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00:00:04,590 --> 00:00:11,760

Sustainability unwrapped a conversational podcast about responsibility, ethics, inequalities,

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00:00:11,760 --> 00:00:22,320

climate change and other challenges of our times where science needs practise to think about awards and how to make our society more sustainable.

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00:00:22,320 --> 00:00:35,000

One forecast at a time. Recently, the North American edition of the Sustainable Cosmetics Summit took place,

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00:00:35,000 --> 00:00:45,830

the summit began in 2009 and since then has been hosted in the major geographic regions of the world organised by eco intelligence,

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00:00:45,830 --> 00:00:48,320

formerly organic matter.

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00:00:48,320 --> 00:01:00,050

The aim of the summit is to encourage sustainability in the beauty industry by bringing together key stakeholders and debating major industry issues.

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00:01:00,050 --> 00:01:04,760

The prior European edition discussing the sustainability implications of the

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00:01:04,760 --> 00:01:14,290

covid-19 pandemic on the beauty industry was held online last November 2020.

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00:01:14,290 --> 00:01:18,550

According to the Finnish cosmetic and hygiene industry,

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00:01:18,550 --> 00:01:30,640

our continent is the leading market for the cosmetics and personal care industry, with a share of about 80 billion euros.

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00:01:30,640 --> 00:01:36,220

It employs directly about one hundred fifty thousand employees, but indirectly,

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00:01:36,220 --> 00:01:44,530

with the inclusion of suppliers and other sources, the total is about one point five million employees.

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00:01:44,530 --> 00:01:53,660

It is a research based industry relying on the investigation of about 26000 scientists.

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00:01:53,660 --> 00:01:54,530

In general,

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00:01:54,530 --> 00:02:07,260

Europe offers great opportunities for natural cosmetics market players due to the EU's ban on one thousand three hundred chemicals in cosmetics alone.

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00:02:07,260 --> 00:02:13,700

Enforcement of strict laws that require manufacturers to prove product safety

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00:02:13,700 --> 00:02:20,930

has resulted in increased production of natural cosmetics within the region.

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00:02:20,930 --> 00:02:28,400

Forty five years ago, well known organic brands, the Body Shop and losartan were founded,

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00:02:28,400 --> 00:02:36,320

they were considered groundbreakers then aiming to stand beside cosmetic giants such as Elizabeth Arden,

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00:02:36,320 --> 00:02:48,660

Shiseido Hills, to name a few brands that have been around since the eighteen hundreds and still continue to exist today.

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00:02:48,660 --> 00:02:53,130

And yes, from then on, numerous newcomers have taken the limelight,

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00:02:53,130 --> 00:03:07,980

literally sprouting everywhere under the banner of natural cosmetics products dubbed as kind to Mother Earth for today's podcast,

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00:03:07,980 --> 00:03:13,980

Cosmetic World Sustainability and Beauty, Beauty and Sustainability.

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00:03:13,980 --> 00:03:21,150

We have two women representing the natural cosmetics industry in Finland to share

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00:03:21,150 --> 00:03:27,240

their knowledge of the business sector and their vision of a sustainable world.

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00:03:27,240 --> 00:03:41,160

Today, we welcome Emily Writing and the marketing manager of Nailbiter and Adam Becky Taylor, founder and CEO of In-Q-Tel International.

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00:03:41,160 --> 00:03:45,600

Hello, everyone, and thank you for the invitation.

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00:03:45,600 --> 00:03:48,390

I'm super excited to be here.

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00:03:48,390 --> 00:03:59,790

I am Emily Lifestream, marketing manager for Narisetti Cosmetics, a fast growing Finnish cosmetics developer and manufacturer established in 2012.

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00:03:59,790 --> 00:04:06,210

By Unmilitary, we specialise in natural cosmetics suitable for sensitive skin.

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00:04:06,210 --> 00:04:15,570

Our brand portfolio is very comprehensive and includes skincare brands sold by beauty professionals in salons as well as in pharmacies,

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00:04:15,570 --> 00:04:27,840

department stores and other online retailers. Novita brands include Eco Pharma, Orthopaedic, Motomura, Variety and Pure Beauty, just to name a few.

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00:04:27,840 --> 00:04:34,320

And then, in addition to our own brands, we also engage in private label activities.

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00:04:34,320 --> 00:04:39,870

I would say that one of the main strengths is in our own in-house product development team.

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00:04:39,870 --> 00:04:48,720

This gives us total control of the ingredients we produce and purchase, as well as the freedom to be innovative with our product formulation.

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00:04:48,720 --> 00:04:58,530

So everything from product development to production, storage and shipment takes place in our own production facility in Helsinki today.

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00:04:58,530 --> 00:05:09,380

We employ over twenty nine people with a turnover of five point seven million euros in 2010.

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00:05:09,380 --> 00:05:13,430

Hello, everybody, my name is I am with Ken Taylor,

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00:05:13,430 --> 00:05:22,770

I am the founder and the owner of In-Q-Tel Organics and also in traditional African therapeutic massage.

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00:05:22,770 --> 00:05:29,780

I'm originally from Ghana and then moved to Finland in 2005.

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00:05:29,780 --> 00:05:40,910

And around 2007, I had the chance to register my business and my business was born.

