS, MBA, is president of Green Marketing, Inc (USA). He has over 25 years of expertise in the marketing and management profession, including extensive experience with natural, organic, and green/sustainable goods

and services. He is a co-founder of the Lifestyles of Health and Sustainability (LOHAS) market concept and leader of the first US industry task force that helped frame an industry definition of 'natural'. He has published over 60 articles in trade publications and has presented at scores of executive-level events.

Darrin is a Marketing Professor at the Metropolitan State University of Denver School of Business as well as the Affiliate Marketing Faculty at the Leeds School of Business at the University of Colorado-Boulder. He was the recipient of the *Wall Street Journal's* In-Education Distinguished Professor Award for 2009, and is author of Cengage Learning's Know Now Marketing blog.

Eduardo Escobedo is Director of Responsible Ecosystems Sourcing Platform, RESP (Switzerland). In this role, he supports the cosmetics, fashion and jewellery industries in promoting the sustainable use of natural resources and conservation of biodiversity through enhanced business models and tools.

Over the past 15 years, Eduardo has held a number of expert positions in international organisations, government and companies. Prior to founding RESP, Eduardo worked at the United Nations Conference on Trade and Development (UNCTAD) in the area of sustainable trade of biodiversity-based goods. He has also worked for the Mexican government as trade negotiator at the World Trade Organisation and the European Union. Eduardo holds a BSc in Industrial and Systems Engineering from the Instituto Tecnológico de Monterrey (ITESM) and an MA in Development Studies from the University of Geneva. He also holds post-graduate diplomas from the University of Vienna, the University of Geneva and IESE Business School.

Anne van Haeften is Brand Design Director at the multi-disciplinary design agency Reggs (The Netherlands). In this capacity, she translates a brand or business strategy into a design strategy. Anne has a Bachelor degree in Corporate Communications. She is also board member of Professional Passionates, a foundation which connects individual professionals and provides them hands-on tools to give them power to help their organisation change in a sustainable way. She is also communication manager at the ProPortion Foundation, a foundation which supports organisations in realising social business that serves low-income consumer groups in developing countries.

Bertil Heerink is Director-General of Cosmetics Europe – The Personal Care Association (Belgium), the voice of Europe's EUR 80 billion cosmetics industry. Mr Heerink is a Dutch national and holds a degree in Modern History and International Law from the University of Leiden. He spent a large part of his career in the Dutch civil service. Among other responsibilities, he was head of EU affairs in the Netherlands Ministry for the Environment, Counsellor of Embassy at the Netherlands Permanent Representation to the European Union and diplomatic adviser to the European Commission on multilateral negotiations in the field of

environment. Before joining Cosmetics Europe (previously Colipa) as Director General in 2002, he was Director EU Government Affairs at the European Chemical Industry Council (Cefic) in Brussels.

Lance Kalish is the co-founder and former COO of San Francisco-based Yes To Inc.TM (makers of Yes To Carrots, Yes To Cucumbers, Yes To Tomatoes, Yes To Blueberries and Yes To Grapefruit). Lance is a serial entrepreneur and has been involved in numerous other start-ups in the USA and Australia; he operates in the capacity of board member, investor, shareholder, advisor and mentor. Lance also co-founded Trendtrade International, a brand management company involved in international business development, export management, distribution deal negotiation and facilitation. Lance has previously worked as a financial analyst in the Mergers and Acquisitions division of PricewaterhouseCoopers.

Giorgos (George) Korres is the CEO and Founder of Korres Natural Products (Greece). Whilst studying Pharmacology at the University of Athens in 1988, Giorgos started working at Greece's oldest herbal pharmacy. In 1992, he bought the pharmacy and within five years, he had set up a herbal remedy production lab with the National Organisation for Medicines' authorisation. Having developed an intimate knowledge of natural ingredients and their application in over 3000 herbal remedies, Giorgos created the Korres company in 1996. The aim was to produce safe, clinically effective and affordable natural skincare products of interesting design. Today, his company employs over 250 people and its portfolio includes over 400 natural and/or certified organic products.

Giorgos is involved in brand development and research in collaboration with the National Hellenic Research Foundation, Athens University and various worldwide research centres. Korres products utilise clinically efficacious, endemic Greek herbs, whilst cooperating with local communities, agricultural unions and organic farmers.

Ido Leffler is Co-Founder and 'Chief Carrot Lover' of San Francisco-based Yes To Inc. (makers of Yes To Carrots, Yes To Cucumbers, Yes To Tomatoes, Yes To Blueberries and Yes To Grapefruit). Since 2006, Leffler and his team have built Yes ToTM into an international natural beauty brand, with distribution in over 26 000 stores in 25 countries (including retailers such as Target, Wal-Mart, Walgreens, Whole Foods Market and Sephora Europe). Ido is currently on the United Nations Foundation Global Entrepreneur Council and sits on numerous corporate boards and corporate advisory boards

Rik Kutsch Lojenga is the Executive Director of the Union for Ethical BioTrade (The Netherlands). Prior to forming UEBT, he worked for over 10 years at the United Nations Conference on Trade and Development (UNCTAD) where he was involved in the BioTrade Initiative. Rik is also President of the Board of the ISEAL

Alliance, an umbrella of sustainability standards of which UEBT is member. Rik has a Master's degree in business and environmental economics.

