



Wild

Impact Report 2021.

We want to shake-up the throwaway culture of bathroom products.



V.01



V.02



V.03



V.04



V.05



V.06



V.07

REFILLABLE, NATURAL DEODORANT.

1.5%

Wild-ly enticing fragrance

98.5%

Deodorant ingredients to keep you 24hrs smell-free

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What We Believe In.

Words From Our CEO

"Our core belief at Wild is that widespread adoption of more sustainable products will only happen if the alternatives can be made as appealing, effective and easy to dispose of as existing products. Wild exists to close the consumer gap by delivering everyday personal care products in more sustainable packaging, whilst also using our uplifting and light-hearted brand positioning to open greener products to a wider audience of customers.

I want to be very clear that for Wild "sustainability" is a long journey of constant learning and striving to get better

the more we learn. Working towards becoming a Bcorp has provided a great framework to help us get started on this journey and to ensure we remain focused on delivering progress versus our goals.

The team are pushing boundaries in a number of areas and I cannot wait to unveil some of the longer term projects we have been working on in 2022 which we believe will take our impact and sustainable innovation to the next level."

- Freddy Ward



Sustainability Pillars.

At Wild we keep the above ideas in mind at all times. In fact, we have developed 4 pillars that help us guide our decision making to ensure that all goals and choices in the business can address the current issues and leave the smallest environmental footprint on the planet.

REFILL

To swap single-use plastic in the bathroom for refillable alternatives.

REMOVE

To remove unnecessary chemicals from everyday products and replace them with naturally derived and sustainability sourced alternatives.

REDUCE

To reduce carbon emissions wherever possible and to offset any that are created.

RADICAL TRANSPARENCY

To create a 100% transparent supply chain where we endeavour to work directly with our suppliers and set high ethical and environmental standards.

The Refill Revolution.



Most deodorants in the market are designed to be single-use.



Most deodorants packaging is incredibly hard to disassemble, leading to difficulty in recycling or recovering the materials².



Recyclable bathroom waste accounts for 30%–40% of total landfill waste in the UK³.

WHY THE BATHROOM?

“Less than 50% of products used in the bathroom are recycled.”¹

The Plastic Issue

While plastic is an incredibly versatile material, currently, the unsustainable way we use it directly contributes to massive waste and pollution. The Ellen MacArthur Foundation in 2017 estimated that if we do not limit our use by 2050, the ocean will contain more plastic than fish (by weight)⁴. In the UK alone it is estimated that more than 5 million tonnes of plastic waste is created each year, with half of it coming from packaging³

As a business, we are aware of the great impact we can have on the environment. We believe we have a responsibility to be kinder to the planet by making environmentally friendly products effective and easy to use, so that more people can reduce their plastic waste footprint. That's why we set up Wild to completely eliminate disposable plastic from the bathroom.

¹ <https://www.circularonline.co.uk/insight/whats-your-bathroom-waste-legacy/>

² <https://www.nationalgeographic.com/environment/article/beauty-personal-care-industry-plastic>

³ <https://researchbriefings.files.parliament.uk/documents/CBP-8515/CBP-8515.pdf>

⁴ <https://archive.ellenmacarthurfoundation.org/explore/plastics-and-the-circular-economy>



The UK's first refillable deodorant

We created a reusable deodorant applicator that will last a lifetime. Each time you refill your Wild deodorant, you are potentially avoiding one plastic deodorant container from being created, used and discarded.

The Wild deodorant case is made out of aluminium and polypropylene (PP) plastic. We chose aluminium as the primary material because it is highly durable and can be

recycled easily and infinitely. We chose PP plastic because it's one of the most effective ways to make the cases stronger and provide a reliable twisting mechanism. This way, we can ensure that each Wild case will last the customer for years through all the adventures they take it on.

Our refills are made out of bamboo pulp. Bamboo is a natural fibre which grows incredibly fast, and can be easily recycled and composted; making it an efficient and sustainable material to use.



Keeping it Natural

All of the ingredients used in Wild products are naturally derived, cruelty-free and 100% vegan. We work with our suppliers to use simple, everyday, natural ingredients like coconut oil, baking soda and shea butter. We use the properties of these ingredients to create a high performing deodorant with no aluminium salts or parabens. Parabens are often found in mainstream products and can have unintended consequences on the way our body deals with sweating. Our goal is to create products with ingredients that are easy to understand and to know where they came from.



We are Wild about our customers

We strongly believe in leveraging our customers to help make all big decisions for the business and we involve them through a variety of ways so that we are constantly getting their feedback. We have a quarterly 'Scent Club' that involves our top customers helping us to brainstorm and choose our next deodorant fragrances. We also have a VIP community on Facebook and survey our customers every quarter to help inform what we are doing well, what we can do better, and what we should work on next.

Our 2021 Review.

