



COMPANY CONTACT:
Lafe Larson, lafe@lafes.com
(512) 926-9662

MEDIA CONTACT:
Megan Brock, megan@bthechange.com
(785) 832-1222 ext. 208

**LAFE'S NATURAL BODYCARE HONORED AS BEST FOR ENVIRONMENT,
CREATING MOST OVERALL POSITIVE ENVIRONMENTAL IMPACT**
Evaluated by Comprehensive B Impact Assessment

September 13, 2016 — Austin, TX — Based on an independent, comprehensive assessment administered by the independent nonprofit B Lab, [Lafe's Natural BodyCare](#) was recognized by [B the Change Media](#) for creating the most positive overall community impact. All honorees, including Lafe's, will be featured in the upcoming fall issue of *B Magazine* and on B the Change's digital platform, bthechange.com. They were also honored at the first-annual Best for the World Celebration & Awards Ceremony at the University of California, Berkeley's Haas Business School.

Lafe's Natural BodyCare is honored in the Best for Environment list, which includes businesses that earned an Environment score in the top 10 percent of more than 1,800 Certified B Corporations on the B Impact Assessment. The full assessment measures a company's impact on its workers, community, customers and the environment. The 143 winning companies in the Environment category come from 15 industries and 17 countries.

The Environment portion of the B Impact Assessment evaluates a company's environmental performance through its facilities, materials, emissions and resource and energy use. It considers a company's transportation/distribution channels and environmental impact of its supply chain. The assessment also measures whether a company's products or services are designed to solve an environmental issue, including products that aid in the provision of renewable energy, conserve resources, reduce waste, promote land/wildlife conservation, prevent toxic/hazardous substance or pollution, or educate, measure or consult to solve environmental problems. Honorees scoring in the top 10 percent set a gold standard for the high impact that business as a force for good can make on nature around the world.

The 143 Best for Environment companies come from 15 different industries such as manufacturing, financial services and engineering. B the Change Media simultaneously released separate lists recognizing B Corporations as Best for the World (overall impact), Best for Workers, Best for Customers and Best for Community, which can be found at <http://best.bthechange.com>.

Lafe's Natural BodyCare products are formulated with certified organic ingredients and use the latest "clean and green" technologies such as EA (estrogenic activity) free packaging to reduce exposure to toxic chemicals. All products are SLS free, VOCs free, parabens free, propylene glycol free, synthetic preservatives free, artificial fragrances free, and petroleum free.

The brand's passion lies in creating daily use, organic, personal care products to promote health and wellness, that benefit consumers while respecting the earth. "All the electricity in our office and warehouse comes from wind energy, so we're 100 percent green and really proud of that. But we also recycle just about everything ... paper, packaging materials, etc. It's all about being a good steward to Mother Earth," said Lafe Larson, CEO & Founder of Lafe's Natural BodyCare. In addition to supporting the environment, Lafe's 1% Project donates one percent of the profit from every sale to support breast cancer awareness and prevention.

"The companies we are honoring as the best for the world represent the cutting edge of a global movement using business as a force for good. We are inspired by them, and feel deeply honored to join them in this historic and ground-breaking celebration," said Bryan Welch, CEO of B the Change Media, the multiplatform media company that publishes the quarterly *B Magazine* and host of the Best for the World event at the University of California, Berkeley on September 8, 2016.

A total of 515 Certified B Corporations were named 2016 Best For the World Honorees, including: **The Honest Company; Cooperative Home Care Associates;** and **Traditional Medicinals**. Thirty-five countries are represented, including Afghanistan, Kenya, Vietnam and Turkey. The selection criteria for Best for the World honorees are available at <http://bit.ly/29ZYRSp>.

The 2016 Best for the World Honorees represent nearly one-third of all B Corps, displaying a wide range of excellence throughout the community. Today there are more than 1,800 Certified B Corporations across over 120 industries and 42 countries, unified by one common goal: to redefine success in business. Any company can measure and manage social and environmental performance at <http://bimpactassessment.net>.

About Lafe's Natural Bodycare:

Lafe's offers products for sustainable living, a personal care brand that people can trust and use with confidence. In 1992, with a \$15,000 loan from his family, Lafe Larson founded Discount Deodorant Stones and began selling a variety of natural deodorants. He soon realized that to offer the kind of products he wanted to provide—products made from only the purest, highest-quality ingredients—he needed control over the formulating and manufacturing process. Lafe started creating his own

formulations in 1997, operating exclusively in the U.S. and using only natural and organic ingredients. The company was transformed and named Lafe's to emphasize his personal commitment to providing only the very best, personal care products.

Lafe's Natural Body Care now includes a wide array of products including natural deodorants, baby, and hair care. Due to an overwhelmingly positive response from customers in the U.S. and in international markets, Lafe's has enjoyed healthy annual growth over the last several years. As natural and organic products become more mainstream, Lafe's continues to provide only the highest-quality standards in personal care products perfect for babies to boomers, from head to toe! To learn more about Lafe's or purchase products, visit www.lafes.com.

About B the Change Media: B the Change Media was formed as a partnership between B Lab, the community of B Corporations, and Bryan Welch, former CEO of Ogden Publications (B Corp since 2010). B the Change Media is a multiplatform media company whose mission is to build the world's largest engaged audience of people with a passion for using business as a force for good. B the Change Media has editorial and operating independence and covers compelling stories about business as a force for good, not just stories about B Corporations. B the Change Media has independent investors and is a subsidiary of B Lab, the nonprofit organization that administers the Impact Assessment and aggregates the B Corporation community. B the Change Media is a Pending B Corporation. For more information, visit www.bthechange.com.

About B Lab: B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the best for the world and society will enjoy prosperity for all for the long term. B Lab drives this systemic change by: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between "good companies" and good marketing; 2) passing benefit corporation legislation to give business leaders the freedom to create value for society as well as shareholders; 3) helping businesses measure, compare and improve their social and environmental performance with the free B Impact Assessment; 4) driving capital to impact investments through use of its B Analytics and GIIRS Ratings platform. For more information, visit www.bcorporation.net.

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