

UK luxury lifestyle brand, The Universal Soul Company has been awarded Butterfly Mark certification for a second time, in recognition of their continuous improvement, embedding measurable, sustainability practices across its business operations.

They are official partners with British Vogue through Fashion Crossover London, in which both the company, and founder Sara Griffiths, were named one to watch! Sara was also included in Top Female entrepreneurs of 2023, by Disruptors magazine.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Sara Griffiths, Founder of The Universal Soul Company on sustainability, Butterfly Mark certification and transparency [get in touch.](#)"

THE UNIVERSAL SOUL COMPANY IS RE-CERTIFIED WITH THE BUTTERFLY MARK

30th MARCH 2023: The Universal Soul Company recognises that sustainability is no longer a luxury: it is a fundamental to life. Collaborating with Postiive Luxury, the brand has worked tirelessly to refine practices and ensure that positive changes are made for the benefit of people and the planet.

In order to achieve the Butterfly Mark certification, companies must achieve a minimum of 50% in each area of ESG+ assessment: . The Universal Soul Company achieved 70% in Environment, 77% in Social and 59% in Governance, demonstrating a marked improvement since 2018, excelling in the following areas:

CIRCULARITY AND SUSTAINABLE SOURCING: The Universal Soul Company ensures sustainable sourcing of materials, products and packaging. Up to 60% of the brand's paper packaging is made from recycled material and is 100% recyclable. All packaging is FSC certified and inbound and outbound freight is carbon neutral, facilitated through DPD's sustainable logistics programme. In 2022, the brand introduced its first product refill initiative, offering 100% plastic free aluminum refill bottles for its signature reed diffuser. The product range is cruelty free, free from synthetic fragrances and toxic chemicals and does not include beeswax.

COMMUNITY: Placing people at the core of the brands ethos and driven by its founder, The Universal Soul Company launched a 'Call just 1' campaign, during the Christmas season, encouraging its community to call one person they knew was alone. Working in partnership with department store Peter Jones, the brand hosts biannual events and short therapy sessions **in** addition to free e-learning modules to Women's Refuge to expand its positive impact.)

SUSTAINABILITY PURPOSE: With a clear focus on social value and addressing social and mental challenges globally, The Universal Soul Company has placed sustainability purpose throughout its operations. To amplify this further, it has aligned to four UN 2030 SDGs including supporting equitable education, gender equality, promoting sustainable production patterns and taking urgent action to combat

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climate change. Sustainability objectives and ESG targets are communicated effectively to all direct suppliers and selected key suppliers to source through a supplier Code of Conduct.

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 verifying to consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain.

" We are delighted to re-certify The Universal Soul Company with the Butterfly Mark. The company is on a continuous improvement journey, embedding sustainability across their business and their value chain. Clear sustainability purpose coupled with ESG metric has led to the introduction of refillable packaging and offering e-learning to Women's Refuge " **Diana Verde Nieto, Co-Founder of Positive Luxury**

"Positive Luxury has been instrumental in inspiring & supporting our sustainability initiatives. These choices can no longer simply be a preference. It is both our responsibility, & commitment, to our customers, and the planet, as a luxury brand, that these values sit at the core of every decision we make." **Sara Griffiths, Founder of The Universal Soul Company**

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

Learn more about The Universal Soul Company at : <https://www.positiveluxury.com/our-members/the-universal-soul-company/>

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 THE UNIVERSAL SOUL COMPANY

The Universal Soul Company is more than a business or lifestyle brand. It is a call to people, at a time when technology and social media dominate our lives – to value the uniqueness of being human, our senses, and express ourselves.

