

News Release
For Immediate Release

Contact: Emily Tracy
ROOT Marketing & PR
919.449.4803
emily@rootmarketingpr.com

Clean Beauty That's Rooted in Real Change

CANDELA Organic launches in the U.S., partnering with Amazonian and Andean producers throughout Peru to provide raw ingredients to the personal care industry

Batavia, N.Y. (September 23, 2020) – After more than 30 years providing unique raw ingredients from Peru to companies such as Lush, L'Oréal and The Body Shop around the world, CANDELA Peru is launching a subsidiary company, “CANDELA Organic,” to bring the bounty of Peru’s biodiversity to the U.S. as well. CANDELA Organic now offers five products to the U.S. personal care industry: Brazil nut oil, passion fruit seed oil, murumuru butter, buriti oil and cupuaçu butter, all of which are certified fair trade, USDA Organic or wild-harvested, non-GMO, cruelty free, vegan and free of toxins.

CANDELA Peru and CANDELA Organic’s core mission is to create a sustainable value chain, opening ethical markets while protecting biodiversity, and promoting sustainable trade that adds value to local economies. CANDELA partners with Amazonian and Andean producers throughout Peru that wildcraft, cultivate and sustainably harvest a variety of exotic nuts, seeds, fruits and roots for export. As these raw, natural and organic products are in high demand, but low supply, CANDELA Organic creates a new ethically and socially responsible supply chain for domestic buyers.

According to GlobalWebIndex market research, the majority of U.S. consumers (58 percent of Gen Z, 61 percent of millennials, 55 percent of Gen X and 46 percent of Baby Boomers) now prioritize brands who use “good for you,” green and clean products. CANDELA Organic offers these products at a competitive price with a high standard of quality through reliable deliverability.

In 1989, Lupe Lanao Flores, Gaston Vizcarra and Mario Lanao were inspired to create CANDELA as a sustainable way for Amazonian and Andean low-income rural and indigenous communities to pay for basic needs such as schooling for their children, medicine, and important services such as internet access, sewage and electricity.

“CANDELA gives people an alternative to logging and forest clear-cutting, that is both healthy for the planet and healthy for people,” said Lanao Flores. Lanao Flores and her team went to great lengths to bootstrap CANDELA, cracking raw Brazil nuts by hand and, during the evenings, by candlelight, and eventually negotiating a loan from American-based Conservation International, until they had enough to buy CANDELA’s first processing plant.

Over the decades that followed, CANDELA was instrumental in growing the Brazil nut industry in Peru. They were the first to transform Brazil nuts into oils and butters, and with an emphasis on long-term relationships, not short-term gains, are still the largest Brazil nut exporter in Peru. They also led organic certification of these wild harvest products, to provide assurance of quality, and helped to found the Union for Ethical BioTrade (UEBT), which strictly adheres to the principles of the World Fair Trade Organization, and rigorously measures sustainability of harvest practices.

“Since 1998, The Body Shop has proudly partnered with CANDELA Peru to buy high quality Brazil nut oil through our pioneering purchasing programme 'Community Fair Trade,” said The Body Shop Senior Buyer Virginia Sampaio. “Together, our trade has helped to empower smallholder producers and communities in the Peruvian Amazon forest to provide protection for over 8,000 acres of forest. Additionally, the partnership with Amazonian concession owners provides a sustainable and biodiversity-friendly source of income, as well as provides meaningful employment to locals, who are mostly women, at their plant in Puerto Maldonado, Peru.”

Since its inception, CANDELA has distributed more than \$500,000 back to the producers to support better living conditions, in addition to fair market pricing. In 2021, CANDELA Peru aims to plant 50,000 seedlings back into the rainforest.

Today, CANDELA offers these five products:

- **Brazil nut oil** – Brazil nut oil has a sweet, nutty scent that makes it a great fit for personal care products. Light and easy to apply, it provides long-lasting emolliency that can be used all over the body. Naturally occurring in the Amazon rainforest, Brazil nuts in many cases are the only deterrent to land-use change.
 - Used in: skincare products, beard oils, soaps, nourishing shampoos and conditioners, body lotions, and more.
- **Passion fruit seed oil** – CANDELA Peru utilizes cold pressed passion fruit seeds, the byproduct of passion fruit, rather than sending the seeds to a landfill. Derived from the Amazonian superfruit, this ingredient contains linoleic acid that enhances the body’s moisture, and has a number of anti-aging effects.
 - Used in: facial and lip care, body butters, lotions, dandruff shampoos, hair conditioners, scalp treatments and more.
- **Murumuru butter** – CANDELA Peru’s murumuru butter is derived from its fruit that has naturally fallen to the ground. They are the first organization to use the fruit as a commercial product, further adding value to the forest. Murumuru butter, similar to coconut oil with a higher melting point, has a fatty acid profile makes it an excellent moisturizer. It is also anti-bacterial and reduces irritation, giving products that incorporate it as a healing component.
 - Used in: moisturizing and curly shampoos, conditioners, pomades, skincare for dry, chapped and acne-prone skin; nourishing soaps, lip balms, anti-aging products and is under analysis for non-comedogenic properties.
- **Buriti oil** – CANDELA Peru’s buriti trees grow on precious peatlands, which store large amounts of carbon in their soil. In order to protect these trees from being cut down, CANDELA provides their producers with climbing harnesses. The oil is a beautiful amber color, and a few drops go a long way. While beneficial for all skin types, it excels in treating dry, mature and aging skin, eczema, psoriasis and other skin conditions.
 - Used in: anti-aging products, body and facial cleansers, body and facial moisturizers, treatments for dry and damaged hair, and lip care and balms.
- **Cupuaçu butter** – Cupuaçu butter is related to cocoa butter, sharing a similar aroma and luxurious texture. Cupuaçu butter, a byproduct that was previously discarded, restores degraded lands in the rainforest – instead of utilizing invasive species or a harmful mono-crop approach. Due to its rich nutrition and fatty acid profile, it provides moisture, protection and repair benefits for both skin and hair, going so far as to make it an effective treatment for burns.
 - Used in: hair masks, skincare cleansers, body butter, haircare, cosmetics and more.

More information on each product, including specific sourcing location, manufacturing standards, composition and more, can be found here on their [respective sales sheets](#).

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[High resolution professional photos available here](#), additional photos are available on request.

About CANDELA Organic

Launched in the U.S. in September 2020, CANDELA Organic provides high quality, high demand natural and organic butters and oils from Peru, including Brazil nut oil, passion fruit seed oil, murumuru butter, buriti oil and cupuaçu butter, to the personal care industry. Using standards that support sustainability and conscious management of biodiversity, CANDELA Organic takes care of the forest and the people who produce these products. CANDELA Organic is an ally to rural Amazonian and Andean producers, facilitating access to market for small producers and empowering them to use their ecosystems sustainably and make a living by sourcing natural ingredients.

Parent organization CANDELA Peru was founded in 1989 and is headquartered in the heart of the Peruvian Amazon. For more than three decades it has exported unique Peruvian raw materials, which are now purchased by beauty giants including The Body Shop, L'Oréal and Lush. CANDELA Peru is a founding member of the Union for Ethical BioTrade (UEBT), strictly adheres to the principles of the World Fair Trade Organization, and rigorously measures its own carbon footprint.

For media information or interviews with CANDELA Organic Founder Lupe Lanao Flores or Vice President of Sales and Marketing U.S. Patricia Leon Melgar, contact Emily Tracy of ROOT Marketing & PR at 919.449.4803 or emily@rootmarketingpr.com.