

Climate Change & Environmental Policies

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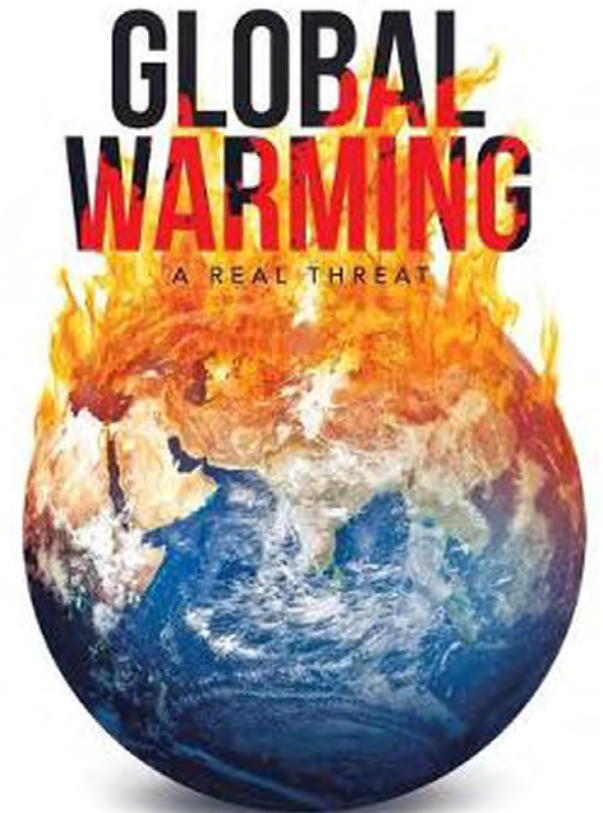
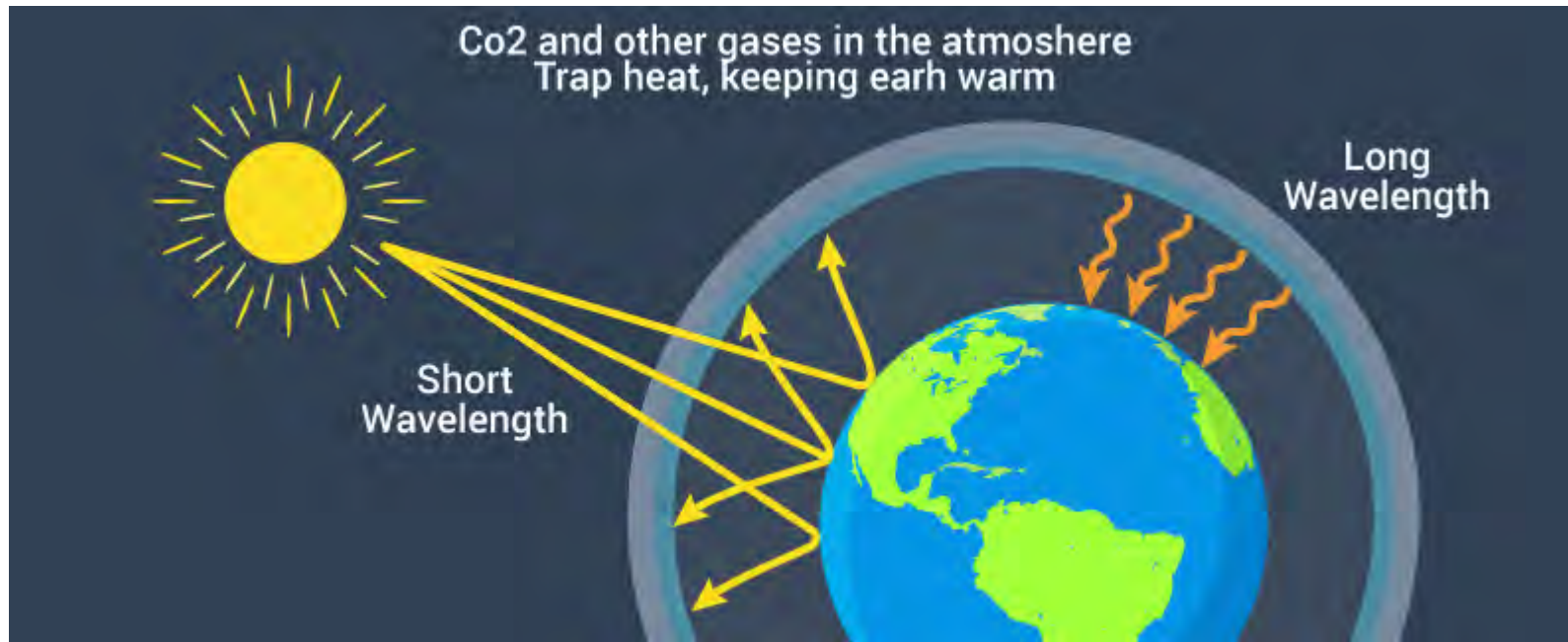
BOTANICA
— NATURAL PRODUCTS —

