July 14, 2021

**New Skincare Brand, Salvation Skin Achieves a Carbon-Neutral Workforce and Why This is Only the Beginning**

**FOR IMMEDIATE RELEASE**

Sydney, New South Wales— Recently launched skincare brand, Salvation Skin joins the exclusive list of companies who boast a carbon-neutral workforce, but this isn’t the only thing they want to be known for. They want to change the way the beauty industry operates.

But what is a carbon-neutral workforce you say?

Imagine the carbon footprint of every staff member being offset each month. Emissions, that are produced both in their personal and professional lives, are offset through tree planting initiatives and carbon offset funding. Travel (personal and business), home living, food and hobbies are all factored in to become climate-neutral for each employee.

How is this done? Salvation Skin founder and CEO Olivia Simons explains, “We are fortunate enough to partner with Ecologi, which enables us to measure emissions that we produce, and subsequently purchase offsets of an equal amount. It’s something that I believe every business needs to achieve. Not only will you become more conscious of the impact you have on the environment, but you will also be able to invest in some pretty incredible projects. So far, we have been able to contribute funds towards projects such as the Peatland Restoration and Conservation in Indonesia as well as the protection of an old-growth rainforest in Peru.”

If it seems too easy, that’s because it is. Most businesses are yet to jump on board the environmental steam train, but when brands like Salvation Skin show how easy it is to achieve, it makes you wonder why others haven’t already done the same.

“The next step for Salvation Skin will be to measure the carbon footprint of our entire supply chain so that we can accurately determine the best methods for reducing our footprint and offsetting the impact. This isn’t a hard process to adopt, but businesses must begin to take responsibility for their actions and improve for the better,” Olivia said.

Check out their website, <https://www.salvationskin.com/>, to find out more.

###

Salvation Skin began in Sydney (Gadigal Country of the Eora Nation) in 2021 with the launch of their vegan-friendly and cruelty-free Facial Oil. This plant-based skincare brand is designed to usher in a new set of standards within the beauty industry by promoting transparency and accountability.

Contact Details:

Olivia Simons

+61 468571252

olivia@salvationskin.com