



## CSE Certification

### 1. What does the abbreviation CSE stand for?

CSE stands for “certified sustainable economics”. CSE is a quality standard for sustainable company management.

### 2. Which company or association confers the CSE seal?

The seal is conferred by the Society of Applied Ethics in Business (GfW). GfW sets standards for product certification and is a pioneer in the field of sustainability certification for companies.

The certification and inspection offices authorized by the CSE standard work in accordance with ISO 17065. EcoControl GmbH, the globally active inspection and certification company, coordinates certification activities and issuance. Alongside CSE certification, EcoControl carries out certification for NaTrue, Demeter, and others.

At the same time, EcoControl itself is audited by an independent certification office. This emphasizes its integrity.

### 3. How long has BÖRLIND had CSE certification?

BÖRLIND GmbH has been a CSE-certified company since 2012.

Before that, BÖRLIND GmbH products were certified with the EcoControl seal. That certification applied primarily to the company’s products and values.

### 4. What exactly does CSE certify?

The CSE seal is not only for the company’s products. All company activities are monitored on an ongoing basis using the three sustainability criteria: ecology, economy and social responsibility. From the ingredients used and how wastewater and waste are handled, to working conditions and opportunities for further employee education, all of the company’s areas of activity are audited. The audit goes beyond the company’s own areas of activity and also examines its suppliers’ efforts with regard to sustainability. For this reason, BÖRLIND GmbH’s suppliers are regularly asked about their measures to support sustainability and encouraged to optimize them.

### 5. What are CSE’s criteria for the ingredients of natural cosmetics?

The conventional seals for natural cosmetics, such as BDIH, confirm that the cosmetic products have been developed based on natural ingredients. However, the seals have different criteria for which ingredients they permit. For example, some seals allow animal-based ingredients such as carmine or silk to be used, whereas BÖRLIND GmbH is against using them. Being classified in the “natural cosmetics” category does not take into account the differences.

CSE also has specific criteria for the ingredients of natural cosmetics. For example, at least 75% of the manufactured mass must satisfy one of the conventional natural cosmetics standards. And products may not contain genetically modified substances or substances with petrochemical components. Preferably, substances from certified organic cultivation or collection in the wild must be used. They reflect the basic requirements for natural cosmetics.

### 6. How often is a company subject to CSE certification?

The EcoControl inspection and certification office conducts an audit once a year. During the audit, inspectors verify whether or not the company complies with the specified sustainability standards and has developed further. The measures for

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improvement laid down in the previous year must have been implemented. Further, the company is obligated to set sustainability targets for the next year and document that it has met them.

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## **7. What are the benefits of CSE?**

The CSE seal shows that the company and its products act sustainably. Consumers see the CSE seal on all ANNEMARIE BÖRLIND products. This allows them to recognize that they were produced by a certified, sustainable company. CSE certification not only shows that the company embraces sustainability, but also that an independent institute has audited and confirmed that it does. This creates transparency for consumers.

CSE goes far beyond the typical presentation of natural cosmetics and sustainability. The CSE guidelines specify that not only the company's products are audited on an annual basis. Rather, the entire company and its activities are included in the audit. Each CSE requirement must be 100% satisfied. And to renew the seal, the company must show continuous further development with regard to sustainability in addition to satisfying the standards.

www.label-online.de, of Verbraucher Initiative e.V. (German consumer protection association) has rated the CSE seal as "highly recommended". Its criteria are: standards, independence, monitoring and transparency.

## **8. What are the disadvantages of CSE?**

The CSE seal is not widely known. This is partly because only a few companies have the seal. After all, the guidelines for receiving the CSE seal are very strict.

## **9. Is CSE certification recognized internationally?**

Yes, the CSE seal is recognized internationally. BÖRLIND GmbH receives the certification in English and other languages.

## **10. Which other companies have received the CSE seal?**

Only 10 European companies have received the CSE sustainability seal so far. They include Sonett, the washing and cleaning agent producer, and the Farfalla cosmetics brand. A landscape architect and consulting firm are also certified.

## **11. Are DADO SENS DERMACOSMETICS also CSE-certified?**

Our CSE certification includes both BÖRLIND GmbH with the ANNEMARIE BÖRLIND – Natural Beauty brand and DADO-cosmed GmbH with the DADO SENS DERMACOSMETICS brand.

## **12. Does BÖRLIND want to become certified with other popular seals such as NATRUE and COSMOS in the future?**

A number of Börlind products conform to the neuform guidelines or are BDIH- or NCS-certified. This is also necessary to satisfy the CSE guidelines. They demand that at least 75% of the product mass produced conforms to an existing product standard in the industry (NaTrue, COSMOS, BDIH, Ecocert, Soil Association, CosmÉbio, ICADA, demeter, naturland, Vivanness 2011, ordinance on natural cosmetics in accordance with the Austrian Food Code, or NCS).

However, the company consciously chooses not to advertise its product certification since the CSE seal is of higher value.



**13. Does having the CSE seal certify that ANNEMARIE BÖRLIND produces natural cosmetics?**

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The term “natural cosmetics” is not legally protected in Germany. For this reason, natural cosmetics producers use natural cosmetics seals such as COSMOS, NaTrue, Ecocert, etc. The term “certified natural cosmetics” implies natural cosmetics standards that basically follow this guideline: the products do not contain mineral oil derivatives, PEGs, silicones, microplastics or parabens. Of course, this applies to the products of BÖRLIND GmbH.

For BÖRLIND GmbH, the term “natural cosmetics” goes beyond a focus on the products, however. Natural cosmetics not only means paying attention to the ingredients. Instead, it includes the entire company and its socio-ecological principles. This is why BÖRLIND GmbH products are sustainably certified natural cosmetics in accordance with CSE.

**14. What other activities does BÖRLIND GmbH pursue in the spirit of sustainability?**

BÖRLIND GmbH’s sustainable activities exceed the CSE guidelines. For example, the company calculates its annual carbon footprint. It compensates for its CO2 emissions by investing in a project for drinking water treatment in Cambodia. With the help of the project, Cambodians can use water filters that eliminate the need to cut firewood for boiling water. This makes BÖRLIND GmbH climate-neutral.

The company is also committed to a number of other socio-ecological projects. The focus is on projects related to the company’s cosmetics products. This has results in commitments to jojoba oil from Namibia, aloe vera from Guatemala and Himalayan cherry oil from Nepal projects.

BÖRLIND GmbH is also an active member of FONAP (The Forum for Sustainable Palm Oil). The Forum’s mission is to establish 100% sustainable palm (kernel) oil in all industries.

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