

FEATURE

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LUSH'S BODY LOTION CHARITY POT IS MORE THAN JUST MOISTURIZING

Oxford, England. – March 20, 2017- Charity Pot does a world of good, but not for the typical reasons that you would expect from a hand and body lotion. For eleven years Lush has been supporting grassroots charities by donating 100 percent of the sale price goes towards supporting humanitarian, environmental, and animal rights causes locally and around the world. Since the release of Charity Pot in 2007, Lush has raised \$5.8 million dollars for grassroots charities around the world. Not only does Charity pot relieve your skin from feeling dry, it also provides relief to charities that are in need of aid around the world.



Lush supports humanitarian efforts such as Hug It Forward that provide access to education through the building of schools in Guatemala. In Chicago, animal welfare organizations like Save Humane are

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inspiring people within their communities by creating positive relations between people and animals. In Ecuador, environmental organizations like Grupo Alpa are improving local food production through permaculture and improving access to food through the farmers market network. Those are just a few examples of some examples of grassroots charities that Charity Pot has helped support since its' conception.

“We wanted to do something where we contributed and that the customer could add their contribution and that money could be used in the most effective way. There are an amazing amount of people trying to bring peace to the world and are doing it on their own time and if they can get a little bit of money from Lush and our customers they can get away with not having to fundraise for a little while,” said Hilary Jones, Lush ethics director. Unlike, other companies who will put a product out on the shelves to claim that they are a charitable organization. What sets Lush apart from their competitors is that Lush truly cares about the efforts they support and because charitable giving is at the very core of the business.



From start to finish Lush covers all costs associated with the manufacturing of Charity Pot. This includes product packaging, ingredients, and labour with the making of the product; Lush does not

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recoup any of the losses from manufacturing the product, which makes this a truly unique and charitable product. This beautiful self-preserving lotion contains seven ingredients from sustainable Lush Fund projects from around the globe. Through this fund, Lush is able to invest two percent of their annual net on raw materials and packaging into starting sustainable farming and community projects.

Lush has also proven the value of Charity Pot with the quality ingredients that are found in the product. Charity Pot contains shea butter which is traditionally hand-made by the Ojoba Women's Cooperative in Ghana. Charity Pot also consists of cocoa butter from the Peace community in Colombia, the butter is now certified fair trade organic cocoa butter, which is great for nourishing the skin. Charity Pot also contains fresh aloe vera leaves from women growers in Kenya, which is great for soothing and hydrating the skin, and last but not least Rosewood oil from the Peruvian rainforest.



As we know, Lush ethically sources all ingredients used in their products, but could Lush do more? The Lush mentality is to always do more than ever imaginable so they did. From there, the idea for the SLush Fund was born. SLush Fund was created to develop supportive partnerships within communities that produce ingredients that go in products like Charity Pot.

“When you smell essential oils where they are meant to be, it brings them alive, so to see it and smell it while it’s actually being grown in the Amazon is pretty incredible,” said Simon Constantine, Lush head perfumer. Constantine was referring to Rosewood trees, one of the first SLush Fund efforts;

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this effort was to stop loggers from cutting down the Peruvian rainforest. Lush bought the logging rights to the concession, and were able to save 6,000 hectares of Peruvian rainforest. With Rosewood being a highly endangered, Lush will only trim the branches off the tree or use trees that have already fallen. Through this sustainable project Lush was able to grow a Rosewood nursery where they are able to replenish the tree in hopes to bring it out of endangerment.



So, if you have ever wondered what you could do to help the environment, animal or humanitarian rights here is your chance to do so. With the simple purchase of Charity Pot you will be helping support charities around the world and within your very own backyard. Next time your hands are feeling dry you may want to consider buying a Charity Pot, “A little bit goes a long way,” as the Lush employee would say, in this case we aren’t talking just about the product but also your donation.

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