



PLASTIC NEGATIVE

WOMEN OWNED

CERTIFIED BY WBENC



CERTIFIED CRUELTY FREE



CHEMICAL FREE



PLANT BASED



RECYCLABLE PACKAGING

2023

IMPACT REPORT

SPINSTERSISTERSCO.COM

Greetings from Spinster Sisters Co., where we redefine personal care with a commitment to sustainability, ethical practices, and the power of nature. As a B Corp and Women-Owned company, we take pride in our journey toward creating a positive impact on both people and the planet.

“The greatest threat to our planet is the belief that someone else will save it.” —Robert Swan

Our sustainability report is a testament to our dedication to making a difference. At Spinster Sisters, we believe that self care should not come at the expense of the environment. That’s why our plant-based skincare products are carefully crafted with ethically sourced, biodegradable ingredients, ensuring a balance between indulgence and responsibility.

Being a B Corp, we adhere to the highest standards of social and environmental performance, transparency, and accountability. Our commitment goes beyond profit, reflecting our genuine passion for fostering a world where business is a force for good.

Spinster Sisters is not just about skincare; it’s about a movement towards a plastic-negative future. We are proud to contribute to the reduction of plastic waste by adopting innovative practices and materials in our products, and in our packaging.

Thank you for being a part of the #spinsterhood. We wish you all peace, happiness, and love.

A handwritten signature in black ink, appearing to read 'Kelly', with a stylized, looping flourish at the end.

KELLY PERKINS, CEO + FOUNDER



5 WHO WE ARE

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Vision + Values

Milestones + B Corp

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New Retailers

16 CONSCIOUSLY CRAFTED

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SPINSTER SISTERS MISSION

Spinster Sisters Co. is a B Corp Certified skin & body care brand. We believe that doing right matters and are on a mission to be plastic-free, while making the best products for people and our planet. Our products are made with only premium, plant-based and ethically sourced or Fair Trade ingredients, with a focus on plastic-free packaging, sustainability and great scents.

◀ DOING RIGHT MATTERS ▶





KELLY PERKINS, CEO + FOUNDER, started making soap and skincare in the '90s with a simple goal: avoiding toxic ingredients. She was horrified to learn about chemicals like Triclosan, an antibacterial agent that is a hormone inhibitor. Finding brands that were truly clean was hard, so she learned to make her own plant-based soap and skincare. Over time, Kelly perfected soap & other skincare formulations and began to sell at markets – people fell in love with her products and from there Spinster Sisters was born.

1993

The first batch of natural soap was made by Kelly and gifted to her family & friends over the holiday season.

Kelly and her sister do a craft fair together to sell her products. Inspired by singlehood + sisterhood they name their booth Spinster Sisters.

2010

Kelly begins to sell Spinster Sisters at Farmers Markets and craft fairs..

2011

Kelly sells at dozens of markets in Colorado and begins to offer her products to wholesalers, launching in spas and boutiques nationwide.

2012

Kelly quits her corporate job to run Spinster Sisters full time from her basement.

She hires her first full time employee. The product line has grown to include not only soap and skincare but items for the bath, home, and even pets.

2014

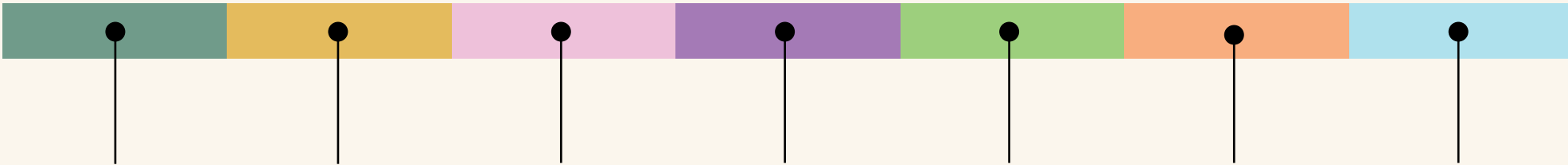
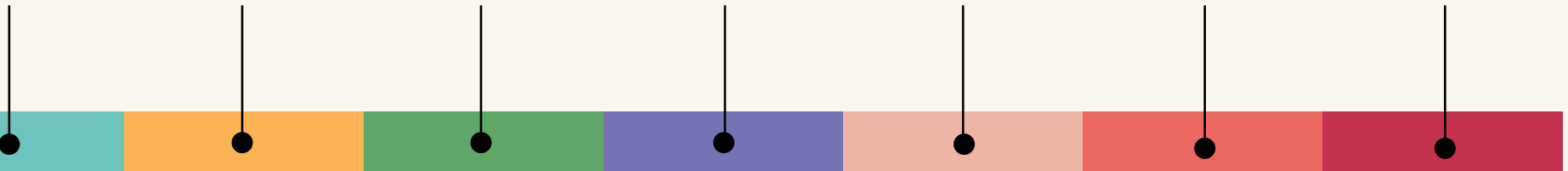
Spinster Sisters moves into their first branded shop and production space in historic downtown Golden, Colorado.

