



 Bower
Collective

IMPACT REPORT 2022



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REFLECTIONS ON 2022

2022 felt like it would be the calm after the storm, at least until February when the invasion of Ukraine and subsequent related shocks tilted the world on its axis once again.

For Bower Collective and our community, we continued to progress towards our goals throughout the year. In March we launched the beta phase of our reusable BowerPack™ system to over 10,000 customers.

We were delighted to win the Marie Claire Sustainability Award for the second year running. Our big focus in 2022 was on carbon strategy, achieving Carbon Negative certification with our partners PlanetMark.

Our NPD Lead Dr. Phil's focus has been on the sustainability strategy driving our product formulation, which he writes about later in this report.

We know we're not perfect, far from it. We interviewed psychologist Anouchka Grose who specialises in eco-anxiety. She shared a great quote which epitomises what we are about:

"I'd rather see a million people doing zero waste imperfectly than one person doing it perfectly".

We couldn't agree more. If we all continue to make small changes to reduce our impact on the planet, we can turn the tide.

Thanks for being part of the Bower journey, we hope you enjoy our 2022 Impact Report!

Nick Mansons

Nick, Marcus and Team Bower



EXPANDING THE BOWER RANGE



ELIMINATING WASTE AND NASTIES

2022 saw the launch of a huge number of new Bower Products.. All delivering against the Bower Promise of delivering sustainable products that work, without compromising on their look or feel.

We've continued to show that using naturally derived ingredients in our formulations creates products that work and don't ruin the environment.

Our consumers had been requesting a hair care range since we first started, so we developed and launched a range of naturally derived shampoos, conditioners and body washes. Our launch ranges come in Beach Coconut and Wild Blossom; a selection of brilliant, customer-validated fragrances you've come to expect from us!

Another huge hit with our community is the Bower Limescale Remover. Proven to be over twice as effective at removing limescale as the industry leader Viakal, yet made with 100% naturally derived ingredients. It just goes to show that natural can be better than the rubbish out there on the shelves!

Beyond the products delivered in refill pouches we launched Bower Bamboo Toilet tissue and Bower eco brushes, sponges and clothes.

By adding more amazing natural products to the Bower range we're increasing opportunities to eliminate single-use plastic from the home and the nasty ingredients that these products often contain.



BRINGING THE CIRCULAR ECONOMY TO CONSUMER GOODS



ELIMINATING PLASTIC WASTE AT SCALE WITH BOWERPACK™

We started Bower Collective to serve the growing number of people who want natural household and personal care products, but do not want plastic waste.

People like Richard Bower MBE (yes we share a name with one of our customers!) who has worked in recycling for Cornwall County Council for 20 years and is passionate about doing the right thing. Richard understands the problem with plastic waste is that recycling it is not working.

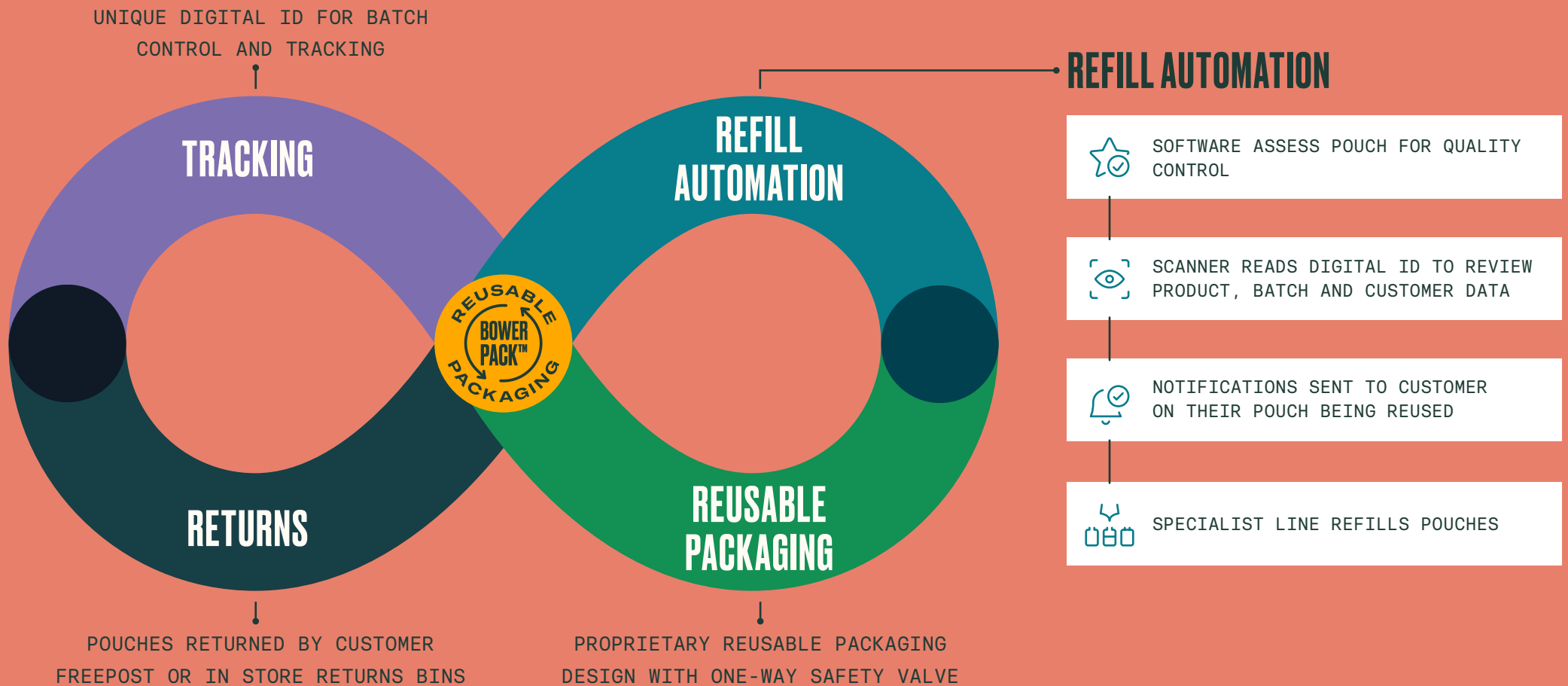
Lisa Ramsden, a Greenpeace USA senior plastics campaigner does not mince her words:

“Corporations like Coca-Cola, PepsiCo, Nestlé and Unilever have worked with industry front groups to promote plastic recycling as the solution to plastic waste for decades. But the data is clear: practically speaking, most plastic is just not recyclable. The real solution is to switch to systems of reuse and refill”.

So, at Bower Collective we have set out to deliver our beautiful natural products in a technology enabled reusable packaging system we call BowerPack™. Not only does BowerPack™ eliminate plastic waste, it is 90% more carbon efficient than single use packaging so helps to tackle climate change.



BOWERPACK™ REUSABLE PACKAGING SYSTEM



KEY ELEMENTS OF THE BOWERPACK™ PROCESS

PROPRIETARY ONE-WAY VALVE FOR SAFE REFILL AND REUSE

90% MORE CARBON EFFICIENT THAN SINGLE USE PACKAGING



QR CODE FOR CUSTOMER IMPACT DATA

UNIQUE DIGITAL ID FOR BATCH TRACKING



PEOPLE AND PLANET FIRST



PEOPLE AND PLANET FIRST

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BOWER BECOMES CERTIFIED CARBON NEUTRAL

Summer 2022 was a bit hot wasn't it? We can't avoid the obvious: man-made global warming is accelerating. Here at Bower we don't want to contribute to climate anxiety but do want to play our part in tackling climate change.

When we started Bower we set out to give our community easy access to more sustainable household and personal care products. But Bower has also always been about reducing your carbon footprint.

So we started out by making sure we made our products in the UK close to where you live! Local production is what has the biggest positive impact on our carbon footprint.

We deliver our products in closed loop reusable packaging that can be sent back to us to be reused. A life cycle analysis showed this saves 90% of the carbon associated with the packaging.

Our next move was to get in touch with Planet Mark to help us measure emissions, then put in place a plan to reduce these over time. Our final step was to offset the remaining carbon emissions we create by investing in a verified scheme protecting Colombian rainforests.

TOGETHER THE SMALL STEPS THAT WE TAKE TO CARE FOR OUR PLANET MAKE A DIFFERENCE.

BOWER BEACH CLEAN 2022



The annual Bower Beach Clean returned bigger and better this year! In September, along with thousands of people across the UK, we took part in the Great British Beach Clean, a citizen science event where hundreds of beach cleans take place up and down the UK.

We headed to beautiful Charmouth Beach in Dorset along with our friends at Bramley and Sprigster to complete the Marine Conservation Society beach clean survey to record the data of all that we collected.

The data is used to inform our government on the issue of litter, to help form policies that prevent it from reaching the natural environment. For example, some of the environmental policies brought about with beach clean data include the plastic bag charge, banning microplastics in personal care products, better wet wipe labelling, and supporting a tax on single-use plastic items.

Having collected over 20kg of litter from the beach, we ended with a well-deserved mocktail from Sprigster and a delicious lunch, followed by a dip in the sea. It was a great day for all!



What did we find?

