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PRESS RELEASE

PDT Cosmetici achieves B Corp Certification: a milestone for the cosmetic sector and for Puglia

In its 30th anniversary year, the Putignano-based company joins the community of certified businesses with a verified B Impact Score of 91.8. This result marks a new entry from Southern Italy, where beauty sector B Corps represent only 7% of the total, according to March 2025 data from B Lab Italia.

Putignano (BA), October 2026 – PDT Cosmetici Srl Società Benefit has achieved B Corp Certification under B Lab Standards V1.6. For the Puglia-based company, which specializes in cosmetic research, development and production, this recognition arrives during its 30th anniversary year, adding another Southern Italian beauty company to the community of certified businesses.

The industry context highlights the significance of this milestone. In a statement dated March 13, 2025, B Lab Italia, the non-profit organization that develops the B Corp Certification standards, recorded 15 Italian B Corps in the beauty sector, generating a total turnover of approximately 400 million euros. Only 7% of these certified companies were located in the South, specifically in Puglia. This highlights a southern presence that remains limited within the sector.

The certification: measuring and managing corporate impact

PDT Cosmetici obtained the certification following the evaluation and verification process required by B Lab, the non-profit organization behind the B Corp Certification standards.

Through the B Impact Assessment, the company achieved a verified B Impact Score of 91.8, exceeding the minimum threshold of 80 points required by the V1.6 Standards. The assessment evaluates performance across five areas: Governance, Workers, Community, Environment and Customers.

This result is part of a journey that has progressively integrated economic goals with common benefit objectives, a commitment formalized by transitioning into a Benefit Corporation (Società Benefit) and embedding specific purposes into the corporate bylaw.

This commitment is supported by environmental and social initiatives: from utilizing photovoltaic energy to rainwater harvesting, from adopting bioplastic solutions and FSC-certified packaging to supporting the Olivami project. Locally, PDT Cosmetici has also promoted tree-planting activities at

the Romanazzi-Carducci Park, supported local entities through donations and implemented training initiatives for professional schools.

The certification process has helped strengthen the company's impact measurement and management tools through new internal policies as well as feedback and evaluation systems tailored to customers and employees.

Thirty years of business in Puglia: from research to responsibility

Founded in 1996, PDT Cosmetici has grown within Puglia to become a structured industrial reality, maintaining research and development as a core pillar of its identity. The certification marks a new milestone in this journey, occurring in the same year the company celebrates 30 years of business.

Maria Antonietta Plantone, CEO of PDT Cosmetici, has stated:

"Thirty years ago, everything started in a garage. Today we are a structured industrial reality, but the beating heart of our company remains our Research and Development laboratory. Thanks to the professionalism of our team and a commitment built over time, we have pursued a path that is increasingly attentive to the impact of our activities. Becoming a B Corp today, precisely in our 30th anniversary year, is an important milestone for us and, at the same time, an incentive to keep improving."

Future goals include joining the B Corp Beauty Coalition, calculating Scope 3 emissions across the value chain and drafting a Sustainability Report according to the VSME standard. This journey also includes expanding the range of packaging with an improved environmental profile, researching new raw materials and sunscreen formulations and launching further initiatives dedicated to training and well-being.

With this certification, PDT Cosmetici joins a global community of over 10,000 B Corps, sharing the commitment to impact measurement and continuous improvement.

About PDT Cosmetici

PDT Cosmetici Srl Società Benefit is a company based in Puglia, active since 1996 in the cosmetic sector. Through in-house research, development and production, it creates cosmetic solutions that combine innovation, scientific expertise and a focus on social and environmental impact. In 2026 it achieved B Corp Certification under B Lab Standards V1.6.