



PRESS RELEASE

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2020 Sustainable Beauty Award Winners

London – The winners of the 2020 Sustainable Beauty Awards (www.sustainablebeautyawards.com) have been announced today at a virtual awards ceremony.

The aim of the Sustainable Beauty Awards is to give recognition to operators who are pushing the boundaries of sustainability in the beauty industry. The winners and runner-ups of these international awards are...

New Sustainable Product

Hair O'right International (Taiwan) is the winner with its N° Zero Toothpaste. Launched in January, the natural toothpaste is carbon neutral; it is formulated with food-grade ingredients that are certified according to the USDA bio-based programme.

Faith in Nature (UK) is runner-up with its Natural Shampoo Bar. The finalists are Comfort Zone Sacred Nature Youth Serum, Martina Gebhardt SATIS Dental Teeth Cleaning Powder, and Pegada Verde Ida Nua Natural Care.

Sustainable Ingredient

The winner is Actera Ingredients (USA) with ILOX+. The natural antioxidant ingredient is made from yerba mate leaves which are ethically sourced from the Atlantic Rainforest in Brazil. The company works with the Araucária+ Initiative to ensure sustainable forest management.

There are two runner-ups this year: Mibelle Biochemistry (Switzerland) with Black BeeOme™ and ROELMI HPC (Italy) with Emotion ® Light. The finalists are Döhler YuraQ, Olvea TrueShea™, and Swedish Algae Factory Algica.

Sustainable Packaging

Lush (UK) gets top award for its Cork Pots carbon-positive packaging. Sourced from the Cork Oak Forest in Portugal, the project has involved the replanting of over 20,000 native trees. The innovative packaging is used for its naked products, such as shampoo bars, conditioners, soaps, etc.

Myro (USA) is the runner-up. In 2018, the company introduced its natural deodorants in refillable pods. OLIKA, REN Clean Skincare, and Weckerle Cosmetics are the finalists.

Sustainability Pioneer

TerraCycle (USA) is the winner for its innovative approaches to removing waste. It is setting up recycling bins for personal care products, recycling waste materials, and launched the Loop shopping platform to help create a circular economy.

Hair O'right International (Taiwan) is runner-up. It is the first Taiwanese company to carry the carbon footprint and carbon neutral labels. Clariant, LMR Naturals by IFF, and Liv Trading are the finalists.

Sustainability Leadership

AAK Personal Care (Sweden) and Lush (UK) are joint winners. AAK Personal Care has set up sustainable supply chains for its raw materials, including shea butter in West Africa. The projects are helping improving the lives of smallholders.

Since it was formed in 1995, Lush has been spearheading green initiatives in the beauty industry. From the ethical sourcing of raw materials, production processes, (Naked) packaging initiative, to waste management.

Croda International (UK) is the runner-up. Other finalists are Aveda and Hair O'right International.

There was an exceptionally high calibre of entries this year. Comments Amarjit Sahota (Founder of Ecovia Intelligence, organiser of the Sustainable Beauty Awards), “on behalf of the judging panel, I would like to congratulate Lush, Hair o’Right, Actera Ingredients, TerraCycle and AAK Personal Care for their achievements. We hope these awards inspire more companies to take the green road.”

About the Sustainable Beauty Awards

Launched in 2013, the aim of the Sustainable Beauty Awards is to give recognition to operators who are pushing the boundaries of sustainability in the beauty industry. The virtual awards reception can be viewed at www.sustainablebeautyawards.com

About the Sustainable Cosmetics Summit

Since 2009, the Sustainable Cosmetics Summit has been covering sustainability issues in the cosmetic & personal care industry. The international series of summits now takes place in the major geographic regions of the world. The European Virtual edition is co-hosted alongside the Sustainable Beauty Awards, taking place on 2-5th November. More information is available from <http://www.sustainablecosmeticssummit.com/Europe/>

About Ecovia Intelligence

Ecovia Intelligence (formerly known as Organic Monitor) is a specialist research, consulting & training company that focuses on global ethical product industries. Since 2001, we have been encouraging sustainable development via our services portfolio: market research publications, business & sustainability consulting, technical research, seminars & workshops, and sustainability summits. Visit us at www.ecoviaint.com

Further Information

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