

# P&G RESPONSIBLE BEAUTY ADVISORY COUNCIL

P&G Beauty formed the Responsible Beauty Advisory Council (RBAC) which includes membership from six leading NGOs with expertise in nature, human rights, and health. Council members keep P&G Beauty informed of latest research, best practices, and new technologies in their respective areas of expertise so that teams are well-informed when making critical decisions. Through engagement with the RBAC and other external experts, P&G Beauty can better assess the benefits and trade-offs associated with each decision.



**RAINFORREST ALLIANCE**  
RAINFORREST-ALLIANCE.ORG

The Rainforest Alliance works at the intersection of business, agriculture and forests to make “responsible business” the new normal, protecting forests and improving the lives of farmers and forest communities.

“Rainforest Alliance is all about changing the way the world produces, sources and consumes, and we recognize strong partnerships are key to realizing this change. Through the P&G Responsible Beauty Advisory Council, P&G Beauty is leveraging the power of partnerships to brainstorm innovative solutions and explore opportunities in sustainability.”

—SAMANTHA MORRISSEY,  
SECTOR LEAD, FOREST PRODUCTS



**ROUNDTABLE ON SUSTAINABLE BIOMATERIALS**  
RSB.ORG

The Roundtable on Sustainable Biomaterials guides the responsible development and production of biomass, biofuels, and biomaterials through sustainability solutions, certification, and collaborative partnerships.

“The Roundtable on Sustainable Biomaterials is proud to be a technical partner of P&G, providing advice and guidance related to the sourcing of materials. The P&G Responsible Beauty Advisory Council, a diverse partnership of organizations, brings together an invaluable knowledge base that will enable decisions to be made based on the whole spectrum of sustainability aspects.”

—NICOLA NOPONEN,  
GLOBAL TECHNICAL ADVISOR



**SHIFT**  
SHIFTPROJECT.ORG

Shift is the leading center of expertise on the UN GUIDING PRINCIPLES ON BUSINESS AND HUMAN RIGHTS. Their global team of experts works across all continents and sectors to challenge assumptions, push boundaries and redefine corporate practice in order to build a world where business gets done with respect for people’s dignity. Shift is a non-profit, mission-driven organization headquartered in New York City.



**WORLD WILDLIFE FUND**  
WORLDWILDLIFE.ORG

For almost 60 years, the WWF has been protecting the future of nature. One of the world’s leading conservation organizations, WWF develops solutions to help communities and wildlife thrive.

“World Wildlife Fund has had a longstanding, wide-ranging partnership with P&G, valuing innovation, trust, and transparency. The P&G Responsible Beauty Advisory Council, brings together diverse thought leadership to build a responsible global supply chain. When the challenges to protect our planet are so complex, solutions are also inherently complex. The RBAC offers a proactive approach to knowledge seeking and knowledge sharing.”

—MARY TA, PROGRAM OFFICER,  
SUSTAINABILITY R&D



**ROYAL BOTANIC GARDENS, KEW**  
KEW.ORG

The global resource for plant and fungal research, the Royal Botanic Gardens, Kew uses their unparalleled expertise, botanical collections, and global partnerships to tackle the critical challenges facing humanity.

“The partnership with P&G has been scientifically very productive, bringing together the energy of scientists from different disciplines with a common aim of unlocking the chemistry of plants to provide effective beauty products—with added importance that these plants must be sustainability supplied and help support the lives of the communities that care for them.”

—MONIQUE SIMMONDS, PHD,  
DEPUTY DIRECTOR OF SCIENCE



**SKIN HEALTH ALLIANCE**  
SKINHEALTHALLIANCE.ORG

The Skin Health Alliance collaborates with dermatologists, researchers and skin scientists to provide independent, scientifically based verification of the safety of beauty products, clinics, treatments, and services.

“Consumers’ well-being and the environmental impact of the products they use lie at the very core of the Skin Health Alliance’s ethos. Our relationship with P&G Beauty stretches back over a decade, during which time P&G has consistently proven their rigorous health and environmental standards are aligned with our own.”

—DR. THIVI MARUTHAPPU,  
SHA DERMATOLOGIST