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00:05:40,910 --> 00:05:50,270

I am a trained automobile engineer. I had the opportunity to work with multi national companies that employed me

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00:05:50,270 --> 00:05:56,690

and gave me life skills to run my own business in a foreign land like Finland.

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00:05:56,690 --> 00:06:04,790

And as we all know, my company was born when my daughter was born with skin issues.

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00:06:04,790 --> 00:06:17,960

So the product that we produce are for real people who have real skin problems, like sensitive skin acne that our African blood absorbs.

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00:06:17,960 --> 00:06:28,820

We introduce Shibata to the system that you can use Rauschenberger to heal eczema, atopic and Ozcan problems.

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00:06:28,820 --> 00:06:39,680

We also engage in hair care products for people of colour, as well as people who have issues with this scalp in Kyoto.

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00:06:39,680 --> 00:06:42,170

When it started back in 2007,

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00:06:42,170 --> 00:06:55,070

I remember when I started because my background was I also grew up with a father whose father or grandfather who was a herbalist.

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00:06:55,070 --> 00:06:58,940

So I had a lot of knowledge in her hips as well.

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00:06:58,940 --> 00:07:01,280

And when I came to Finland,

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00:07:01,280 --> 00:07:14,210

I taught the Chinese from their little knowledge that I have with also the training or the training certificates as I have as automobile engineer.

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00:07:14,210 --> 00:07:21,540

I go to the Finnish forest and I pick herbs and create products with the natural,

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00:07:21,540 --> 00:07:30,140

organic and raw materials that I import from my home country, Ghana and Africa as a whole.

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00:07:30,140 --> 00:07:46,400

So the first products that we I remember I introduced was something to do with the blueberry ice cream that was back in two thousand nine.

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00:07:46,400 --> 00:08:03,840

And it was something that wasn't made in Finland, and I also remember when I went into the I had the opportunity to be enlisted in an organic.

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00:08:03,840 --> 00:08:17,550

Shops and was packaging my my share, but not in something that is called colobus and the Finnish system, people didn't know what colour was this?

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00:08:17,550 --> 00:08:21,750

Calabashes just look like a watermelon, which was so beautiful.

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00:08:21,750 --> 00:08:30,090

But because it was organic stuff, the lead was inclusive, like tightly.

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00:08:30,090 --> 00:08:37,530

So it raised concerns. People thought that all the products might get contaminated and stuff like that.

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00:08:37,530 --> 00:08:43,770

So we we have to listen to the voice of the people and we stop in the way to cut.

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00:08:43,770 --> 00:08:55,870

A long story short, as I said, we produce for real people with real skin problems so that those people can embrace the skin.

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00:08:55,870 --> 00:09:02,410

And also, you know, have the confidence in in in their daily lives,

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00:09:02,410 --> 00:09:09,310

because most of these people who have skin problems sometimes have this issue of self-confidence,

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00:09:09,310 --> 00:09:18,880

you know, so, yeah, we also empower women through our skin care from my home country.

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00:09:18,880 --> 00:09:26,500

So these women are the people that we know and they make their raw materials for us.

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00:09:26,500 --> 00:09:33,160

And we believe that products that have that are spiritually, economically,

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00:09:33,160 --> 00:09:43,600

culturally and environmentally sustainable are the kind of products that we incorporate in our formulation.

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00:09:43,600 --> 00:09:48,970

And as Emily said. Oh, so to say that to repeat that,

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00:09:48,970 --> 00:10:03,740

we also do our research and development and we produce uncropped every product that we put out there and we make sure that quality is not compromised.

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00:10:03,740 --> 00:10:16,180

All right. Well, thank you so much. You know, it's really, as it says on your website, the skin care with an African touch.

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00:10:16,180 --> 00:10:19,180

Very exotic, very appealing.

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00:10:19,180 --> 00:10:30,850

And and by the way, what does In-Q-Tel mean in your language in Kyoto is one of the main names or a little Cordelia's for.

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00:10:30,850 --> 00:10:42,310

But OK, here. But I'm right cause because I mean, my main one of my main ingredients here, shibata that.

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00:10:42,310 --> 00:10:47,140

So I decided to call it here later. OK, yes, very good.

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00:10:47,140 --> 00:10:56,260

So at least we know one guy in a word. Yes. I'm sure Emily is going to be talking about their raw materials in a short while.

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00:10:56,260 --> 00:11:03,700

But just going back to the idea of shopping, OK, out of sheer curiosity,

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00:11:03,700 --> 00:11:13,450

I checked the number of natural cosmetic and personal care items on sale in some of the beauty shops downtown.

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00:11:13,450 --> 00:11:20,780

And could you give me a guess of how many products are on sale?

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00:11:20,780 --> 00:11:28,420

Oh. It's quite a lot must be well over thousands.

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00:11:28,420 --> 00:11:32,200

Yes, thousands. Several thousand. Yeah. Yeah.

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00:11:32,200 --> 00:11:42,700

All right. Well, you know, the death of family added, oh, if I had lawn have about over 30,

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00:11:42,700 --> 00:11:53,620

then people like Emily and Luminaires and all these other flow Francina,

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00:11:53,620 --> 00:12:02,260

I think for the ones we know and internationally, I think it would be well over two thousand if I'm not.

