

# SEPAI EARNS WORLD-RENOWNED BUTTERFLY MARK CERTIFICATION

**Butterfly Mark certification, powered by Positive Luxury, is earned by luxury businesses demonstrating they have incorporated measurable ESG practices into their everyday operations. This benefits the wellbeing of employees, local communities and the natural world – whilst innovating the organisations adaptation and transition towards a new climate economy.**

FOR IMMEDIATE RELEASE

03.11.2022– Positive Luxury announced today that Spanish beauty brand Sepai has been awarded the Butterfly Mark certification for a second time. As a driving force in laboratory-based products, the brand DNA is inherently about transparency and a strong sense of social responsibility. The award of the Butterfly verifies Sepai us demonstrating that it is actively advancing inclusive growth through more sustainable – and measurable – business practices.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social and Governance (ESG). Sepai achieved 50% in Environment, 54% Social and 66% Governance excelling in the following areas:

**Packaging & Logistics:** Transforming their packaging to replace all plastic with FSC certified paper and redesigning their packaging to allow for less material to be used. Sepai have introduced a consumer packaging reclamation programme, incentivising consumers to contribute their sustainability ethos with product discounts. As advocates for local manufacturing it also limits air shipments to just 3 per week, lowering their emission

**Sustainable Supply Chain:** Priding itself on an ethical and fully traceable supply – selecting local ingredients where possible and ensuring all raw materials supplied are ISO16128 certified. Maximising their positive environmental and social impact throughout the whole value chain is achieved through a rigorous supplier selection process and ensuring 100% compliance with Codes of Conducts by their subcontracted manufacturers

**Sustainability Culture & Community:** Diversity, inclusion and wellbeing of employees and the local community is prioritised, reflected in brand imagery and promotional material and showcased through their brand partnership with a non-profit foundation offering employment for people with disabilities. Paid learning and development opportunities are encouraged in both core job responsibilities and sustainability overall enabling a continuous improvement

**Operations, Reporting & Innovation:** innovative ingredient formulations, use of biotechnology and pioneering cold press production, Sepai delivers high performing skincare while maximising the efficiency of natural ingredients and lowering their carbon footprint through local manufacturing. Transparency is inherent in the brands DNA, and stakeholder groups have access to educational sustainability content as well as Sepai's sustainability report.

A full breakdown of their assessment scores can be found in their Connected Butterfly Mark: <https://plpassport.stromdev.dk/?brand=e6449954-6368-4ce8-815b-5287c594947d&s=website>

“We are immensely proud to re-certify Sepai, a leader in laboratory-based skincare who continue to strengthen their sustainability DNA. During the re-assessment process the Sepai team improved their ESG+ performance by an amazing 47%, actively transforming their business operations and going above and beyond our minimum requirements across all pillars, with a particularly stellar performance

in Governance illustrating their very strong business ethics. We are absolutely delighted to work working with a company that is a driving force in putting true sustainability at the heart of the luxury beauty industry.” Amy Nelson-Bennett, CO-CEO , Positive Luxury

Other luxury brands that have been awarded with the Butterfly Mark include Tom Ford Beauty, S’ABLE Labs, La Perla Beauty, Dior Couture, MCM, Monica Vinader, IWC Schaffhausen, Belvedere, The Macallan, Anya Hindmarch and more. By continuing as part of the Positive Luxury brand community, Sepai will continue to strive in exceeding standards set for social and environmental frameworks.

Learn more about Sepai at: <https://www.positiveluxury.com/our-members/sepai/>

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### **ABOUT POSITIVE LUXURY**

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify receive the Butterfly Mark, a globally respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

### **ESG+ ASSESSMENT**

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework and diagnostic tool is the only one designed for the specific social, environmental and material risks of the luxury industry helping organisation determine their ESG risk profile, through gap analysis and material ESG issue forecasting.

### **THE BUTTERFLY MARK**

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers and suppliers that evidence tangible action to making a positive impact on nature and society. It has been created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

### **THE CONNECTED BUTTERFLY MARK**

The Connected Butterfly Mark enables organisations to demonstrate their sustainability performance with transparency and confidence, offer honest differentiation and build trust with their stakeholders. Supported with educational content for conscious consumers, key features include a company's total and deeper ESG+ performance scores, other certifications and accreditations, 2030 United Nations SDG targets, areas of excellence, sustainability journey tracker, positive actions and company information.

### **ABOUT SEPAI**

Sepai's bespoke and delicate approach to BEAUTY is completely unique. A driving force in laboratory-based products, their brand DNA is inherently about transparency – coupled with sustainable sourcing, zero-waste production methods and a strong sense of social responsibility. This is BEAUTY that is truly beautiful.