Climate Change

Human and Environmental Crisis of the 21st Century

“Ongoing trend of changes in the Earth's weather conditions”

- Human activities
- Land transformation



Climate Change Effects



Warmer temperatures



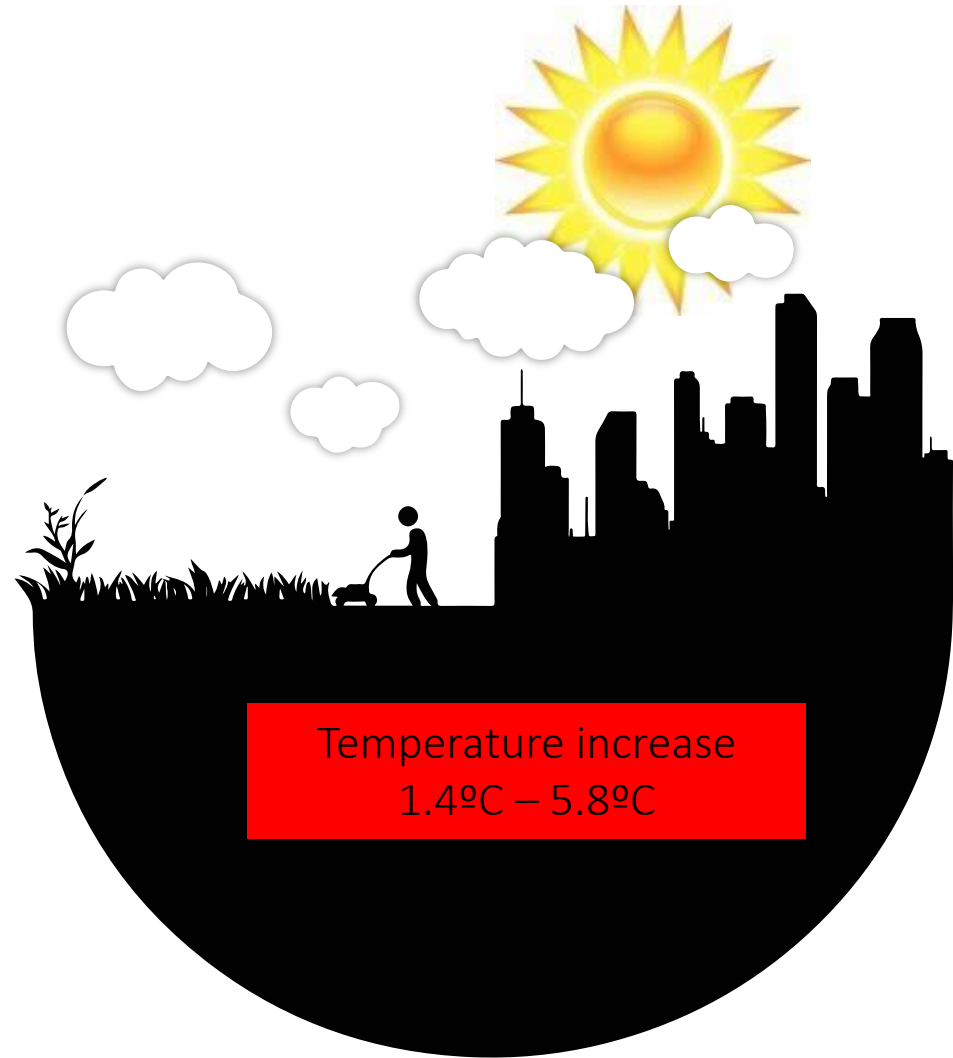
Drier soils



Weather extremes



Sea level rise



Climate change in Africa

Geographical location

It is an already warm and dry continent, projected to become warmer and drier

Socioeconomic development

- High unemployment
- Poor standard of education
- Low income

Freshwater availability

- Decreased rainfall
- Increased evaporation

Lack of coping mechanisms

- Intensity and duration of heat waves
- Severe storms





Argan oil

Argan oil prices have skyrocketed in the last 9 months

Currently demand exceeds supply

Although the Argan tree is hardy and drought-resistant, there is a large shortage of fruits

