

Raw Materials Policy

Acting sustainably and responsibly towards society and future generations is an integral part of how we do business. We develop, manufacture and marketing our consumer products in accordance with principles that ensure their safety and promote well-being, that do not endanger the environment and that therefore do justice to the trust placed in us.

To live up to this claim, we only use materials that have previously passed through a multi-stage selection process involving our experts in a number of specialist functions. Wherever possible we seek to use naturally inspired active ingredients in order to cement our position as a forward looking company.

First of all, our raw materials must meet stringent quality criteria, which we continuously update to comply with the latest regulations and international directives. This allows us to guarantee a level of quality and purity in keeping with the high demands that we ourselves and our customers place on our brands.

Once all quality and purity criteria have been met, our toxicologists thoroughly check each raw material. All available information regarding characteristics that could result in potential health risks are included in this process. After this, the raw materials are tested in vitro if required, using all relevant test procedures (e.g. cell cultures to obtain additional findings about interactions with living systems). This phase of the assessment process also allows us to dispense entirely with animal experiments for our cosmetic products.

Once raw materials have been classified as safe according to these assessments, their skin compatibility in product applications is tested using volunteers.

In the subsequent manufacture of our products, continuous optimization of occupational safety is of as much importance as compliance with the most stringent hygiene standards. We also take steps to ensure that our manufacturing processes are as environmentally friendly as possible.

To ensure we always keep abreast of the latest research, we maintain an in-depth dialog with the scientific community, government authorities and public organizations. Our relationships with product safety and environmental interest groups are just as important. Thus allowing us to actively participate in an exchange on critical issues.

We analyze new findings and pointers from scientific literature, the media and interest groups for their relevance to our safety assessment. If such data leads to a reassessment of a material, the necessary measures are implemented within an appropriate time frame. The potential consequences range from the immediate discontinuation of use and the recall of affected products through to replacement with more suitable materials over a longer period.

We decide on the use of publicly controversial materials following a responsible, scientifically rigorous examination of the individual case that ensures they are completely safe.

We analyze communication with our consumers carefully to identify potential improvements to our products as early as possible and to incorporate these findings into product development.