

AAK Sustainability  
Partner Program

AAK

# Making beauty matter

Advancements in shea technology and increasing use in cosmetic formulations are helping to drive social, environmental and economic development in West Africa.

**Together we can do more.**

# Our Sustainability Partner Program is a new and unique initiative that enables cosmetic manufacturers to actively increase the social value of their brands through the use of our responsibly-sourced shea-based innovations.

The program provides the structure and pathways to engage in real sustainable progress and make a positive difference to the social, environmental and economic development of the West African communities that depend on shea for their livelihood. We also give technological and scientific support to help our partners develop safe, stable and sophisticated formulations that meet the growing demand for more natural, eco-conscious beauty products that deliver on performance.

## Strength in numbers

The AAK Sustainability Partner Program is supported by the Global Shea Alliance (GSA) and the United States Agency for

International Development (USAID). In 2016, the GSA and USAID signed a \$13 million, five-year agreement to promote shea markets worldwide and improve sustainable production in Africa. Under the arrangement, USAID pledged to match private sector funding raised by the GSA to the tune of 6.5 million USD for implementing promotional and sustainability activities in the shea belt. Joining our Sustainability Partner Program and funding the GSA therefore doubles the impact in the region and is a commitment to our common goal, namely helping women shea collectors and processors organize into co-operatives, obtain equipment and training and improve financial benefits from the sale of their products.



## EMPOWERING WOMEN | IMPROVING LIVELIHOODS | SECURING THE FUTURE

### Shea is vital for the conservation of rural ecosystems

The trees grow wild in sub-Saharan Africa and play an important role in protecting against desertification and climate change. More than 16 million women in the region contribute to their household incomes by collecting and processing shea kernels. Streamlined supply chains give the women more negotiating power, a higher revenue and greater independence.

### Kolo Nafaso means 'house of benefits of shea kernels'

And is the name given to our AAK direct sourcing program introduced in Burkina Faso in 2009 and extended to Ghana in 2015. Based on fair trade principles, including access to pre-financing, education and logistical support, the program involves over 134,000\* women and continues to grow. External audits and qualitative studies confirm the success of the initiative in alleviating poverty, ensuring better working conditions and providing a strong local infrastructure.

