



**BIOEKO**  
ACTUAL®

Home [▫ Latest Organic News](#) [▫ Cosmetics](#) [▫ Beyond Beauty: Celebrating Innovation and Sustainability at the European Natural Beauty Awards...](#)

# Beyond Beauty: Celebrating Innovation and Sustainability at the European Natural Beauty Awards 2024

12/11/2024

The **European Natural Beauty Awards 2024** ceremony, brought the natural cosmetics industry together to celebrate the most innovative and sustainable natural cosmetics products and brands of the year.



A much-anticipated moment of the evening was the presentation of the **Innovation Awards**, a set of honours recognizing brands at the forefront of sustainability and creativity. These awards' aim is to shine a spotlight on brands making impacts on sustainability and bringing to life new, innovative ways in formulation, packaging, and overall brand ethos.

## Why Sustainability is Essential to Natural Cosmetics

With the cosmetics industry increasingly under scrutiny, sustainability has become an essential element across formulation, packaging, production, and distribution. Natural cosmetics, by definition, seek to minimize environmental harm, making sustainable practices critical to their authenticity.

Each stage of a product's lifecycle presents opportunities to minimize environmental impact—whether through renewable ingredient sourcing, eco-friendly packaging, responsible production, or low-impact distribution. Responsible sourcing and production not only protect ecosystems but also reflect a commitment to consumer health and environmental care.

## The Role of Innovation in Shaping the Future of Beauty

Innovation is the driving force behind evolution. As demand for more sustainably-conscious products continues to rise, brands even within the natural cosmetics industry must advance beyond conventional practices to meet consumer expectations

can enhance product efficacy and safety, and also drastically reduce environmental impact.

For example, the development of new, plant-based actives and biodegradable materials supports biodiversity and reduces waste, while green chemistry techniques create safer, more stable products without compromising on natural purity. Additionally, sustainable packaging solutions—such as compostable or refillable designs—minimize plastic waste and promote a circular economy, reinforcing a commitment to environmental health.

Ultimately, these innovations are more than mere trends; they represent **essential steps in building a resilient, responsible industry that can genuinely address global challenges**. By pushing boundaries in sustainability and efficacy, the natural cosmetics industry is paving the way for a future where beauty and environmental stewardship coexist harmoniously.



*Fattoria La Vialla (Italy) Awarded brand for the Sustainability Awards of the year*

# Recognizing Industry Leaders in Sustainability and Innovation

The **industry expert jury** evaluating the shortlisted brands and products for these special recognitions is yearly composed of personalities with background knowledge of sustainability, innovation in natural cosmetics production, as well as cosmetics industry trends – important European certifications, formula and sustainability experts, and leading European retailers.

Together, the jury members assess each nominee with a focus on innovative, sustainable production.

Representing the 2024 industry expert jury, **Dr. Mark Smith** from **NATRUE**, **Carolina Girbés** from **Herbolario Navarro**, **Heidi Heikkilä** from **Stockmann**, and sustainability expert **Judith Fiedler** awarded these four special prizes during the awards ceremony.

## Sustainability Pioneer of the Year

The “**Sustainability Pioneer of the Year**” award recognizes a product and a brand that embraces environmentally friendly practices throughout its entire lifecycle – from raw material sourcing to disposal. This year’s nominees included:

- Dakmatter (Sweden)
- Fattoria La Violla (Italy)
- Melvita (France)

**Fattoria La Violla was awarded** for their exceptional commitment to regenerative agriculture, ethical sourcing, and

low-emission production practices that extend throughout their supply chain.

## European Natural Beauty Awards in short

The **European Natural Beauty Awards** is a recognition and promotion program for the natural beauty industry. Each year, the awards honour the best natural cosmetics products in Europe as well as industry professionals who have significantly contributed to the growth of the sector and stand against greenwashing.

### **Further information**

at [www.europeannaturalbeautyawards.com](http://www.europeannaturalbeautyawards.com)