

ETHICS AND AESTHETICS FAIR COSMETICS



BTC *TRADE FOR DEVELOPMENT*





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Intro

Cosmetics are primarily a women's affair, not just on the consumer's side but quite often also on the producer's side. Ever heard of fair cosmetics?

Thanks to these personal care and beauty products, women producers are able to improve their own, and their family's, living conditions.

Products made by and for women, combining ethics and aesthetics.

A number of brands attracted our attention.

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Natyr, Made in Dignity

In 2004, Italian Gala Cosmetici launched a range of cosmetics products based on natural ingredients sourced in the South.

It was called Natyr and includes a shower gel, shampoo and creams that are offered in Magasins du Monde-Oxfam.

At least 50% of the ingredients are from fair trade producers. For instance, Natyr uses aloe vera from Thailand, green tea from Sri Lanka, argan oil from Morocco and shea butter from Benin.

In 2012, the brand launched an organic cosmetics product range.

Natyr is available in the Oxfam Magasins du Monde branches: www.oxfammagasinsdumonde.be
Rue Provinciale, 285
1301 Wavre
BELGIUM



©Oxfam-Magasins du monde

L'Occitane en Provence

This French cosmetics brand has eleven stores in Belgium. In 1989, it started a sustainable partnership with shea butter producers in Burkina Faso. Twenty-six years later, no less than 16,000 work for Occitane, which purchases more than 500 tons of organic and fair trade Ecocert certified shea butter from them and uses it in hundreds of products.

<http://be.loccitane.com>

Desguinlei 6
2018 Antwerpen
BELGIUM



© Occitane en Provence



Les fruits de l'arganier - ©Roman Königshofer

GOLD OF WOMEN ARGAN OIL

The argan tree is endemic to southwestern Morocco. Its nuts are cracked and the kernels are pressed to extract the oil. The production of argan oil has always been women's work. This product, also called 'Moroccan gold', is rich in fatty acids and vitamin E, which makes it very suitable for skin, hair and nail care.

SHEA BUTTER

The shea tree is endemic to Central and West Africa. Customarily, women extract shea butter from the nuts of the shea tree. Shea butter is known for its nutritive, hydrating and regenerating properties. It is used in skin care products, lipsticks and shampoos. It is also found in baby care products.

Karethic

Karethic commercialises eleven hair, face and body care products, which all use fair trade and organic shea butter from Benin. Its 500 women producers earn three times more than women working for conventional brands.

www.karethic.com

10 avenue des Canuts
69120 VAULX EN VELIN
FRANCE



©lineaargan

Linea Argan

Italian brand Esprit Equo launched Linea Argan in 2006. It uses argan oil for its range of body oils and milks.

It works with Tighanimine, a cooperative of Moroccan women and the first to have its argan oil Fairtrade certified. This cooperative received financial support from the Trade for Development Centre of BTC, the Belgian development agency. Thanks to this certification, the 68 women of Tighanimine were able to double their income in two years' time.

They learned to read and write and significantly contribute to their household's income.

Their social status has greatly improved.

www.espritequo.com

Via Sisto IV, 16
Roma, Roma 00167
ITALY



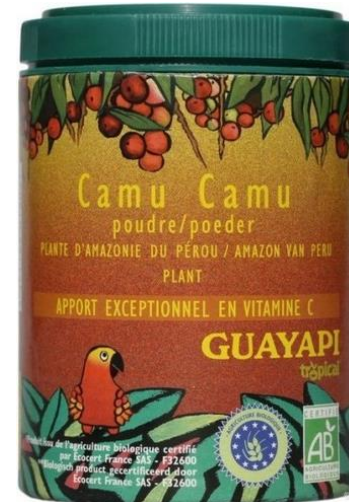
©karethic

Guayapi : Cosm'ethic

Guayapi is a member and administrator of the French Fair Trade Platform (PFCE). For 25 years it has advocated biodiversity restoration and respect for local populations. Through the Cosm'éthic brand, developed on the basis of tropical plants originating in Amazonia and Sri Lanka, this Paris-based brand provides market access to small producers who aim at sustainable development. Guayapi products are FGP ([Forest Garden Products](http://www.forestgardenproducts.com)) labelled.

<http://www.guayapi.com/>

73 rue de Charenton
75012 Paris,
FRANCE



©maboutiqueonaturel



©beenature


Bee Nature

In 2012, Belgian Bee Nature was a spin-off of an internship combined with a thesis obtained for a management engineering degree.

Today, it offers a range of daily care cosmetics products the main ingredient of which is organic and fair trade honey.

<http://www.beenature.be/bee-nature/>

Chaussée de Namur 5
1300 Wavre
BELGIUM



"Working in a structured environment has changed our lives and given us the possibility to fulfil our needs and those of our families."

(Nadia, worker for Tighanimine cooperative)

Fruit of the argan tree



©organicherbalremedies

Karité Delapointe

This Quebec-based SME started in the early 2000s by supporting and associating with the Cooperative of Léo (Burkina Faso). It imports and distributes shea butter and its derived products in Canada.

<http://www.karitedelapointe.com/>
 Collège Beaubois
 4901, rue du Collège-Beaubois Pierrefonds
 Montreal region (QUEBEC)

Essential Care/ Odylique

This small British family business launched its first organic and fair trade cosmetics in 2009 in England. The brand was renamed Odylique in 2013. It mainly sources coconut oil, avocado oil, sugar and shea butter from fair trade certified suppliers.

<http://www.odylique.fr/>
 850 RTE DES LASCOURS
 13400 AUBAGNE
 FRANCE



©karitedelapointe

Zorah Biocosmétiques

Zorah Biocosmétiques was created by a young development worker from Quebec and a Berber women's cooperative that cultivates, exploits and exports argan oil.

In 2007, Mélissa Harvey and Richard Morin started an upscale cosmetics range using argan oil. They endeavour to work with organic, ecologic and fair trade ingredients.

<http://www.zorahbiocosmetiques.com/>

6833 Avenue de l'Épée #304,
Montreal, QC H3N 2C7,
CANADA



©zorahbiocosmetiques

Lush

British brand Lush offers two Fairtrade labelled products in its cosmetics product range.

The fair trade cocoa butter comes from sunny Costa Rica and the Dominican Republic.

<https://www.lush.com/>

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1000 Bruxelles
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Shea butter © Anne-Victoire de Boisgelin

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