

Coty's Lancaster industry first to be awarded C2C Silver

Coty's Lancaster sun care brand is the first to be awarded the C2C Certified Material Health Certificate at the Silver level from the Cradle to Cradle Products Innovation Institute.

Sustainability has become one of the most important features looked for by consumers, and this award demonstrates that Coty Lancaster delivers on its promise. Coty could not have won this award unless 100% of the ingredients in its Lancaster Sun Sensitive collection met the Institute's strict criteria. The products also feature an ocean friendly UV filter system, with eco-designed packaging.



Coty's Lancaster sun care brand is the company's most environmentally friendly yet, with eco-friendly packaging and clean, vegan ingredients

The range, which is clean and vegan, is the company's most environmentally friendly yet. Coty considers this certification as the foundation for further improving the sustainability and product safety of sun care products over time.

Sue Y. Nabi, Chief Executive Officer at Coty, said: "Sustainability is the ultimate driver of innovation and brands like Lancaster are creating outstanding products that are truly clean and green. Today's consumer rightly expects that their favorite products also deliver when it comes to environmental performance. It's our approach to product innovation that sets Coty apart and these industry firsts reflect the expertise of our teams and our brands."

"Beyond leading the way in sun care with the first C2C Certified Material Health Certificate in the category, Coty is also paving the way towards greater product safety, transparency and innovation throughout the beauty industry," said Dr. Christina Raab, Vice President of Strategy and Development for the Cradle to Cradle Products Innovation Institute.

Laure Calvel, VP Global Marketing at Lancaster, said: "Receiving the Cradle to Cradle Products Innovation Institute's Silver Level Material Health Certificate for our Sun Sensitive range is another positive step in demonstrating the safe use of materials that are circular and responsible in our products. We have a framework for improving the sustainability of all the products in our portfolio and very ambitious plans over the coming years."



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Coty has announced its commitment to becoming a more circular business and creating a more sustainable and inclusive world, starting with Calvin Klein's first clean and environmentally conscious fragrance, CK EVERYONE, which achieved a Material Health Certificate at the Silver level from the Cradle to Cradle Products Innovation Institute in April 2020.

Additionally, Coty has set the goal of having the majority of its fragrance portfolio using ethanol sourced from carbon-capture by 2023. To this end, the company recently announced a partnership with LanzaTech to introduce sustainable ethanol made from captured-carbon emissions into its fragrance products. LanzaTech captures industrial emissions and processes the waste gases into a new, more sustainable source of ethanol that is suitable for use in fragrances.