



## PRESS RELEASE

**Ubuntu Natural™: bringing life to trade**

**Ubuntu Natural™ African lipids launched at In Cosmetics 2006 (Stand Z145)**

At In Cosmetics 2006, Ubuntu Natural™, a new range of African natural lipids was launched through an innovative partnership between Aldivia and PhytoTrade Africa, the Southern African Natural Products Trade Association. Aldivia's lipids know-how and unique green technologies ensure the consistently high quality required for effective cosmetic formulations. PhytoTrade Africa guarantees indigenous African raw plant materials have been sustainably wild-harvested by, and for the benefit of, poor rural people.

Ubuntu Natural™ lipids are produced without solvents or irradiation, are GMO-free and comply with Good Manufacturing Practices (GMP). Ubuntu Natural™ is produced in accordance with clear social and environmental guidelines, enshrined in the Ubuntu Charter. "In the Charter, we guarantee that all Ubuntu lipids are delivered through a fair and reliable supply chain" says PhytoTrade Africa Chief Executive, Gus Le Breton. "Priority is given to disadvantaged producers, and the long-term relationships we have developed with these producers mean that we have built up considerable trust, mutual respect and transparency. We also ensure that there are clear lead times, and we have developed fair and sustainable pricing mechanisms. In addition, all Ubuntu Natural™ lipids are fully traceable, back to the original group that harvested and processed them", continues Le Breton. "When consumers buy products containing Ubuntu Natural™ lipids, not only are they buying a quality product with properties they want, but because of PhytoTrade Africa's strategy of targeting benefits to primary producers, they can also be sure that they are making a meaningful contribution to local livelihoods".

"Ubuntu Natural™ lipids not only benefit the primary producers that we work with, but also the environment" says Cyril Lombard, Market Development Manager of PhytoTrade Africa. "We are fully committed to biodiversity conservation. Each of our suppliers signs the PhytoTrade Africa Environmental Charter, which ensures that there is no use of synthetic pesticides or fertilisers, and sustainable harvesting practices are adhered to. By creating viable markets for African raw materials in this way, local value is added, traditional culture is preserved, food security is enhanced, and we can be confident that indigenous trees will be conserved for generations to come", says Lombard. "Our suppliers also sign a Fair Trade charter" Lombard continues. "First and foremost, this ensures an unequivocal respect for human rights. We also ensure that Access and Benefit Sharing (ABS) arrangements are negotiated, and that we comply with Convention on Biological Diversity (CBD) In all cases, PhytoTrade Africa promotes the cultural heritage and values of our producers".

Pierre Charlier, CEO of Aldivia S.A., says "Ubuntu Natural™ lipids of Africa are unique indigenous actives that have 100% natural origin, have clear specifications and literature support, systematic microbiological standards, and are not tested on animals. Ubuntu Natural™ is a great example of how partnerships based on indigenous resources, modern science and collaborative commercial strategies can help to alleviate poverty while also increasing public interest in sustainable use of Africa's biodiversity. The relationship between PhytoTrade Africa and Aldivia S.A, linking rural producers, industry and consumers, is a fundamental principle of the founders and shareholders of our company. Ubuntu Natural™ represents a vision of how to develop new ingredients that touch peoples' lives, and bring trade to life".

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