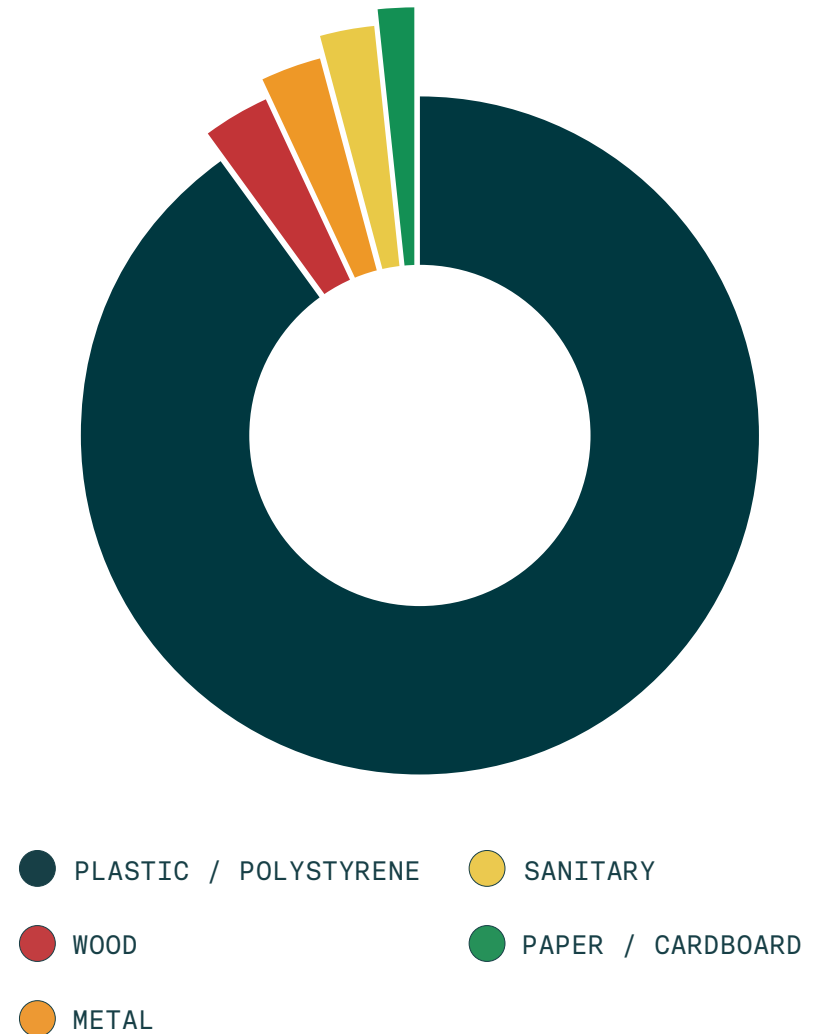
Sadly, we found a huge amount of plastic. Over a 100m stretch of beach we collected 441 items, over 90% of which was plastic.

Over 22% of that figure was microplastics, tiny fragments of plastic that have been broken down from larger pieces of plastic.

We also found a huge number of nurdles, tiny plastic pellets which are the building blocks for virtually all plastic products.

Shockingly, we found that pieces of plastic, including polystyrene and straws, were embedded in the banks of the beach to become a part of the landscape.

MATERIALS COLLECTED





marieclaire^{UK}
SUSTAINABILITY
AWARDS
2022

MARIE CLAIRE SUSTAINABILITY AWARD

Bower - winners two years in a row - we must be doing something right! We were delighted to share in July that, following our 2021 award for the Best Sustainable Design, we won again in 2022.

This time our award is for 'Best progress towards circularity for homes', recognising our leading role at the forefront of the circular economy and the refill revolution. We were commended for our "clear vision to eliminate plastic waste and create a more sustainable world".

Ally Head, the Sustainability Editor at Marie Claire, said **"I love Bower Collective. A certified B Corp and 2021 MC Sustainability Awards winner, they go above and beyond to ensure all aspects of the business are sustainable, from reusable and recyclable refill pouches to the pre-paid returns envelope they send to make sure you properly recycle through their closed-loop packaging system"**.

The Marie Claire Sustainability Awards celebrate brands that are making a positive difference in the world. We put a huge amount of effort into our BowerPack™ reusable packaging system and are delighted that our efforts were recognised.

"A certified B Corp and 2021 MC Sustainability Awards winner, Bower go above and beyond to ensure all aspects of the business are sustainable"

PROTECTING THE OCEANS WITH THE MARINE CONSERVATION SOCIETY AND CLEANHUB

We've been working closely with the Marine Conservation Society since 2020, the year we launched. During this time we've been actively supporting their seagrass protection campaign, preserving endangered seagrass in UK coastal waters, a key element for marine biodiversity.