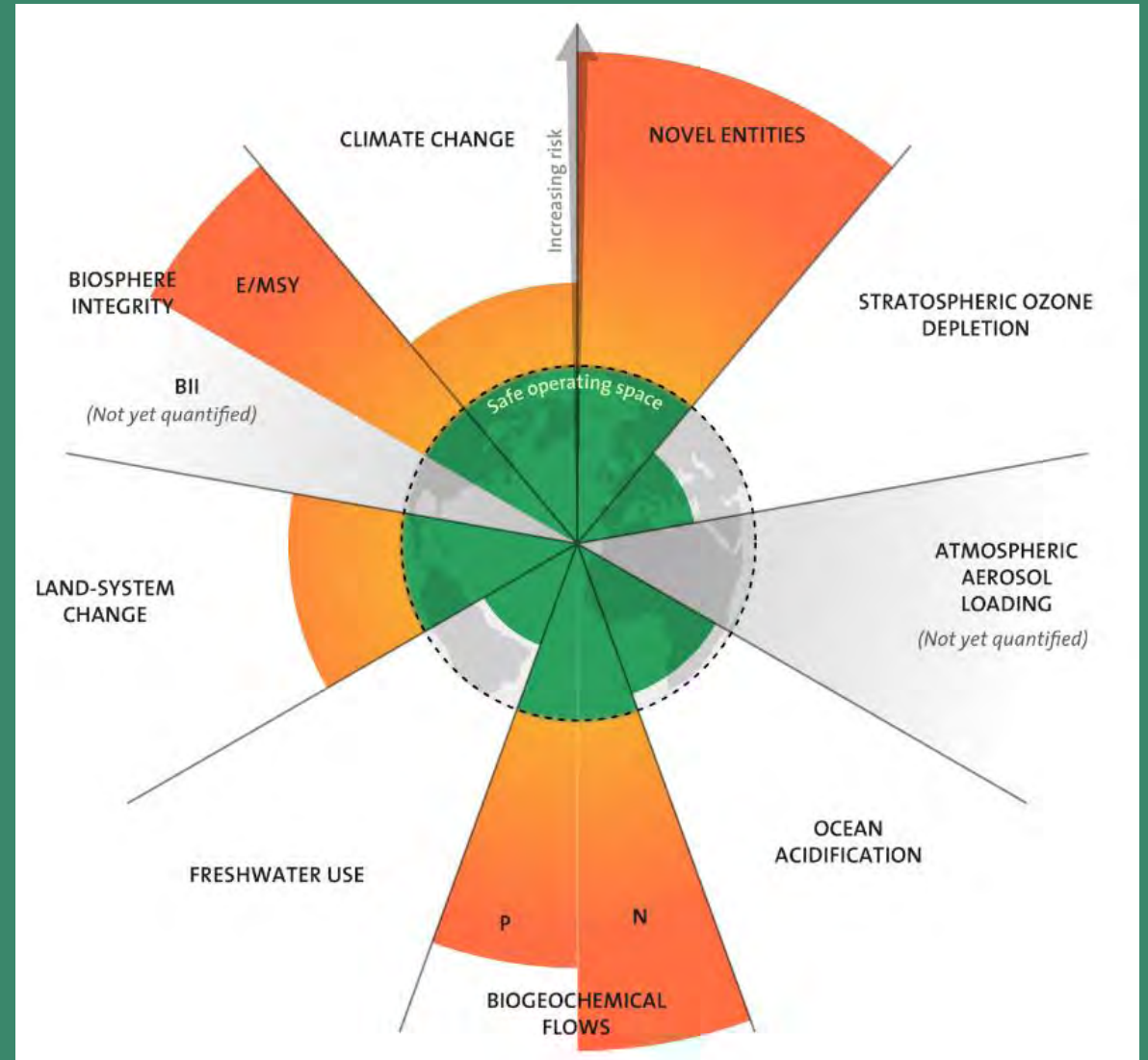