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00:12:02,260 --> 00:12:14,140

Yes. Well, my investigation proved that one well known very well don't shop downtown had forty five items and another.

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00:12:14,140 --> 00:12:26,380

Three thousand fifteen natural beauty products in just one store, three thousand and fifteen.

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00:12:26,380 --> 00:12:36,190

I'm not surprised. Oh, well, but that can make decision making rather difficult, especially one is on a tight budget.

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00:12:36,190 --> 00:12:41,260



You know that moment, Emily? Yes. Think about it.

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00:12:41,260 --> 00:12:44,950

Just how many products you use in the morning.

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00:12:44,950 --> 00:12:55,360

Several cosmetic products from your toothpaste to your deodorant, shampoo and conditioner you use or if you use makeup products.

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00:12:55,360 --> 00:13:04,800

So it's really important to be aware of what products you use and the impact that it has on.

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00:13:04,800 --> 00:13:09,660

Your environment and your skin. All right, you.

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00:13:09,660 --> 00:13:12,070

I have no doubt about that.

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00:13:12,070 --> 00:13:22,170

However, it used to be that, you know, buying all these toiletries, makeup and perfume, they were simply a matter of personal taste.

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00:13:22,170 --> 00:13:27,480

And we bought them because we needed some or because we liked them.

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00:13:27,480 --> 00:13:36,690

So, well, thankfully, there's been a change now because nowadays we are more conscious as consumers,

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00:13:36,690 --> 00:13:41,820

or at least in the process of becoming more conscious and consistent,

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00:13:41,820 --> 00:13:49,650

we buy because we know what is better for us, for the greater humanity and for our planet.

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00:13:49,650 --> 00:14:01,960

So hopefully, listening to both of you today, you can shed more light on how to choose wisely amongst a variety of products.

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00:14:01,960 --> 00:14:08,710

Could each one of you now tell us a little bit about your cosmetic production, like the choice of raw materials,

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00:14:08,710 --> 00:14:19,780

like Antonet mentioned a while ago, certification and packaging, for example, our products derived their strength from finished,

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00:14:19,780 --> 00:14:26,350

locally sourced and then also forest grown berries and plants for its own ingredients

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00:14:26,350 --> 00:14:32,020

are particularly sustainable as they don't require additional watering compared to,

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00:14:32,020 --> 00:14:39,640

let's say, farmed ingredients. In addition to being particularly high in important vitamins and antioxidants,

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00:14:39,640 --> 00:14:47,860

they are sustainably harvested and the transportation to our production facilities in Helsinki is reasonably short.

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00:14:47,860 --> 00:14:55,210

So by utilising Finnish raw materials in our products, we also support other local businesses, which is important.

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00:14:55,210 --> 00:15:02,350

We also use some raw materials from abroad, as do most, in order to be as sustainable as possible.

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00:15:02,350 --> 00:15:09,850

We only use the highest quality ingredients with a I would call it less is more when you're thinking a

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00:15:09,850 --> 00:15:17,500

perfect example of this would be our skin care and skin care brand called pure beauty with its natural oils.

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00:15:17,500 --> 00:15:22,270

Oregano is one of our best sellers containing only two main ingredients.

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00:15:22,270 --> 00:15:27,190

So we have called the premium oregano and then vitamin E to preserve the product.

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00:15:27,190 --> 00:15:42,290

That's it's. Wow, amazing. Well, when it comes to encounter raw materials and sustainability, sustainability, actually, for us,

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00:15:42,290 --> 00:15:51,740

it has been the call or the genesis of our brand and I don't know if I mentioned it earlier on.

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00:15:51,740 --> 00:15:57,140

I grew up from this kind of sustainability environment.

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00:15:57,140 --> 00:16:01,430

Natural is not new for me. Organic is not new for me.

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00:16:01,430 --> 00:16:05,330

And sustainability is not something that is new.

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00:16:05,330 --> 00:16:15,080

And also, we when we started as a business, we wanted to give back to the people that make our raw materials,

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00:16:15,080 --> 00:16:19,700

which are mostly women and widows and orphans.

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00:16:19,700 --> 00:16:32,690

And as I mentioned, they are people that we know our raw materials made that we can also have this traceability of the some of the raw material.

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00:16:32,690 --> 00:16:43,130

And we try so much to source products that are biodegradable.

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00:16:43,130 --> 00:16:46,670

So the product that we formulate,

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00:16:46,670 --> 00:16:58,760

the product that we put to our customers are things that something in that product is is made by somebody that we know.

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00:16:58,760 --> 00:17:13,410

We try to me personally, maybe that is also influencing the way I formulate is I am very lazy, so I always want to use minimal skincare.

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00:17:13,410 --> 00:17:21,860

Yes, you know, I can't see myself putting layers upon layers upon layers of skin.

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00:17:21,860 --> 00:17:28,520

Go on. Yes, I. I clean. I don't I moisturise and that's it.

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00:17:28,520 --> 00:17:34,400

You know, use our tips when they are necessary. And I also want to.

