

H PROJECT APPROVED CLEAN BEAUTY CRITERIA | HOLT RENFREW



Sustainable Chemistry

OBJECTIVES

Holt Renfrew was looking to gather information to develop a chemicals management approach for beauty and personal care products sold in their stores. The work led to the development of a set of criteria for their H Project Approved Clean Beauty and Clean Beauty+ responsible buy icon.

HOLT RENFREW

PROJECT

- Benchmarking of chemicals commonly found in beauty and personal care products that could possibly be found in their assortment (function, hazard, regulatory status in USA, Canada, and EU)
- Drafted chemical policy roadmap
- Recommended a list of sensitive chemicals to avoid in products and include in their H Project Approved Clean Beauty and Clean Beauty + responsible buy icon criteria.

SERVICES

- Regulatory status and hazards review for cosmetic ingredients
- US, Canada and EU chemicals and animal testing regulations overview
- Established list of seven chemicals of concern to be avoided in their H Project Approved Clean Beauty and Clean Beauty+ criteria
- Reviewed training materials for Beauty Advisors in Holt Renfrew stores

OUTPUTS

> The chemical benchmarking work helped to identify a set of commonly used chemicals of concern in beauty and personal care products. Once the list was established, further research was conducted into hazard profiles and regulatory standards of each chemical. The chemicals identified were used as a starting point to further drill down to seven chemicals of concern which were included in their H Project Approved Clean Beauty and Clean Beauty + responsible buy icon criteria. Based on research and expertise gained from working with other key clients, we narrowed the list of chemicals of concern &

“We valued Anthesis’ expertise and knowledge in chemical management which enabled us to establish appropriate criteria for clean beauty and propel us forward on our H Project Approved responsible buy icon program.”

Holt Renfrew

provided our recommendations and reasoning on which chemicals to include in the icon criteria. We reviewed the list with Holt Renfrew, incorporating their comments, and finally reviewed the material they created for their Beauty Advisors to reference when discussing the H Project Approved Clean Beauty and Clean Beauty+ responsible buy icon with customers. We also summarized the regulatory authority and reach of chemical and animal testing regulations in the USA and Canada.



For further information

Honor Cowen
Principal Consultant + Apparel Sector Lead
Honor.Cowen@anthesisgroup.com
+1 303 883 9306