

BROCHURE

WILDLIFE FRIENDLY COSMETICS



Building economies to save ecologies

2025



The Wildlife Friendly Mission

WILDLIFE FRIENDLY ENTERPRISE NETWORK (WFEN) IS DEDICATED TO TRANSFORMING BUSINESSES' IMPACT ON BIODIVERSITY. WE ENVISION A WORLD WHERE BUSINESS, NATURE AND PEOPLE COEXIST.



23

countries

34

**species
protected**

5

**different
sectors**

48

**certified
producers**

BUILDING ECONOMIES TO SAVE ECOLOGIES

Wildlife Friendly Certification

Through our Certified Wildlife Friendly™ program, we certify brands source responsibly, ensuring their materials protect and regenerate ecosystems, support local communities, and promote nature positive practices.

By working directly with farmers, herders, and local communities, our certification sets standards that reduce threats to wildlife—preventing habitat destruction, human-wildlife conflict, and harmful production practices.



Wildlife Friendly Ingredients

Nature is at the heart of the cosmetics industry. Consumers expect authenticity and measurable impact: nature-positive sourcing, habitat conservation, and Wildlife Friendly practices are essential for a truly responsible industry.

Oils & Butters: Apricot Kernel, Dhatelo, Chiuri Butter, Seabuckthorn, Coconut, Shea Butter

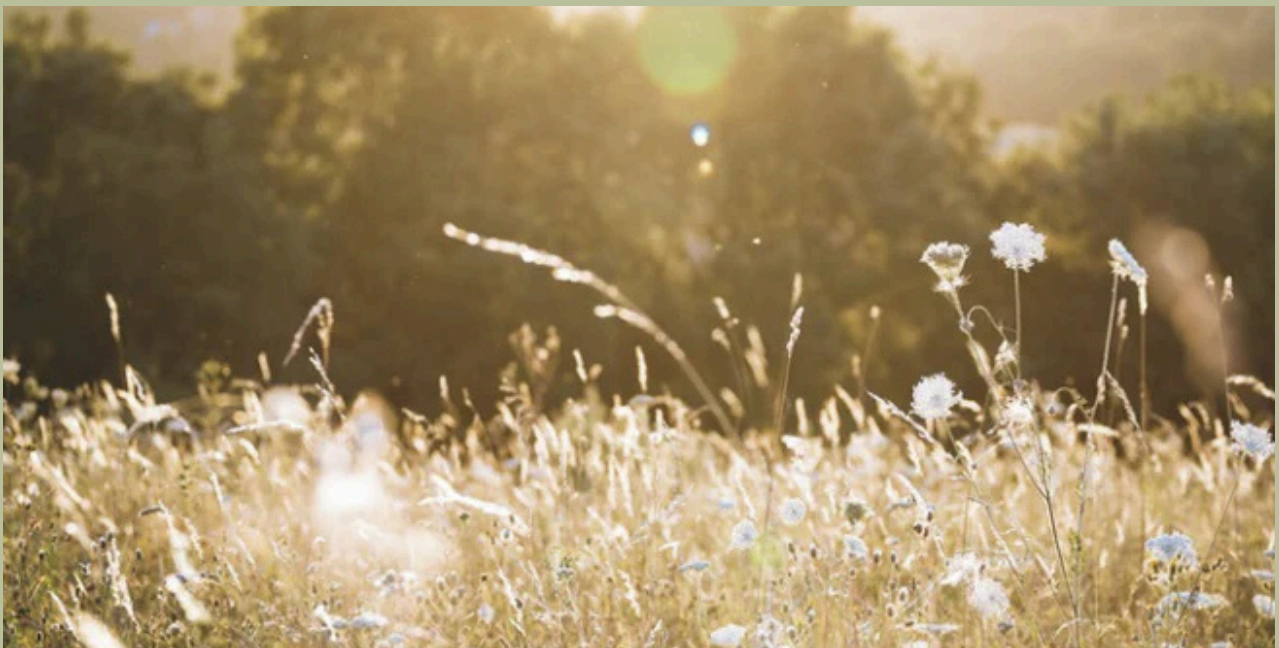
Essential Oils: Abies, Anthopogon, Artemisia, Citronella, Eucalyptus, Jatamansi, Juniper, Sugandha Kokila, Valerian, Wintergreen, Zanthoxylum, Lemongrass, Mentha arvensis, Palmarosa, Cedarwood, Ylang Ylang, Saro, Ravintsara, Butterfly Ginger (Hedychium coronarium), Longoza (Aframomum angustifolium), Ginger, and Turmeric

Waxes & Resins: Beeswax

Botanical Extracts: Baobab, Rosehip, Blackcurrant, Bog myrtle, Calendula, Chamomile, Chickweed, Cornflower, Daisy, Dandelion, Marsh mallow, Nettle, Plantain, Red Clover, Scots Pine, Sea Buckthorn, Selfheal, Wild Carrot, Wild Rose, Yarrow

Other Active Ingredients: Tea, Aloe vera, Honey, Coffee

While we provide a Certified Wildlife Friendly inventory our expertise lies in helping businesses make their supply chains Wildlife Friendly® where production intersects with nature



Case Study: Seilich

Seilich, a Scottish beauty brand, is the first in the UK to attain Wildlife Friendly™ Certification from WFEN. By growing its own native wildflower meadows, Seilich provides ingredients for its products while creating vital pollinator habitats.

Dr. Gouldstone challenges the cosmetics industry's impact on biodiversity:

"The Wildlife Friendly certification proves that natural products can actively benefit nature, not just take from it."

WHY IT MATTERS?

With 97% of the UK's wildflower meadows lost, Seilich leads by example, proving that business practices can support conservation initiatives.



Partner with us!

Sourcing with Purpose, Leading with Impact

Advisory | Certified Ingredient Supply | Project Coordination | Certification

- ✓ **Advisory & Strategy Support**
We help brands develop and implement biodiversity-positive sourcing strategies in alignment with evolving global regulations and frameworks.
- ✓ **Certified Wildlife Friendly Ingredient Supply**
Access certified ingredients that meet the highest environmental and responsible standards, protecting biodiversity, local communities, and ecosystems.
- ✓ **Project Coordination & Supply Chain Solutions**
From on-the-ground conservation initiatives to multi-stakeholder collaborations, we facilitate projects that create measurable change.
- ✓ **Wildlife Friendly Certification**
Stand out in the market with the Certified Wildlife Friendly seal, a globally recognized mark of conservation-driven businesses.
- ✓ **Nature-Positive Leadership & Market Differentiation**
Align with a trusted global network of conservationists, sustainable producers, and industry leaders committed to advancing regenerative practices in the cosmetics industry.

COSMETICS FOR A FUTURE WHERE WILDLIFE & PEOPLE THRIVE



Interested? Contact Us!

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