



## **PRESS RELEASE**

14 September 2009

### **THE UNION FOR ETHICAL BIOTRADE OPENS AN OFFICE IN BRAZIL**

GENEVA / SAO PAULO - The Union for Ethical BioTrade has announced the launch of a representation in Brazil. The aim of this new office is to increase awareness of the Union and its initiatives within Brazilian companies, to grow a wider support base in Brazil, and make the Brazilian market one of the driving forces behind the Union's development.

"Being a country rich in biodiversity, and with a strong performing cosmetics market, Brazil is a logical choice for the Union's first foreign representation. Brazil also holds much knowledge on the ethical sourcing of biodiversity, experience that we endeavor to promote in other leading cosmetics markets," said Rik Kutsch Lojenga, Executive Director, Union for Ethical BioTrade.

One of the founding members of the Union for Ethical BioTrade is the Brazilian company Natura Cosmetics, which holds the position of Vice-President to the Board of Directors for the Union.

In autumn 2009, the Union will initiate a program to develop the capacity of verification bodies in Brazil with regard to Ethical BioTrade, and thus offer a wider network of service providers there.

The Union representation will be based in Sao Paulo and headed by H el ene Menu and Cristiane de Moraes - both experts in implementing and monitoring sustainable development measures within the cosmetics industry.

Brazil is a mega biodiversity country, holding 20% of the world's species. The Brazilian market for cosmetics is developing fast, having increased by 18% between January and June 2009.

###

*The Union for Ethical BioTrade is a non-profit association that promotes the 'Sourcing with Respect' of ingredients that come from native biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge, and assure the equitable sharing of benefits all along the supply chain.*

For more information, please contact:

The Union for Ethical BioTrade

32 Rue de Berne

1201 Geneva, Switzerland

Tel: +41.22.566.1585

[info@ethicalbiotrade.org](mailto:info@ethicalbiotrade.org)

[www.ethicalbiotrade.org](http://www.ethicalbiotrade.org)