



Lauren Noir launches long-term Green Initiative as part of their CSR plan

NEWPORT BEACH, Calif. – January 12, 2009 – Today, Lauren Noir launched its official long-term Green Initiative and strategy as an integral part of their CSR (Corporate Social Responsibility) plan. As Lauren Noir President Brian Peters stated, “It (CSR) is one of the fundamental principles that originally made corporate America great...it’s the idea of deliberate inclusion of public interest (environment, consumers, employees, communities, stakeholders, etc.) into corporate decision-making, which in turn produces a triple bottom-line: People, Planet and Profit.” Mr. Peters added, “Accountability is inextricably interwoven into our bottom-line...if it is not good for one, it’s not good for all.”

Lauren Noir’s Green strategy will include product lifecycle (cradle-to-grave) assessments, management of Lauren Noir’s direct and indirect climate impacts, reduction of the company’s carbon output and carbon-offset projects. Lauren Noir has adopted three types of carbon-offset projects: Renewable Energy, Energy Efficiency, and Reforestation. Renewable Energy supports clean energy development, such as wind, methane capture, solar, geothermal and other clean energy sources. Energy Efficiency reduces existing energy use, much of which comes from coal, oil, and natural gas and Reforestation absorbs existing CO2 emissions, which helps to reduce the excess greenhouse gases that humans have added to the atmosphere.

Since the beginning, Lauren Noir has been extremely conscious of its environmental impacts on the planet and “we wanted to make that official and take our plan to the next level by introducing new strategies that will enable us to become carbon neutral faster and lead our industry into the new frontier of sustainability and regeneration” commented Lauren Noir Designer and CEO, Lauren Bradburne.

About Lauren Noir

Lauren Noir is focused on inspiring their customers to journey out into the rich memory banks of life and reveal beautiful memories in the past, and create new ones in the present through a deep emphasis on the power of smell. By handcrafting each fragrance using the highest level of environmentally friendly ingredients, Lauren Noir creates fragrances for their perfumes, candles, soaps, and diffusers that capture the moment and uniquely transform the mediocre into euphoria. As a Leaping Bunny certified compliant company, Lauren Noir is deeply invested in prohibiting animal testing/cruelty entirely.

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