



VANITY GROUP COMMITS TO CLEAN THE WORLD

London, United Kingdom (July 18, 2024) – Global hotel essentials provider, VANITY GROUP, has partnered with [Clean the World](#) to give their 10,000 hotel partners access to the [Global Hospitality Recycling Programme](#).

The partnership provides hotels with a circular solution that repurposes or recycles their used soap bars and bottles, reducing the impact on the planet, and honours VANITY GROUP's Mindful Beauty Project sustainable commitment.

Clean the World is a global leader in environmental and social impact solutions. They work with hospitality partners around the world to prevent used soap bars and plastic amenity bottles from going to landfill, giving them a new lease of life whilst driving their “zero waste” efforts. True to their purpose of making the world a better place, Clean the World recycles the used soap into new bars, which are then donated to global NGOs such as The WASH Foundation to help prevent hygiene-related illnesses. Since 2009, Clean the World has donated over 85 million bars of soap to communities in need, whilst diverting over 12 million kgs of waste from landfills, reducing over 10 million kgs of CO2 emissions.

Through Clean the World's impact reporting system, hospitality partners are able to track, measure and record their own impact to support internal ESG objectives and various Sustainable Development Goals (SDG's). VANITY GROUP hopes that with the support of its 10,000 hotel partners, this number will continue to grow. The unique partnership also offers preferential rates to all VANITY GROUP hotel partners, ensuring that being sustainable is as accessible as possible.

Paul Tsalikis, Founder and CEO of VANITY GROUP has said: “VANITY GROUP has always been passionate about reducing the impact that we have on the planet. By partnering with Clean the World, we can give our hotel partners access to the leading recycling program within the hotel industry, supporting them with their ESG goals and ensuring that our products have a more sustainable lifecycle. I look forward to cleaning the world together!”

Tommie Eaton, Director of Clean the World Europe added: “VANITY GROUP has a great focus and forward-thinking thought process on sustainability already. We are delighted to be partnering with them so we can spread the Clean the World impact to VANITY GROUP hotel partners, divert waste from landfills, reduce carbon emissions within the industry and support those in need, whilst assisting hotel partners achieve their own ESG objectives and goals through our impact reporting system.”

The Clean the World alliance is one part of VANITY GROUP’s Mindful Beauty Project – their award-winning approach to sustainability. As well as being a part of the B Corp community, VANITY GROUP is also Vegan certified, PETA approved and has introduced Global Recycled Standard materials into their products providing traceability and accountability across environmental and ethical standards.

Working together to make the world a better place, VANITY GROUP and Clean the World share a vision of a more circular economy in the hospitality industry.

ABOUT CLEAN THE WORLD:

Clean the World, an affiliate of Clean the World Global, is a global leader in sustainable environmental and social impact solutions, which aims to make the world a better place by diverting soap bars and plastic amenities that the hospitality industry would otherwise discard onto landfills and recycling the collected soap into new bars. By doing so, Clean the World helps reduce pollution, save water and decrease the carbon footprint of thousands of hotels globally, while helping improve the lives of women, children, and communities by donating the new soap bars to global NGOs, such as The WASH Foundation.

With over 8,300 participants in its [Global Hospitality Recycling Program](#), and more than 1.4 million hotel rooms processed daily, Clean the World has already diverted over 27 million pounds of waste from landfills and donated over 85 million bars of recycled soap since its inception in 2009.

To learn more about Clean the World and its global impact, visit www.cleantheworld.org.

ABOUT VANITY GROUP:

VANITY GROUP is a global cosmetics market leader, established in 2011 with an Australian entrepreneurial spirit. VANITY GROUP provides a designer playground of hotel guest amenities whilst focusing on the design, development, manufacture, and marketing.

With offices located in London, Sydney, Dubai, and Shanghai, VANITY GROUP comprises of advanced research and creative laboratories, world leading sustainability initiatives, ultra-modern manufacturing facilities, an in-house master design studio and an extensive warehousing and distribution network in over 75 countries. VANITY GROUP'S House of Beauty spans the world's most innovative brands including KARL LAGERFELD, Jo Loves, ESPA, and KEVIN.MURPHY. VANITY GROUP is a company of choice to hotels globally.

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