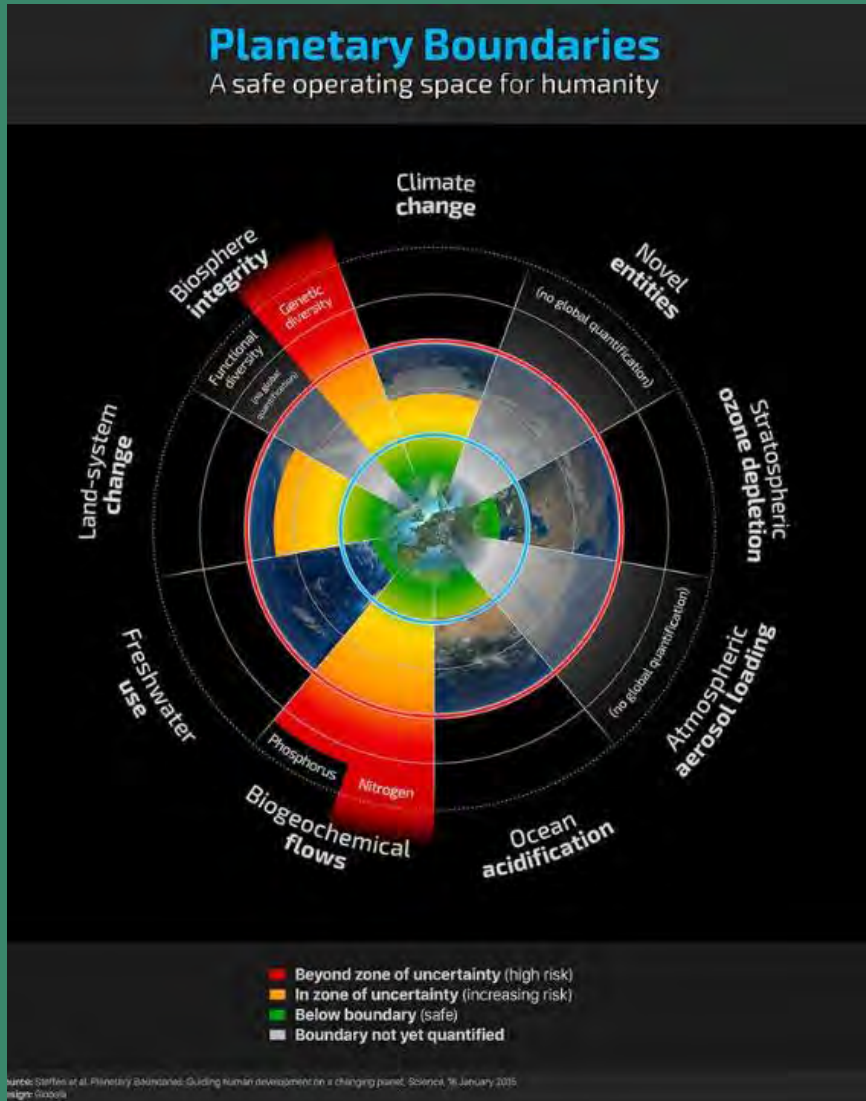


