



**Cosmetic industry and international development agencies join forces for an ethical and sustainable trade in native natural ingredients**

***The Union for Ethical BioTrade presents its work at the Convention on Biodiversity***

**Bonn, May 29, 2008** – Six months after its creation, the Union for Ethical BioTrade presents at the ninth Conference of the Parties of the Convention on Biodiversity its work on a verification process for the ethical and sustainable trade in native natural ingredients. The Union brings together cosmetic manufacturers, local producers and traders, such as Natura and Aldivia, and international development agencies, including the United Nations Commission on Trade and Development (UNCTAD), the International Finance Corporation (IFC), and the World Conservation Union (IUCN).

The verification process aims to allow small and medium-sized enterprises that harvest and process natural ingredients in an ethical and sustainable way to differentiate their ingredients as 'ethical biotrade'. Those ingredients are for example found in cosmetic and food products.

The Union's new process comes at a time when business has been given a more prominent place in the agenda of the Convention for Biological Diversity.

As Ethical BioTrade President, Gus Le Breton explains, "trend watchers predict that biodiversity friendly business will be the next big thing. Consumers are already starting to demand ethically sourced, environmentally sustainable, and to some extent, biodiversity-friendly products. Many leading companies have made a quiet start to define their approach towards biodiversity".

Companies eager to demonstrate and communicate their commitment to sustainable use of biodiversity are now able to use the new verification process to do so. The process is also a way for private businesses that rely on biodiversity in their day to day businesses to put the Convention on Biodiversity into practice.

"The Union for Ethical BioTrade gives its trading members tools to implement good biodiversity practices and set themselves apart in the global market. It is very hard for manufacturers to know that they're getting it right when sourcing from a wide range of countries and suppliers. That's also one of the key reasons why the Union for Ethical BioTrade doesn't require its members to get everything right from day one" continued Le Breton.

"The Union was created primarily because we are all venturing into new territory and we think the journey will be easier in the company of others. But we also hope to gain collective recognition for our efforts in trying to promote biodiversity conservation and sustainable development" says Rodolfo Guttilla, Vice President of the Union for Ethical BioTrade.

Catherine Cassagne of the International Finance Corporation announced that IFC had approved a 3-year start-up project for the Union. She explained that “IFC sees BioTrade as a promising new market that can be unleashed with targeted support. Although the Union is set to run on membership contributions, this seed funding should allow the Union to position itself more firmly and promote its role in benefit of both the market and biodiversity”. IFC’s support is part of a larger endeavor to promote BioTrade, including the UN Conference on Trade and Development, Governments of Denmark, Switzerland, the Netherlands, and various developing country partners.

Gus Le Breton is President of the Board of the Union for Ethical BioTrade, and CEO of PhytoTrade Africa (the Southern Africa Natural Products Trade Association).

Rodolfo Guttilla is Vice-President of the Union’s Board, and Director of Corporate Affairs, Natura Cosmetics SA, Brazil.

Catherine Cassagne is Lead, Biodiversity, Environmental and Social Development Department, International Finance Corporation (IFC)

*For more information visit: [www.ethicalbiotrade.org](http://www.ethicalbiotrade.org) or contact Rik Kutsch Lojenga, Executive Director, Union for Ethical BioTrade ([info@ethicalbiotrade.org](mailto:info@ethicalbiotrade.org)).*