



Moving at high speed on an ambitious sustainability course: cosnova Beauty is now climate neutral!

Sulzbach, 10. May 2022 - A steady reduction in the use of microplastic particles, savings of around 300 tonnes of new plastic, climate-neutral and vegan product lines, as well as an expansion in the collaboration with strong climate protection partners - the cosmetics company cosnova Beauty is on a highly ambitious sustainability course. It has reached an important milestone recently: The international beauty player from Sulzbach in Hessen, Germany is now climate neutral.

The cosmetics company cosnova has taken an important step towards its goal of achieving the greatest possible climate protection: Since 1 January 2022, the family-owned company has been climate neutral. At the beginning of February, the European volume market leader for decorative cosmetics chose a compensation project from the portfolio of its long-standing climate protection consultant ClimatePartner: The wind farm project in Jangi, India, is certified according to international standards and the TÜV Nord Cert. "In our ongoing efforts to reduce the company's overall greenhouse gas emissions, this has been an important decision," says Maximilian Peters, Expert Corporate Responsibility at cosnova.

The beauty player has already been involved in various humanitarian projects in India for a long time. "Climate protection projects like the wind energy park have a threefold effect," says Peters. "For one, they ensure the economically required power supply on site. Secondly, wind energy demonstrably saves greenhouse gas emissions because it replaces other sources of energy derived from fossil fuels." And finally: "Companies that participate in compensation projects contribute to achieving the goals of the Paris Agreement, i.e. to limiting global warming to significantly less than two degrees.

Transparency has top priority for the company. All CO₂ emissions - from the office heating system to the production, packaging and transportation of all products - are calculated annually and are continuously reduced. By using the ClimatePartner label, customers can see how and where the CO₂ compensation takes place. The Jangi wind farm project has a total compensation volume of 110,000 tonnes of CO₂. cosnova is responsible for 75,000 tonnes of this, making it the largest project partner. For comparison: The production of a lip gloss, nail polish or mascara emits between 13 and 22 grams of CO₂. Calculated on the basis of the 13-gram beauty products, the compensation amounts to approximately 576.9 million units.

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Maximilian Peters,
Expert Corporate Responsibility



"We are using this new project in India as a starting point to show how important climate protection is to us, and we will continue to work on becoming even better and more sustainable," Maximilian Peters emphasises. The latter with clear success: In 2021, cosnova achieved some significant milestones on its ambitious sustainability course. In addition to the elimination of microplastic particles in all newly developed products and the use of sustainable raw materials, recycled materials and vegan ingredients, the cosmetics manufacturer has also saved around 300 tonnes of plastic compared to the previous year. The main focus areas on this course will be the increased use of recycled materials and a generally more climate-friendly packaging design, a reduction in particularly climate-damaging transportation, an even stronger focus on European suppliers and innovative mobility concepts for all employees.

"As a sign of our commitment, we also joined the Science Based Targets Initiative (SBTi) in April 2021," says Peters. Based on the SBTi criteria and in collaboration with ClimatePartner, cosnova will develop a science-based climate strategy by the end of the year. The wind farm project is just the beginning, says Maximilian Peters. "Our efforts to become a fully sustainable company always have been and always will be part of our corporate DNA."

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Expert Corporate Responsibility
of cosnova GmbH



About cosnova Beauty

cosnova Beauty with headquarters in Sulzbach/Germany is managed by the Executive Managers Mathias Delor, Javier González, Gesine Hild, Dirk Lauber, Christina Oster-Daum, Hilko Prah and Yvonne Wutzler. At the end of the 2020 fiscal year, cosnova Beauty had around 650 employees around the world. Meanwhile, its cosmetic brands essence and CATRICE are sold in over 80 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company's customers include drugstores, food retailers, department stores, perfumeries and fashion chains as well as various online trade partners. essence and CATRICE also have their own online shops.

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