

# Dr Sally Gouldstone



- Business Owner
- PhD Nature Conservation
- Botanist Royal Botanic Garden Edinburgh
- Lecturer in Ecology - University of Edinburgh
- Member of UK Business and Biodiversity Forum
- Member of British Beauty Council - Sustainable Beauty Coalition
- Provenance Advisory Board Member

# Seilich

meadow grown skincare



Create spaces  
for nature



Sustainably harvest  
ingredients by hand



Re-invest profits

**We are a nature  
positive natural  
skincare brand**



Hand make products



Carefully extract  
active botanical  
compounds







### TRADITIONAL AGRICULTURAL SYSTEM

- monoculture
- non-native species
- intensive - harvest 100% of crop
- annual crops (associated carbon emissions)
- primary land use = production for human consumption
- no monitoring of biodiversity pre or post harvesting

MINIMAL VALUE TO BIODIVERSITY



### NATURE FRIENDLY FARMING SYSTEM

- mixed species stand
- native species
- extensive - harvest 20% max. of any single species
- no-plough (reduced emissions)
- primary land use = conservation landscape
- monitoring of biodiversity value pre and post harvest

MAXIMAL VALUE TO BIODIVERSITY

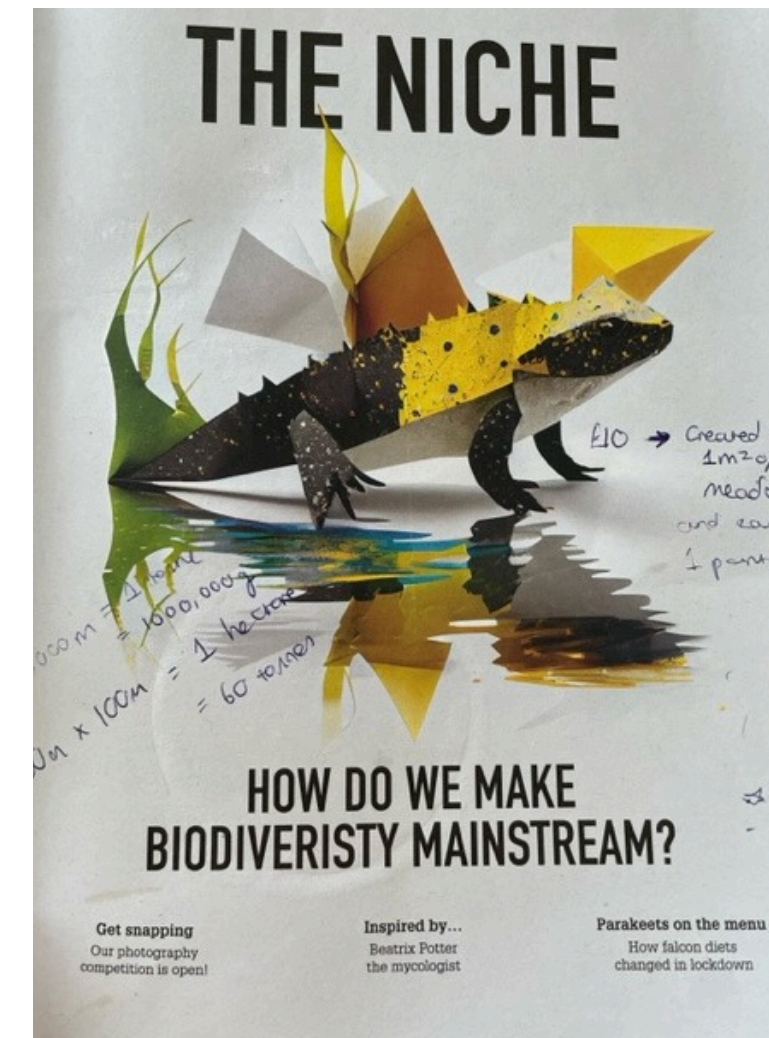
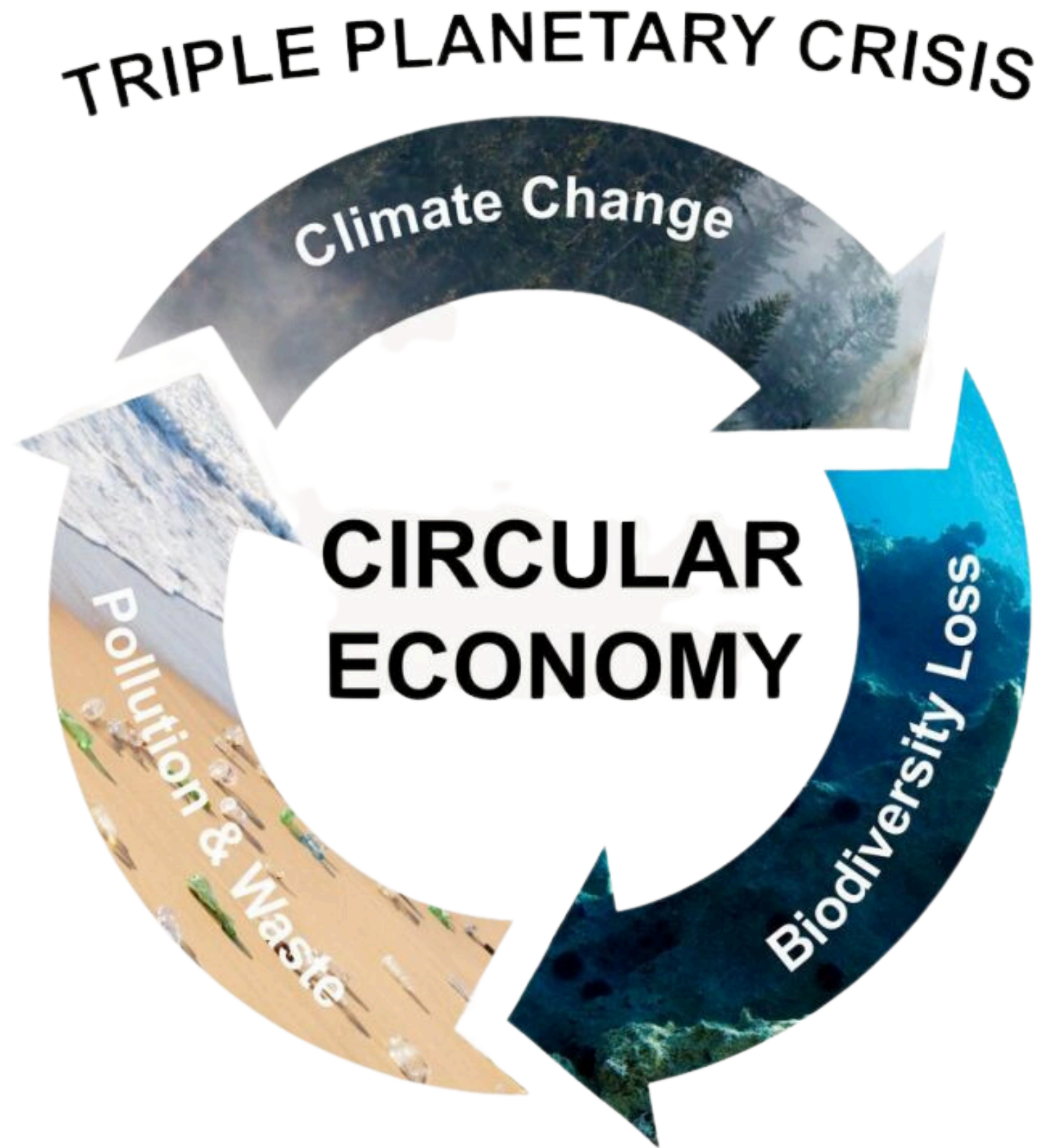




