



Press Release

For Immediate Release

Contact: Nestor Dèhouindji
ndehouindji@globalshea.com

Global Shea Alliance Welcomes Liz Earle

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The Global Shea Alliance is pleased to announce that Liz Earle Beauty Co. has signed up as a GSA sustainability partner. In addition, Walgreens Boots Alliance, parent company of Liz Earle, has also become a member of the GSA.

A British beauty brand with a passion for naturally active ingredients, Liz Earle are pioneers of cruelty-free skincare that combines the best of nature with the best of science. A tube of their iconic, multi award-winning Cleanse & Polish(tm) Hot Cloth Cleanser sells once every 15 seconds across the world.

As part of Walgreens Boots Alliance, Liz Earle looks forward to supporting and working with GSA in their endeavours to support women in shea.

Badié Marico, President of the Global Shea Alliance, said: "The work of GSA is made possible through the active support, expertise, and contributions of our members. Walgreens Boots Alliance and Global Shea Alliance share a commitment to helping women's shea cooperatives improve their livelihoods. We look forward to working with WBA to support the women at the core of the shea industry and their communities."

Head of Marketing for Liz Earle, Olivia Walker, said: "We're committed to building relationships with the growers and farmers who produce our botanical ingredients. Partnering with GSA is a significant step towards achieving our Corporate Social Responsibility objectives."

NOTES TO EDITORS

The GSA<<http://www.globalshea.com>> is a non-profit industry association with 500 members from 35 countries including women's groups, suppliers, non profits, producer national associations, affiliate members, brands and retailers. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics. For more information please visit <http://www.globalshea.com/>

Liz Earle is a British beauty brand renowned for harnessing the power of naturally active ingredients to create cruelty-free products that deliver visible results. Inspired by nature, and their coastal home on the Isle of Wight, their acclaimed skincare range includes the iconic, multi award-winning Cleanse & Polish(tm) Hot Cloth Cleanser, alongside high-performance botanical bodycare, haircare and fine fragrance.