2015

Kelly and the team have grown Spinster Sisters to 5 branded stores in Colorado and thousands of gift shops & retailers in every state!

2016

Spinster Sisters opens 3 retail stores - in RiNO, Cherry Creek, and at DIA, and relocates the production facility to a larger, more efficient space to accomodate growth.



Spinster Sisters moves into a larger building and then a short time later an even larger renewable energy powered Microsoapery in Golden, Colorado.

Spinster Sisters partners with Girls Inc. for a girl's empowerment internship.

Spinster Sisters launches in Whole Foods Market and begins to focus on more accessible retail chains and e-commerce.

Spinster Sisters survives the pandemic helping communities, by making hand sanitizer and mask spray.

Spinster Sisters has grown and makes it on shelf in Kroger and natural & speciality grocery stores.

Kelly re-curates the product offerings, launching the Free From line and we prioritize being as sustainable as possible.

Spinster Sisters achieves the Benefit Corporation Certification and renews their mission to go plastic free.

Spinster Sisters moves into a new warehouse in Golden, to increase efficiency and growth potential. We are now sold in 3,700+ stores across the US.

2017

2018

2019

2020

2021

2022

2023



PINSTER
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OLD RUBS

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SISTERS.
& CO
WILD RANGE
FLOWERS

PINSTER
SISTERS.
& CO
PRICKLY PEAR
BLOSSOM

PINSTER
SISTERS.
& CO

PINSTER
SISTERS.
& CO
BLUE SPRUCE

PINSTER
SISTERS.
& CO
OLD RUBS

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SISTERS.
& CO

VISION AND VALUES

OUR VISION IS TO MAKE THE BEST PRODUCTS
FOR PEOPLE & THE PLANET. WE ARE COMMITTED TO:

- Consciously choosing to do better. Better for people, better for the planet. Every day.
- Creating safe, gentle, hypoallergenic, sulfate-, phthalate- and paraben-free skin care products.
- Sourcing locally or through Fair Trade whenever possible.
- Incorporating essential oils, minimally processed plant oils and botanicals to serve as an alternative to the harsh, dangerous chemicals present in many products.
- Providing opportunities for fun, friendly, outgoing, and motivated people to develop their talents and contribute to a positive work environment.
- Engaging in our local community and consistently giving back from our profits.
- Educating and inspiring others to do what they can for themselves and our planet.
- Acutely focusing on a never-ending quest for the most sustainable products, packaging and operations possible to benefit our consumers, our employees and the earth.
- Using biodegradable ingredients; packaging with recycled, recyclable, dissolvable or biodegradable materials.
- Operating with renewable energy for the lowest possible impact on the environment.
- Understanding the ultimate value of our customers and ensuring that we always provide the very best in service.



OUR VALUES

1

PLANET
OVER PLASTIC

2

BE THE DREAMER
OF DREAMS

3

MAKE YOUR
MAMA PROUD

4

THINK LIKE
A CUSTOMER

5

MAKE
IT BETTER



MILESTONES – B CORP

BUSINESS AS A FORCE FOR GOOD™

Spinster Sisters became a Public Benefit Corporation and achieved their Certified B Corporation® in Spring 2022 using business as a force for good™. This certification confirms that Spinster Sisters meets the highest standards of verified social & environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corp™ is the Gold Standard for companies doing good. The Spinster Sisters brand prioritizes social and environmental values in all our business growth. This certification validates our business model and we look forward to building upon the work we've been doing to meet these standards.



