

PRESS RELEASE

FOR IMMEDIATE RELEASE

FAIRTRADE COSMETICS FOR CARDIFF NORTH

Julie Morgan MP encouraged shoppers in Cardiff North to buy fair trade cosmetics and toiletries that are now available in the shops.

People will now be able to buy 57 products with Fairtrade certified ingredients, including lip balms, face masks, body butters and shower gels. Shops like Boots, Neal's Yard and Lush will stock the products. Across the UK, 31% of people say they are interested in buying cosmetics carrying the Fairtrade Mark.

Julie welcomed the Government's support to the Fairtrade movement and urged people in Cardiff to buy Fair Trade products when they can.

Julie said:

"I know that what we buy can really help people in the developing world. How we shop can directly affect them. I understand that Fair Trade helps to support 7.5 million people in the developing world, an amazing number.

"By buying food, gifts and now cosmetics from developing countries we will help to boost their economies and reduce poverty. We can make a real difference to the lives of some of the world's poorest people. It is definitely something I support."

Harriet Lamb, Executive Director of the Fairtrade Foundation said:

"The public has said they want to lead a sustainable lifestyle and this is the next step along the path to looking good and feeling great. So go out and treat yourself to these great new products!"

More than 7.5 million people – farmers, workers and their families – across 58 developing countries benefit from the international Fairtrade system. The Fairtrade Mark is recognised by 70% of UK consumers and appears on products as a guarantee that disadvantaged producers are getting a better deal.

Each product will contain one or more Fairtrade certified ingredient such as cocoa butter, shea nut butter, sugar or brazil nut oil, benefiting disadvantaged producers from countries in Africa, Asia and Latin America.

Notes to Editors:

Seven in 10 households purchase Fairtrade goods, including an extra 1.3 million more households in 2008, helping Fairtrade sales reach an estimated £700m in 2008, a 43% increase on the previous year. There are over 460 producer organisations selling to the UK and 746 to the global Fairtrade system, representing more than 1.5 million farmers and workers.

Introducing Fairtrade labelling to cosmetic products will increase the overall number of Fairtrade products in UK shops and the volumes of ingredients which producers are able to sell under Fairtrade terms, which in turn increases the benefits back to farmers.

The Fairtrade Foundation sets minimum thresholds of Fairtrade ingredients at levels which allow best selling volume lines of beauty products containing natural ingredients to be certified. Producers will get the Fairtrade minimum price plus a premium, to invest in community projects such as

schools and healthcare. The companies behind the products will have a partnership plan in place showing how they will additionally support producers to develop their businesses and communities.

For more see www.fairtrade.org.uk

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FOR FURTHER INFORMATION:

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