



## PRESS RELEASE

### **ANNEMARIE BÖRLIND Receives ELLE International Beauty Award**

(Calw, 2/11/2021) The 2-PHASE ALOE VERA SHAKE from the ANNEMARIE BÖRLIND – Natural Beauty natural cosmetics brand has received the International Beauty Award from ELLE, the premium fashion and beauty magazine.

The magazine's reader voted for their favorites in a total of 19 categories. In the "Green Face Care" category, the vegan 2-PHASE ALOE VERA SHAKE from ANNEMARIE BÖRLIND is the winner. The company sources the aloe vera in the product from a social and ecological project in Guatemala sponsored by ANNEMARIE BÖRLIND. The plants are exclusively from certified organic cultivation sites. The project ensures that farmers from the Guastatoya region can sell their harvest and has already created 250 jobs with fair pay.

A family-run company located in Germany's Black Forest, Börlind was founded in 1959. Now one of the world's leading natural cosmetics manufacturers, Börlind is run by siblings Nicolas and Alicia Lindner from the family's third generation. Sustainability has always been embedded in Börlind's company philosophy. The company now has more than 200 employees.

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