

Interview: Terlys VP Sandrine Briatte talks about sustainability in the beauty industry

Consumers concerned about environmental issues are not only aware of what they are buying but also the whole process behind production systems. Sustainability and circular economy models are becoming increasingly important and companies are adjusting or creating policies to become more successful and eco-friendly.

We got an exclusive interview with Sandrine Briatte, Vice-President of Business Development and Regulatory subjects for Terlys, who gave us an overview of the importance of transparency and the strengthening of the production chain to the business. She also told us about the company's expectations for taking part of in-cosmetics Latin America for the first time later this year.

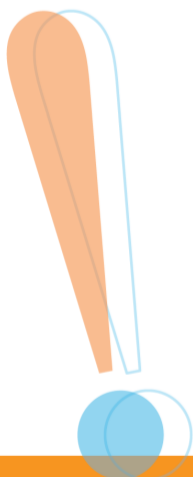
Check it out:

1. Consumers are more aware of companies' sustainable values. How does this shape the cosmetic industry nowadays?

As much as the concept of sustainability was once seen as a trend that only fully committed economic entities would follow, it has since become a clear priority for any serious business. The demand for products that are more respectful of the environment has visibly evolved in the last few years. Most businesses now offer products that cater to this trend. The cosmetics industry has had to rethink production methods (processes, source of raw material, packaging, etc.) to better respond to the growing expectations of consumers regarding sustainable values. From the very beginning of our operations, we at Terlys have used the values of sustainability as a guide in all our processes.

2. Companies' sustainable values must be based on actions not on words only. How important (and dangerous) is that for brands in these challenging times?

Transparency is at the very heart of the values of sustainability. Transparency means the actions actually undertaken by the businesses can be readily verified. Unfortunately, small businesses that rely on their unique know-how and intellectual property may be in danger, because information pertaining to green processes are sensitive and can be easily stolen by competitors.



3. Considering big companies and the rise of the indie brands, do you believe beauty can become one of the most sustainable industries in the future?

Consumers' expectations to protect the environment drive changes in the way products are developed. Designing products that are more sustainable has become a fixture in business, and the green trend is now solidly established. It is our duty as a business to follow this trend in order to make beauty one of the most sustainable industries. Beauty can, in fact, become one of the most sustainable industries.

4. Do you believe policies such as ESG and new consumers profiles can contribute to the growth of specific categories such as vegan products?

Some categories are still very much niches, but the demand for such niches is increasing (e.g. vegan, anhydrous products). It is entirely possible that new categories will emerge in the coming years. Currently, anhydrous products are seeing an upward tick to support the package-less concept, and to decrease water usage. We would not be at all surprised to see other such categories emerge from environmental pressure, societal, and governance.

5. How does Terlys analysis evaluate the Latin America market and how those results guide the company's plans for the region? Could you give us an example?

Latin beauty routines are strongly evolving toward self-care, including in other categories such as hair color and color cosmetics, as consumers search for accessible ways to feel good and regain their self-esteem during these difficult times. The key takeaway is that science, well-being, and sustainability will drive the Latin America market forward for the foreseeable future. Keeping this over-arching theme in mind, Terlys has chosen to develop ingredients that are ecoresponsible, efficacious, and safe, and cater to clean-label trends. Nixalin is a very good and concrete example because it offers restorative care while moisturizing the skin and making it glow, all with scientific evidence and sustainable claims.

6. Based on the immense natural territory and diversity of the consumers, can Brazil and Canada become even bigger spots in sustainability and circular economy?

Canada started implementing sustainable development measures on our forestry assets a long time ago. In fact, the supply is harvested in compliance with the Forest Territory Sustainable Development Act, which has been the basis of Quebec's new forest management policy since 2013. It is considered one of the most stringent worldwide, the most demanding forestry practice standards, and our network of forestry companies is committed to them. This provides the foundation for a sustainable forest development system with natural resource renewal to ensure the long-term viability of operations in the province of Québec.

As for Brazil, more and more brands develop solid cosmetics without adding plastics or so-called harmful ingredients in their formulations to preserve rivers and oceans. Our ingredient Nixalin fits right into this thinking because the active molecule is lipophilic, and therefore very easy to add to anhydrous products.

So, Brazil and Canada can and should become leaders in sustainability and circular economy. We must continue to learn and improve the way we care for our environment every day and use our influence to push our public policies in a more eco-friendly direction.

7. How does the circular economy represent a strengthening of the production chain?

Circular economy is a real springboard for ecoresponsibility. It is a fundamental value for Terlys because all our raw materials are by-products from our local industry. Since our own by-products are clean, they are also reused by other businesses (e.g. horticulture and bioenergy). It is safe to say that for us, it means preserving our environment while helping our local businesses take a step toward sustainable development values. It is also a great way to help production chains lower their costs while improving their sustainability.

8. This year, Terlys will be part of in-cosmetics Latin America for the first time. Please, tell us about the relevance of the event when it comes to innovation and qualified visitors?

This will be a first contact with the Latin-American market for Terlys. We feel certain we will be meeting with important stakeholders in this market, and we will be looking for a well-established local distributor and potential clients. in-cosmetics Latin America trade show is a wonderful event to open up new territory.

9. Can you give us a spoiler about what Terlys will take to the show in Brazil?

We intend to take this opportunity to launch our new dermocosmetic ingredient. It will be a world first, and we are looking forward to showing it to you. It will come from our circular economy and fit into our values of sustainability and ecoresponsibility. Don't miss it!

