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B Beauty: One year on. Twice the size.

The B Corp Beauty Coalition now numbers more than 50 members across 6 continents and is already influencing change in the beauty industry

A year ago today, 26 leading Certified B Corporations from three continents formed a collective action initiative, the [B Corp Beauty Coalition](#), and committed to work together to improve the sustainability standards of the beauty industry. Twelve months later, membership has more than doubled to 53 members from all six continents, with more joining, and the coalition's influence to enable positive change has reached far and wide.

The B Corp Beauty Coalition is composed of members large and small, specialist and generalist, each meeting the rigorous standards of B Corp certification and all volunteering time and expertise for the greater good. An organizational structure including Supervisory Board, Steering Committee, and multiple working groups reflects this broad membership.

The coalition travels under the banner 'B Beauty' – a tangible standard of social and environmental better practice that makes it easier for beauty shoppers to make the right buying decisions. Since launch, the Coalition has been recognized with an [Elle Green Beauty Award](#), its members have been featured in [individual awards](#), [articles](#), [research reports](#), [podcast interviews](#) and [panels](#) worldwide. Chair of the Supervisory Board and Skandinavisk founder, Shaun Russell, wrapped up the year with the opening keynote at the Sustainable Cosmetics Summit in Paris.

In Paris and on the B Corp movement's Medium channel, [B The Change](#), Shaun declared war on 'beauty consumers' by arguing this dated industry definition is counter-productive and should be interpreted not as people who buy beauty products, but as those who actively destroy the beauty of the planet to satisfy their own egos. In its place, he advocated that all beauty companies redefine themselves and their customers as 'beauty citizens', assuming responsibility for the protection of the beauty of nature, and each other, as much as improving their own sense of beauty.

This March, during B Corp Month, the coalition will release the first output of its three sets of working groups; with a 'navigator tool' designed to help beauty companies, and shoppers, make more informed decisions in the areas of ingredient sourcing, responsible packaging, and greener logistics. The tool will be open-source and free to access and will be the coalition's first significant contribution to the beauty industry.















From the spring, the coalition will then focus on the next stage of its vital work; to spark exploration, pioneer innovation and report outcomes on some of the most sensitive challenges of the beauty industry.

To read more about the B Corp Beauty Coalition and its members, please visit: bcorpbeauty.org

For press enquiries: contact@bcorpbeauty.org

B Beauty

B Corp™ Beauty Coalition

SKANDINAVISK	DAVINES GROUP <small>daVINES (cosmetics)</small>	 THE BODY SHOP	prose	 NATURAL IS BETTER <i>Since 1989</i>
茶籽堂 cha tzu tang	 DR. BRONNER'S ALL-ONE!	 RUDOLPH CARE BY ANDREA RUDOLPH	EXPANSCIENCE™ LABORATOIRES	GREENVINES
arbonne.		 HERBATINT™ <small>by ANICA ERBORISTERIA</small>	BEAUTY KITCHEN <small>EFFECTIVE-NATURAL-SUSTAINABLE</small>	MADE FOR LIFE ORGANICS CORNWALL
 BADGER <small>ULTIMATE GOOD</small>	 greencircle salons	MaCher	ONEKA®	DERMO PHYSIOLOGIQUE
 AROMATHERAPY ASSOCIATES LONDON	KOA+ROY™	MELANIN. ESSENTIALS	juliart <small>Once and For All</small> AROMASE <small>by JULIA A. JONES</small>	Lāfe's
 KAFFE BUENO	ethique	NAÏF Good Care	BEAUTYCOUNTER™	INNERSENSE <small>ORGANIC BEAUTY</small>
WELEDA <small>Since 1921</small>	purally <small>POSITIVE URBAN BEAUTY</small>	Captain Blankenship	Great Lengths	bliss™
 Ursa Major	 M·Y·O COSMETIC CASES	 ecoflora CAFFÈ	UPFRONT COSMETICS	BY SARAH™ LONDON
MEDITERRANEA <small>ESSENTIALS</small>	EXPONENT	mayunoWa	ELATE™	APIVITA 
Sprouta	HIGHR <small>EDUCATION SA — LON</small>	EERMENSTATION Co., Ltd. <small>Fermenting a Renewable Society</small>	QUADPACK	THRIVE™ - MARKET -
NOHBO	Jeuneora®	kri <small>skincare</small>	 SPINSTER SISTERS! CO.	alleyoop