



CLARINS IS NOW A MAJOR PARTNER OF *CHANGENOW* 27, 28 AND 29 MAY 2021

For the third year in a row, Clarins is a proud sponsor of ChangeNOW, the largest solutions-focused environmental summit to date. Besides offering financial support, the independent French cosmetics group plans to be the voice of Responsible Beauty and offer concrete solutions when it comes to preserving biodiversity. A major announcement will be made during the summit.

Following the summits held in 2019 and 2020, Clarins is now a major partner of ChangeNOW. Top-tiered Clarins managers will be making a special announcement at this year's summit to outline a few of the model actions the Brand is carrying out, developed to protect biodiversity:

- Virginie Courtin-Clarins, Deputy CEO in charge of CSR and Christian Courtin-Clarins, Chairman of the Supervisory Board, will be speaking on May 27th, addressing the commitments Clarins has made and the solutions they offer regarding preserving natural areas.
- Jonathan Zrihen, President & CEO, will participate in a debate on May 28th focusing on traceability and transparency.

The Domaine Clarins as a model of protecting biodiversity

Among the solutions developed, Clarins will introduce the Domaine Clarins, a property the company owns in the French Alps where, for the past five years, plants have been growing that are later used in the brand's products. According to the principles of reasonable agriculture and a completely organic production, the Domaine is starting to supply plant extracts and ingredients to the group that become major components of the brand's products. The number of ingredients should double by 2025.

Besides this vertical production model, other actions will be highlighted during the ChangeNOW summit: the Responsible Sourcing Charter, the partnership with Ecovadis, and also Clarins commitment to having 80% of its plant-based ingredients from organic sourcing by 2025.

A major announcement to go even further

"These concrete solutions bear witness to the need to go even further than current regulations, for Clarins and more generally, for all industries, and the need to act voluntarily to protect biodiversity," explains Virginie Courtin Clarins. *"This is at the heart of our 'Clarins We Care' initiative and is now part of our corporate statutes and our reason for being in 2021: 'Making life more beautiful, passing on a more beautiful planet.'"*

During the summit, Clarins plans to announce a new, major commitment that will support biodiversity. Join us on May 27, 28 and 29 to learn more!

ChangeNOW brings together thousands of participants every year from all over the world. For this fourth year, 120 countries, 500 speakers and thousands of solutions will be talking about the climate, natural resources, biodiversity, and inclusion. The 2021 summit will take place in Paris from May 27-29. Given the current public health situation, access to the summit will take place online.

<https://changenow.world/>

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#ClarinsCommitments

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