# [***Combating biodiversity loss through ethical ingredient sourcing***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:69TJ-TW91-JC6M-X1S6-00000-00&context=1516831)

CosmeticsDesign.com

December 7, 2023 Thursday 3:56 PM GMT+1

Copyright 2023 William Reed Business Media Ltd. All Rights Reserved

**Section:** MARKET TRENDS

**Length:** 1268 words

**Byline:** Cassandra Stern, , [*Cassandra*](mailto:Cassandra)

**Body**

The climate crisis continues to impact ***biodiversity*** ***loss***. As a significant materials consumer and waste producer, the beauty industry has the potential to significantly impact preservation efforts by implementing sustainable processes in ingredient sourcing.

***Biodiversity***, short for biological diversity, is defined as the variety of life on Earth and includes all species, ecosystems, and their genetic variants in a given area. It is crucial to sustain human life by maintaining the delicate balance of the biosphere or global ecosystem.

Climate change, including rising sea levels, increased global temperatures, and extreme weather events, are some of the greatest threats to ***biodiversity*** ***loss***. Still, human activity is also a significant driver of climate change. Pollution, deforestation, power generation, and manufacturing are all ways humans contribute to the current climate crisis.

As detailed by social justice platform [*TRVST*](https://www.trvst.world/sustainable-living/environmental-impact-of-cosmetics/)​, the beauty industry produces approximately 120 billion units of trash annually, most of which comes from packaging like plastic, paper, glass, and metals. As a result, as a significant materials consumer and waste producer, the beauty industry is responsible for addressing ***biodiversity*** ***loss*** and making substantial efforts to be more sustainable.

To learn more about the dangers of an industry like beauty and personal care continuing to ignore the importance of ***biodiversity***, the best steps being taken by industry members to address ***biodiversity*** ***loss*** through sustainability, and which brands are already making a more significant effort towards ***biodiversity*** preservation, CosmeticsDesign spoke to Amarjit Sahota, Founder of Ecovia Intelligence for his insights and experience with these issues.

The dangers of ignoring ***biodiversity*** ***loss***

"After climate change, ***biodiversity*** ***loss*** is the biggest sustainability issue the planet faces,"​ said Sahota, and "according to WWF's Living Planet Index, the global wildlife population (including mammals, bird, fish, amphibians and reptiles) has declined by almost 70% between 1970 and 2022​." As a direct threat to the biosphere's health and the sustainability of human life, "***biodiversity*** ***loss*** is a major issue that needs to be addressed,"​ he explained.

Because the climate crisis is such a visible and tangible issue for consumers and manufacturers alike, Sahota said there are "many dangers of ignoring ***biodiversity***​" as a beauty industry member. For example, ignoring ***biodiversity*** preservation efforts could result in a company "falling foul of regulations and international protocols; these include the Convention on Biological Diversity (CBD), Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and Nagoya Protocol​," he explained.

Further, he shared, "it is worth pointing out that ***biodiversity*** risks in the cosmetics industry are mainly associated with sourcing of raw materials, [as] the dangers are that raw materials (usually plant-based) are not sourced ethically, and the benefits are not shared from the source country and indigenous communities​." Additionally, there are also "risks associated with deforestation e.g. palm oil and soya bean oil; such raw materials maybe sources from agricultural land that has been deforested​," he added.

Addressing ***biodiversity*** as an industry

Sahota advised that to address these issues as an industry, "the best way is to undertake ethical sourcing of cosmetic ingredients​." To do so, "cosmetic and ingredient firms need to ensure that raw materials are sourced with respect for the environment and social communities​," he explained.

For example, he illustrated, "During the R&D process, operators should ensure that plant-based or other materials are not endangered and their use will not have a negative impact on the environment and social communities​." He added that this is particularly significant for wild-harvested ingredients because "large-scale use of such materials can lead to supply shortages and affect the livelihoods of collectors​."

Cosmetic and personal beauty care manufacturers and suppliers can also work to address ***biodiversity*** ***loss*** by adhering "to international protocols like CITES, CBD, and Nagoya protocol, and joining organizations like the Union for Ethical BioTrade (UEBT), which encourages operators to source ingredients with respect for ***biodiversity***​," he said. UEBT aims to "' contribute to a world in which all people and ***biodiversity*** thrive​,' "and the organization maintains a "certification scheme for ingredients that are sourced with respect​," he added.

