



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



## ***Eco by Green Culture – eco-friendly line of hotel cosmetics***

**Company name:** ADA Cosmetic GmbH

**Product category:** Rinse-off cosmetics

**Country of origin:** Germany

**License holder since:** 2008

**Available in:** Germany, France, Austria, Switzerland, Netherlands, Poland, United Kingdom, Italy, Iceland, Denmark, Slovenia, Belgium, Spain, Croatia, Romania, Slovakia, Luxemburg, Czech Republic, Estonia, Hungary, Norway, Portugal, Greece

**Website:** [www.ada-cosmetics.com](http://www.ada-cosmetics.com)

### **What convinced them to apply for the EU Ecolabel?**

"ADA has a strong focus on protecting the environment – we pursue ecologically sustainable practices along the entire value chain. To us, a sustainable practice means that long-term values lead the way and we are conscientious in the use of raw materials, energy, water and waste.

Through the strict guidelines for liquids and packaging, the EU Ecolabel helps us support these values in production as well as in the final products. The well-known and trusted label further helps customers recognize green and environmentally-friendly products and services."

### **How has being certified with the EU Ecolabel given them an edge over competitors?**

"The EU Ecolabel greatly supports our brand Eco by Green Culture in its positioning and in communications related to the brands. Having a brand with the EU Ecolabel also supports us in communicating our commitment to protect the environment through bio-degradable liquids and reduced packaging waste. We have been amongst the first in our market to be awarded with the label, which has given us the opportunity to credibly position us as a pioneer in green hotel cosmetics."

### **Has the EU Ecolabel increased their revenue and allowed them to enter new markets?**

"Yes, our EU Ecolabel certified brand is one of our top selling brands and is showing a trend for strong growth as hotels are becoming more aware of sustainability. It has allowed us to enter more European markets, especially in Northern Europe, where we see a strong demand for eco-friendly products.."

### **How do they evaluate consumers' and general demand for sustainable products?**

"We regularly review industry magazines and trend reports to understand current and future demands for sustainable products. We are also in frequent touch with our sales teams to obtain qualitative data from their interactions with the end consumers."

### **How are they contributing to the circular economy?**

"ADA has an eco-charter, in which we have defined the six key sustainability criteria:

These criteria comprise

- Raw Materials
- Safety



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- Energy
- Water
- Waste
- Man & Society

As a company, we adhere to these principles through specific processes and guidelines, but also through raising awareness on our premises. Our employees, especially in Purchasing and Production are sensitized to select suppliers who share our efforts to preserve resources and protect the environment. In our production, we strive to use recyclable or recycled material wherever possible."

### **What future plans do they have for the company's sustainability mission?**

"We define yearly objectives and actions for environmental protection in an annual meeting with General Management, and, in line with our eco-charter, we strive for a permanent reduction of waste, energy and the use of raw materials."

### **What advice would they give to other companies considering applying for the EU Ecolabel?**

"Applying for the EU Ecolabel is certainly worthwhile. Make sure to plan enough time for the application, as this certification gives you great opportunities to look into your processes and identify potentials for further reducing the use of energy and protecting the environment."



**Should you wish to use the above photos, quote a company representative or have any other questions please contact:**

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