



What was new this July? - Newsletter, July 2021

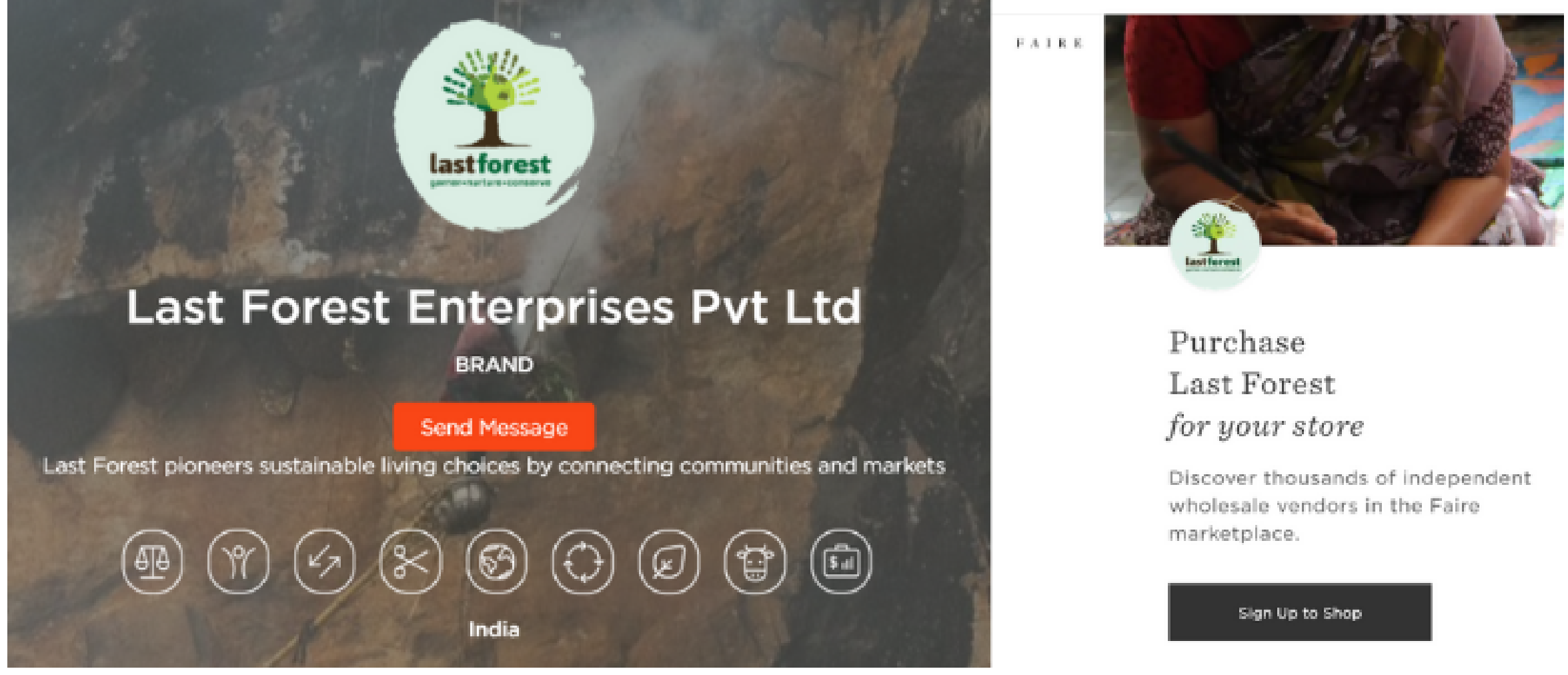
We have sped through another month in the Blue Mountains. Even with some restrictions in place, the team was engaged in several activities. Our audit from the WFTO was due, after our first one in 2016. This has helped us identify the gaps in our work and will allow us to make concrete steps towards improvement in the coming months.

WFTO Audit



After some unavoidable delay we had our WFTO audit, which is due every four years. Ram Bhat had visited us towards the end of the month to conduct the audit. The trip included a visit to our Producer Company, Aadhimala's production center in Pudukkad - the main center where our beeswax products are handcrafted.

New features and listings



New changes and features in our listings now includes Last Forest as a brand in 'Common Objective' under the WFTO hub on the website. The World Fair Trade Organization Hub on Common Objective - featuring Fair Trade brands, suppliers, products and sustainable materials - all members of WFTO.

Beyond Beautiful - Now live!



'Beyond Beautiful' is a curated collection of artisanal products from verified Fair Trade Enterprises around the world. It promotes the work and stories of global craftspeople providing a new sourcing opportunity for retailers and importers.

Catalyst 2030



Last Forest is a part of the India chapter for Catalyst 2030 as well as Catalyst Market Global. Catalyst 2030 is a global movement of social entrepreneurs and social innovators from all sectors who share the common goal of creating innovative, people-centric approaches to attain the Sustainable Development Goals by 2030.

Honey Subscription



Get hassle free honey delivery, with free delivery on a subscription basis for either 3 months or 6 months, as per your requirement. A bottle of 500g Nilgiri Sweet honey or Jamun Honey, that is bitter in taste - suitable for anyone who cannot include sweet in their diets.



Featured Product: Along with beeswax, Last Forest's charcoal soap is an absolute gem that is highly effective in treating oily skin, reduce pore size and exfoliating the skin.



July's Favorite: Beeswax has non-allergenic properties that can make it a useful skin protector from various airborne allergies. It also provides slight anti-inflammatory and antioxidant qualities that can benefit the body.



Last Forest Spot on Google Pay: LOOK FOR US NOW UNDER 'BUSINESSES' IN GPAY! IN COLLABORATION WITH LBB, YOU CAN NOW SHOP FOR YOUR FAVORITE LAST FOREST PRODUCTS THROUGH GPAY!

Honeycomb Beeswax Soap - Launch



In collaboration with [mprintz], our rebranding exercise is in full flow, with the new range of 'honeycomb' soap now hitting the stores and our website. Browse and choose from a range of classic beeswax based handcrafted soaps, or natural 'scrubber' soaps, with refreshing elements of the forest added for an extra fresh experience!