Industry pioneers in ***biodiversity***

Many beauty industry brands are already making great strides in sustainability efforts across the supply chain. For example, "in 2018, Weleda and Natura Brasil were the first beauty brands to adopt UEBT's ingredient certification​," said Sahota. As a result, "the Ekos range of Natura Brasil is certified; the products contain Amazonian ingredients, such as açaí, andiroba, castanha, and murumuru, and the certification assures the ingredients are ethically sourced and the rights of indigenous people are respected​," he explained.

He added that two other ethical brands that stand out by integrating sustainability into their business ethos' are Lush and Neal's Yard Remedies, as both source their ingredients ethically and have invested in ***biodiversity*** preservation. For example, he shared, "Lush actively looks at ***biodiversity*** and bird migration zones when sourcing its ingredients​." Further, "Neal's Yard Remedies is a large buyer of certified organic and fair trade raw materials, and in the UK, it is actively campaigning to save bees with its 'Stand By Bees' campaign to support nature-friendly farming​," he stated.

Another pioneer in its ***biodiversity*** preservation efforts is L'Occitane Group, which "put ***biodiversity*** at the heart of its sustainability strategy in September 2021​," said Sahota. "As part of its vision of a 'nature-positive' world, the group has pledged to produce 100% of its key raw materials according to regenerative and sustainable agriculture by 2025​," he explained. The brand "has been highlighting the importance of ***biodiversity*** in pop-up stores at various international airports through its 'Gift of Nature' campaign, which is educating customers about key ingredients and their link to ***biodiversity***​."

What happens next

"At last year's UN ***Biodiversity*** conference ​(COP15), 196 countries signed a deal to halt and reverse ***biodiversity*** ***loss***, including the protection of 30% of land and water by 2030,"​ said Sahota, and "the implementation of the Kunming-Montreal ***Biodiversity*** Framework will encourage operators to ethically source plant-based materials​."

However, as questions about when and how this framework will be implemented remain unanswered, "it is up to individual operators to follow the lead of pioneers like Natura Brasil and L'Occitane and make commitments to ethically source ingredients and protect ***biodiversity***​," he concluded.

Looking ahead to 2024, one of the best ways to address ***biodiversity*** ***loss*** as a member of the beauty industry remains firmly in educating employees and consumers on the importance of sustainable actions across the supply chain. Interested industry members can attend events like Ecovia's Sustainable Cosmetics Summit for up-to-date information on these issues, encouraged Sahota.

Next year's North American edition will take place in New York on June 4-6, the European edition will be hosted in Paris on October 28-30, and both Summits will provide attendees with updates regarding ethical ingredient sourcing and ***biodiversity***.

**Classification**

**Language:** ENGLISH

**Publication-Type:** Web Publication

**Subject:** ***BIODIVERSITY*** (97%); CLIMATE CHANGE (92%); NEGATIVE ENVIRONMENTAL NEWS (91%); ***BIODIVERSITY*** CONSERVATION (90%); LIFE FORMS (90%); SALTWATER ECOSYSTEMS (90%); ETHICS (89%); SUSTAINABILITY (89%); SUSTAINABLE DEVELOPMENT (89%); WILDLIFE (89%); AGRICULTURAL TRADE (79%); CONSUMERS (79%); TRADE TREATIES & AGREEMENTS (79%); TRENDS (79%); ANIMALS (78%); DEFORESTATION (78%); ENDANGERED SPECIES (78%); ENVIRONMENTAL LAW (78%); MAMMALS (78%); POLLUTION (78%); SOCIAL JUSTICE (78%); SOCIETY, SOCIAL ASSISTANCE & LIFESTYLE (78%); ENVIRONMENTAL TREATIES & AGREEMENTS (77%); POLLUTION & ENVIRONMENTAL IMPACTS (77%); GLOBAL WARMING (76%); REPTILES & AMPHIBIANS (73%); SEA LEVEL CHANGES (73%); SEVERE WEATHER (73%); WEATHER (73%); FISHES (72%); INTERNATIONAL TRADE (71%); INTERNATIONAL TRADE LAW (64%); TREATIES & AGREEMENTS (60%); GENES & CHROMOSOMES (57%)

**Industry:** EDIBLE OILS (89%); MANUFACTURING (89%); SUSTAINABLE DEVELOPMENT (89%); AGRICULTURAL TRADE (79%); COSMETICS & TOILETRIES (79%); PALM OIL (79%); DEFORESTATION (78%); TOILETRIES MFG (78%); GLOBAL WARMING (76%); COSMETICS (74%); ELECTRIC POWER PLANTS (73%); SOYBEAN PRODUCTS (73%); PERSONAL CARE PRODUCTS (71%)

**Geographic:** EARTH (79%)

**Load-Date:** December 7, 2023

**End of Document**