

Press Release
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DNA & COSMETICS : **The first cosmetic consortium** **to promote the traceability of natural resources.**

Eight players in the cosmetics industry have come together to form « DNA & Cosmetics », a unique consortium whose objective is to guarantee the best possible traceability of plant raw materials.

Using a scientific method based on DNA analysis, the members of the consortium plan to build the first reliable database that will guarantee the botanical authenticity of the plant resources used in their products. This cooperative model responds to consumer expectations of transparency and the UN's sustainable development goals. The members of this consortium are recognized actors willing to commit to more secure supplies and controlled exploitation of plant resources.

Guaranteeing the authenticity of plant raw materials for cosmetics through DNA analysis.

When purchasing natural raw materials, how can we be sure that we have the right plant (guarantee the botanical family, genus and species)?

Securing supplies is one of the key issues for the consumer goods industry, and in particular for cosmetics, in line with the growing expectations of consumers in terms of safety, authenticity and transparency in connection with the application of the Nagoya protocol. The DNA analysis technology allows us precisely this traceability. It ensures the identification of plant species and even varieties with great reliability by authenticating the species analyzed: this analysis allows us, for example, to distinguish the white lily (*Lilium candidum*) from the royal white lily (*Lilium regale*).

Scientific work on lavender, an emblematic species in the cosmetics and perfume sectors, is being undertaken by the Consortium.





Meeting the UN's sustainable development goals

Cosmetic groups and ingredient suppliers of this consortium sharing the same values of rigor and respect for the consumer and the planet have decided to cooperate in a contribution to the common good.

This unprecedented collaborative initiative responds to 3 of the 17 SDGs established by the UN in order to allow companies to act concretely to accelerate the ecological and solidarity transition while contributing to the health of all by guaranteeing the absence of fraud in raw materials.

G3 : Good health and well-being.

DNA testing allows companies for a more secure supply of plant raw materials and thus prevents health risks to the consumer.

G12 : Responsible consumption and production.

DNA analysis allows us to better secure the production of plant raw materials and thus to promote sustainable production methods.

G17 : Partnerships to achieve the goals

The Consortium is built on shared principles and values, vision and goals for sustainability.

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Initiated in 2018 by DNA Gensee (innovative genetics small sized company, created in 2012, based in Savoie-France), expert in DNA analysis of plants, algae and beehive products, the «DNA & Cosmetics» Consortium aims to provide models to the cosmetics/perfume sector to ensure the safety of plant raw materials and allow for better control of natural resources from the plant to the consumer.

The cooperation between competing actors of the chain sharing the same conviction as well as their knowledge and know-how allows to move towards more ethical, more sustainable and, consequently, more secure production models.

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