

15<sup>th</sup> September 2021

## re-sources, helps beauty brand tackle sustainability and product development

**re-sources.co is an online interactive educational tool to help beauty brands become more sustainable. re-sources offers 3 online modules targeting marketing and NPD directors of beauty brands - final decision makers - to equip them for smarter, more informed choices that will impact their business - profit, people, and the planet.**

Sustainability - the avoidance of the depletion of natural resources in order to maintain an ecological balance - is a hot topic everyone is hearing about. There is greater awareness of the 360° circular approach towards sustainability from the extraction, the design, to manufacturing, to the usage of a product and the impact this has on humans (workers, customers, suppliers, communities), on the planet (fauna, and flora), and on business profit taken or generated.

*"But with so much conflicting, partial and often highly technical information out there, it can be overwhelming to know where to even start, let alone decide what sustainability strategy will deliver the competitive edge you and your brand needs,"* says Eva Lagarde.

This is where **re-sources** is here to help.

**re-sources** is a London-based organisation established in September 2020. re-sources wants to put sustainability at the forefront of beauty brands and suppliers' agendas and contribute to changing the way the beauty industry currently operates regarding sustainability.

**re-sources** offers two courses – **Sustainable Beauty Packaging** (launching 11<sup>th</sup> October 2021) and **Sustainable Beauty Formulation** (launch in the beginning of 2022).

These courses offer engaging, accessible, and up-to-date learning content, designed to suit busy beauty professionals' available time and learning pace. Courses are CDP certified and include presentations, videos, live Q&A sessions with hand-picked industry experts, and quizzes to test your knowledge.

We cut through the noise and give the most fundamental, focused, fact-checked information, insight and tools to help you make the right sustainability choices in a way that's relevant to their brand, actionable, and easy to explain to your key stakeholders, consumers and c-suite.

The launch of the Sustainable Beauty pilot Packaging course in June 2021 was a great success with brands including *Charlotte Tilbury, Molten Brown, Gallinée and The Inkey List.* "

*while doing the course we had to stop one project as we realised the direction we were talking was not the best. The course was instrumental in making us change our strategy” Fanni Varkonyi, Senior Brand Manager, Molton Brown.*

So how does [re/sources.co](https://re-sources.co) work?

The online platform offers a range of courses with interactive learning and includes the following subject matters (with an average of 15 sub-topics per module)

**Course 1** - Introduction to sustainable beauty - free taster course

**Course 2** - Sustainable beauty packaging

**Course 3** - Sustainable beauty formulation

A detailed program of the modules is available to download [here](#)

To sign up to the ‘Introduction to sustainable beauty’ course [click here](#)

The ‘Sustainable Beauty Packaging’ course will launch on 11<sup>th</sup> October - [click here](#) to sign up

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### **About the founder, Eva Lagarde:**

Eva grew up in the Dordogne countryside, located in the South West of France. Eva’s grandparents were dairy farmers and spent all of her summers milking the cows, feeding the flock, hiding in the corn fields or napping in the hay bales. It was her childhood and core values of work hard, show love and care for others instilled by her mum that paved the way for Eva’s career and selfless mission.

“I had a glorious childhood that brought me close to the meaning of “care for the planet” and “hard work”, said Eva.

Eva has worked in the beauty industry for over 15 years and worked on renowned publications including Cosmoprof (the leading B2B beauty event), and continued, MakeUp in shows and Premium Beauty News (leading B2B publication) where she was in charge of business development, marketing and events.

Eva hosted annual events about innovation in beauty packaging, make-up, skincare and fragrance in Paris and is dedicated to opening up her network and knowledge help all beauty brands build a more sustainable future which led her to launch Re-source.co which means going back to the source of everything and giving back to the earth what she gave us, a sort of “retour aux sources” (in french).