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**Innovative Beauty Group Participates in First World Cleanup Day**

***Global effort unites IBG employees across all offices in a day of environmental action.***

*Paris, France –* **Innovative Beauty Group,** a leading global beauty solutions provider, took part in World Cleanup Day on September 20. The event marked the first time IBG engaged in a global initiative that united all its offices and employees across the world in a synchronized day of environmental action.

World Cleanup Day is an annual event that mobilizes millions of volunteers across more than 180 countries to help combat the global solid waste problem. The largest single day cleanup initiative in the U.S., the event aims to bring together people worldwide to clean up and care for their communities.

IBG’s participation was a rolling effort across the globe, starting with its offices in China and Korea. Employees in these offices cleaned up nearby spaces, such as parks and forests. As the day progressed, IBG’s offices in the Netherlands and France joined the effort, continuing the momentum. The final wave of cleanup activities were carried out by IBG’s offices in the United States (New York and Los Angeles) and Canada, ensuring that the initiative spanned multiple time zones and covered diverse regions of the world.

“This event meant far more to us than just cleaning up our communities; it was about connecting our global team through a shared commitment to environmental responsibility,” said Xavier Leclerc de Hauteclocque, CEO of Innovative Beauty Group. “World Cleanup Day provided a unique opportunity for all IBG employees to engage in a common effort, fostering unity and teamwork across our international offices, while also furthering our commitment to environmental stewardship.”

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**About IBG**

IBG (Innovative Beauty Group), comprised of Orchard Custom Beauty, FASTEN Packaging and Roberts Beauty, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. IBG supports its customers with agile project management expertise combined with innovative design, sourcing, formula development, bespoke packaging, and accessories for all product categories.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Shanghai, Los Angeles, New York, Toronto, the Netherlands, and Paris.

For more information, visit <https://innovativebeautygroup.com/>.