



SUPERGA BEAUTY

Supplying beauty

“Zero Carbon” the complete offer from Superga Beauty

THE LEITMOTIV AT SUPERGA BEAUTY: TO OFFER BRANDS INNOVATIVE AND SUSTAINABLE SOLUTIONS.

Faced with the ecological emergency and increased pressure on resources, the beauty industry is committed to reducing the environmental footprint of its products.

For several months now, the Superga Beauty teams, a subsidiary of the Superga Invest Group, have been working on eco-design with a view to reducing carbon emissions. Environmentally friendly actions are deeply rooted in the company's policy.

"After launching a plastic-free collection, we want to provide our customers with a complete carbon-free offer, including environmental and social value creation. We rely on a method that is 100% transparent and controlled. Indeed, our priority is to accompany our customers in their environmental approach. Let's change our trajectory together towards a regenerative economy," said **Leslie BRÉAU MENIGER**, President of Superga Beauty.

In 2020, Superga Beauty first intensified its CSR approach via GOGREEN, the first eco-design tool dedicated to the promotion and gift business. Developed for brands, this exclusive tool, created for Superga Beauty by the QUANTIS group, an expert in environmental strategy, makes it possible to evaluate the carbon impact and water consumption of each product manufacturing campaign (kit, bag, accessory), throughout its entire life cycle. More than 200 materials have been listed, as well as 40 transformation processes and 20 decoration processes.



WHAT IS ZERO CARBON ?

The **carbon footprint** of a product represents the quantity of greenhouse gases (GHG) induced by it from its manufacture to its destruction. In concrete terms, every production process results in carbon emissions. Thus, to reach ZERO CARBON, we must **balance** what has been emitted with a reduction of the same volume of greenhouse gases elsewhere on the planet.

This is the principle of compensation.



SUPERGA BEAUTY

Supplying beauty

“Zero Carbon” the complete offer from Superga Beauty

TODAY, A UNIQUE AND RELIABLE METHOD EXISTS FOR AN EXCLUSIVE ZERO CARBON COLLECTION

Superga Beauty has created a **zero-carbon bag** collection, a major innovation to accompany its customers in their transition to a low-carbon society. Thanks to a unique method that allows to reliably **measure, reduce and compensate** the life cycle of products, Superga Beauty will go even further and unveil a special collection in June 2021: **THE CELLULOSE FIBRE**

Our teams have worked on all stages of the life cycle to reduce product carbon footprints as much as possible, focusing on:

- **The Material** : after analysis of more than 200 materials, cellulose was found to be the least energy consuming.
- **Decoration** : no zippers, no metal, simple lamination and water-based printing.
- **Packaging** : no individual polybags, replaced by glassine paper.
- **Shipping** : choosing to ship by train, which is even more environmentally friendly than by boat.
- **End of life** : the handles are easily separable to facilitate the recycling of materials.

Thanks to these studies, this exclusive collection has a **35% reduction in carbon impact**. Whatever could not be reduced has been fully compensated.

As part of this collection, Superga Beauty is offsetting its carbon emissions by participating in a project proposed by *ClimateSeed**: the production of electricity from renewable energy sources in Bangladesh.



**Launched in November 2018 alongside Nobel Peace Prize winner Professor Yunus, ClimateSeed is a social business that provides innovative tools for contributing to emission reduction projects. ClimateSeed puts ethics at the heart of its work and identity*

ABOUT SUPERGA BEAUTY

Superga Beauty, a beauty supplier and subsidiary of the Superga Invest Group, serves beauty brands through three distinct divisions: **Subcontracting** (manufacturing, care & fragrances, filling, packaging, copacking), **Promotion & Retail** (design and manufacturing of packaging, bags, brushes and applicators), **Full Service** (shaping, white labels, Full Buy). Owner of 6 industrial sites based in Hauts-de-France and with a team of 500 employees spread over 3 continents, the Superga Invest group today represents a turnover of 110 M€ with 1000 employees.

SUPERGA BEAUTY INDUSTRIE | SUPERGA BEAUTY PROMOTION & PACKAGING | SUPERGA BEAUTY FULL SERVICE

www.supergabeauty.com

Superga Beauty Press Relations - Nataly JOUBERT

Tel : +33 (0)6 09 42 25 94 - nataly.joubert@gmail.com - Photos upon request