

A conversation with Daniel Nosé Sabará,

Corporate Director of Beraca

EURO COSMETICS: *You are a Brazilian-based company with an international reach. What makes your business special?*

Daniel Nosé Sabará: The name Beraca is derived from the hebrew word “Berakah”, which means blessing. Since its foundation, our company was built as a unique sustainable development business model, building a value chain that connects and benefits in a transparent way all main stakeholders, from family agriculture partner communities to our customers around the world.

EURO COSMETICS: *You're known for your commitment to sustainable development due to your unique Sociobiodiversity Enhancement Program™ and full traceability of raw materials sourced from the Amazon Rainforest and other Brazilian ecosystems. Can you explain this to us in more detail?*

Daniel Nosé Sabará: Our Sociobiodiversity Enhancement Program is the mainstream of our business model, it is our vital organ; promoting our connection and inspiration to new innovative natural species we will develop products from, guaranteeing a sustainable supply chain and even the measurement of our social and environmental impacts at the locations we source our raw materials.

EURO COSMETICS: *What is your message behind this year's campaign “We Bridge”?*

Daniel Nosé Sabará: The “We Bridge” campaign was envisioned by one of Beraca’s founders, Ulisses Sabará and perfectly translates what Beraca does by promoting the connection between stakeholders like cosmetic product manufactures, traceable local community supply chains, governmental institutions, the third sector and the academy. We have ongoing projects, for example, involving Beraca customers supporting access to clean water or education initiatives at a local partner community introduced by Beraca, who has articulated the local government support, as well as the



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operationalization of the project by a NGO (Non-Governmental Organization), being the project results evaluated by a federal university. The output is a genuine sustainable development value chain. This is “We Bridge”!

EURO COSMETICS: *According to a survey by the GfK market research institute half of the Brazilian consumers takes into account natural raw materials when buying cosmetics, the highest figure of all countries surveyed. What is your experience here?*

Daniel Nosé Sabará: Brazil is a megadiverse country and this richness is also perceived in the traditional way this biodiverse has being used as a rich cultural connection between ancient traditional medicine, healing and even spirituality through the use of herbs, essential oils and other natural based treatments. Also, Brazilian consumers are becoming more sensitive to ingredients applied in the cosmetics they use, its safety, and its social and environmental impacts. We are living a hyper connectivity age, where consumers are always on-line, seeking for transparent and high quality information from product manufacturers.

EURO COSMETICS: *Natural raw materials are your business base. Therefore, your company especially supports their protection. How does it work?*

Daniel Nosé Sabará: The sustainable management of biodiversity resources is also part of our Sociobiodiversity Enhancement Program. It mainly helps us promoting to our partner sourcing communities the sustainable use of available biodiversity and that keeping the forest up is the best and most efficient way of guaranteeing their economic survival, as well as for the upcoming generations. This is done through constant training and capacitation. Through academic methodologies provided by the University of São Paulo (USP), we have already identified an even broader positive impact of our program. In a region of Brazil with one of the lowest human development indexes, we could measure how Beraca’s value proposition to local communities is supporting them on leaving illegal timber extraction. This is a success case recently recognized by EXAME business magazine, which indicated Beraca in 2015 as one of the most sustainable companies in the chemical sector, indication that was already granted in 2014.

EURO COSMETICS: *What makes you different from your competitors?*

Daniel Nosé Sabará: Beraca holds a very unique position, as it is promotes a sustainable value creation chain, based on the expertise of identifying and fulfilling its partners’ needs, by offering turnkey solutions. None of Beraca’s competitors have the expertise to offer that.

EURO COSMETICS: *How do you see the future development in your company?*

Daniel Nosé Sabará: We have experiencing a very strong growth in the past years and that continues to be the trend for Beraca. We recently closed a strategic alliance with Clariant, a key player in the Health & Personal Care market and world leader in Specialty Chemicals that will speed up even more our expansion plan.

Thank you for the conversation.