

BEAUTY ENGINEERED FOR EVER (B_E_E)

Beauty Engineered for Ever (or B_E_E for short!) communicates its greater purpose through its name. It's about bringing design (Beauty), technology (Engineered) and sustainability (for Ever) together – to make environmentally-leading products so desirable that people simply can't resist them. This young, innovative, New Zealand Company, launched its gorgeous range of high performing cleaning products late last year. (Dishwash Liquid, Surface Cleaner, Whitener and Delicate Laundry Liquid make up the launch range.) But not only are B_E_E's products of the highest possible green standard – they take the very concept of green and turn it on its head. Indeed, at the very heart of B_E_E's mission is making green the new black.

"Having fun is a key part of our commitment to environmentalism. If we're going to take green from 'niche' to mainstream, it has to be something that more people can enjoy. Then, when much larger numbers of Kiwis start living a little greener, we can really start looking after our precious country." Brigid Hardy, who heads up the business, believes that the image of green products has to change if we are to make green appealing to masses of everyday people in their everyday lives. "With modern technology, there's simply no longer any excuse for grubby green. Being very, very green, is

an absolute pleasure when you do it with B_E_E. And we're having a great time communicating that. Can't you tell? "

So B_E_E brings attitude to green. "Our consumer research showed that more people would buy an environmental product if it made them smile" Brigid explains. And their range of 'talking bottle' labels is doing just that (with pick-up lines like "I Feel Good on Your Hands" and "I Promise I'll Be Gentle"). People used to think environmentalism was not relevant to them – so we're not just talking to those people, we're picking them up. The arbiters of style are in love with it all – filling the nation's design and fashion magazines with rave reviews. And B_E_E even won the branded packaging award in the UK's prestigious Design Week awards – where somewhat more established brands like Virgin and Apple were in the competition. To top it all off – there's an audacious advertising campaign where green smoulders in a world of seduction.

But B_E_E has really earned the right to be having this fun. It has taken an extensive bunch of diverse experts many years to develop a unique offering that brings absolute environmental commitment, market-leading performance, and a luxurious and sensual quality that's entirely new to the category. Scores of leading international and domestic chemists, formulators, dermatologists and even a French perfumerer have worked meticulously on the range. "No one has managed to create products like

this before" says Brigid, and when you hear the list of partners who've come together to pull this one off, it really is little wonder. "It was worth going to all that trouble" says Brigid "because now we are offering consumers something that they previously believed was impossible – a product that complies with the highest possible standards of both environmentalism and performance." And that's a joy to use.

B_E_E's environmental commitment is absolute. It is the only cleaning product on the New Zealand market with an independent endorsement from Environmental Choice. That's the official environmental endorsement programme adopted by the New Zealand Government.



It takes the most stringent environmental standards in the world and adds another layer of stringency as it applies them to New Zealand's own unique environmental conditions. Complying with the standards is an extremely tough process that covers three main areas – formula, packaging and manufacturing. Every ingredient is assessed extensively by chemists working on EC's behalf. Every element of the packaging is meticulously scrutinised (including labels and lids) and must be easily recyclable within New Zealand. Furthermore, the manufacturing plant has been significantly upgraded "making it the most environmentally sound place in New Zealand to make these products".

B_E_E applied for Environmental Choice certification because the world of 'green' products is becoming confusing. "Saying a product is 'green' is no longer enough for us. There are unfortunately some 'green' players out there who have rather interesting standards – and it can be hard for customers to know who's genuine in their claims. People need to know that they can trust us. And independent environmental endorsement simplifies that decision for busy people."

But despite the rigour of Environmental Choice, B_E_E is lifting the bar even further. It is assessing the ethics of the full supply chain, favouring environmental partners, and investigating even sounder ways to package products.

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“Sustainability is aspirational, and a lot of our team’s excitement comes from trying to lead the way.”