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00:17:34,400 --> 00:17:45,320

What is it called. I would love to grow gracefully so I try to use a minimum skincare as possible.

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00:17:45,320 --> 00:17:53,960

And when it's, it's not about the the final products.

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00:17:53,960 --> 00:18:02,480

Our consumers have the power now and they can read the ingredients and then they can question us.

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00:18:02,480 --> 00:18:07,940

We the producers. Hey, what this ingredient how is it sourced.

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00:18:07,940 --> 00:18:20,960

You know, is it is it's something that it's made by children, children involved, like some of the cocoa from my country.

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00:18:20,960 --> 00:18:33,020

We knew that some of the cocoa butter and the chocolate, you know, being the children are being what is the right word to use child labour,

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00:18:33,020 --> 00:18:41,480

you know, and even the Mitka that we used, I have fallen victim to I don't want you to use the word victim.

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00:18:41,480 --> 00:18:42,500

I could say that.

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00:18:42,500 --> 00:18:54,020

I must say at a point I'm guilty because sustainable sourcing or raw material, when I knew that I take my car is the same that you use your makeup.

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00:18:54,020 --> 00:19:07,380

So you should be OK. Until I knew that my car was being mined by children in Pakistan and India, I got chills and I was like, Oh.

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00:19:07,380 --> 00:19:13,550

Do I really want to use this and is there any other alternatives?

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00:19:13,550 --> 00:19:18,480

So, yes, it's it's sustainability. It's a long way.

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00:19:18,480 --> 00:19:22,920

It's it's not like a one size fits all thing.

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00:19:22,920 --> 00:19:37,380

But we are working so hard in In-Q-Tel. That is why everything that we make that are handcrafted, we try we try to use biodegradable.

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00:19:37,380 --> 00:19:44,710

That is good for the environment, that is good for the producers and then also good for the end user.

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00:19:44,710 --> 00:19:51,730

So it becomes a win win situation for all the cycle that we try to work with.

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00:19:51,730 --> 00:20:00,670

OK, lovely. Nothing good about certification. Emily, do you have a say on that?

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00:20:00,670 --> 00:20:08,470

Well, there are a lot of important aspects contributing to the sustainability of the entire production process for consumers.

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00:20:08,470 --> 00:20:16,600

I would say the easiest way to recognise a sustainably produced product is by purchasing certified natural cosmetics.

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00:20:16,600 --> 00:20:21,610

It's also the easiest way to avoid purchasing a greenwashing product.

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00:20:21,610 --> 00:20:30,380

Natural cosmetics takes into consideration the entire lifecycle of the product from the sustainability of the ingredients,

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00:20:30,380 --> 00:20:34,660

as Adam said, to the final product and its packaging.

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00:20:34,660 --> 00:20:43,990

Natural cosmetics typically allow only five percent of synthetic ingredients, whilst the other ninety five percent should be of natural origin.

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00:20:43,990 --> 00:20:51,860

Most of our brands are not certified cosmetics, and if any of your listeners are interested in reading more about this,

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00:20:51,860 --> 00:20:58,690

you can go to see if there is a certificate for finished natural cosmetics.

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00:20:58,690 --> 00:21:04,690

And in short, the certificate prohibits synthetic ingredients that aren't sustainable.

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00:21:04,690 --> 00:21:14,230

The list is quite long. There are petrochemical products, chemical sunscreens, synthetic fragrances and dyes, silicone compounds,

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00:21:14,230 --> 00:21:21,190

etc. But then also the packaging should be recyclable and as environmentally friendly as possible.

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00:21:21,190 --> 00:21:29,920

Yes, that's quite a list. Yes, Adam, you were mentioning about impotence packaging.

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00:21:29,920 --> 00:21:43,150

When it comes to certification, some of our products that we purchase are soil association certified or equal states.

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00:21:43,150 --> 00:21:53,680

But we ourselves, as a brand, it is our calling that we don't have our own.

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00:21:53,680 --> 00:22:04,200

One thing, the reason why it doesn't have its own is that we realise that back in 2006,

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00:22:04,200 --> 00:22:10,540

when we had the trace of starting this, we were interested in eco sets Neutra.

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00:22:10,540 --> 00:22:15,600

We apply to all of them. And then at a point in time we realised that.

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00:22:15,600 --> 00:22:27,350

Presents lots of points, and I'll call names, one of the certification said that, oh, did you do some asset products and plastic?

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00:22:27,350 --> 00:22:35,810

But then later on, we realised that all the products that were being certified were in plastics.

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00:22:35,810 --> 00:22:43,430

And then here is a case different from the producer that someone needs to certify that

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00:22:43,430 --> 00:22:50,490

they are organic and then the producer or the person selling have to be certified.

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00:22:50,490 --> 00:22:56,810

And then, you know, and then you, the the manufacturer also have to certify.

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00:22:56,810 --> 00:23:06,110

So at the end of the chain, by the time your product gets to the consumer, they sell a lot of money and things that have gone.

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00:23:06,110 --> 00:23:16,850

And personally, it's not that I'm against those certification, but the payment is too long and we want it to be,

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00:23:16,850 --> 00:23:25,660

you know, cuts all these in people in between and then be honest and fair to our consumers.

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00:23:25,660 --> 00:23:32,840

Secondly, you know, there are other.

