

London based, skincare expert Lisa Franklin has been recertified with the Butterfly Mark Certification for a second time for its continued work embedding sustainability throughout the brand.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Lisa Franklin CEO on sustainability, the Butterfly Mark certification, and transparency, get in touch.

## LISA FRANKLIN ACHIEVES BUTTERFLY MARK RE-CERTIFICATION

**7<sup>th</sup> June 2023:** With Kind to Skin, Kind to the Planet and Kind to our People as the brand ethos, luxury beauty brand Lisa Franklin continues to drive sustainable business transformation while producing ethical and responsible products for all skin types, ensuring a positive impact on both people and our planet. Lisa Franklin has been recertified with the Butterfly Mark.

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social, and Governance (ESG). Lisa Franklin achieved 57% in Environment, 50% in Social and 61% in Governance, and excelling in the following areas:

**ANIMAL WELFARE:** With a clear mission to create ethical and responsible products, Lisa Franklin has been certified by the Cruelty Free International Leaping Bunny Programme for its cosmetic and personal care products. This extends to its suppliers, raw materials as well as its final products, in some cases Lisa Franklin's formulations have both Leaping Bunny and Vegan Society, helping connect compassionate consumers to cruelty-free companies, accreditations.

**CIRCULAR ECONOMY:** Using the latest advances in biotechnology, Lisa Franklin cultivates raw materials from small amounts of plant tissue to lessen the environmental impact of sourcing ingredients. Through a circular approach to material sourcing and the use and performance of the product over its lifetime, Lisa Franklin is working to create and improve the quality of active ingredients in its cosmetics.

**MEMBERSHIPS:** Ensuring highest standards within its operations, Lisa Franklin opts to work with industry leading suppliers to minimise the external environmental, economic and social risks that can occur in complex supply chains. Providing an additional layer of validation, Lisa Franklin's main suppliers have obtained ISO 9001 (Quality Management), ISO14001 (Environmental Management), ISO 5001 (Energy Management) & ISO 56001 (Water Management).

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.

“Lisa Franklin is an award-winning skincare expert, product developer and nutritionist. Lisa’s beliefs of being Kind to your Skin whilst being Kind to the Planet is reflected in the everyday actions that her brand - Lisa Franklin Skin care - takes to drive sustainability and ESG across her business and products – It is an honour to recertify Lisa Franklin with the Butterfly Mark powered by Positive Luxury.” **Diana Verde Nieto, Co-Founder of Positive Luxury**

“As a Founder and CEO, my mission is to empower people to embrace their natural beauty and feel confident in their own skin. We believe that skincare is not just about external beauty but also about self-care and self-love. Our products are carefully crafted with the highest quality ingredients to nourish and enhance the skin's health, helping our clients radiate from within. We are committed to transparency, sustainability and innovation, constantly striving to provide the best skincare solutions that deliver visible results whilst at the same time fostering a culture of environmental consciousness and inspiring our customers to make eco-friendly choices.

We believe that by raising awareness and providing sustainable alternatives, we can empower individuals to become agents of change in their own skincare routines and beyond.

Together, let's embark on a journey to healthy, glowing skin and embrace the beauty that lies within each and every one of us, creating a future where beauty and sustainability coexist harmoniously.” **Lisa Franklin, Founder & CEO of Lisa Franklin**

Other beauty & fragrance luxury brands that have been awarded the Butterfly Mark include Bamford, Tom Ford Beauty, 111 Skin, 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, Lisa Franklin commits to exceeding standards set for social and environmental frameworks.

Learn more about Lisa Franklin at: <https://www.positiveluxury.com/our-members/lisa-franklin/>

## **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 LISA FRANKLIN**

Lisa Franklin is a highly regarded, award-winning skincare expert, product developer and nutritionist with a stellar reputation for providing results-focused skincare.

As a leading facialist Lisa has witnessed first-hand increases in problematic skin and premature ageing associated with modern life, which also included her own battle with Rosacea. This unique personal insight and hands-on knowledge motivated Lisa to find high quality cosmetic ingredients with substantiated efficacy to formulate products to treat all skin types and conditions and adopt these into her high-performance treatment protocols.

The result is the Lisa Franklin skincare product range - carefully formulated to deliver clinically proven actives, nutrients, and vitamins along with the energising and healing crystal, Rose Quartz which inspired and captivated Lisa from a young age. We are the first skincare brand to incorporate its many health benefits into all our products.