

MC Beauty & Luki's botanical gardens, a good example of networking

The Prince Albert II of Monaco Foundation, together with the Government of Monaco, launched the Wood Charter in the Principality with the primary objective of encouraging companies to promote wood harvested from sustainably managed forests. Internationally, the Foundation supports projects to combat deforestation in major forested areas. Establishing synergy between the signatories of the Wood Charter and the Foundation's projects in order to create exciting adventures; this was the case between Monte Carlo Beauty, a company which signed the Charter in April 2014 and the Luki Botanical Gardens run by the Canadian Foundation BDA (Biotechnologie pour le Développement Durable en Afrique) in the Democratic Republic of the Congo, which the Foundation has supported since 2007.

In the Bas Congo region, a few hundred kilometres from Kinshasa, the BDA Foundation is training a new generation of Congolese entrepreneurs with the focus on the cultivation and harvesting of local value-added plants for environmentally responsible agricultural production in line with international quality standards of the cosmetic, pharmaceutical and food industries. A market preparation unit has been built and equipped with a control and quality assurance laboratory so that entrepreneurs can export their produce to international markets. The Prince Albert II of Monaco Foundation in particular provides support for the Experimental Botanical Gardens created by the BDA Foundation in the heart of the Luki Biosphere Reserve. The gardens provide an educational and experimental area for trainee entrepreneurs, but they also raise public awareness of biodiversity and transfers scientific knowledge about value-added plants.



In the Principality, Monte Carlo Beauty is developing cosmetic skincare products using ingredients very carefully selected for their effectiveness and skin-friendly properties. The products are manufactured in Monaco with Mediterranean active ingredients, at least 97% of which are of natural origin and are suitable for sensitive skins (they contain no paraben, phenoxyethanol, PEG, phthalate, silicon, mineral oil, animal-sourced ingredients, alcohol, synthetic fragrance or colouring). Since Monte Carlo Beauty signed the Wood Charter, the carton used for the packaging is made from sustainably managed forests (FSC certification).



The creator of Monte Carlo Beauty, Vanina Broens, grew up in the Democratic Republic of the Congo and, well aware of the wealth of local biodiversity, had always wanted to develop future products using fair-trade raw materials from the Congo: with the Luki programme it is a dream come true.

By joining the BDA Foundation's BASS Alliance (Botanical Alliance for Sustainable Supply), Monte Carlo Beauty has pledged to purchase raw materials from entrepreneurs trained in Luki as soon as the first harvest is available.

Through its action in Luki, the BDA Foundation is contributing towards the economic, social and environmental development of the region: with job creation, women's empowerment, the creation of infrastructure, biodiversity protection, sustainable farming practices and reforestation.

Monte Carlo Beauty is glad to be supporting all these benefits for the local population by sourcing their products from young Congolese entrepreneurs trained by the BDA Foundation and supported by the Prince Albert II of Monaco Foundation.