

# EMMA LEWISHAM



## EMMA LEWISHAM SUSTAINABILITY STRATEGY 2023-2025

Emma Lewisham was founded to deliver natural, evidence based skincare, without compromise.

We believe intelligent skincare goes beyond intelligent formulations – it is aligning with the laws of the natural world. Nature is inherently circular and carbon positive, and so are we. We are dedicated to leading an industry wide movement towards circular, carbon positive and transparent beauty, with this Sustainability Strategy serving as our roadmap to making incremental and ongoing change.

In line with this, we have organised this strategy under three key pillars: Circular Beauty, Planet Positive Path and Transparency. We have identified key areas of impact under each of these pillars and aligned these with the United Nations Sustainable Development Goals. Under each impact we have outlined why these are important areas of focus and broken down our challenges and corresponding annual targets until the end of 2025.

Although this strategy is about striving for the next frontiers, we felt it was important to also include a 'business as usual' section, which speaks to our existing practices that we remain committed to upholding. These include initiatives such as our circularity programme, 'Beauty Circle', our product level carbon positive certification, as well as our dedication to disclosing 100% of our ingredients, manufacturing with 100% renewable

energy in New Zealand and our PETA certification for cruelty free beauty.

In writing this strategy, we feel it is of the highest importance to recognise and acknowledge all Traditional Custodians of the land - around the world - on which we grow, manufacture and gather. We pay our deepest respects to these peoples, both past and present. We also believe it is important to recognise the ultimate unity of people and planet. Although often separated in 'sustainability' language, we understand that caring for our planet and our people, are one and the same. Within this strategy you will find targets speaking to them independently, however ultimately the goal remains the same - to uphold our responsibility as caretakers and guardians of this land and all its living beings.

We hope that through striving for a circular, carbon positive and transparent benchmark in beauty, that we may create a truly beautiful beauty industry. One that nurtures noticeable change and creates a cleaner, healthier, and more prosperous planet for all those who are yet to call it home.

With warmth,

*Emma x*



## HOW WE WILL ACTION THIS STRATEGY

01. Strategy reviewed and approved by management and Board
02. Updates provided in quarterly Board Reports
03. Sustainability Working Group meet fortnightly to manage delivery of strategy
03. Strategy reviewed and updated annually including a public report on progress

# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The SDG's were "adopted by all United Nations Member States in 2015, a shared blueprint for peace and prosperity for people and the planet, now and into the future. The 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests." [sdgs.un.org/goals](https://sdgs.un.org/goals).

We recognise the SDG's as a benchmark for sustainable business practices across the globe, and we are aligning our strategy to these goals. We have selected seven goals (displayed below) we feel we can have the biggest impacts on, while also ensuring we are not negatively contributing to any others. We have included the relevant SDG's beside our goals in this strategy.

---

## United Nations SDG's



No Poverty



Reduce Inequalities



Zero Hunger



Sustainable Cities and Communities



Good Health and Well-being



Responsible Consumption and Production



Quality Education



Climate Action



Gender Equality



Life Below Water



Clean Drinking Water



Life on Land



Affordable and Clean Energy



Peace, Justice and Strong Institutions



Decent Work and Economic Growth



Partnerships for the Goals



Industry, Innovation and Infrastructure

---

## Emma Lewisham SDG's



Gender Equality



Responsible Consumption and Production



Industry, Innovation and Infrastructure



Climate Action



Reduce Inequalities



Life Below Water



## OUR EXISTING COMMITMENTS AND PRACTICES

We are passionate about leading a movement towards circular beauty.

We are a circular designed skincare business, with 100% of our products able to be refilled. Through our industry-leading circularity programme, The Emma Lewisham Beauty Circle, we accept back all used product vessels to be refilled or recycled. Currently, 79% of our packaging can be sterilised and refilled (the packaging we can't currently sterilise and refill is our refill pouches, however we are pioneering a solution). Packaging that cannot be refilled is recycled through our specialised recycling partner.

All of our products are independently certified Climate Positive meaning we offset more emissions than we emit and have a carbon emissions score to let customers know the climate impact of their purchase.

We manufacture all our products in New Zealand using certified 100% renewable energy. Our office operations are also powered by 100% renewable energy.

We publicly disclose 100% of the packaging materials we use and 100% of our ingredients and their origin and extraction methods. The ingredients we use are natural, nature derived or natural identical, meaning they can be found in nature or are innate to our bodies, and 100% of the palm oil extracts we use are RSPO certified. We are PETA certified animal cruelty free and no individual ingredients or formulations have been tested on animals.

We do not manipulate the skin, face, or figure of models that appear in our imagery.

We provide equal pay for all staff of comparable roles and are a Living Wage accredited employer.

Our goals for the next two years and the corresponding annual targets. We have organised them under our three key pillars: Circular Beauty, Planet Positive Path, Transparency.



