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We are calling upon the UK Beauty and Wellness industries to collaborate, to work in coalition and to take decisive action, to address the global climate emergency.

Our industry is essential to the well-being of this country and we are significant net-wealth contributors to the UK economy, £28.4 billion. We also employ over 600,000 people, mainly through the many small to medium sized enterprises, who in turn provide services such as hairdressing, wellness, beauty, and supply essential, personal care products to every household in the UK. For example, the pandemic has made us appreciate having our haircut and where would we be now without soap, toothpaste and hand sanitisers?

We believe the UK Beauty & Wellness industry must play its part in bringing about bold, urgent change. We have a strong voice, reputation, and reach and we need to use it. Consumers are keen to see this happen, and they are looking to us to clean up our act by addressing the many climate - related problems we have created, such as non-recyclable plastic packaging, chemicals contaminating the oceans, and unregulated, misleading product claims. Whilst a growing number of brands are taking significant steps to reduce their negative impact on the planet, these efforts are patchy and uncoordinated, the Sustainable Beauty Coalition seeks to address this.

Our aim is to raise awareness within our industry, with consumers and with UK governments, by creating an overarching Framework for Action. This Framework will build upon what already exists and will focus on climate, biodiversity, waste, and water. It will set ambitious targets for the industry to work towards in becoming more transparent and accountable to the consumer; establishing industry wide standards that meet the scale of the challenge and ensuring only meaningful certifications are used; engage and activate consumers so they are part of the call for better; and harness the industry's excellence in innovation through scales and sharing best practice.

The global pandemic has shown us extraordinary change can happen fast. It will take commitment and courage if we are to reach our highest goals. We will get there more quickly and more effectively if we pool our resources, collaborate and work together, as together we are stronger.

Please commit by signing up [here](#), adding your name to the growing number of people who want to become part of the movement for change through collaboration.

Best wishes,

A handwritten signature in black ink, appearing to read "Jayn Sterland". The signature is stylized and fluid.

Jayn Sterland

Chair: Sustainable Beauty Coalition of the British Beauty Council.