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00:23:32,840 --> 00:23:46,900

Packaging that are coming up like plants sourced, you know, packaging plastic, and from my personal research, it doesn't biodegrade.

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00:23:46,900 --> 00:23:58,780

You know, so it's also the same problem, if that's normal plastic is causing the only thing is that is from the plant source.

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00:23:58,780 --> 00:24:13,030

Yes. So with In-Q-Tel, we use glass, we use biodegradable plastic where it's necessary to use we use also aluminium cans.

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00:24:13,030 --> 00:24:19,420

There was this time that I wanted to put my I have developed some shampoos.

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00:24:19,420 --> 00:24:27,830

I have shampoo bars that are not in bottles, but I also have this HD, this plastic that are recyclable.

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00:24:27,830 --> 00:24:34,690

Thank God for Finland. Thank God for, you know, thank God for, you know, recycled live.

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00:24:34,690 --> 00:24:41,290

But still, there are some that goes astray. Where I come from.

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00:24:41,290 --> 00:24:53,080

I have been particularly particularly interested in this plastic thing, because when it rains, it pours.



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00:24:53,080 --> 00:24:58,090

Yes. And there is always flood destroying farmlands.

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00:24:58,090 --> 00:25:10,300

And then when there is drought, when it's time, when it's sunny, then the dry, the land really dries so that the farmers cannot grow.

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00:25:10,300 --> 00:25:16,120

So which is really affecting the sustainability of the people.

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00:25:16,120 --> 00:25:31,150

That is why we choose to use the glass and not to model the certification and things that are really cycle level that the system can be eco friendly,

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00:25:31,150 --> 00:25:37,420

that we can make it a better place for all of us. Yeah, I'm I'm very glad you actually brought this crop.

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00:25:37,420 --> 00:25:43,870

The thing about certification, the thing about packaging is packaging is that can be very controversial.

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00:25:43,870 --> 00:25:53,610

What about the Navitaire side, since Antonet already described everything related as well to their packaging?

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00:25:53,610 --> 00:25:58,700

Yeah, for us, we also consider when it comes to packaging.

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00:25:58,700 --> 00:26:08,300

Is everything necessary so we try to minimise or alter packaging, but then also it comes down to portfolio managing,

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00:26:08,300 --> 00:26:16,700

so avoiding unnecessary limited edition products and managing the size of our product portfolio and ensuring that what we

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00:26:16,700 --> 00:26:26,270

do have answers to a certain need and and then also using sustainable packaging alternatives such as the SLAPP packaging.

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00:26:26,270 --> 00:26:32,750

Slabach is a Finnish company and packaging innovation aiming to reduce the use of plastic materials.

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00:26:32,750 --> 00:26:39,770

The packaging itself is made from wood components and is completely biodegradable and plastic free.

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00:26:39,770 --> 00:26:49,850

And we were in the first cosmetic producer to use its packaging for natural cosmetics, believe, two or three years ago now.

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00:26:49,850 --> 00:26:53,810

Very good. Very, very interesting. We'll have to see that in the future.

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00:26:53,810 --> 00:27:07,100

How all these are considered biodegradable packaging actually will reveal the truth about how good they are now moving back to the industry,

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00:27:07,100 --> 00:27:15,560

the male cosmetic market size and its growth has been consistent in the past year.

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00:27:15,560 --> 00:27:21,710

You could really see I mean, your input as products can be both for men and women.

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00:27:21,710 --> 00:27:25,880

And then Navitaire also has a product line for men.

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00:27:25,880 --> 00:27:30,980

However, the beauty industry continues to be dominated by women.

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00:27:30,980 --> 00:27:38,090

Now, from your point of view, do you believe that sustainable choices empower women?

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00:27:38,090 --> 00:27:58,870

I think. It empowers everybody else they want to create, yes, most of the products we manufacture, all we develop for both male and female.

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00:27:58,870 --> 00:28:04,390

You know, there are women who want to grow, you know.

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00:28:04,390 --> 00:28:09,670

Hey, and the man who wants to put on makeup.

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00:28:09,670 --> 00:28:19,420

So we don't really consider this a male dominated or we process the aftershave that we have.

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00:28:19,420 --> 00:28:28,300

Women can use it after shaving their legs or shaving everything when to come back to the.

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00:28:28,300 --> 00:28:44,520

Did I say something that. Anyway, to come back to how this empowers women, yes, women have been at the forefront of all us thinking.

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00:28:44,520 --> 00:28:54,060

Like I said initially, my mother and grandmother are the people who make this thing and introduce it to us.

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00:28:54,060 --> 00:29:03,630

Women have been that the empowering natural skincare, not the Weinzweig set,

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00:29:03,630 --> 00:29:09,930

because I should say that when women make it, the whole family goes for it all.

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00:29:09,930 --> 00:29:15,240

So much has been made by women.

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00:29:15,240 --> 00:29:25,800

If it was ideas has been stolen by men at a point in time, because many years ago women were not allowed to put their faces out there.

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00:29:25,800 --> 00:29:37,620

And if you also look at how the trend is going now, natural skincare or cosmetics are being, you know, in their household is the women who say that,

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00:29:37,620 --> 00:29:47,760

hey, we are going vegan or we are going we are using organic skincare or we are using those products and not the products.

