

# IMPACT REPORT 2022



**KOA+ROY®**



## OUR MISSION

We built KOA+ROY with a strong passion for sustainability, health and wellness in sunny San Diego. We strongly hold the belief that it is the responsibility of businesses to preserve the environment, drive a positive social change, and never cut corners when it comes to quality of products. We believe that personal care should enhance overall wellness, promoting physical, mental, and emotional health.

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# MEET THE FOUNDERS:



Adriana Gluyas & Inga Von Wellsheim

**TWO WOMEN WITH A BIG MISSION**

# OUR VISION AND VALUES



- We are committed to sustainability in all aspects of our business, from sourcing eco-friendly ingredients to using environmentally responsible packaging.
- We aim to minimize our ecological footprint and contribute to a healthier planet for future generations.
- We prioritize the well-being of our customers by creating body care products that are safe, effective, and nourishing for the skin.
- We embrace innovation and continuously seek to improve our products and practices. We invest in research and development to create innovative, sustainable solutions that benefit our customers, the environment, and the community.

- We are dedicated to crafting all natural high-quality body care products that meet or exceed industry standards.
- We prioritize ethical sourcing and fair trade practices, supporting local communities and promoting social responsibility.
- We strive to build long-term, mutually beneficial relationships with our suppliers, partners, and stakeholders, based on fairness, respect, and integrity.
- We aim to raise awareness about the importance of sustainable body care, promote conscious consumerism, and be a voice for positive change in the industry.





## B Corporation

We have been a certified B Corp since 2019. Based on the B Impact assessment, KOA+ROY LLC earned an overall score of 87.1. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 87.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



KOA+ROY®

# NUMBERS

11,000+ TREES PLANTED

100% OF OUR PRODUCTS ARE WASTE FREE

1320 POUNDS OF PLASTIC COLLECTED

100% PLASTIC NEUTRAL +



2022

# OUR IMPACT PARTNERS



ONE TREE PLANTED

PARTNERS  
SINCE  
2019



TREES FOR THE FUTURE

PARTNERS  
SINCE  
2021

**Plastic  
Neutral +**

**CleanHub**



CLEAN HUB

PARTNERS  
SINCE  
2022



**TREES  
FOR THE  
FUTURE**



**ONETREEPLANTED**



Over 30% of the world's forests have been depleted. We made it our mission to reforest the world! Each cube in your possession represents a tree planted. We partner with the non-profit organizations One Tree Planted and Trees for Future to support their reforestation programs across the globe. Thank you for planting trees with us!





# CLEAN HUB



Our partnership with Clean Hub further helps us reduce our footprint. Clean Hub is collecting non-recyclable plastics for every sale on our behalf before the waste reaches the ocean in high impact locations. After the clean up, majority of the non-recyclable plastics are turned into alternative fuel.



Plastic  
Neutral +

CleanHub

# ALL NATURAL INGREDIENTS

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What you use on your body matters to us! We are committed to using only natural, plant-based, sustainably sourced, and yet effective ingredients in all our products.

Illipe Butter  
Mango Butter  
Cocoa Butter  
Arnica Oil  
Olive Oil

Aloe Vera Oil  
Hemp Extract  
Majorum Oil  
Menthol  
Camohor Oil

Mint Bergamot  
Cedar Wood  
Scotch Pine  
Eycalyptus  
Peppermint





## VOLUNTEERING

As a sustainable body care company, we love volunteering because it allows us to actively contribute to our mission of promoting environmental sustainability and responsible consumerism. Through volunteering, we have the opportunity to engage with our local community, raise awareness about the importance of eco-friendly personal care practices, and create positive change. We are passionate about protecting the planet and reducing our environmental footprint, and volunteering provides us with a tangible way to make a difference, which is why we volunteer for events throughout our local San Diego Community.

## Sustainability Efforts That Our Leadership Team Is Involved With:

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### **B Local San Diego Board Member**

- A community of Certified B Corps in San Diego using our power to redefine the role of business and create positive impact on society.



### **B Beauty Coalition Member**

- Packaging Working Group
- Ingredient Working Group



### **Sustainability Commission With The City of Chula Vista**

- Climate Change Working Group
- Single Use Plastics Ban Working Group
- Zero-Waste Working Group



# KOA+ROY<sup>®</sup>



We are formally committed to donating the equivalent of 2% of revenues or more to charitable partners each year, including but not limited to in-kind product donations.



# THE PRODUCTS



Massage Cube



Recovery Cube



Wellness Cube



Body Gua-Sha



Gua-Sha



CBD Soap Cube

[koaroy.com](http://koaroy.com)

# WHERE YOU CAN FIND US:

uncommon goods



the  
detox  
market

snackmagic



pigment

VERISHOP



THE JORDAN SPA

Grove<sup>®</sup>  
COLLABORATIVE

neomen

belk





**AS MEMBERS OF THE B CORP BEAUTY COALITION, WE ENVISION A NEW APPROACH TO BEAUTY THAT PRIORITISES SOIL AS MUCH AS SKIN, NATURE AS MUCH AS NATURAL, EVIDENCE AS MUCH AS EGO, AND IMPACT AS MUCH AS PERFORMANCE. WE COMMIT TO WORKING TOGETHER TO SHARE KNOWLEDGE AND BEST PRACTICES, SPARK EXPLORATION AND RESPONSIBLE INNOVATION, AND TO SPEAK CONSISTENTLY AND CLEARLY, TO DELIVER GENUINE BENEFITS TO OUR CUSTOMERS, OUR COMMUNITIES, AND OUR PLANET.**

<https://www.bcorpbeauty.org/>