

Personal Care Industry Leading in Sustainability

A conversation with Chris Sayner,

Vice President of Customer Alliances and Corporate Sustainability at CRODA



Chris Sayner

EURO COSMETICS: *Chris, with over 30 years' experience working in the personal care industry, can you briefly describe the most groundbreaking technologies for us?*

Chris Sayner: I think the development of actives: from proteins in the 1970's and 1980's, which still have a significant role in Personal Care. The continuing development of Botanicals and particularly Crodarom extraction techniques such as microwave and supercritical CO₂. But most notably our development of Matrixyl™ pentapeptides with SEDERMA in creating the anti-wrinkle category and anti-aging categories.

EURO COSMETICS: *In June, Croda was awarded with the Low Carbon Award at the Chemical Industry Awards for the goal of reducing carbon emissions intensity. Which are the projects in question?*

Chris Sayner: Carbon management is at the heart of decision making within Croda. With stretching emission intensity reduction targets, large investments have been made at sites to increase energy efficiency and switch to non-fossil energy sources. These include a project to produce bio-gas through fermentation of glycerine by-product at our Gouda NL manufacturing, reducing site Greenhouse Gas emissions by 25%. Also, investment in Landfill gas in our Atlas Point DE, US site which since 2012 has contributed to an aggregate CO₂ avoidance of almost 1 million tonnes. Today we operate with 24% total group energy from non-fossil sources compared with less than 4% 10 years ago.

EURO COSMETICS: *At the PCHI in Shanghai this year, Croda was also awarded with the PCHI Fountain Award for Green/Sustain-*

able Active Ingredient for Apiscalp™. In what form is the aspect of sustainability considered for your products? And what is special about Apiscalp™?

Chris Sayner: APISCALP™ provides scalp comfort by controlling the scalp microflora; reduction of proliferation and irritation and by restoring the scalp epidermal integrity. It is a celery seed extract, obtained by the supercritical CO₂ extraction process, a more benign extraction process. Third party certification is important in qualifying the sustainability credentials of our ingredients and Apiscalp™ is Ecocert, COSMOS certified together with RSPO certification for the MCT carrier.

EURO COSMETICS: *How can you increase your customers' awareness of living and acting more sustainably?*

Chris Sayner: Consumer awareness is really in the hands of the major Personal Care Consumer Goods companies, our customers. I would say that the industry can be proud of its progress in sustainability which has gained momentum over the last 20 years. There are some *industry leading programmes* with the major Personal Care companies.

Our role, as an ingredient supplier, is to be aligned with our customers sustainability goals and proactively contribute. Key references by which many of our customers judge us include CDP reporting: Greenhouse Gas, Water, Forest and Supply Chain together with EcoVadis, EFCI GMP and of course ISO Standards: 14001, 9001, 26000 and 14067.

EURO COSMETICS: *Sustainability is one of your company's three most important strategic priorities. Which goals determine your sustainability approach?*

Chris Sayner: We are aligned with our customers in our approach to the Global Megatrends namely: population growth 2–3 billion more people by 2050 and 1 billion will achieve the same level of consumerism of the developed economies, Global warming as a result of greenhouse gas emissions from fossil fuel and fossil chemistry and the convergence of social, mobile and 'big data', consumers expecting greater choice while demanding more transparency in the products and services they use.

Increasing consumer growth represents both an opportunity and a challenge for the industry but many major personal care companies are focused on this in reducing their environmental footprint. This fits with climate change objectives and most of the discussions I have are around carbon footprint, increased use renewable raw materials, increased use of non-fossil fuel energy and efficiency of ingredients. Sustainable raw material supply, moving away from petrochemical to renewable, is a major driver in personal care and of course the sustainability credentials of the renewable raw mate-



rials together with social accountability in supply chains. These last two points illustrate the growing relevance of transparency.

EURO COSMETICS: *Companies that act sustainably are also always innovative. What's your opinion of this?*

Chris Sayner: Innovation is a key driver in Personal Care and sustainability is front and centre. The chemical industry has an extremely important role to play in helping to meet climate change objectives, not least because the worldwide chemistry set is 90% based on fossil. Add to that the energy intensity of the chemical industry and you can see that it has some challenges. We're fortunate in Croda in that we're the reverse: 60–70% of our worldwide raw material consumption is bio-based and we have a keen focus on moving to non-fossil energy. Biotech has always been a part of our business, but it is now becoming mainstream in many in-house processes for finished ingredients and even producing our own bio-gas from side streams. Biotech also features strongly in several our acquisitions over the last 6 years and is perhaps the area where we are most heavily engaged in academia.

EURO COSMETICS: *What role do eco seals, labels, and similar identifiers play?*

Chris Sayner: There are many third-party certifying bodies that focus on various aspects of environmental and social issues with different angles, covering areas from businesses to processes to products and I think consumers are relying more and more on certifications to validate product claims. They also avoid the second sin of greenwashing: a claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification.

EURO COSMETICS: *Through acquisitions, you are also making an important contribution to sustainability; for example, take the takeover of Enza Biotech last year or Plant Impact Plc this year.*

Chris Sayner: With our focus on intrinsic sustainability such as renewable raw material content, the purity of our products, cradle-to-gate carbon footprint and extrinsic sustainability such as the social, environmental and economic impacts that our products may have in use by our customers or consumers, these influence our acquisition strategy.

All the acquisitions we've made over the last few years have a positive sustainability impact and characterized by being capital light and IP rich.

EURO COSMETICS: *What's on your wish list for a sustainable and just world?*

Chris Sayner: For many companies today, management of environmental, social and ethical impacts are core values as exemplified by many Personal Care Consumer Goods Companies and also in Croda.

As an ingredient supplier, we view our supply chains as an extension of our own operations and require our suppliers to be fully aligned with our standards and principles. I believe the Personal Care Industry is leading in ensuring this "end to end" integrity of consumer products.

EURO COSMETICS: *Thank you for the conversation.* ■

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