Ramani Narayan is University Distinguished Professor in the Department of Chemical Engineering and Materials Science at Michigan State University (USA). He has 148 refereed publications, 28 patents and is a successful entrepreneur with commercialised technologies in the bioplastics space. He has won many awards – named MSU University Distinguished Professor in 2007 – the highest honour that can be bestowed on a faculty member by the university; Governor's Award for commercialization excellence; University Distinguished Faculty Award, Withrow Distinguished Scholar award; Fulbright Distinguished Lectureship Chair at University of Lisbon, Portugal; ASTM International Award of merit and named ASTM Fellow. He is the USA's technical expert, Chairman, and Convener in several ISO standards committees, as well as the Chair of the ASTM committee on biobased products and environmentally degradable plastics (D20.96); Scientific Chair of the Biodegradable Products Institute (BPI), North America and serves on the Board of Directors of several publicly traded companies.

Remi Pulverail is Global Head of Naturals Purchasing at Givaudan (Switzerland). Remi's passion for travel, spices and perfume were cemented in Morocco during childhood. His career in the fragrance industry started with Charabot in Grasse before joining Givaudan, where he quickly focused on the procurement of natural materials.

Remi is currently responsible for sourcing the natural ingredients used by Givaudan's Fragrance and Flavour Divisions globally. Passionate about the quality of materials and serious about the responsibility of companies towards supply chains, Remi is the driving force behind the company's ethical sourcing initiatives. He and his team currently manage more than 10 programmes worldwide, with more in development.

Mason W. Rubin is a senior at the Leeds School of Business at the University of Colorado at Boulder (USA). His emphasis of study is marketing; he is also working towards a minor in philosophy and ethics, as well as a certificate programme in international business. Mason plans to develop a career in brand management, consumer behaviour, corporate social responsibility and/or sustainability. He has led numerous marketing-based team projects in school, as well as interned for a small company running social media-based marketing.

Amarjit Sahota is the founder and president of Organic Monitor (UK), a specialist research, consulting and training firm that specialises on the global organic and related product industries. His company hosts sustainability summits across the

globe, including editions of the Sustainable Cosmetics Summit in Europe, North America, Latin America and the Asia-Pacific.

Amarjit has been tracking health, wellness and sustainable product industries for over 15 years. He has guided a wide range of clients in realising their business potential in these industries. His clients range from multi-nationals, government organisations, to dedicated sustainable product companies. Amarjit has degrees in Applied Chemistry and Management Science, as well as a Postgraduate Diploma in Marketing. Apart from editing this book, he has co-authored a number of books and various articles on sustainability and ecological products.

Filipe Tomazelli Sabará is Business Director at Beraca (Brazil). In this position, he is in charge of business development and has managerial responsibilities in the family business. His career at Beraca started in 2002 as Marketing Manager of its six business units in Brazil. Since 2007, Filipe has been responsible for Beraca's Global Business Development in more than 40 countries; he is also responsible for the company's European operations. Filipe has a degree in International Business and Economy from the Fundação Armando Alvares Penteado (FAAP) in São Paulo, Brazil. He also has a postgraduate in Exports and Marketing from Ibero American University in São Paulo.

Bas Schneiders has been responsible for Corporate Sustainability and Strategic Sourcing at the Weleda Group (Switzerland) since 2010. Prior to this, he was the managing director of Weleda Naturals GmbH, a 100% subsidiary of Weleda AG. He was responsible for the cultivation and production of cosmetic and pharmaceutical plants extracts and tinctures, as well as managing the global sourcing activities.

Bas has extensive experience in ethically sourced raw materials and packaging. Prior to joining Weleda, he held management positions at Tradin Organic Agriculture BV and at Eosta BV. The two Dutch companies are leading 'integrated' trading houses of organic raw materials and foodstuffs. Bas holds degrees in Business Management from the International University of Hospitality Management in Den Haag and the VU University Amsterdam.

Kathy Sheehan is Executive Vice President and General Manager of GfK Consumer Trends, a unit of GfK Custom Research North America (USA). In this role, Kathy oversees GfK Consumer Trend's premier consumer trends services – Roper Reports®, Roper Reports Worldwide, and the GfK Roper Green Gauge® study on consumers and the environment.

Kathy has been an adjunct professor in the Marketing department at LIM College in New York City and has also been a guest lecturer in the Masters in Cosmetics and Fragrance Marketing programme at the Fashion Institute of Technology (FIT) as well as the MBA programme at Baruch College. She received her MBA in

International Business and Marketing from Baruch College and her MA in International Political Economy from New York University. Kathy also holds a BA from Rutgers University with a double major in Political Science and English and a Russian language minor.

Jody Villecco is responsible for researching and maintaining the Quality Standards at Whole Foods Market (USA). In this role, her duties include developing and communicating the Company's Quality Standards for dietary supplements, personal care products and household cleaning products, and keeping the company current with technical and regulatory issues. She joined Whole Foods Market in 1997, working for the dietary supplement arm, Amrion, where she formulated nutritional supplement products, compiled research summaries and conducted nationwide training sessions on nutrition and herbs. Jody received her degree in nutritional sciences from Cornell University in 1994 and a Master's degree in nutritional anthropology from the University of Colorado in 2012. She has appeared on national television and has done many interviews with top-tier publications on nutrition and natural beauty topics.

Xavier Vital is Environmental Sustainability Services Manager at SGS North America (USA). He is a senior expert in ecodesign and life cycle assessment and sustainable supply chains, providing support to manufacturers, retailers and public bodies interested in improving their environmental footprint. Xavier manages the development of Ecodesign services for SGS North America. He has conducted, managed or reviewed around 800 simplified and complete LCAs of products or services including major projects in the cosmetic industry.

Xavier has a Masters in Ecodesign from the Open University of Cergy-Pontoise (France). He has provided his expertise to the Environmental Labelling of Consumer Products platform led by the ADEME (French Environmental Protection Agency) for the development of a methodology and Product Category Rules compliant with the ISO 14040 standard. He is also involved in the development of sustainable suppliers programmes (GSCP).