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Biodiversity: an emerging trend. But who has heard about it?

Consumer products brands today place a strong emphasis on nature, and cosmetics are no exception. Proposing products that are genuinely from nature means having sources of natural ingredients, and raises questions about the preservation of plants and animals, the ecosystem and of local populations ... in other words: biodiversity.

But who today has heard of biodiversity? And what image do consumers have of the cosmetics industry relative to biodiversity conservation?

On the eve of the International Year of Biodiversity in 2010, the Union for Ethical BioTrade* asked Ipsos to conduct the first worldwide study of consumer perceptions of biodiversity. That study was conducted in February 2009 and involved 4000 consumers in 4 countries (France, Germany, the UK and the USA).

Study results show that more than 1 out of 2 people say they have heard of biodiversity. They also show the need for Cosmetics brands that emphasize a 'natural' message to provide proof of their ethical sourcing of the biodiversity in order to meet consumer expectations and inform people concerning this emerging trend. 85% of study respondents said they wanted to know more about how companies in the cosmetics sector source their natural ingredients.

All of the results of this study will be presented by Ipsos and the Union for Ethical BioTrade on April 24, 2009 in Munich during an international conference organized by Union for Ethical BioTrade, dedicated to the Cosmetics industry: "The Beauty of Sourcing with Respect". This important conference will also report on the status of negotiations on access and benefit sharing (ABS) within the framework of the Convention on Biological Diversity and the major challenges they may pose for the Cosmetics industry with respect to the sourcing of natural ingredients. For additional information, please contact pr@ethicalbiotrade.org or visit the Union's website: www.ethicalbiotrade.org.

*The Union for Ethical BioTrade is a non-profit association that promotes the 'Sourcing with Respect' of ingredients derived from native biodiversity. Its members are committed to gradually ensure that their sourcing practices promote biodiversity conservation, respect traditional knowledge, and ensure an equitable sharing of benefits along the supply chains, all the way to the producers

Ipsos Marketing, Trend & Insights Department, April 2009.

Union for Ethical BioTrade, April 2009.