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00:29:47,760 --> 00:30:00,600

So women has been the powerhouse and empowerment, empowering the the sustainability, not the other way around.

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00:30:00,600 --> 00:30:05,700

OK, good. That is that's my my my idea.

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00:30:05,700 --> 00:30:13,380

And also because we believe in the power of women, that is why the women that we work with,

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00:30:13,380 --> 00:30:25,560

we try to empower them economically so that they can really empower the children who are orphans to have education because education is the key.

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00:30:25,560 --> 00:30:29,670

If the household how that's basic education.

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00:30:29,670 --> 00:30:42,060

It goes a long way. And like me, most of the things that I do was for my mother and my grandmother because I was with them all of the time.

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00:30:42,060 --> 00:30:51,870

And they have been and they have been giving me this ideas that sustainability is the best thing to go natural is the best thing to have,

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00:30:51,870 --> 00:30:55,350

and everything organic is the best.

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00:30:55,350 --> 00:31:04,890

I have to say that I agree with a sustainable choices can definitely empower everyone because they directly affect the well-being of our nature.

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00:31:04,890 --> 00:31:10,920

Animals and people for a sustainable choices are empowering as they

often

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00:31:10,920 --> 00:31:15,990

bring much needed transparency of the production process and the ingredients.

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00:31:15,990 --> 00:31:22,860

Then purchasing environmentally friendly cosmetics may also encourage sustainable consumption beyond cosmetics,

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00:31:22,860 --> 00:31:30,520

for example, when it comes to food or clothes, et cetera. When purchasing raw materials from abroad,

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00:31:30,520 --> 00:31:37,150

it's crucial to know the producer and to ensure that the production chain works in a socially responsible way.

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00:31:37,150 --> 00:31:40,630

Of course, this is equally important in Finland.

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00:31:40,630 --> 00:31:47,860

I would again want to highlight just the origin of our brand, Peoria's Beauty, as a great example of this.

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00:31:47,860 --> 00:31:57,010

So the argan kernels that are using our organoid are provided by the Berber women cooperative's from the time in our region in Morocco.

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00:31:57,010 --> 00:32:03,920

The women had sought dry and cracked the Argonauts and then removed the precious Argand kernels.

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00:32:03,920 --> 00:32:09,970

Their work is of particular importance when the highest quality arbitral is produced.

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00:32:09,970 --> 00:32:14,230

So these cooperatives have an extremely important role in improving the social

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00:32:14,230 --> 00:32:19,480

status of the local women and providing work in areas where

traditionally,

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00:32:19,480 --> 00:32:24,940

perhaps it has been difficult for women to find work in these cooperatives that provide

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00:32:24,940 --> 00:32:28,480

us the organic kernels in what is currently about two hundred and fifty women,

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00:32:28,480 --> 00:32:38,320

and they are constantly employing more. I also want to say that at the same time, sustainable choices offer a new business opportunity.

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00:32:38,320 --> 00:32:46,450

As we see in Finland, many new natural beauty brands such as Norway that in fact are founded by women.

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00:32:46,450 --> 00:32:53,530

So perhaps this movement is firstly encouraging women to act in terms of making informed purchases.

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00:32:53,530 --> 00:32:54,280

That's one.

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00:32:54,280 --> 00:33:06,260

But then also driving towards starting new businesses and showing that the way forward is through sustainable innovations and new business practises.

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00:33:06,260 --> 00:33:11,960

Very good. Yeah, and did you want to add something else to that?

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00:33:11,960 --> 00:33:24,500

Yes, knowing the people like Emily say, knowing the people, it's it's a cool thing for us when we we we produce when we are buying.

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00:33:24,500 --> 00:33:32,640

And like she said rightly as well, you know, it's it is an ecosystem.

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00:33:32,640 --> 00:33:46,850

So consumers have the power to read labels to know what where they

want to direct the sustainability, because honestly, it's a broad topic.

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00:33:46,850 --> 00:33:50,630

Yes. You know, it's a very, very broad topic.

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00:33:50,630 --> 00:33:57,560

And no, I don't think any company can be 100 percent, you know, sustainable.

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00:33:57,560 --> 00:34:08,640

But us, we are all trying and doing our best to make sure that the raw material where you are sourcing your raw material are what you are putting on.

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00:34:08,640 --> 00:34:15,560

It's not affecting somebody's pockets or help for your confidence.

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00:34:15,560 --> 00:34:27,350

That is why traceability is very important to the people we work with in Ghana and in Uganda and also in in and in Morocco.

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00:34:27,350 --> 00:34:40,910

These are people that's our hands on, and we make sure that we trade fairly with those people because energy, human beings are energy.

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00:34:40,910 --> 00:34:47,810

When somebody I come from a spiritual world, Africa is very spiritual.

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00:34:47,810 --> 00:34:59,690

So when somebody is producing, if the farmer who is making farming and you go to buy their produce and you just treat them when they go to the farm,

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00:34:59,690 --> 00:35:04,730

they speak to the plants, they speak to the plant.

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00:35:04,730 --> 00:35:08,660

So when they are sharing tears, it goes to the plant.

