

# Jurlique

**FOR IMMEDIATE RELEASE:**

**Contact:** Colleen Giblin  
Creative Media Marketing  
(212) 979-8884  
[ColleenG@cmmpr.com](mailto:ColleenG@cmmpr.com)

## **JURLIQUE WINS 2016 CEW ECO BEAUTY AWARD**

*Jurlique brand is named winner in the eco category of prestigious industry Beauty Awards*

**Santa Monica, CA (June 2, 2016)** – [Jurlique](#), the Australian natural skincare brand, is pleased to announce their first Cosmetic Executive Women Beauty Award win in the “Eco Beauty” category for 2016.

CEW’s Eco Beauty Award is the most prestigious industry recognition that recognizes and honors beauty brands that have moved further toward the goal of sustainability. Entrants are scored based on a number of science-based sustainability criteria that recognizes efforts to reduce the use of environmentally harmful materials and practices, and increase consideration for human rights. CEW’s more than 6,000 members selected 212 finalists from more than 800 entries. Winners were ultimately chosen by the CEW Board of Governors, along with a select group of beauty industry members.

“This award is such an honor for Jurlique and our parent company, Pola Orbis Holdings, and we are thrilled to be recognized by CEW for our leadership in the space. Sustainability has been core to the brand’s DNA since we were founded 30 years ago and we continue to create products with the environment in mind at all times,” says Rose Fernandez, Vice President and General Manager, North America at Jurlique. “Over the last few years, our team has made an extraordinary effort to make our business even more sustainable to significantly reduce our carbon footprint, water usage and waste. For example, we’ve installed solar panels and a power production system at the Jurlique farm and warehouse, aiming to make us self-sufficient during summer. We reuse water from our factory to irrigate our crops at the farm. And we’ve switched our iconic Hand Cream range from aluminum to 100% recyclable plastic tubes. This change alone has reduced overall environmental impact by approximately 28% and a reduction of 70% in product waste. Our overall goal is 0% waste to landfill by 2020 at our farm and factory.”

Jurlique’s 30-year expertise is truly from seed to skin; they control every step of the process from growing and extracting potent ingredients at their Adelaide Hills farm to crafting product formulations at their factory, also located in South Australia. Their biodynamic farming methods protect and enhance biodiversity and natural watercourses. They strive to source any ingredients they don’t grow themselves from sustainable and fair-trade suppliers. The brand takes into consideration ingredient sourcing, packaging and distribution within its sustainable modeled brand.

This commitment to sustainability continues with each new Jurlique product innovation. The brand is set even further apart with their luxurious [Nutri-Define range](#) that consists of natural yet highly efficacious anti-aging products. The products contain a patent pending delivery system in the form of natural liposomal technology, Biosome5. This innovation completely optimizes, harmonizes and stabilized five key vital active ingredients including horseradish, mulberry root extract, rosemary leaf extract, peppermint leaf extract and glycogen. These active ingredients support skin revitalization, which reduces the appearance of skin aging, lines and wrinkles are minimized. In return, this makes the skin look smoother and more revitalized, all while using ingredients that are healthy, potent, and pure.

### **About Jurlique**

Jurlique has been the leader in natural skin care science since 1985. We apply advanced technologies to organic ingredients from our Australian farm to create high-performance, potent skin care. The result: healthy, beautiful skin.

Follow Jurlique on [Instagram](#) and [Facebook](#) to discover your path to healthy, beautiful, eco-conscious skin.

Read more about Jurlique's commitment to sustainability [here](#).

###