

# ANNEMARIE BÖRLIND –

ECO CONTROL certified quality



ANNEMARIE  
BÖRLIND  
NATURAL BEAUTY

# CRITERIA FOR EFFECTIVE AND SUSTAINABLE COSMETICS



High expectations are made of contemporary natural cosmetics. Efficacy, skin-compatibility and naturalness are, today, the three main criteria for the purchase and daily use of skin care cosmetics.

Questions about the type and origins of the raw materials, the manufacturing process and the social responsibilities of the companies are becoming more and more frequent. The increasing importance of sustainability and the need for transparency is the result of a transformation in the collective awareness of our society. Individuals are well aware that they can support both nature and the environment with their purchases.

Since 1959 the family company Annemarie Börlind from the Black Forest has represented natural cosmetics in harmony with nature. International awards, scientific confirmation and the satisfaction of many customers impressively confirms the high quality and natural efficacy of our skin care products.

The most important quality criteria of Annemarie Börlind Natural Skin Care as verified by ECO CONTROL are shown below. Compare the standards and the reality of Annemarie Börlind quality with other quality labels. ANNEMARIE BÖRLIND guarantees: High quality, effective and sustainable natural cosmetics. You have my personal guarantee – and ECO CONTROL.

*Michael Lindner*  
Michael Lindner, Inhaber



## PRODUCT + QUALITY

Unchanged natural substances such as botanical raw materials combined with labour-intensive cultivation and/or production methods form the basis of our high quality skin care products.

The vast majority of plants, herbal extracts and essential oils originate from organic farming or from certified wild gathering.

Experienced scouts and ethno-botanists are constantly searching for new plants and raw materials for us.

We use pure Black Forest deep spring water from our own well.

The skin-compatibility and efficacy of our cosmetics have been scientifically tested and dermatologically confirmed in independent institutes on human volunteers.

We consciously repudiate the use of non-biodegradable and other questionable substances such as PEG, paraffin, petroleum derivatives, silicone oil, polycyclic musk compounds etc..

We attach great importance to high quality at a reasonable price.



## ENVIRONMENT + RESOURCES

We repudiate the use of both raw materials obtained from dead animals and those that have been tested on animals.

Nature identical and nature similar substances are consciously used for a manufacturing process that protects natural resources and offer a skin-compatible preservative.

The selective purchase of botanical raw materials allows us to support organic and bio-dynamic farming methods, thus contributing to the health of the planet.

The energy for our warm water consumption is catered for by waste heat recovery from our production and cooling processes.

We are continually working for the optimisation of our ecological standards.



## PEOPLE + SOCIETY

We attach great importance to the use of high quality raw materials from socio-ecological projects and fair trade organisations at an appropriate price.

When selecting our suppliers we pay special attention to humane working conditions, fair payment for the workers and no child labourers.

Verification of social standards is carried out by both state and independent organisations.

We support acknowledged social and communal projects world-wide. e.g. shea butter – a project in Mali.

Respectful and friendly interaction, open dialog and working together towards a common aim form the most important elements of our company's structure.



## CAPITAL + WORK

We foster a careful and socially acceptable interaction with financial resources.

Our employees are remunerated appropriately according to performance.

Regular further training and an architectural-artistic work ambient offer an attractive basis for the creativity, performance and innovation of our employees.

The work places in both production and administration have been situated in our company's headquarters in Calw-Altburg / Black Forest for five decades.

Our future is located in Germany.



## IT'S TRUE



The Home-Economics school in Nagold, a grammar school in the Black Forest, is now called the Annemarie Lindner School. A successful modern business woman, Annemarie Lindner' name was chosen because of her commitment to social and ecological principles.

## COSMA SHIVA HAGEN AND NATURAL COSMETICS

"In love" with a better world – that is what we have in common with the gifted actress and business woman Cosma Shiva Hagen. "And that is why we will be working together in the future" explains the company president Mr. Michael Lindner. Cosma Shiva Hagen is an ambassador for natural beauty. She values the company's commitment to sustainability "I can feel that the social-ecological company politics and philosophy come from the heart" says the dedicated 28 year-old.



„EVERYTHING SKIN NEEDS IS IN NATURE,  
WAITING FOR US TO DISCOVER IT.“

Annemarie Lindner, the founder of Börlind GmbH



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