10 Reasons that made us go WILD for 2021

Launched **11** new and exciting scents.

Started in-person supplier visits.

Landed our product in **362** physical shops across the UK.

Launched a case recycling scheme with TerraCycle.

Donated **£45k** to charity.

Planted **111,678** trees.

Switched **50%** of our deodorant production to a leading sustainable manufacturer.

Prevented **61 TONNES** of plastic waste.

Moved to a bigger and more energy efficient office.

14 recruits and **2** dogs joined the Wild team.



In just one week we contributed to planting a record **71,981** trees!

In 2021 we planted a total of 111,678 trees!

How we do things.

Wild On A Mission

Wild works with the non-profit organisation ONAMMISSION to support several sustainable reforestation projects. Through our tree-planting partnership, we offset emissions of our products, making us a proudly climate positive company.

We didn't stop there, and on top of our usual offsetting activity, we also decided to plant one tree per order during our Black Friday sale.

We particularly love the project in Antsanitia, Madagascar. The reforestation is in partnership with Eden Reforestation Projects and has created 70 long-term jobs and seeks to plant 500,000 trees across a mangrove forest. Madagascar is among the most biodiverse spots on the planet yet 90% of its original forests have been cut down, making it incredibly important to revive the natural habitat.

Charity Donations

In 2021 we donated £45,000 to charity. We worked with the following organisations...

October 2021: Switchboard LGBT+ Helpline

Switchboard LGBT+ helpline provides volunteer-led listening and advice services for LGBT+ communities.

July 2021: Born Free Foundation

Born Free Foundation works tirelessly to help stop the exploitation of captivity and campaign to keep animals where they belong - in the wild.

July 2021: Ocean Generation

Ocean Generation looks at mobilising a movement which encourages individual action and policy to overcome human-made ocean threats.

April 2021: Breast Cancer Now

Breast Cancer Now looks at preventing, saving lives, and living well with breast cancer. It offers support for anyone affected by breast cancer the whole way through with life-changing care.



Proud to have launched our Pride Case and donated £10,000 to Switchboard LGBT+ Helpline.



Wild team Brighton Beach Clean



Ops Team at UK Fulfilment Centre



Our Deodorant Manufacturer, Netherlands



Head of Ops at UK Manufacturer



Vegan Society Certification

61 tonnes of Plastic Saved

At Wild we are so proud of all the plastic we can save from going to landfill. Each time a customer orders a refill, it's a small victory as it means that one less plastic deodorant was bought. We measured different plastic deodorants, and we found that on average a readily available deodorant on the market will have 30g of plastic packaging. In 2021, through our refill sales, we had the possibility to avoid 61 tonnes of plastic heading into our rubbish bins.

Our commitment to saving plastic from landfill does not stop there and in July 2021 we headed to Brighton for a beach clean up in partnership with Ocean Generation. We are looking forward to many more team charity days in 2022.

We saved 61 tonnes of plastic waste - equivalent to the weight of 10 elephants!

TerraCycle Scheme

In August 2020 we launched an end of life scheme with TerraCycle, and in 2021 we sent back the first full box. While we design our deodorant cases with durability in mind, sometimes they do break or customers decide they no longer want to use Wild. We always ask customers to return the faulty cases to us, we then wash them and pop them into our TerraCycle box which sits in a corner in our office kitchen. While we certainly wish that we would not have to send back any boxes to TerraCycle, we are happy to know that no broken Wild cases end up in landfill.

Deodorant to the Netherlands

In May 2021 we relocated 50% of our deodorant production to a manufacturer in the Netherlands. The supplier is one of the most innovative cosmetic production facilities in Europe. It runs 100% on solar power generated by in-house solar panels, uses no water in its production, and only uses natural ingredients. People are also very important and the producer works closely with a local Dutch organisation, Ijmond Werkt, to help those who have been unemployed for a long time find employment and integrate back into society.

In person supplier visits

In-person visits to suppliers are key for us at Wild as we are committed to establishing trustworthy and close relationships with all of our suppliers. When travel restrictions were lifted in 2021 we were able to start visiting suppliers and in 2022 we plan to visit the whole Tier 1 of the supply chain!

Vegan Society Certification

We obtained the Vegan Society certification. While Wild's products since its inception have been completely free of animal products or derivatives, we worked with the Vegan Society to certify that Wild deodorant is 100% Vegan.

A Wild Future.

At Wild we have some big plans for the future.
The key priorities for 2022 will be...

1

Bring out new products and keep expanding our impact to remove waste and unnecessary chemicals from the bathroom.

2

Continue developing our existing product range and improve the longevity of them.

3

Reduce our products' carbon footprint by 5%.

4

Save 150 tonnes of plastic from possibly going to landfill.

5

Donate £50,000 to charity.

The refill
revolution in
the bathroom
is just getting
started.

**Hats off to everyone who has supported
us and made 2021 possible.**

