

Kehl, March 2023

A pioneer in the circular economy:

ADA Cosmetics' product portfolio awarded Cradle to Cradle Certified® Silver

ADA Cosmetics is setting new standards for sustainability in hotel cosmetics. The industry-leading company is the first and only hotel cosmetics manufacturer whose entire product portfolio is Cradle to Cradle Certified®. Based on scientific criteria, the Cradle to Cradle Certified Product Standard is one of the most ambitious sustainability certifications in the world.

Products that receive this award must satisfy an independent third-party assessment center in five categories: Material Health, Product Circularity, Clean Air and Climate Protection, Water and Soil Stewardship, and Social Fairness. All of the products in ADA's current portfolio have received Cradle to Cradle Certified Silver.

"With its holistic approach, Cradle to Cradle Certified goes far beyond the criteria of other labels. In addition to ingredients and packaging materials, it also examines a company's production processes and behavior. That is why we are very proud of this certification. It demonstrates impressively that we are on the right track, and shows how much we have already achieved with our commitment to sustainability," says Lutz Hübner, CEO of ADA Cosmetics.

Being a leading company means taking the lead

As one of the world's leading manufacturers of hotel cosmetics, ADA Cosmetics takes its responsibility towards people and the environment very seriously. The company, which introduced the first-ever dispenser system in hotel bathrooms some 30 years ago, seeks to lead the industry with its sustainable measures and innovations. Therefore, back in 2018, ADA Cosmetics participated in the Cradle to Cradle Certified Product Standard Program for the first time, with ADA products being awarded Cradle to Cradle Certified Bronze.

"There is no Planet B. That's why we at ADA are determined to do everything in our power to minimize our environmental impact and develop our products and packaging to be safe and circular," says ADA CEO Lutz Hübner. "The Cradle to Cradle Certified Product Standard gives us a roadmap for implementing the innovations and actions needed to achieve our ambitious goals. We hope others will follow our lead."

For more info, visit www.ada-cosmetics.com.

ATTACHED PHOTO



Cradle to Cradle Certified® is one of the most ambitious sustainability standards in the world. The first ADA brand to carry the Cradle to Cradle Certified Silver label on its packaging from April is Eco by Green Culture. The products in this line are among the most sustainable offered by ADA Cosmetics.

About ADA Cosmetics

ADA Cosmetics has been developing and producing high-end hotel cosmetics and dispensing systems for the hotel industry for more than four decades. The company currently serves around 20,000 customers worldwide. Working with primarily 3- to 5-star group accounts as well as independent hotels, the company specializes in offering bespoke solutions. ADA's portfolio of more than 20 brands features luxury, boutique-style and international designer names alongside bio-certified natural cosmetics lines. The company is also an innovator and market leader specializing in hygienic dispenser systems.

The entire value chain of the ISO 14001 certified company is geared towards environmentally friendly, sustainable business practices. With its own manufacturing facilities in Europe and APAC, Europe's leading supplier of branded hotel cosmetics is headquartered in Kehl, Germany, and employs more than 600 staff in over 50 countries across Europe, the Middle East, Asia, and the USA.

www.ada-cosmetics.com

The Cradle to Cradle Products Innovation Institute

How companies design and make products today has a direct impact on the world we will inhabit tomorrow. The Cradle to Cradle Products Innovation Institute is dedicated to powering the circular economy through products, materials, systems and business models that have a positive impact on people and planet.

Through the Cradle to Cradle Certified® Products Program, the Institute sets the global standard for products that are safe, circular and responsibly made. For more than a decade, leading brands, designers, retailers and manufacturers across the value chain have relied on the Cradle to Cradle Certified Product Standard to innovate and optimize materials, products and systems for immediate and long-term positive impacts.

Cradle to Cradle Certified has long been regarded as the world's most trusted and advanced science-based standard for designing and manufacturing products that maximize health and wellbeing for people and our planet, providing a comprehensive and holistic assessment framework across different sustainability performance categories.

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The Institute also powers the global shift to a circular economy through partnerships and collaborative initiatives that equip businesses, governments and other stakeholders with the technical frameworks and knowledge they need to transform the way products are designed and made.

<http://www.c2ccertified.org>

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