

ARBA — Amazonian Regenerative Beauty Alliance

Launching at COP30 in Belém – November 2025 – arpa-alliance.org

A global coalition advancing regenerative sourcing and storytelling for Amazonian ingredients.

Why ARBA

The Amazon holds the world's most potent reservoir of plant bioactives — yet its ingredients are still marketed as exotic curiosities rather than science-backed innovations. ARBA unites brands, scientists, NGOs, and forest communities to change that narrative — transforming the Amazon from a source of raw materials into a living model of regeneration.

Our Mission

To elevate Amazonian ingredients into global recognition through education, transparency, and regenerative sourcing, proving that beauty can protect the forest.

What We Do

- 1 Educate & Inspire – Build global understanding of Amazonian ingredients through open-source data, ingredient monographs, and science communication.
- 2 Define Integrity – Establish regenerative sourcing principles, verification tools, and impact metrics.
- 3 Strengthen Forest-Based Communities – Support the survival, autonomy, and recognition of forest communities, honoring their vital role in conservation and traditional knowledge transmission.
- 4 Tell Shared Stories – Co-create films, photography, and narratives that connect brands to forest communities.
- 5 Activate Markets – Drive awareness through retail campaigns, events, and advocacy partnerships.
- 6 Innovate Together – Support collaborative R&D; extraction technology, and new circular business models.

Who Should Join

- 1 Beauty, wellness, and personal-care brands using natural ingredients
- 2 Ingredient manufacturers, R&D; labs, and formulators
- 3 Amazonian cooperatives and producer networks
- 4 NGOs, certification bodies, and academic partners
- 5 Impact investors, climate-finance and philanthropic actors

Member Benefits

- 1 ✓ Shape the global narrative for Amazonian ingredients
- 2 ✓ Access verified regenerative supply networks
- 3 ✓ Gain visibility as a founding member at COP30
- 4 ✓ Co-own shared media & storytelling assets
- 5 ✓ Participate in joint impact reporting and investment models

Timeline

- 1 Phase 1 (Now): Founding Circle Formation
- 2 Phase 2 (Nov 2025): Global Launch — COP30 Belém
- 3 Phase 3 (Q1 2026): Platform Activation & Education Campaign
- 4 Phase 4 (Q4 2026): First Annual Impact Report

Join Us

Help position Amazonian ingredients as the gold standard for regenerative beauty — where commerce and conservation coexist.

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