



CARBON REDUCTION INSTITUTE

Beautiworx (BWX) Brand Sukin Naturals products are no longer certified as Carbon Neutral Products*

On the 14th June 2018 Sukin Organics informed the Carbon Reduction Institute (CRI) that they would be ceasing their carbon neutral certification with CRI under the NoCO2 Program on the 30th June 2018. From July 1st to the 30th August 2018, Sukin has continued to claim that their products are Carbon Neutral under the NoCO2 Certification Program with the following statement on their website;

“Alongside providing our customer with a Natural, Vegan, quality and affordable product, we at Sukin HQ are committed to giving back by leaving as little of a carbon footprint as possible. Reducing our carbon emissions is such an important initiative for us as we believe that as a manufacturing business, it is our duty to respect the planet we live on and set a good example in the corporate world.

To achieve this goal, we work closely with the Carbon Reduction Institute of Australia, who are committed to protecting our environment- one carbon offset emission at a time. We have been able to effectively manage the operations of the business to meet the Carbon Institute’s NoCO2 certification standards. This gives us the Carbon Neutral stamp of approval which means that we offset any climate change impacts by supporting carbon reduction initiatives around the world.”

This statement has since been amended on their website and Sukin maintain that they are now Carbon Neutral by purchasing carbon offsets through Greening Australia. We hope that Sukin continue with the rigor that was provided under the NoCO2 Program, as similar is required, so as not to mislead the consumer when using the term Carbon Neutral.

Further they now state;

“Over the last 10 years, we have invested in several certified projects that have offset our carbon emissions. Certified means that these carbon credits have been assessed against a third-party standard and independently reviewed against that standard. Importantly when the credits are retired this occurs in a public registry to demonstrate transparency.

Sukin have previously invested in different types of projects including wind energy – creating clean energy from wind generators in China through Carbon Reduction Institute. In 2018 our investment in a new project through Greening Australia’s carbon trading arm - Biodiverse Carbon Conservation (BCC) is in a solar farm in India. This initiative reduces energy poverty in one of the world’s fastest growing nations, creates local employment during construction and displaces coal fired power.”

Sukin has failed to provide the data to CRI required to validate their carbon neutral claim since Quarter 1, Financial Year 2017. As a result, CRI can’t validate that products sold between that time and 30th

June 2018 were in fact carbon neutral. CRI continues to work with Sukin to ensure that their carbon neutral claim for the period between Quarter 1, Financial Year 2017 and 30th June 2018 is validated.

Sales of products from the Sukin Naturals website (<https://sukinnaturals.com/>) or to distributors after the 30th June 2018 that display the CRI Carbon Neutral Product logo would constitute an illegal use of our trade mark and are not certified carbon neutral under the Carbon Reduction Institutes - NoCO2 Certification Program.

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* Under the Carbon Reduction Institute's NoCO2 Certification Program