



Why Aromatherapy Associates is becoming a B Corp A personal note from Anna Teal, CEO, Aromatherapy Associates



Dear Partner,

I'm delighted to be able to share with you that Aromatherapy Associates has successfully achieved its ethical B Corp certification as we pledge to put people and the planet on the same footing as profit.

B Corp is a global movement - B Corps are companies that instead of just focussing on the traditional bottom line - profit – they have a triple bottom line where the impact of the business on people and the planet is given the same weight as making money. To date 3,500 companies in 150 industries have gained the certification which can take several years to achieve – we managed to achieve ours within 10 months which is a great testament to our ethics, transparency and standards.

When Aromatherapy Associates was founded in the mid Eighties, its purpose was to help people in times of need, support them through the highs and lows of life and help their wellbeing. Right from the very start, our founders were passionate about fulfilling a greater need and doing good in the world rather than just making money. Caring for people and the planet was very much at the core of the brand then as it is now.

Our task now is not to rest on our laurels but to work together as a team, with you as our partners and engaging with communities and inspiring others.

For Aromatherapy Associates, it's not just about being best *in* the world but best *for* the world. Our aim is to leave a stronger legacy for the brand for people's wellbeing, the impact we have on the planet and the people we serve.

This more ethical way of doing business is gaining momentum as a result of the climate, social and economical crisis coupled with rising inequality and an increasing desire by consumers for brands with purpose. Some of the world's most dynamic companies – Patagonia, Ben and Jerry's and The Body Shop are making this shift. Interestingly, research by the Office of National Statistics in 2018 showed that the average year-on-year growth rate of UK B Corps that had recertified in 2018 was 14 per cent, 28 times higher than the national economic growth of 0.5 per cent. This is a win win. It is exciting that it is possible to do the right thing and reap the business benefits.

This news is such an integral part of the fabric of our business and how we will continue to do business, I wanted to share this news with you personally. I'd also be delighted to discuss how this announcement can further improve our business relationship *together in the future*.

Best Wishes

Anna Teal
Chief Executive Officer

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