## IMPACT: PACKAGING

### Our Goal(s)

100% of our packaging to be refillable and a return service made available to all customers globally.

### Why this is important to us

An estimated 120 billion units of packaging are produced every year by the beauty industry and contribute the largest portion of carbon emissions. Emma Lewisham is leading a paradigm shift for one of the largest markets in the world.

### SDG Alignment

-  Industry, Innovation and Infrastructure
-  Responsible Consumption and Production
-  Climate Action
-  Life Below Water

### Achieve by March 2024

- All new products to be available in refillable packaging.
- Maintain communications to encourage our customers to purchase and return the refillable packaging.
- Produce and display visual communications showing how the refillable pods are retrieved, sterilised, and refilled.
- 100% of our refill pouches are made of a minimum of 50% PCR material, are kerbside recyclable (if it ends up in this stream), and are refillable/reusable.
- 70% of all retailers are drop-off points for the Emma Lewisham Beauty Circle.
- Transition our glass bottle products to having minimum 20% recycled glass by March 2024.
- Continue to not use single use sampling sachets.
- Collect data on the number of refillable packaging units we sell, retrieve, sterilise, and refill and set targets for the following year.
- Continue to innovate and research packaging options to ensure the smallest possible use of resources and prioritise the use of recycled, or reused materials.

### Our challenges

- Our industry was built on linear economic thinking that will take time to change.
- Due to its complexity (e.g. pumps, coloured plastic and glass), the vast majority of beauty packaging is not economical to recycle and is sent to landfill, incinerated, or pollutes the environment.
- We require packaging that protects our formulations and ensures they have a long shelf life.
- Due to the current available technology for sterilising and refilling packaging, our packaging must be of a particular design.
- Packaging design and materials used have a huge impact on carbon emissions.
- We rely on our customers to be engaged in returning our packaging to us.
- A challenge with our 10ml and 30ml products is the size of their refill pods. Although they are PP #5 plastic which is recyclable, their size means they fall through the gaps in the equipment during the sorting phase of recycling.

### Achieve by March 2025

- Maintain communications to encourage our customers to purchase and return the refillable packaging.
- Achieve targets relating to the retrieval, sterilisation, and refill of packaging.
- Continue to collect data and set new targets.
- Continue to innovate and research packaging options.
- Engage a North American based 3rd party logistics (3PL) provider to receive returned packaging from the North American customers as part of our Emma Lewisham Beauty Circle.
- 95% of all retailers are drop-off points for the Emma Lewisham Beauty Circle.
- 300,000 refills sold by March 2025.
- 100% of refills are made of 100% PCR, are refillable refills, and are kerbside recyclable (if they end up in this stream).
- Transition to current acrylic jars (which are more carbon intensive) to another packaging option, such as 20% glass. Although glass and other materials can be heavier, our outer jars are designed to be kept and refilled, which means transportation is limited.
- Finalise a level of scalable solution for sterilisation and reuse which proves the commercial case for circularity which can be shared with the beauty industry.

## IMPACT: GREENHOUSE GAS EMISSIONS

### Our Goal(s)

Lead and influence the beauty industry towards creating a decarbonised world.

### Why this is important to us

We are in a climate crisis and we need to change how business is done.

### SDG Alignment



Industry, Innovation and Infrastructure



Climate Action

### Our challenges

- We transport ingredients and packaging to our New Zealand based laboratory, and then our finished products to global markets.
- The vast majority of transport is powered by fossil fuels.
- Many people are not well educated on greenhouse gas emissions and our climate crisis.
- As we grow our need for energy and resources grows.
- We rely on our customers to return our packaging to us.
- It is hard to find partners who are as ambitious to decarbonise business as us.
- It takes significant time and resources to map and manage our emissions data.
- Understanding our Scope 3<sup>1</sup> emissions in detail relies on us receiving good data from our suppliers.

### Achieve by March 2024

- All new products to be certified carbon positive.<sup>2</sup>
- Maintain communications to encourage our customers to purchase and return our refillable packaging.<sup>3</sup>
- Continually advocate for a decarbonised world through all of our communication channels.
- Gain visibility of all our suppliers' initiatives to reduce carbon emissions and increase their usage of renewable energy, and work with them to achieve those wherever possible.
- Establish staff training to ensure all procurement decisions support the reduction of carbon from our suppliers.
- Produce information packs for our staff on how they can reduce their individual GHG emissions.
- Develop a distribution checklist to ensure we are taking all possible steps to minimise emissions.
- Continue to prioritise packaging suppliers who use renewable energy, and set a target to achieve all packaging suppliers powered by 100% renewable energy.
- Conduct a review of options for improved sustainable materials to inform the next iteration of packaging.