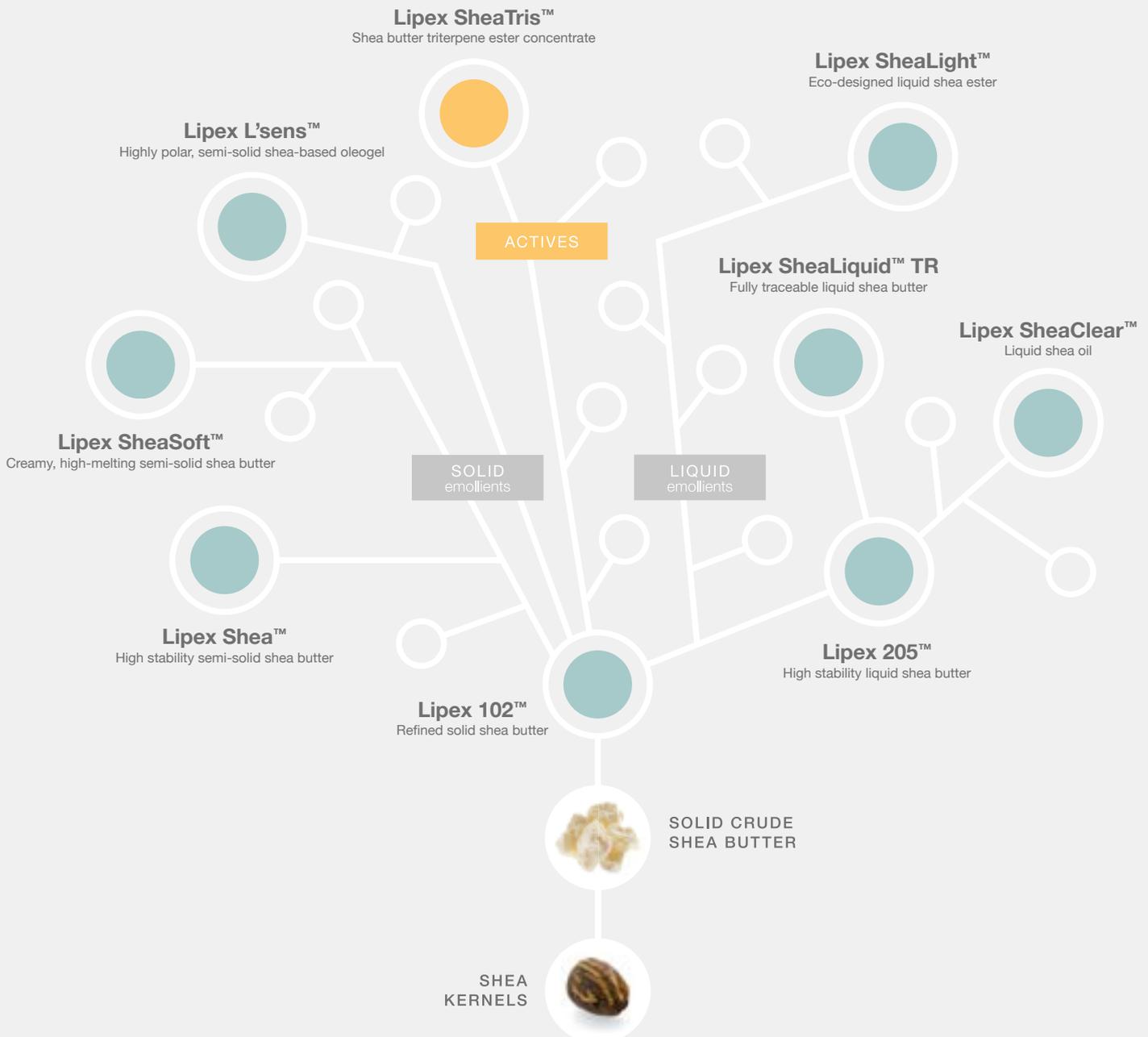


### The beauty of shea

When incorporated at functional levels (2-4%), shea has been shown to strengthen the skin barrier, increase dermal collagen, inhibit protease activity and have anti-inflammatory properties. At AAK, we have pioneered new techniques to optimize the physical and sensory characteristics of shea and allow increased functional use across the full spectrum of cosmetic applications. These include solid and semi-solid butters that vary in melting profiles and crystallization properties, versatile liquid versions that offer improved skin feel and the possibility for low energy formulations, and specialty derivatives.

## SHEA INNOVATIONS

Designed using AAK Technology



# Joining the AAK Sustainability Partner Program

When choosing AAK shea solutions, you do more than excel at producing high-performance products created with natural, sustainable and ethically-sourced ingredients. Increased levels of use are helping to build a bigger, better shea industry, halt rural-urban migration and generate more earnings to empower the shea-collecting women. A win-win outcome all round. And by joining our Sustainability Partner Program, you multiply that impact. Membership also guarantees full access to our team of application experts to ensure you get the most out of our shea technologies. From assistance with the development process, advice on new innovations and reformulation opportunities, and the possibility of bespoke training courses.

## How to participate and benefits

1. Become a Member of the Global Shea Alliance
2. Enrol your Company in the AAK Sustainability Partner Program
3. Send your funding to the GSA for the AAK Sustainability Partner Program

Annual Funding Level 5 year commitment	Program Benefits and Services
\$5,000	<ul style="list-style-type: none"><li>• \$10,000 annual impact to the shea sustainability initiatives</li><li>• Access to AAK Co-development technology support</li><li>• Access to GSA Sustainability Support</li></ul>
\$10,000	<ul style="list-style-type: none"><li>• \$20,000 annual impact to the shea sustainability initiatives</li><li>• AAK on-site and priority Co-development support</li><li>• GSA collaboration and priority support</li></ul>
\$20,000	<ul style="list-style-type: none"><li>• \$40,000 annual impact to the shea sustainability initiatives</li><li>• AAK on-site and priority Co-development support</li><li>• GSA field support in the shea harvesting communities and priority sustainability support</li></ul>

For more details, please contact:

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