



Skincare that doesn't cost the earth™

Media Release



It's report time... and Sukin shines proudly in reducing carbon emissions

Sukin's latest report from the Carbon Reduction Institute (CRI) highlights the brand's commitment to the environment.

Since Sukin's accreditation with the CRI in 2008, the proudly Australian brand has worked tirelessly to minimise their carbon footprint and off-set unavoidable emissions through the institute's strict monitoring program. This program ensures that all Sukin's business activities are focused on and contribute towards lowering the impact on our environment.

The report details Sukin's off-set equal to removing over 1,700 cars from the road for 1 year. This equates to 24,861,034 less kilometres being travelled on the road, meaning cleaner air and a significant reduction in carbon pollution.

Sukin is dedicated to providing you with effective and affordable natural skincare, but also understand that bringing you even the most natural of beauty products, can have an impact on our increasingly fragile environment. Sukin's care for the environment does not stop there. Sukin is packaged in minimal and recyclable materials and with no animal testing or animal derivatives used, Sukin is 100% vegan, accredited by CCF (Choose Cruelty Free Australia).

Sukin products do not contain sulphates, synthetic fragrances, animal derivatives, harsh detergents, petro-chemicals, artificial colours, triethanolamine, mineral oils, EDTA, PABA or parabens.

This means that not only are they better for the environment, but better for the skin, as they are free from the toxic preservatives and chemicals used in many products on the market today. Instead, Sukin products are formulated using a blend of active botanicals, essential oils and natural ingredients that have been carefully selected to restore the natural vitality and radiance of your skin.

For further information on carbon reduction, visit www.noco2.com.au

References: Above figures are based on those supplied from the Carbon Reduction Institute. Based on a 6 speed manual Toyota Corolla 1.8L 2WD (www.greenvehicleguide.gov.au) consuming 7.3 litres/100km and the average vehicle kilometres of 14,600 per annum (from the ABS, 2007 update)

For more information regarding Sukin
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