The Argan tree is endemic to Morocco and the oil is derived from the seed of the Argan tree fruit

Argan oil has been used traditionally for decades and is a popular cosmetic ingredient for the hair and skin

Morocco is currently experiencing severe drought conditions due to climate change

Planetary Boundaries



Novel entities



What is a novel entity?

“new substances, new forms of existing substances and modified life forms”, including “chemicals and other new types of engineered materials or organisms not previously known to the Earth system as well as naturally occurring elements (for example, heavy metals) mobilized by anthropogenic activities”.

The largest contributing novel entity is the production and pollution of plastics.

The anthropogenic introduction of novel entities to the environment is of concern

**THERE IS NO
PLANET B.**

SUSTAINABLE DEVELOPMENT

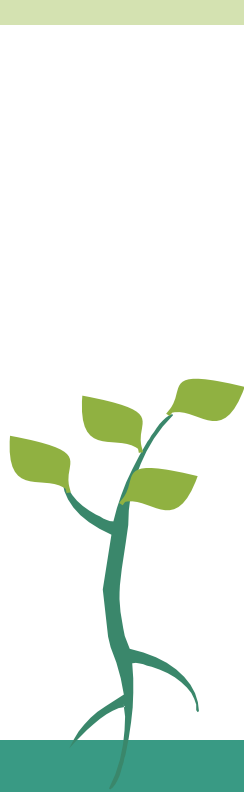


Global Goals

SUSTAINABLE DEVELOPMENT GOALS



3 aspects of sustainability



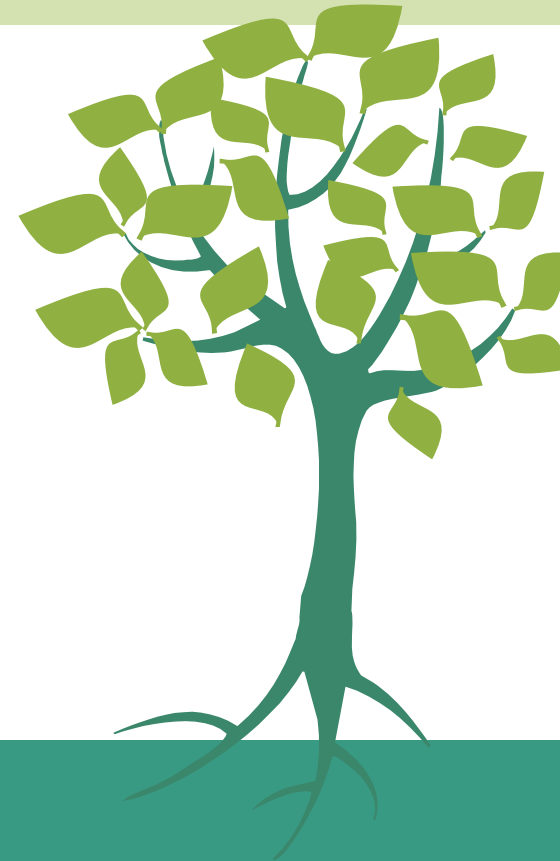
Economic

8. Decent work and economic growth



Social

3. Good health and well being
10. Reduced inequality
12. Responsible consumption and production



Environmental

11. Sustainable cities and communities
13. Climate action

Consumers

Increased consumer awareness

Social, economic and environmental impacts.

Sustainability no longer a trend

Now an integral part of the essential and vegetable oils industry

Supply chains

Raw materials

Transparency

In terms of

1. how the ingredients are made
2. What processes are followed
3. Who is involved

More informed

1. Climate change
2. Fair working conditions
3. Ethical sourcing

Drivers of the industry

Greener approach





MARTANO
Città dell'ALOE

OUR GREEN CONCEPT PEOPLE & PLANET FIRST

Certified



Corporation

THE WAY WE DO

NATURE


WORK

COMMUNITY

BIODIVERSITY

PEOPLE

ETHICS

OUR COMMITMENT TO  SUSTAINABLE DEVELOPMENT **GOALS**



ONE SKIN, ONE LIFE, ONE PLANET !

Global Trends



Consumer Trends



CELLACTIVE® - Carbon Neutral Essential Cell Boost Factor

The microalga *Chlorella vulgaris* and the white lupin are well known sources of valuable nutritional building blocks such as amino acids, proteins and carbohydrates. Both superfoods are combined together in CELLACTIVE®, the carbon-neutral essential cell boost factor for skin and hair. The active ingredient promotes the integrity of the integumentary system at two levels:

- in the epidermis: it stimulates the production of adhesion proteins in order to improve cellular cohesion
- it triggers the production of multiple extracellular matrix components in the dermis and helps skin to quickly regain its firmness and elasticity



Thanks to a dedicated carbon footprint calculation, CELLACTIVE® paves the way for a new generation of climate-neutral cosmetic active ingredients with excellent transparency across their whole supply chain while assumption of social responsibility compensates for any unavoidable emissions.



DEEPER THAN SKIN

bio-sustainable
certified
ultra-delicates
vegan
made in Italy
plastic free

no waste
biodegradable
ecological
organic
natural
ethical
eco packaging

Environmental policies

In addition to consumer demands, companies have incorporated numerous environmental policies and plans into their business models to differentiate them from competitors



REACH registration

Registration, Evaluation, Authorisation and Restriction of Chemicals – particularly for the essential oils industry



Access and Benefit Sharing

Nagoya Protocol
International Environmental agreement
Develop modern biodiversity-based business



Fair Trade

1. Safe working conditions
2. A fair purchase price
3. Environmentally friendly agricultural practices
4. Empowerment and autonomy of producers



CITIES compliance

Regulates the trade in endangered plants and plant products collected in the wild



CSR and Sustainability

Sustainable sourcing
Ethical sourcing
Social and environmental responsibility



Organic certification

Involved audits of:
Ingredients, processes, production, storage of raw materials, packaging, labelling, use of energy resources and waste management to ensure the quality of the final product.

The way forward

- In conclusion, it is evident that climate change is having disastrous impacts across the globe which are projected to worsen in the coming years.
- Consumers have become conscious of the global effects and are demanding a greener approach to biodiversity-based business that are in line with the global, national, and local policies.
- This is evident in the trends of the essential and vegetable oils industry to integrate social, economic, and environmental aspects in the commercialisation of natural ingredients.
- Many of these trends echo the shift towards a more sustainable future and contribute largely to combating climate change. Even though the implementation is not always as smooth as we would like, we need to continue to work together to achieve a paradigm shift that is beneficial for the planet, people and environment.

The background is a dense, repeating pattern of watercolor-style green leaves and branches. The leaves are in various shades of green, from light lime to deep forest green, and are scattered across the entire white background. In the center, there is a thin, hand-drawn orange rectangular border.

THANK YOU