

– Vegan, organic and natural

This podcast is presented by Boticário Group.

P: Hello, everyone! We are here today with Claudia Kremer, regulatory affairs specialist at Boticário Group, and we are going to talk a little about the difference between organic, vegan and natural products. These concepts are quite confusing in our consumers' minds. So, here we will learn something about them, explain the differences between products and concepts... Claudia, thank you once again for being with us today. I would like to start asking you about the difference between these products. What is the difference between organic, vegan and natural products?

C: Okay. Thanks for your invitation! I think this is the main question we have here on this subject, right? What is the conceptual difference between these products? So, I'm going to start by talking about vegan products, about the definition we have for vegan products today.

Vegan cosmetics are those without any raw materials of animal origin or animal testing. This is basically the general concept of vegan. Now, as for natural products, they are those cosmetics that have, at least the most part of them, ingredients of plant origin or biotechnological ingredients, which are those that have natural origin and are synthesized, or also mineral ingredients. In these products we can also find some type of animal ingredient. In Boticário Group we do not use it, but it can be found in others.

As for organic cosmetics, they are those that contain ingredients of certified organic origin in their formulation. So, we have the traceability of some ingredients present in this cosmetic, a certified traceability.

P: That's interesting, Claudia. And how can our consumers identify these products in stores, on the shelves? How can we look at them and know the difference when we are buying them?

C: You can mainly find this kind of information on the product label, or on the companies' website. But, at first glance, the information is on the

product label, whether through a seal or a certification, which is the case of the Ecocert organic seal that certifies an organic product, or with clear information from the manufacturer, or the percentage of natural ingredients, or saying it's a vegan product. This information can be described on the label or in the form of certification seals on the front or on the back of the product.

P: Okay. And at Boticário Group, do we have any examples, Claudia, of the brands that make up the entire Boticário Group network? Can you give us some examples?

C: Yes, we have several examples within the Group. A strong example is Nativa SPA Orgânico, a specific line of certified organic products. This line has lotion, shampoo and conditioner, all of them with an Ecocert organic seal.

We also have a line from the Eudora brand that forms the definition of natural cosmetics. So, we have a whole line in which consumers find information about natural ingredients, the percentage of natural ingredients contained in the product. We also work with the Vult line, with several vegan products that are available to consumers.

P: It is an extensive portfolio, right? Boticário Group has been working for many years to raise awareness of how to have a broad portfolio that includes vegan, organic and natural products. Cool.

C: Exactly, here I brought only some examples, but we have many more examples in the Group, there are some specific ones here, but the Group works very hard to bring these differentiated products with all these benefits to the consumer.

P: That's nice, Claudia. I have other questions: After all, what do these products offer as differentiator? Why should we choose one of these products? What is special about them when compared to other products on the market?

C: See, these products, Paloma, they don't bring any difference in terms of efficacy and safety, they are similar to those conventional products we find on the market. The nice difference we have here is that these products raise awareness among the population concerning the environmental issue, conscious use, and a commitment to sustainability and the environment. It doesn't make a difference in the results delivered, because it really delivers all the benefits that conventional products do, but it has an additional issue concerning sustainability and the environment.

P: That's cool, Claudia, and it has everything to do with the Transparent Beauty movement, doesn't it?

C: Exactly.

P: This movement has been working on conscious consumption, our social and environmental responsibility, and responsible success. That's pretty good! And then, there is another question here related to the environmental benefits of these products that are closely linked to our concern, our social and environmental responsibility. Tell me something. We are saying that these products have the same characteristics and offer the same things as conventional products, in addition to adding value of these environmental benefits, right? Tell me a little bit about it, what are these benefits, Claudia?

C: This is really nice! When we use, for example, a vegan cosmetic, we are talking about protecting animals, without sacrifice or animal suffering. So, we bring up animal rights, ethics, and we even talk about not using the by-products of these processes, those of the animal's metabolism.

Honey, for example: we are really talking about the animal cause, and not using anything that comes from animals, and having an ethical use of the raw materials we put in our product. Now, when we talk about natural cosmetics, we are talking about raw materials that are from renewable and biodegradable sources, so the use of these raw materials really brings environmental benefits to this product.

As for organic cosmetics, when we use them, we indirectly promote the use of organic agriculture. We respect biodiversity, use natural resources with responsibility, respecting the environment, integrating the development of the concept of green chemistry. A concept that has been discussed on the market today, about products that really contain the greatest possible quantity of natural and organic raw materials.

So, it means we actually generate less ecotoxicity during the manufacture of products, that is, we reduce all forms of contamination, which may result from agricultural practices, to a minimum, whether in the soil, water or air. We talk about this raw material, which really generates lower ecotoxicity.

We also have waste reduction, because we are able to recycle waste of organic origin. We cause less impact on land use, so we maintain or increase soil fertility in the long term. And we have many positive social impacts here, respecting the cultural integrity of rural communities, the integrity of the forests, and we maintain this ecological biodiversity of water resources.

We could spend several hours here talking about so many benefits these products have, but basically, in general, these are the benefits that we deliver when we offer this type of product to the consumer.

P: That's nice, Claudia. In other words, it is really a conscious consumption and also benefits nature and society. How cool! I didn't know about all these differences. I think now it will be much clearer for everyone who will listen to us. These differences, the benefits that these products bring not only to consumers, skin, hair, self-care, but also brings benefits to nature, right? Everyone benefits from using these products, right?

C: That's it.

P: Thank you, Claudia, for your time, thank you for clarifying all our doubts, demystifying many concepts. See you again on the next podcast. Thanks!

C: Thank you.

You listened to: Transparent Beauty podcast from Boticário Group.