



Weleda joins Union for Ethical BioTrade

Geneva – October 17, 2011 – Weleda, a world-leading manufacturer of natural and organic cosmetics and pharmaceuticals for anthroposophic therapy, has joined the Union for Ethical BioTrade (UEBT), a non-profit organisation that promotes the ‘Sourcing with Respect’ of ingredients from biodiversity.

In becoming a member of UEBT, Weleda commits to the principles of Ethical BioTrade and will apply the Ethical BioTrade Standard to its sourcing practices. This means ensuring that sourcing practices promote biodiversity conservation and the sustainable use of biodiversity, as well as making sure that benefits are shared equally along the supply chain.

“UEBT has a very high expertise in the field of biodiversity and fair trade and its standard provides a model fully in line with our values. UEBT enables Weleda to implement a defined standard within the organisation and towards our stakeholders such as suppliers and processors,” explained Bas Schneiders, Head of Corporate Sustainability and International Strategic Sourcing for Weleda.

Executive Director for UEBT, Rik Kutsch Lojenga said the organisation is happy to welcome Weleda as a member, adding that the company will be a great asset to UEBT. *“Weleda is a leader in the field and shows the pioneering work that UEBT members can do on issues such as biodiversity conservation and benefit sharing throughout the supply chain.”*

Mr Schneiders explained that for Weleda, biodiversity is an important resource that must be protected. *“Plants and plant-derived materials are at the core of all our products. Together we use about 350 species of plants, over 90% of which are grown organically. Some 300 species are being cultivated by Weleda in our own medicinal plant gardens and others are sustainably collected from wild plants.”*

In addition, Weleda highlighted the importance of promoting consumer awareness on biodiversity and fair trade and explained that working with UEBT provides the company with credibility when communicating on these issues.

Weleda joins companies such as Brazilian cosmetics manufacturer Natura, Brazilian ingredients player Beraca, and botanicals extract supplier Blue Sky Botantics in the UEBT community.

Union for Ethical BioTrade

The Union for Ethical BioTrade (UEBT) is a non-profit association that promotes the ‘Sourcing with Respect’ of ingredients that come from biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge and assure the equitable sharing of benefits all along the supply chain.



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Weleda

Weleda's aim is to maintain, support and restore human health. What started in 1921 as a pharmaceutical laboratory with its own medicinal plant garden is now the world's leading manufacturer of holistic natural and organic cosmetics and pharmaceuticals for anthroposophic therapy. Weleda manufactures several thousands of pharmaceutical products, has over 100 natural cosmetics and dietary products, and currently employs close to 2000 full-time staff. The highest standards of quality and a respectful use of resources support this philosophy. Weleda is trusted throughout the world for the quality of its products and for its environmentally sustainable business practises.

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