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00:35:08,660 --> 00:35:18,600

So at the end of the chain. The person who uses it doesn't feel

good, it will feel good.

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00:35:18,600 --> 00:35:26,360

Like on the screen, but energy wise, you don't feel you know.

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00:35:26,360 --> 00:35:30,200

Good. Example, for example,

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00:35:30,200 --> 00:35:41,600

let's deviate from the cosmetics and go to the gadgets that we are using and we all victims because we say that is from blood money,

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00:35:41,600 --> 00:35:51,360

bags of cosmetics, if the children who are making or if children are being used.

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00:35:51,360 --> 00:36:00,000

In order to produce the raw materials that we are buying and this are hungry and full,

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00:36:00,000 --> 00:36:07,290

at the end of the day, it doesn't make a blind cosmetic line sustainable at all.

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00:36:07,290 --> 00:36:14,130

So we should we should make sure that whatever we use or what we are used for.

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00:36:14,130 --> 00:36:27,180

I'm talking in general, not hytten all the time in Quito, Ecuador, because we have we have the power to change things that produces.

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00:36:27,180 --> 00:36:32,850

OK, yes. Wonderful. That was so enlightening.

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00:36:32,850 --> 00:36:37,380

And it just shows us that sustainability is is for everyone.

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00:36:37,380 --> 00:36:46,320

It's a call directed to everyone. Now we're reaching the end of almost the end of our podcast.

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00:36:46,320 --> 00:36:54,300

But since this is a podcast hosted by Hanken, a business school, our listeners are students,

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00:36:54,300 --> 00:37:01,950

staff and other stakeholders would certainly want to hear about her company's narrative toward sustainability.

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00:37:01,950 --> 00:37:04,590

You've mentioned highlights of it,

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00:37:04,590 --> 00:37:12,630

but but maybe talk a little bit more about what have been your challenges and successes in getting partners, for example.

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00:37:12,630 --> 00:37:17,490

And then you've talked a lot about hands on about traceability. That's really good.

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00:37:17,490 --> 00:37:22,830

What about marketing your ideas or really just trying to maintain your companies?

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00:37:22,830 --> 00:37:27,150

Because there's a lot of competition out there.

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00:37:27,150 --> 00:37:30,120

How does the future look like as well?

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00:37:30,120 --> 00:37:40,770

Yeah, in the beginning of our journey, we worked with a much smaller portfolio of ingredients and also the packaging materials that met our standards.

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00:37:40,770 --> 00:37:46,110

And this made the product development process more challenging.

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00:37:46,110 --> 00:37:54,200

Also, the market for natural cosmetics was significantly smaller back then with the limited availability.

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00:37:54,200 --> 00:37:59,540

Our product formulations are incredibly well developed with science

backed ingredients,

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00:37:59,540 --> 00:38:06,830

and they've been developing very quickly to create the best user experience possible,

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00:38:06,830 --> 00:38:12,920

the effectiveness of the products has without doubt being key to winning over sceptic consumers,

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00:38:12,920 --> 00:38:19,550

doubting if natural cosmetics is as good or as effective as traditional alternatives.

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00:38:19,550 --> 00:38:29,210

Today, natural cosmetics has evolved to become a global movement way beyond the temporary trend embraced by a wide range of customers.

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00:38:29,210 --> 00:38:36,230

Getting partners and marketing our brands has been relatively easy for us, but it's never easy.

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00:38:36,230 --> 00:38:45,140

But as Finnish customers are happy to support local brands with sustainable values, and particularly when you are transparent,

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00:38:45,140 --> 00:38:53,330

for example, out of our pharmacy brand, we've opened the entire ingredients list that we use.

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00:38:53,330 --> 00:38:56,240

So in alphabetical order,

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00:38:56,240 --> 00:39:05,600

every single ingredient that we use because the customers are interested and they deserve to know what the ingredients are and the products.

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00:39:05,600 --> 00:39:11,990

But customers also associate Finnish made products with high quality, purity and great design.

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00:39:11,990 --> 00:39:21,050

In general, Finnish cosmetics is of great quality, and customers often find Finnish friends to be as good or even better than some

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00:39:21,050 --> 00:39:26,090

other international brands historically known for their high quality cosmetics.

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00:39:26,090 --> 00:39:33,350

But with that said, the competition is tough and it isn't just enough to rely on great ingredients.

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00:39:33,350 --> 00:39:40,490

We always believed in aesthetically pleasing packaging and great branding to give us that competitive edge.

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00:39:40,490 --> 00:39:48,380

It's also important to be transparent and let your customers know what you do day to day to be sustainable where you are.

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00:39:48,380 --> 00:40:04,350

Yes, Heddon marketing and partnership hasn't been easy, but it has been easy in the way we first got into major retailers.

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00:40:04,350 --> 00:40:16,670

So that's back in 2018. And of course that time away, you know, fresh and the the concept of natural skincare was big in Finland.

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00:40:16,670 --> 00:40:23,990

So it was easy. We've made it into a big chain store as well.

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00:40:23,990 --> 00:40:29,870

So we are very, very pleased with that.