### Achieve by March 2025

- All new products to be certified carbon positive.<sup>2</sup>
- Develop a carbon reduction plan to halve our products' carbon footprints by 2025, and cut them to virtually zero by 2030.
- Continue to map and disclose our emissions to a product level.
- Continue to prioritise packaging suppliers who use renewable energy, and set a target to achieve all packaging suppliers powered by 100% renewable energy.
- Scope resealable and reusable seals for products.

<sup>1</sup>Scope 3 emissions relate to those in our supply chain and the distribution of our products.

<sup>2</sup>Carbon positive means we offset more than 100% (125%) of the emission we are responsible for.

<sup>3</sup>Our refillable packaging has a emissions footprint that is 74% lower than our single-use packaging. Independent product carbon footprint Research undertaken by Toitu Envirocare.



## IMPACT: TRACEABILITY

### Our Goal(s)

To achieve 100% traceability of our ingredients right back to source.

### Why this is important to us

We care deeply about the impacts we are having on our supply chain and know that we are not causing anyone, or any place, harm.

### SDG Alignment

 Responsible Consumption and Production

### Our challenges

- Historically our industry has not taken responsibility for the traceability of supply chains.
- There are many within our industry with entrenched views of not sharing the source of ingredients.
- Some ingredients we use are blended, making it very difficult to trace each individual ingredient back to source.
- We rely on the goodwill, trust, and transparency of our supply partners.
- We have specialised formulas that contain more ingredients than most other beauty products.
- Not all the ingredients we use are currently available as organic certified, or are not available in the quantity and quality we require.

### Achieve by March 2024

- Every new product formulation to undergo our due diligence to trace all ingredients.
- We always prioritise the sourcing of ingredients that we can prove are from organic, regenerative, and ethical sources.
- Continue to publicly disclose every ingredient we use and the traceability we have over them by updating our ingredients list with any and every change we make or new ingredient we source.
- Publish a sustainability progress report.

### Achieve by March 2025

- Review the ingredients we use to ensure we are not having any unintended impacts on biodiversity.
- Publish a sustainability progress report.
- Share with our customers our traceability journey from farm to face, with certifications by May 2024.

## IMPACT: MODERN SLAVERY

### Our Goal(s)

Align with new Modern Slavery legislation.

### Why this is important to us

Modern slavery involves situations where coercion, threats or deception are used to exploit victims and undermine or deprive them of their freedom. In the extreme, this includes human trafficking, debt bondage, forced marriage, forced labour and child labour. However, it also covers exploitative conditions such as workers not being paid in full or receiving entitlements, workers being required to work excessive hours or more than their contract specifies, and unsafe workplaces. We believe in the equal treatment of everyone and we all have a moral responsibility to take action.

### SDG Alignment

 Reduce Inequalities

### Our challenges

- Many countries have legal requirements that businesses must comply with to avoid modern slavery. The requirements tend to focus on larger companies and include things like mandatory reporting, audits, and annual modern slavery statements.
- We have long supply chains which can be hard to influence. However, Emma Lewisham wants to hold ourselves to these Modern Slavery standards.

### Achieve by March 2024

- Review and update our Supplier Principles to ensure this aligns with new Modern Slavery legislation.
- Confirm and document with all our suppliers that they are in compliance with our Supplier Principles with specific emphasis on Modern slavery.
- Review all points of our supply chain and produce a report on the risks of modern slavery in our operations and supply chains and how we will address these risks.

### Achieve by March 2025

- Produce an annual statement on our commitments to tackling modern slavery.

## IMPACT: INEQUALITY AND WOMEN

### Our Goal(s)

To help achieve gender equality and empower women.

### Why this is important to us

We believe in the equal treatment of everyone, regardless of their gender or ethnicity. We support and champion the growth, success and equality of both female colleagues and the women within the wider communities we are part of. Emma Lewisham is proud to support The Malala Fund, which champions every girl's right to 12 years of free, safe, quality education, and Emma, personally, has extended her support as a member of Zonta International for more than 10 years, where she previously served on the Board.

### SDG Alignment

 Gender Equality

 Reduce Inequalities

### Achieve by March 2024

- Continue to provide funding to Zonta and the Malala Fund, supporting them through gifting for auctions and fundraising events, and financial contributions.
- Continue to ringfence products to be used for charitable causes, who support and empower females.

### Our challenges

- As a business, we can only support so many causes and initiatives.
- We can have long supply chains which can be hard to influence.

### Achieve by March 2025

- Continue to provide funding to Zonta and the Malala Fund, supporting them through gifting for auctions, participating in fundraising events, and financial contributions.
- Create and deliver a communications campaign relating to the imagery used in the beauty industry.

“I am incredibly proud of our achievements so far and look forward to continuing to pioneer a path towards circular, carbon positive and transparent skincare.”



