

Origin: Kolo Nafaso Direct Sourcing Program, Ghana, West Africa

AAK

FairWild™ Certified Shea

Empowering
women shea
collectors

Improving
livelihoods

Protecting
parklands

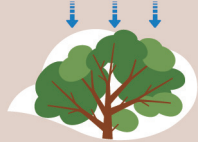
Strengthening
community
development

Sustainability benefits of shea



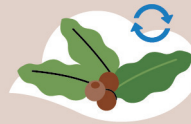
No cultivation

Shea trees grow wild across the African Savannah. They can live for up to 300 years and produce fruit for decades.



Carbon sink

Shea trees store significant amounts of carbon and help combat desertification.



Minimal processing waste

Shells and husks are used as fuel or fertilizer at source, while AAK uses the shea meal by-product as biomass fuel.



Hand collection

A low-carbon, low-impact harvesting method that supports the livelihoods of millions of rural women.

*And did
you know?*

Kolo Nafaso is the first-ever FairWild certified shea sourcing program. FairWild sets the global standard for sustainable, ethical, and traceable wild plant harvesting, and certification assures alignment with its ecological, socio-cultural, and business principles.

About *Kolo Nafaso*

Established in 2009 by AAK, Kolo Nafaso became FairWild certified in 2025 and is the largest direct shea sourcing program in West Africa.

The program focuses on poverty alleviation and the empowerment of women shea collectors through direct trading partnerships, interest-free pre-finance, quantity bonuses, logistical support, and training. These initiatives help improve economic development, promote health and safety, and safeguard the future of the shea parklands.

Two core principles set Kolo Nafaso apart from other direct sourcing programs:

- Direct trade with individual women
- Freedom to do business – AAK guarantees the women collectors an outlet for their shea kernels, without locking them into the relationship.

240,000 women

participating in the program.*

400,000 hectares of

shea landscapes protected.*

Fair market pricing guaranteed

plus 'no-strings' quantity bonus payments.

*2025/2026 figures

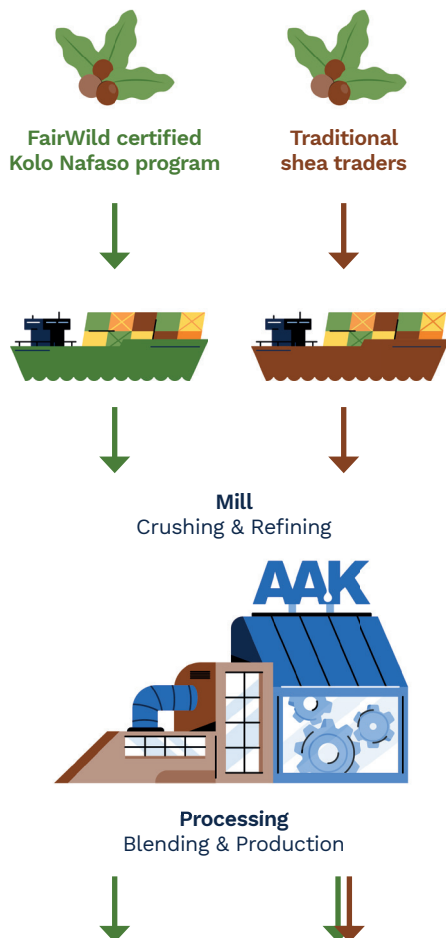
Certification covers the Kolo Nafaso collection operation, which includes the wild harvesting and on-site processing of the shea kernels. This enables AAK Personal Care to apply a '**made from FairWild certified shea kernels**' claim to its shea-based ingredients.



Fair Wild *segregated* and *mass balance* models

Different logos and word marks apply to the two supply chain models. For women shea collectors in the Kolo Nafaso program, what matters most is access to pre-financing, training, and support that improve their income and livelihoods. Whether shea kernels are handled through a segregated or mass-balance model does not affect the women or communities involved. Both models allow customers to support the program on the ground in West Africa.

AAK sources shea kernels directly from our FairWild certified Kolo Nafaso program and from traditional shea traders.



The FairWild certified shea kernels from Kolo Nafaso are fully segregated until they reach the mill.

At this point, only those needed for production of our traceable products stay segregated. The remainder are mixed with kernels from traditional shea traders.

Fairwild certified segregated products

- LIPEX® SheaLiquid TR™
- LIPEX® SheaLuxe TR™
- LIPEX® SheaSoft TR™

Fairwild certified mass balance products

- LIPEX® 102
- LIPEX® 102 E75™ 50%
- LIPEX® 102 E75™ 100%
- LIPEX® 205
- LIPEX® L'sens™
- LIPEX® Shea
- LIPEX® SheaClear™
- LIPEX® SheaSolve™
- LIPEX® SheaTris™

Customer engagement opportunity

Become an AAK Sustainability Partner and invest in impact projects:

- Energy-saving cookstoves
- Tree planting
- Village Savings and Loans Associations



Using the claims

Customers can use the segregated and mass balance claims and logos in consumer communication, subject to separate FairWild registration, fees and conditions.



Made from FairWild certified segregated shea kernels

The segregated claim ensures that certified kernels from the AAK Kolo Nafaso program are kept separate throughout every stage of the supply chain and are fully traceable back to the Kolo Nafaso program. This applies to the AAK Personal Care shea-based ingredients marked TR.



Made from FairWild certified mass balance shea kernels

Mass balance means that certified shea kernels from the AAK Kolo Nafaso program and non-certified kernels from traditional shea traders are mixed during processing and manufacturing for use in different AAK divisions, including Personal Care.