During our partnership we've helped the MCS protect over 103,000m² of seagrass and supported their Beach Clean activities for the past two years, which we will continue to do. Sarah Davies, who leads our partnership within the MCS, said:

"Bower Collective has been a dedicated supporter of our work to protect and restore vital seagrass habitats. Along with their customers, they have contributed

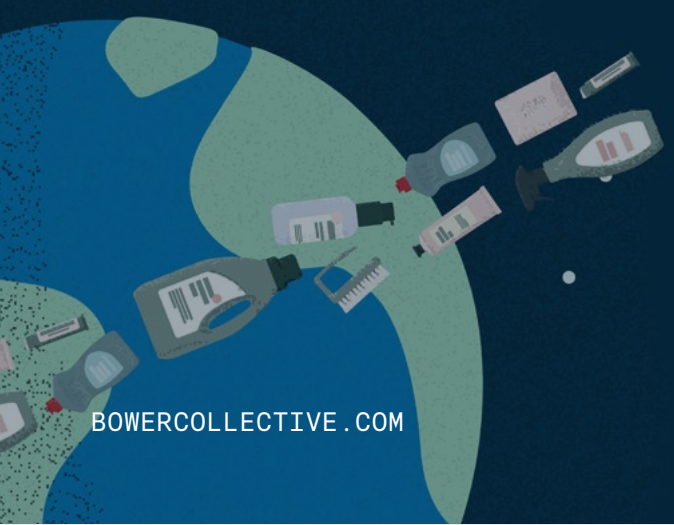
over £15,000 towards our ocean recovery programme and been an important voice spreading the conservation message to their customers and wider network. On behalf of the Marine Conservation Society I would like to extend our sincere thanks to the Bower Collective team for their support."

As we wrap up our relationship with MCS, we now are moving to partnering with CleanHub to expand our mission and directly support waste-picking communities in rural India who are removing ocean-bound plastic waste. We're committing to removing over 10,000kgs of plastic waste in 2023 and we'll keep you updated on our progress.



OUR IMPACT IN 2022

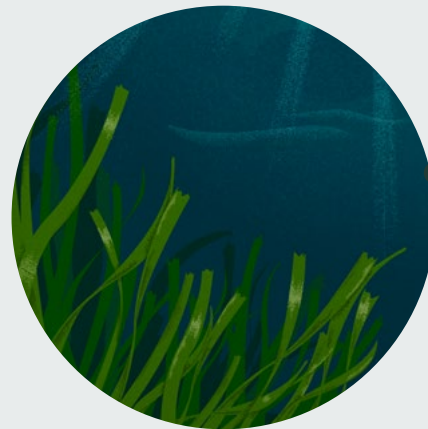
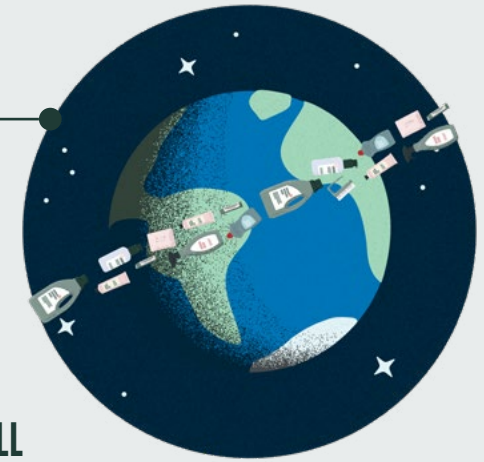
We made terrific impact progress in 2022. Our waste reduction accelerated with the rollout of our next generation BowerPack packaging, we achieved carbon neutral status with PlanetMark and our natural ingredients portfolio expanded to cover more categories, eliminating toxic products from your home.



BOWERCOLLECTIVE.COM

43,201 KG ALL TIME
15,901 KG IN 2022

PLASTIC WASTE SAVED FROM LANDFILL
- THAT'D BE 221,812 METRES IF YOU LAID IT ALL OUT END-TO-END!



107,803 M² ALL TIME
47,281 M² IN 2022

SEAGRASS PROTECTED IN PARTNERSHIP WITH MARINE CONSERVATION SOCIETY

BOWER WAS CERTIFIED CARBON NEUTRAL IN 2022 WITH OUR PARTNERS PLANETMARK



PlanetMark

TOGETHER WE ARE THE SOLUTION (TO PLASTIC POLLUTION)

The impact we create as a business is - literally - zero, without you, our community of Bower customers. Your passion for our products and mission is what drives us forwards and allows us to innovate at scale in pursuit of our mission to eliminate plastic waste from people's homes.

We now have a highly engaged community of over 170,000 of you engaging with our zero waste products, our stories and our impact initiatives.

From all of us at Team Bower, thank you for everything, together we've got this!



“I’ve used Bower products for a while now. I’m really impressed with the quality of the products and love the fact you can reuse and recycle the packaging easily. There’s less waste and it’s better for the environment - I’ve recommended Bower to family & friends.”

SUZANNE C, BOWER CUSTOMER

**“BOWER COLLECTIVE
IS TRULY SHAKING
UP HOW WE SHOP
FOR OUR HOMES
AND OURSELVES.”**

Marie Claire Sustainability
Award Winners

