We expect the products that make us feel good to be good: good for our bodies, our communities, the environment. And brands that demonstrate their products are good stand to gain market share from the next generation of conscious consumers. But it’s not enough to claim that products are safe and sustainable: brands and manufacturers need to prove it. That means going beyond business-as-usual and engaging with suppliers to ensure standards are being met.

"Fifty one percent of consumers would switch to a new personal-care product if they were better able to understand what was in it."

Label Insight Ingredient Confusion Study

For more than a decade Sourcemap has offered software solutions for multinationals to manage the performance of their global supply chains, from ensuring quality and compliance to monitoring social and environmental conditions. It works by connecting the entire supply chain, down to the factories and farms that supply raw materials, monitoring performance and improvement plans toward corporate and regulatory targets. The benefits are immense: brands can improve quality, optimize logistics, and reduce risk, all while being able to communicate with confidence about the positive impacts of their products.

The beauty industry is a late-comer to supply chain transparency and traceability, and early adopters stand to gain the most. Here’s what’s to come:

**Ingredient Transparency:** Consumers are more likely to buy beauty products when they know and understand the ingredients contained within. That requires supply chain transparency.

**Safety:** Consumers expect safe, non-toxic, hypoallergenic beauty products, all without dependence on animal testing. Traceability is the only way to ensure that the ingredient chain of custody is unbroken and monitored.

**Environmental Issues:** Everything we buy, from soap and shampoo to the cardboard box it’s sold in, poses a risk to protected forests, sensitive waterways, and the air we breathe. What’s more, any wasteful process hurts the bottom line. Ensuring sustainable and efficient practices means mapping the supply chain and continuously monitoring supplier performance.

**Labor Issues:** Although less often publicized than other priorities, agricultural and manufacturing supply chains are rife with labor issues from low wages to unsafe workplaces and child labor. Codes of conduct only have teeth when all suppliers and sub-suppliers are monitored for compliance, with low performers periodically audited.

**Authenticity:** Counterfeiting is rife in the beauty products industry, and counterfeit products pose a risk to consumer perceptions across all of the previous priorities (not to mention the bottom line). Only traceability can prevent counterfeiting and smuggling.
How does it work?

If you’re like the majority of beauty companies, you have too many suppliers in your extended supply chain to know them all, let alone visit them. We help companies manage these extended supply chains through a series of automated processes:

1. **Discovery**
   If you’re like most companies, you only have visibility to your Tier-1 (direct) suppliers. Discovery is as simple as inviting them into Sourcemap to disclose their suppliers (Tier-2), and inviting those suppliers to disclose theirs (Tier-3). It takes 2-3 weeks.

2. **Benchmarking**
   While you’re at it, you can collect useful data from Tier-1,2,3 suppliers using the same Sourcemap platform. Replace the painstaking and error-prone process of emailing contracts and spreadsheet questionnaires with an all-in-one survey solution to collect product information, sustainability and social compliance, certificates and other documents.

3. **Traceability**
   The only way to verify self-reported information from suppliers is to trace shipments every step of the way. Fortunately, Sourcemap has been doing this for a decade in some of the most challenging environments on the planet. Suppliers can use mobile apps, online data entry surveys and spreadsheet uploads to digitize every transaction (or synchronize data from their ERP and PLM, if they have one).

4. **Transparency**
   Consumers expect information at their fingertips, and Sourcemap has the most powerful solution for product and supply chain transparency. Available at open.Sourcemap.com and on branded microsites, our solution provides total visibility into ingredients, sustainability initiatives, and supplier sites -as far as you want to go.

Interested in bringing your brand to the next level? Get in touch and we can arrange a demo. The best way to reach us is by emailing info@sourcemap.com or by visiting www.sourcemap.com.

About Sourcemap

Back at MIT in 2008 Sourcemap was launched as the first software for supply chain transparency. Since spinning out into a software company we’ve been busy developing the tools and services needed to take companies into the transparent future. Today Sourcemap hosts a number of unique platforms that combine to offer the most powerful tools for transparency and traceability on the market. They include:

- **Open Sourcemap**, the world’s largest repository of supply chains
- **Sourcemap Enterprise**, the first platform designed to manage multi-tier supply chains, including advanced database technology that traces individual products from raw materials to end customers, and award-winning visualizations to make sense of it all.