Just as B_E_E’s environmental commitment is absolute, the company takes that commitment and applies it with equal passion to the next core tenet of its product offering – performance. “We know that customers want cleaning products for one reason – to clean.” Brigid says. “Why should green products compromise on performance? We’re all busy and don’t have time to scrub harder. It’s just not good enough to create a green product unless the performance of that product can be shown to rival that of the very best, market-leading, non-green alternatives.” Using the latest eco-technology enables B_E_E to offer their customers a true no-compromises performance-plus-environmentalism answer. All products are independently tested to outperform leading mainstream brands. No other eco-cleaning brand makes such claims.

And last, but not least, B_E_E products are actually designed to be pleasant to use. “Bizarrely, the Big Soap companies who’ve been making cleaning products since the industrial revolution don’t seem to have prioritised the potentially pleasurable experience of using the product.” says Brigid. “Our customers love the experience that our blends of essential oils create.” The products also contain New Zealand kawakawa, a healing balm used by people of the Pacific, and the very latest natural cleaning agents made from coconut, palm oil and sugar. None of the products are tested on animals and all have been checked by registered dermatologists to ensure they are safe on the skin. You sure don’t have to compromise with B_E_E.

For distribution, check out www.beautyengineeredforever.com and email them if it’s not near you or in the store where you want it. “We’re a small company and we’re still very young – but we’re always delighted to find a way to ensure the products are available for our rapidly growing base of incredibly loyal friends of B_E_E.”

FROM THE CHIEF EXECUTIVE

It is hard to believe that we are already half way through the year and, yes, I have been at the SBN six months now! A lot will be happening between now and Christmas so please mark some important dates in your diaries.

On **Monday 11 October** at 5pm we will hold the SBN National AGM. This will be followed by a networking function where you can get to know each other and enjoy some cocktails before what I am sure will be an entertaining debate. The AGM and Debate will lead very nicely into our One-day Conference on **12 October**. The venue for the conference is the Carlton Hotel in Auckland and it is shaping up to be a great event that can’t be missed.

The theme that is emerging for the conference is around the research that was carried out by the Growth & Innovation Advisory Board (you can find the results on the SBN website). This important research clearly shows that Kiwis want and expect sustainable growth in NZ – it is felt that looking after the well-being of people and the quality of our environment is the expected “Kiwi way” of doing business. Great news for those of us already on the sustainability journey. The conference technical committee is pulling together a programme with something for everyone. We will keep you posted. For those of you who can’t make the Auckland event – don’t panic because this conference is coming south. Yes on **14 October** we will be repeating much of the programme from Auckland in Christchurch. Those of you in the middle will have to choose to come north or head south – I encourage you to attend and take this opportunity to be inspired towards action!

Something else that can’t be missed is the **2004 National Sustainable Business Awards**. The Bay of Plenty region held their Gala Awards Dinner in early June and it was a glamorous and inspirational evening. The entry form for the National Awards will be available from July and you have until September to get those entries in. We had some great entries last year and I am sure that many more of you could take part. It is a great opportunity to be recognised for the fantastic efforts you are making towards sustainability. You don’t have to be perfect to enter – but it is a great way to show that you are making progress. The ceremony to announce the winners will take place on **12 October** in Auckland at the One-Day Conference Dinner.

GreenFleet is now launched and is growing in popularity – especially as businesses tackle the ongoing price hikes in fuel. This programme is redefining fleet management by helping businesses tackle some of the pressures that transportation is placing on our pockets, people and environment. The Auckland launch was a great success with many attendees taking the opportunity to test drive a hybrid vehicle (provided by GreenFleet sponsors Honda and Toyota). The SBN has been very fortunate in receiving the use of the Prius hybrid for six months courtesy of Toyota. We are very thankful to them and have certainly enjoyed driving around experiencing this new technology first hand. It has also been a wonderful opportunity to talk to people about GreenFleet and the SBN as we are often approached by people interested in knowing more about the vehicle. Don’t forget for those of you outside Auckland – a GreenFleet seminar will be coming your way – in Tauranga on **20 July** and in Christchurch on **26 August**. Please keep in contact with your local Regional Manager if you want to know more.

I’m looking forward to meeting many of you at the Conference in either Auckland or Christchurch.

Warm Regards

Jami