

****

**Ruth Andrade - Earth Care Strategy Lead for Lush Cosmetics**

Born in the bioregion of the Brazilian Atlantic Moist Forests, Ruth grew up in a concrete jungle, witnessing first hand the destruction of the natural environment. This prompted an  early interest in environmental issues, nurtured a deep love for the rainforest and fueled great passion for driving change. She considers herself a systems activist, identifying key nodal interventions in systems to support the transition to regenerative cultures. She has been co-creating Lush’s environmental strategy since 2004 and supports the business to leave the world Lusher than we found it. Ruth has a masters in Advanced Environmental and Energy Studies. She is a trustee and co-founder of [**Re.Alliance**](https://www.re-alliance.org/), a collective of practitioners bringing regenerative design to the humanitarian and development sectors, a co-creator of [**Regenerosity**](https://www.regenerosity.world/), an initiative with a mission to flow resources to grassroots regenerative projects.