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B Beauty Coalition Shares Vision, Elects New Supervisory Board Members

The B Beauty Coalition, a group of Certified B Corporation leaders committed to improving social and environmental standards of the beauty industry, announced its vision for the future at its recent Annual General Meeting.

In a recent address, Jennifer Norman, board member of B Beauty Coalition, shared the organization's ambitious goals and highlighted the importance of collective efforts in achieving these milestones. By the end of 2024, the B Beauty Coalition projects it will secure support from generous companies within its network to fund enhanced operational efficiency, as the coalition aims to have over 100 active beauty companies in its alliance by the year-end.

Beyond 2025, B Beauty Coalition envisions forging partnerships with leading environmental consortiums worldwide, advocating for a global ban on toxic chemicals, developing affordable alternatives to plastic packaging, and celebrating progress in terms of diversity, equity, and inclusion (DEI). These dreams are an integral part of B Beauty Coalition's long-term vision and will be discussed and planned in collaboration with its board members.

As an outcome of the meeting, the B Corp Beauty Coalition elected nine new distinguished members to its supervisory board, joining two sitting board members, further enhancing the coalition's expertise and leadership. The full supervisory board now includes the following leaders:

Jennifer Norman: Founder, The Human Beauty Movement, PBC - United States

Tim Eaves: President & Co-Founder, Quadpack Industries SA - Spain

Joanne Chidley: Founder, Reposit & Beauty Kitchen UK Ltd - Scotland

Melodie Reynolds: Founder & CEO, Eluma Beauty, Inc - Canada

Andrea Chase: Vice President, Corporate Responsibility & Social Impact, Arbonne PBC - United States

Mimi Chien: CSO & Deputy General Manager, MacroHI Co., Ltd. - Taiwan

Emma Olde Bijvank: Global Sr. Manager Sustainability, Rituals Cosmetics Enterprise B.V. - Netherlands

Charmian Love: Global Director of Advocacy, Natura & Co - England

Sonia Ziveri: Chief Sustainability Officer, Davines S.p.A. - Italy

Laura Rudoë: Founder & CEO, Evolve Beauty and Adaptology - England

Stefan Siemer: Head Group Sustainability, Weleda AG - Switzerland

These accomplished individuals bring a wealth of experience and knowledge to the coalition, and their contributions will be invaluable in driving the beauty industry towards sustainability and inclusivity.

Members of the B Beauty Coalition are excited about the opportunities and challenges that lie ahead. The coalition's commitment to sustainability, inclusivity, and collective action will continue to drive positive change in the beauty industry.

ABOUT THE B BEAUTY COALITION

The B Beauty Coalition was founded in 2022 as an alliance of Certified B Corp beauty companies to collectively improve social and environmental standards within the global beauty industry. Beyond B Corp certification standards, B Beauty Coalition members commit to driving regenerative solutions within its industry to reduce waste and increase human health & well-being. Learn more at <https://www.bcorpbeauty.org/>.

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[B Corp Beauty Coalition](https://www.bcorpbeauty.org/)

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