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B Beauty Coalition sets objectives to drive positive change

A five-year strategic roadmap leverages the collaborative efforts of its B Corp members, including Quadpack, to steer the beauty industry towards regenerative practices

The B Corp Beauty Coalition has set out three key objectives for the next five years, ratified at its Annual General Meeting on 29 January 2025. They focus on innovation for better practices; collaboration and shared learning; and advocacy and education. Collectively, they address global issues, pooling resources to help make the beauty sector's activities safer, clearer and more inclusive.

The first objective looks at leveraging the coalition's collective expertise to create better practices for the production of beauty products and packaging. It looks at innovative solutions to address packaging waste and industrial carbon footprint. In terms of formulations, it supports the transition to safe ingredients, while advancing regenerative sourcing and agriculture.

The second objective is to establish a member platform with collaborative tools, to share ideas and multiply impact. Events and networking opportunities will allow members to connect, build community and promote the coalition.

Expanding impact further outwards, the third objective focuses on advocacy and education, to provide a collective voice to influence change in policy and consumer education. Such advocacy will serve to drive positive change on specific industry issues and promote inclusive practices. The coalition will look for external partnerships to expand research and develop resources to help citizens make responsible purchasing decisions.

Supervisory Board Member Tim Eaves " who also represents Quadpack / Texen within the coalition " said: "At the heart of the B Beauty Coalition is a commitment to fostering a beauty industry that thrives on integrity, collaboration and sustainability. We believe that the industry can " and must " be a force for good and our vision is realised through the collective efforts of our

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members, who work together to lead with courage, hope and responsibility. With nearly 100 members, we have the mindset, the voice and now also a clear roadmap of strategic objectives to take action.â€

--- ENDS ---

About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.



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