



ACASESTUDYWITH **OLIKA**®

SUMMATION

Learn how SciveraLENS can ensure your brand integrity by **screening for long term toxicity and environmental impact** to assure a **safe product** that inspires **confidence and mindshare** in your brand.

COMPANY SIZE

Less than 15 employees

MEET

Alastair Dorward
CEO

Janelle Hailey

Head of Marketing and Innovation

PRODUCTS USED:



TIME USED

9+ months

OLIKA is a clean wellness brand that creates a connection between the soul, mind, body, and planet through purposeful hygiene. With established clean standards and healthy formulations, OLIKA is committed to enhancing public health and environmental safety. To achieve this, OLIKA is working with Scivera as a reliable third-party expert to assess and verify the chemical integrity of their product. The hand sanitizer sector has been largely affected by product safety issues, experiencing at least 176 FDA recalls in 2020. Together, SciveraLENS® and OLIKA can create a cleaner and safer product that protects consumers from dangerous ingredient formulations.

"For us, safety encompasses not just the consumer. It's a complex and broad picture. Which is why we were particularly attracted by Scivera's holistic viewpoint that really establishes measures across all areas." —Alastair Dorward, CEO of OLIKA

As consumers become increasingly sophisticated, they have growing concerns about issues associated with wellness, skin, and beauty products. They are more knowledgeable and, rightly so, ask informed questions. OLIKA is dedicated to its "Made OLIKA Clean" philosophy and is committed to meeting rising standards for both human and environmental health. The clean wellness brand focuses on what is included within the products, putting science at the forefront, using natural and sustainable materials, upholding high ethical standards, offering transparency, and prioritizing environmental safety.

"Made OLIKA Clean is our philosophy. It informs how we marry sustainable packaging, vegan formulations, carbon footprint reduction, biodiversity in farming, and how we serve our consumers in the wellness economy." —Janelle Hailey, Head of Marketing, E-Commerce & Innovation

"Working with SciveraLENS allows us to engage in a much more rigorous process of proving that every ingredient under consideration is indeed safe." —Alastair Dorward

SciveraLENS provides the thought leadership and science required to sort out good information from misinformation. For example, essential oils are commonly perceived to be more environmentally friendly than synthetic fragrances, which is not necessarily true. Some essential oils can be quite harmful to humans and the environment. With assessment results from SciveraLENS, OLIKA thoughtfully chose ingredients used in product formulas that still delight the senses while including clean synthetics.

"We are launching a new product soon, and we leveraged Scivera to select ingredients that ensured each element lived up to the Made OLIKA Clean vision. SciveraLENS addressed a capability gap that was critical to OLIKA." —Janelle Hailey

As OLIKA is a young brand, it doesn't make sense to maintain a team of toxicologists, so partnering with SciveraLENS and its library of tens of thousands of chemicals and over 4,000 fully verified chemical hazard assessments analyzed by Scivera's team of board-certified toxicologists is essential. SciveraLENS has enabled OLIKA to identify chemicals of question, find safer chemical alternatives, and solidify the components of product development. This level of credibility allows OLIKA to contend with large global competition.

"We see a lot of hype and misinformation with the clean beauty category, which is why our partnership with Scivera is so important. It's us coming together with sound information. We let the science and data speak first. Our ability to keep clean formulations at the forefront with facts gives our retail partners the opportunity to shine and be the hero as they provide better-for-you options to consumers." —Janelle Hailey

OLIKA's utilization of SciveraLENS allows the brand to embrace the world of evolving science and minimize its environmental footprint while increasing clean hygiene safety.