

LYDIA LASSILA FLIES HIGH IN BUSINESS, SOARING INTO CLIMATE NEUTRAL CERTIFIED FOR BODYICE AND ZONE BY LYDIA

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AUSTRALIA (July 20, 2021) Australian Olympic champion and gold medalist Lydia Lassila and her brands; BodyICE and Zone by Lydia, are now one of 300+ companies worldwide committed to leading the way to sustainable business practice by walking the walk and becoming Climate Neutral Certified.

The BodyICE and ZONE teams, led by Lassila, proactively spent recent months completing the steps required to be certified as a Climate Neutral brand. "Like so many other brands and businesses, we care about the health of our people and planet and we feel that 2050 isn't soon enough to slash carbon emissions". Lydia said. "With the help of Climate Neutral, we conducted an audit to measure the carbon emissions across all brands from our operations arm to our administrative setup to ensure accountability. We then offset our carbon impact by investing in nature-based climate change initiatives like reforestation and soil regeneration and have implemented an action plan to further reduce emissions moving forward".

BodyICE and Zone by Lydia brands produce effective, reusable ice and heat packs for injury recovery and management along with sustainable yoga equipment, essential oils and hemp clothing. All products are designed in plastic-free and minimal packaging.

"Every company should take responsibility for their carbon emissions." the five-time Olympian turned entrepreneur went on to say. "Greenwashing is rife, but individuals can also do their part to encourage change by looking for the Climate Neutral Certified label when shopping to support the companies that are taking immediate action on climate change. Consumers have the right to demand their favourite brands and companies go carbon neutral"

"BodyICE, ZONE by Lydia and our other Climate Neutral Certified brands are leading the global shift to a net-zero economy by doing what all companies should be doing immediately: measuring, offsetting, and reducing their carbon emissions," says Climate Neutral CEO, Austin Whitman. "Our label helps consumers identify these brands. It's a recognizable and trusted symbol that turns everyday purchases into meaningfully positive climate action."

Climate Neutral's certification is based on internationally recognized standards for carbon measurement, neutrality, and offsetting. Each brand must measure Scope 1, 2, and 3 cradle-to-customer greenhouse gas emissions for the prior calendar year. Then a brand must buy verified carbon credits to offset its entire footprint. This directs investment into critical carbon sequestration projects such as forest conservation, renewable energy, and carbon capture technologies. Finally, brands commit to a reduction action plan to cut future emissions within a 12-24 month timeline, reporting progress on those plans annually. All of the brand's data is publicly available on Climate Neutral's website. The process is repeated annually when companies must recertify.

Companies wanting to learn more about what it takes to be recognised as a Climate Neutral certified business are encouraged to visit Climate Neutral and join ZONE by Lydia, BodyICE and the many others in business working together to decarbonize commercial operations and fight climate change.

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ABOUT CLIMATE NEUTRAL

Climate Neutral is a nonprofit organization working with brands and consumers to decrease global greenhouse gas emissions. The label, Climate Neutral Certified, is the universal standard in carbon neutrality. It is earned by brands who measure, offset, and reduce their entire carbon footprint,

making it easy for consumers to shop with concern for the global climate. To learn more, visit climateneutral.org.

About Zone by Lydia and BodyICE

Through training, preparation and injury during her professional athletic career, five-time Winter Olympian and gold medalist Lydia Lassila, OAM, founded both her businesses from personal experiences and hardships. Building both her brands from the ground up she's always stood by her mission is to help others #LiveBetter through environmentally conscious products designed to aid in recovery, training, lifestyle, performance and comfort.

BodyICE was inspired by Lydia after she found herself frustrated during rehabilitation and recovering from surgery with the inefficiency of the existing cold therapy products available. Taking matters into her own hands, Lydia designed BodyICE Recovery; a unique design and range of no-fuss ice and compression packs that comfortably secure around injured joints and body parts. The compression packs can also be filled with hot tap water for soothing heat therapy. BodyICE Kids includes non-toxic gel beads, also ideal for tactile play, with straps to keep them in place. BodyICE Women is a premium maternity line with breast and perineum care to provide calming relief during recovery after surgery, pre and post childbirth and throughout breastfeeding. All BodyICE products are reusable and designed for hot or cold therapy.

ZONE by Lydia is an eco-conscious yoga product range with a drive and purpose to help people live better physically, mentally and emotionally. The range of products are made from sustainable materials like cork and hemp, and the brand's stance is to promote a sustainable life and achieve personal wellness without harming the environment - "Practice that is good for you and great for the earth."

BodyICE and ZONE by Lydia are Australian companies that provide domestic and international shipping. Read the company announcement in full of their Climate Neutral certification [here](#) and head to their websites www.zonebylydia.com and www.bodyice.com for more information.

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