

Pioneers of the UK organic beauty movement, Inlight Beauty, create luxury skincare founded on scientific knowledge, guided by alchemy and inspired by nature. Inlight Beauty's ethos and approach towards sustainability and slow beauty has enabled them to retain their Butterfly Mark certification for a second time.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Inlight Beauty Founder, Dr Spiezia , on sustainability, the Butterfly Mark certification and transparency get in touch.

## Inlight Beauty retains Butterfly Mark certification

**2<sup>nd</sup> March 2023:** With a strong belief that sustainability starts from the seed Inlight Beauty fuse nature's alchemy, modern science and green chemistry with artisanal production creating skincare from the root up. Maintaining their sustainability ethos and transparency as a business, Inlight Beauty commenced recertification with Positive Luxury to continue their sustainability journey.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social and Governance (ESG). Inlight Beauty achieved 63% in Environment, 58% Social and 64% Governance, achieving a 71% improvement in their ESG+ score and excelling in the following areas:

**MEMBERSHIPS & ACCREDITATIONS:** Since inception, Inlight Beauty have only ever produced the finest organic & natural products, becoming the first UK brand to receive COSMOS certification throughout their entire product range and ensuring their ingredients are free from pesticides, fertilisers and GM contamination. The team maintain strict standards and procedures in their Cornish based lab where all products are produced and ensure all materials within the building are approved and certified by governing bodies such as Soil Association, ICEA, Ceris and EcoCert. Certified as cruelty free under the Leaping Bunny programme and accredited with ISO 9001:2015 guarantees Inlight Beauty's best business practices, auditing quality management and traceability.

**PEOPLE MANAGEMENT:** As a small family business, Inlight Beauty acknowledges that the success of their business is built by creative, productive employees who are encouraged to make suggestions while thinking outside the box. During recertification with Positive Luxury, Inlight Beauty focused on this, creating an extensive employee handbook and enhancing the performance feedback approach for staff, which will be regularly reviewed as a key policy document.

**SUSTAINABILITY CULTURE:** Building on the importance of their employees and their sustainability ethos, Inlight Beauty conducted training across a variety of ESG factors such as unconscious bias, plastic tax and product development while undergoing re-certification. Inlight Beauty place sustainability at the centre of the business strategy, decision-making and targets. Championing communication transparency, Inlight Beauty shares this information with consumers via their sustainability page on their website.

**OPERATIONS:** Their COSMOS certification has ensured that 100% of their supply chain adhered to a stringent Code of Ethics, mandating fair operating practices and adherence to human rights & environmental standards. Through strong supplier relationships, Inlight Beauty share their purpose and values working collaboratively with their suppliers to guarantee they adhere to their sustainability standards. Prioritising supply chain visibility Inlight Beauty are able to trace products back to source, mitigating potential pollution and adverse biodiversity impacts.

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 Inlight Beauty with the Butterfly Mark. The team continue to work tirelessly ensuring sustainability is at the core of their business strategy and throughout their operations. It is an honour to work with true pioneers of the UK beauty industry.” **Diana Verde Nieto, Co-Founder of Positive Luxury**

“Beauty is the essence of this planet and humanity. I feel privileged to be able to contribute to bringing beauty to life with our organic products, reconnecting us all to the matrix of this essence.

The Butterfly Mark adds an important seal to Inlight Beauty, validating the continued efforts in safeguarding, protecting, and working with -rather than against- our naturally beautiful world.” **Dr Spiezia, Founder of Inlight Beauty**

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, Inlight Beauty will continue to strive in exceeding standards set for social and environmental frameworks.

Learn more about Inlight Beauty at: <https://www.positiveluxury.com/our-members/inlight-beauty/>

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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.

#### **ABOUT INLIGHT BEAUTY**

Pioneer of the organic beauty movement in Britain, Inlight Beauty brings beauty to life through healthy and radiant skin. Fusing nature's alchemy, modern science and green chemistry, the artisanal production ensures high care and quality at every step to produce skincare that work not only on the skin but with it. 100% organic certified, the performing, water-less and highly nourishing beauty collections promise transformational experience into sustainable luxury beauty.