



PRESS RELEASE

Ubuntu Natural™: Fair Trade African magic mixed with cutting edge green technology

Elizabeth Dlamini, herbalist and skincare adviser to a whole generation of local women has skin that glows. She beams as she explains why. “Here in the Royal Kingdom of Swaziland we are proud of our plants that we use in **our traditional beauty regimes**. Our grandmothers taught us how to prepare cosmetics from the oil of the Marula nut” she continues. Now, Swaziland’s best kept beauty secret is brought to the international cosmetics market by Ubuntu Natural™ at InCosmetics 2007.

The **Ubuntu Natural™ range**, was launched three years ago by **Aldivia®**, innovative specialist in plant actives for cosmetics and **PhytoTrade Africa**, the Southern African Natural Products Trade Association. The range brings the exceptional natural properties of Baobab, Marula, Ximenia, Mongongo, Kalahari melon, and Mafura to the cosmetic industry. The partners have enshrined their common values in the **Ubuntu charter**.

Fair Trade and protection of the **Environment** are at the core of the project: “The natural African oils such as those sourced from Elizabeth Dlamini’s community in Swaziland are now on course for **organic certification** and exclusively sourced through ethical supply chains” says PhytoTrade Africa Chief Executive, Gus Le Breton. “In addition, we guarantee that Ubuntu Natural™ lipids have been produced using indigenous plant materials that have been sustainably wild-harvested by the primary producers, actively protecting biodiversity”, he continues. “And we are now introducing tree nurseries throughout the region to minimise our carbon footprint”, he adds.

“Much research and development was necessary to meet Northern market requirements” says Pierre Charlier, CEO of Aldivia®. “The Ubuntu Natural™ range, thanks to our green technology development, offers virgin oils of excellent quality that are **perfectly safe** from a microbiological and toxicological standpoint”.

Aldivia® is also launching **Viatenza®** a range of brand new water dispersible **derivatives**. Mikaële Raynard, manager of the Aldivia® R&D department, says “**from 100% vegetable origin**, Viatenza® can be used in certified organic and ecological cosmetics. African oils in shampoos, shower gels, lotions, bath oils as well as anti-ageing and emollient milks and creams can now provide a green solution for many formulations”.

“Our clients can be confident about the contribution they are making to local livelihoods through purchasing products that contain our oils” enthuses Pierre Charlier. “By creating new markets for African raw materials, PhytoTrade Africa, Aldivia® and our customers add value at the local level, preserve traditional culture, and are safe in the knowledge that indigenous trees will be conserved for generations to come”.

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