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00:40:29,870 --> 00:40:35,510

And we try as much as possible to minimise the kind of products,

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00:40:35,510 --> 00:40:48,350

raw materials that we use so that it's easier for the end user to to use it without any sensitive ness of the skin.

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00:40:48,350 --> 00:40:54,890

And our products are also developed in use in the way that a day old baby can use our product.

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00:40:54,890 --> 00:41:12,020

So this is how how much we have safe with softness of our product or how much we've put into developing things that are good for people who are very,

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00:41:12,020 --> 00:41:20,150

very sensitive skin. So, yes, marketing, we have been in fair trade fairs and other places just to market.

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00:41:20,150 --> 00:41:33,440

And in Finland, it's quite good that the system also, if you do it once, if you know what you are doing, if you if you register in the right places,

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00:41:33,440 --> 00:41:42,320

then the rest is your pocket and, you know, and how much you put out there for people to trust and believe.

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00:41:42,320 --> 00:41:52,640

Yes, it's true. Finland is a small market, but we try to also expand by the people here, trust the local brands.

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00:41:52,640 --> 00:41:57,380

And they have been very supportive from from day one when Kyoto started.

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00:41:57,380 --> 00:42:05,150

So thank you to our listeners. Thank you for for the love and the support that you are putting in our lives.

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00:42:05,150 --> 00:42:10,670

That's everything that we do goes a long way to help people who are in need.

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00:42:10,670 --> 00:42:14,960

Yes. In other parts of the world. Yes, very good, actually.

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00:42:14,960 --> 00:42:20,810

Well, just summing up, I mean, to mention the idea of how does the future look like,

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00:42:20,810 --> 00:42:31,170

Emily, you mentioned earlier something about like education in relation to your company.

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00:42:31,170 --> 00:42:38,130

Yeah, we are actively working with cosmetology students, almost finished cosmetology schools,

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00:42:38,130 --> 00:42:42,960

because we believe that the key towards change is education.

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00:42:42,960 --> 00:42:49,410

We provide them with the equal pharma products that and tools that they need to complete their education.

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00:42:49,410 --> 00:42:55,170

And in addition to this, we also actively engage in the education of the students.

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00:42:55,170 --> 00:43:00,030

This plays an important part in instilling sustainable values and also educating

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00:43:00,030 --> 00:43:05,370

on the importance of natural cosmetics and sustainable business practises.

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00:43:05,370 --> 00:43:14,410

After graduation. Students are signing salons and cleaning of their own after partner up with us later on.

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00:43:14,410 --> 00:43:19,690

It's important for Navidad to continue training students as well as professionals working

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00:43:19,690 --> 00:43:24,820

within the industry as change towards a more sustainable future is a team effort.

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00:43:24,820 --> 00:43:40,390

Without a doubt. Well, my dear ladies, we could go on for hours because this is such you're giving us such enlightening information.

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00:43:40,390 --> 00:43:48,280

There is a lot to think about because cosmetic and personal care will be needed as long as life exists.

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00:43:48,280 --> 00:44:01,180

And the two of you have brought through this broadcast much food for thought on natural ingredients and local production and sustainable packaging.

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00:44:01,180 --> 00:44:07,390

So much about the traceability that Adam had mentioned, so much about education.

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00:44:07,390 --> 00:44:16,210

It's thinking about the human being as a source and not just as an end end user.

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00:44:16,210 --> 00:44:25,240

The justice there in the work that is appreciated, whether they are orphans who are trying to get those Shia,

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00:44:25,240 --> 00:44:34,450

but through the input code or for example, there may be students who are learning how to use the the all these natural ingredients.

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00:44:34,450 --> 00:44:40,010

This is definitely a call for action. For beauty companies,

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00:44:40,010 --> 00:44:48,950

whether they are the big market players or the thriving companies to be more sustainable and and

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00:44:48,950 --> 00:44:56,710

really overall transparent about what they put into their products and how they produce them.

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00:44:56,710 --> 00:45:04,270

But then again, we are, as you both mentioned, we are all in this together.

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00:45:04,270 --> 00:45:13,360

It's not just them, it's also us. We need to rethink our daily routine and its impact on others and on our world.

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00:45:13,360 --> 00:45:20,290

I have to thank the two of you very much for, as I said, the word enlightening our listeners.

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00:45:20,290 --> 00:45:30,750

I would like to end with a quote from Sir David Attenborough, a famous naturalist and broadcaster.

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00:45:30,750 --> 00:45:38,220

He said, It seems to me that the natural world is the greatest source of excitement,

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00:45:38,220 --> 00:45:45,240

the greatest source of visual beauty, the greatest source of intellectual interest.

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00:45:45,240 --> 00:45:52,680

It is the greatest source of so much in life that makes life worth living.

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00:45:52,680 --> 00:45:57,540

Listening to our two guests this afternoon. It just gives us a feeling.

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00:45:57,540 --> 00:46:03,660

I don't know how it is with you, but give me a feeling that there's life is worth living.

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00:46:03,660 --> 00:46:09,630

There's a future with sustainability and and with beauty all throughout.

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00:46:09,630 --> 00:46:15,210

Thank you. Thank you, thank you, thank you.

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00:46:15,210 --> 00:46:35,400

It's been a pleasure.