animal rights, human health, pollution, climate change





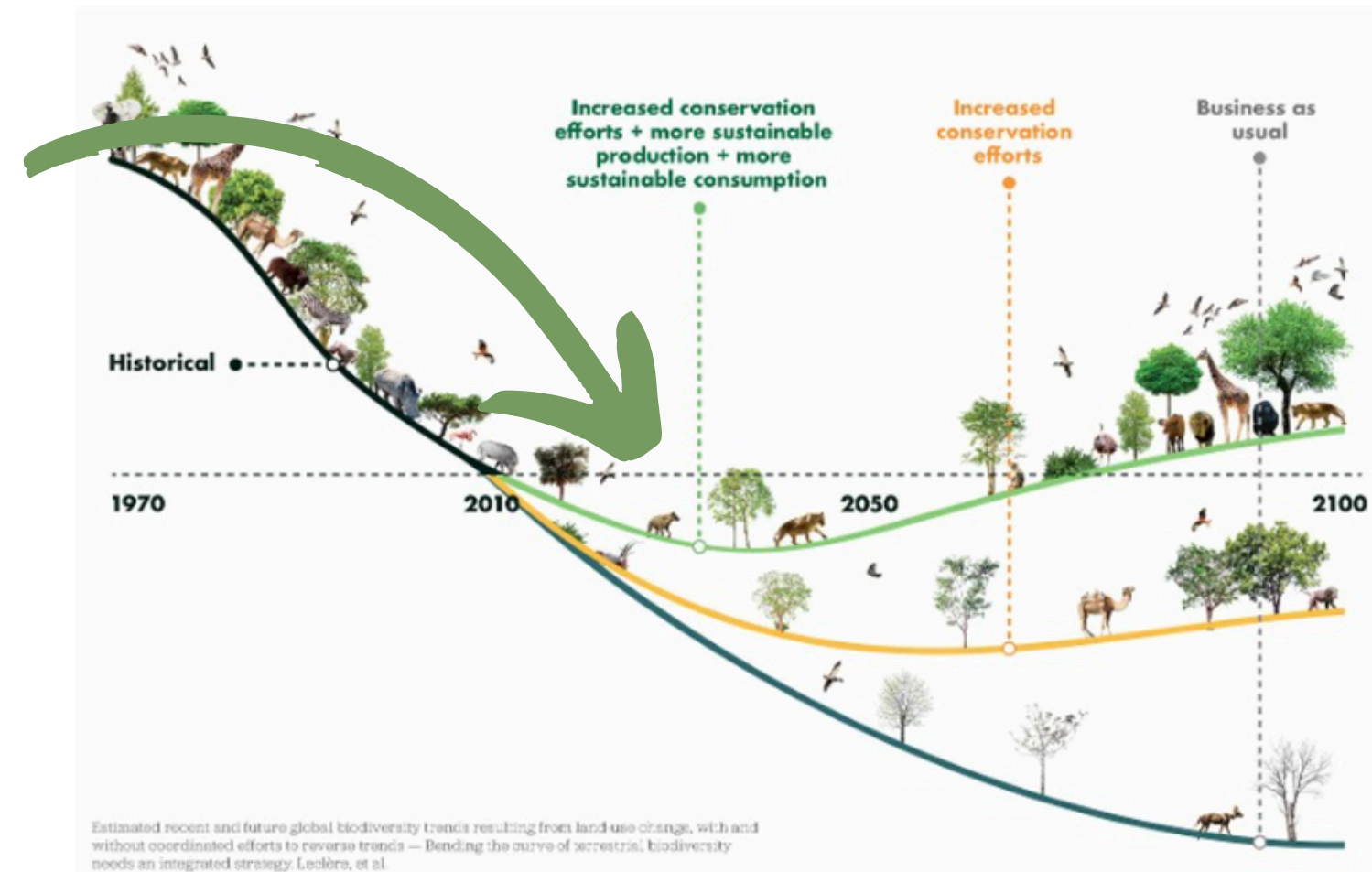


*“members of the public do not understand what biodiversity is and the importance of it to their lives”*



# Sector impacts on biodiversity:

- Crops that directly cause habitat loss - e.g. palm oil
  - Use of rare/threatened species e.g. Frankincense
  - Land take associated with low yielding crops e.g. essential oils
  - Population declines associated with wild harvesting practices
  - Harvesting of crops from understudied/remote biodiversity hotspots e.g. Rahu
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- End use of product
  - Extraction and manufacturing processes
  - Land take - building footprint
  - Packaging
  - Distribution





## Good for me

- being part of something bigger
- making it really clear that we're for nature conservation
- anti-green washing - third party endorsement



## Good for the brand

- Unique
- Clear objective/ethos
- Customer satisfaction
- Pollinators 'trendy'
- Great marketing
- Accountability
- Customer trust

## Good for nature

- Created 16 acres of wildflower meadow
- Support over 60 botanical species
- Support over 80 invertebrates
- Supports the local community







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[www.seilich.co.uk](http://www.seilich.co.uk)



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