



Sustainability is GREAT: Inspirational Talk on Sustainable Beauty Invitation

Date: Thursday 6 February 2020

Time: 15.00 – 17.30

Programme: 15.00 – 15.30 Registration
15.30 – 15.40 Welcome by the Ambassador Nick Archer
15.40 – 16.30 Inspirational talk
16.30 – 17.30 Networking drinks

Where: British Embassy Prague
Thunovska 14, 118 00 Prague 4

Language: English

RSVP by 27/1 : To register, please contact:
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Over the past two years, sustainability has become the mainstream and stopped being optional for business. The organic and natural beauty sector in the UK reports the continuing growth, which is at an all-time high. Growing concern about environmental issues such as climate change and plastic pollution is driving demand for eco-friendly beauty products. People are more aware of ingredients that can have a potential effect on their health and demand transparency from companies about what their products contain. Sustainability is nowadays a hot topic not only in the beauty industry but what does it really entail?

Join us to discuss the latest trends, opportunities and challenges of sustainable beauty with our industry experts.

Guest speakers:

- **Millie Kendall MBE, CEO, British Beauty Council** – Millie is the voice of the British beauty industry and her contribution to this sector was recognized by the Queen. She also launched her own make-up brand and founded BeautyMART, a unique beauty destination combining insider information with a great place to shop for trending beauty products.
- **Hana Vitaskova, Store manager, LUSH** – This British cosmetics company is one of the most sustainable beauty brands and is considered a zero-packaging pioneer on the high street.
- **Petra Drvostepova, Founder, YAGE Organics** - YAGE Organics is a sensual collection of eco-luxe beauty products handmade in the Czech Republic and the UK.
- **Ivana Iesini, Founder, ALBIVA** - ALBIVA is a British luxury organic wellbeing brand that goes beyond skincare and beauty.