

Defining itself as scientific luxury, where medical science meets modern-day beauty using mindfully-sourced materials, 111SKIN has achieved Butterfly Mark recertification.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Eva Alexandridis Co-Founder and CEO of 111SKIN on sustainability, the Butterfly Mark certification, and transparency, get in touch.

111SKIN ACHIEVES BUTTERFLY MARK RECERTIFICATION

8th June 2023: Harley St. skincare brand 111SKIN has sustainability within its genesis using mindfully sourced materials to replicate in-clinic therapies, achieving a Butterfly Mark recertification for its continuous improvement in embedding sustainability practices throughout its operations. This year marks 11 years since 111SKIN launched its surgically inspired, scientifically led products at Harrods, London. Founded by US and European board-certified Plastic Surgeon Dr Yannis Alexandrides, 111SKIN creates precision skin care backed by the most advanced medical skin science to elevate skin health for visible, targeted & empowering results.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social, and Governance (ESG). 111SKIN achieved 50% in Environment, 75% in Social and 59% in Governance, and excelling in the following areas:

PEOPLE MANAGEMENT: As a global brand, 111SKIN ensure its 100+ employees are aligned on the common goals and values – integrity, being passionate about the business, being accountable and entrepreneurial, through its extensive employee handbook. Whilst being a predominantly female-led business, 111SKIN's Shared Parental Leave Policy covers primary and secondary caregiving providing equivalent time and pay to both.

SUSTAINABILITY PURPOSE: At the heart of the business is the mission 'goes beyond beauty but will always come back to creating ethically responsible skincare. All our products are – and always will be – cruelty-free, paraben free and silicone free' 111SKIN works with its suppliers ensuring improvement throughout its supply chain and is working towards its mission to deliver premium beauty products, whilst preserving the environment, community and generating zero waste.

COMMUNITY INVOLVEMENT: 111SKIN proudly supports its community through fundraising, donations and awareness via brand activations. Since 2010, it has advocated and built a partnership with 'Women For Women International' dedicated to improving the lives of women around the world, contributing a percentage of their sales regularly to the cause. Other charities supported include NHS, Make A Wish Foundation, No Kid Hungry. 111SKIN will continue to support any charity aligned with their core values – confidence, community and equality.

CIRCULAR ECONOMY: Utilising circular economy principles such as formulation biomimicry and cradle to cradle design, 111SKIN has moved away from its linear business model. With a clear target to ensure 100% of materials are sourced through their sustainable supplier charter by 2025, 111SKIN are continuing to evolve including its approach to sourcing and end of life materials. Packaging is not excluded, 111SKIN are aiming to reduce the environmental impact with virgin materials, setting targets to ensure PCR is included where plastic is being used and outer shipping packages are FSC certified.

Positive Luxury's four-part methodology is uniquely tailored for the luxury industry, and the only certification that focuses on innovation and future sustainability risks. The Butterfly Mark is an independent certification that verifies for consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain.

"With a mission focused on creating ethically responsible skincare, 111SKIN continues to evolve – introducing circular economy principles such as biomimicry for its formulation and cradle to cradle design replacing its previous linear business model, collaborating with suppliers to ensure sustainability through its supply chain all while supporting people within the business as well as charities such as 'Women for Women International'. Positive Luxury is proud to recertify 111SKIN with the Butterfly Mark for its continuous improvement in embedding sustainability practices throughout its operations." ***Diana Verde Nieto, Co-Founder of Positive Luxury***

"We are considered and put our energy and efforts into causes where we have experience, a right to speak, and can truly make a difference. Empowering others, just as we empower people through skin care. Investing in access to education and investing in advances in science and access to science for all. Committed to sustainable practices reflecting our commitment always to respecting people and the world we live in. Passionate about empowering women, 111SKIN is proud to have a female COO and many females in leadership – enforcing this ethos throughout the business. This comes through our behaviour and the causes we support such as mentorship schemes, Women for Women.

We were immensely proud when we were first awarded the Butterfly Mark by Positive Luxury, and are thrilled to be recertified - underlining our efforts towards becoming more sustainable." ***Eva Alexandridis, CEO & Co-Founder of 111SKIN***

Other beauty & fragrance luxury brands that have been awarded the Butterfly Mark include Bamford, Tom Ford Beauty, Albiva, S'ABLE Labs, Sepai, Romilly Wilde, U Beauty, ARgENTUM Apothecary, Inlight Beauty, Grown Alchemist and more. By continuing as part of the Positive Luxury brand community, 111Skin commits to exceeding standards set for social and environmental frameworks.

Learn more about 111SKIN [here](#)

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.

ABOUT 111SKIN

This year marks 11 years since 111SKIN launched its surgically inspired, scientifically led products at Harrods, London. Founded by US and European board-certified Plastic Surgeon Dr Yannis Alexandrides, 111SKIN creates precision skin care backed by the most advanced medical skin science to elevate skin health for visible, targeted & empowering results.

111SKIN products complement and are inspired by the dramatic results of Dr Yannis' Harley Street clinic's aesthetic treatments. Driven by Dr Yannis' medical expertise and his profound and intimate knowledge of the three-dimensional healing of the skin, 111SKIN creates non-invasive skincare solutions inspired by surgical practices. 111SKIN continue to push the boundaries of science, ingredients, and technology to create advanced products that yield transformational results, so that their customers can experience total skin confidence.

CEO and Founder Eva Alexandridis spearheads the creative direction and brand's community, as well as its sustainability, empowerment, and philanthropic programmes.