KEY NUMBERS

IN 2023



78%

OF SPINSTER SISTERS
PRODUCTS ARE SOLD
PLASTIC-FREE

52%

RETAIL DOOR
COUNT EXPANSION

53%

SALES GROWTH
COMPARED TO INDUSTRY
AVERAGE OF 9.6%

129%

BAR SOAP
SALES GROWTH

198%

EXPERIENTIAL
BATH PRODUCTS
GROWTH

GET FRESH WITH SISTERS

PEOPLE ARE GETTING FRESH WITH SISTERS COAST-TO-COAST.

We enhanced our brand presence in California, Texas, the Pacific Northwest, and the Midwest and have met tons of new customers along the way!

New retail partners include:





PACKAGING FREE SALES “NAKED” SOAP AND SHAMPOO

Spinster Sisters is getting “naked”!
Plastic-free is the way to go, no doubt. But
what if we could go entirely zero-waste by
buying products with no packaging at all?

3% OF INCOME
IN BULK “UNPACKAGED” SALES



Grove[®]
COLLABORATIVE

We partnered with Grove Collaborative
to support a plastic-free future.

SALES ARE UP

547%

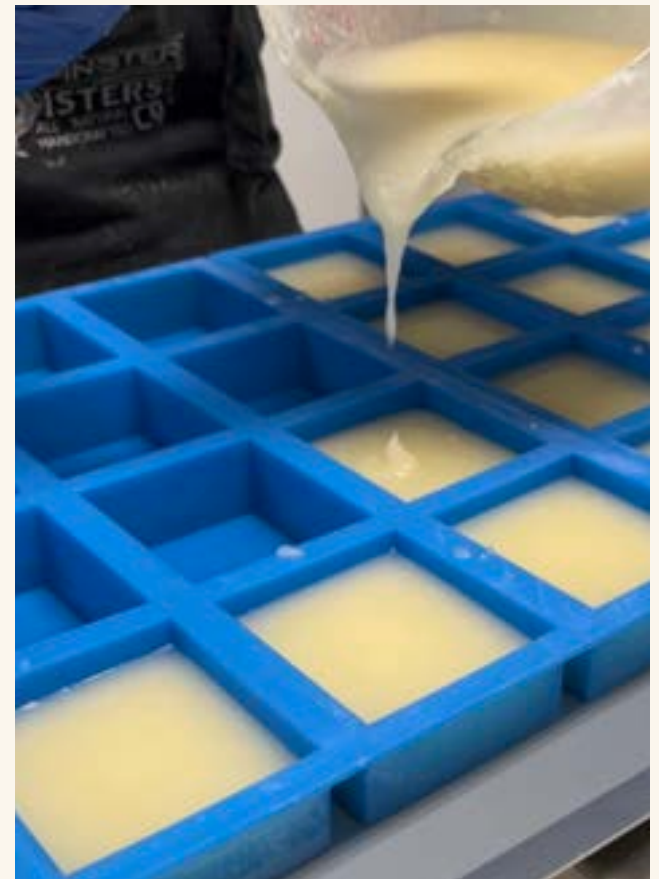
2022 TO 2023





CONSCIOUSLY CRAFTED

Renewable energy is critical to our process. We consciously craft each of our products at our 100% solar + wind-powered Microsoapery in Golden, Colorado.



PREMIUM FORMULATIONS

We make every face, hair, and body care product in our line without harsh chemicals – no sulfates, phthalates, parabens, PFAS or dyes. Our formulas are plant-based, non-GMO and vegan.

- LEAPING BUNNY CRUELTY-FREE
- EWG VERIFIED
- CERTIFIED WOMAN OWNED BY WBENC
- PLANT-BASED FORMULAS



PACKAGING

All of our products are either naked (no packaging) or come in recycled, recyclable, biodegradable, or compostable materials.



Our boxes and tubes are FSC certified paperboard with soy based inks and a biodegradable lining.

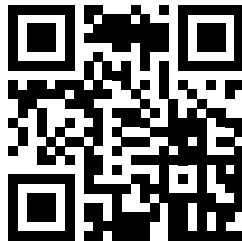
WE RENEWED OUR MISSION IN 2022 TO FOCUS ON PLASTIC-FREE AND WATER-FREE INNOVATION.

INGREDIENT SOURCING

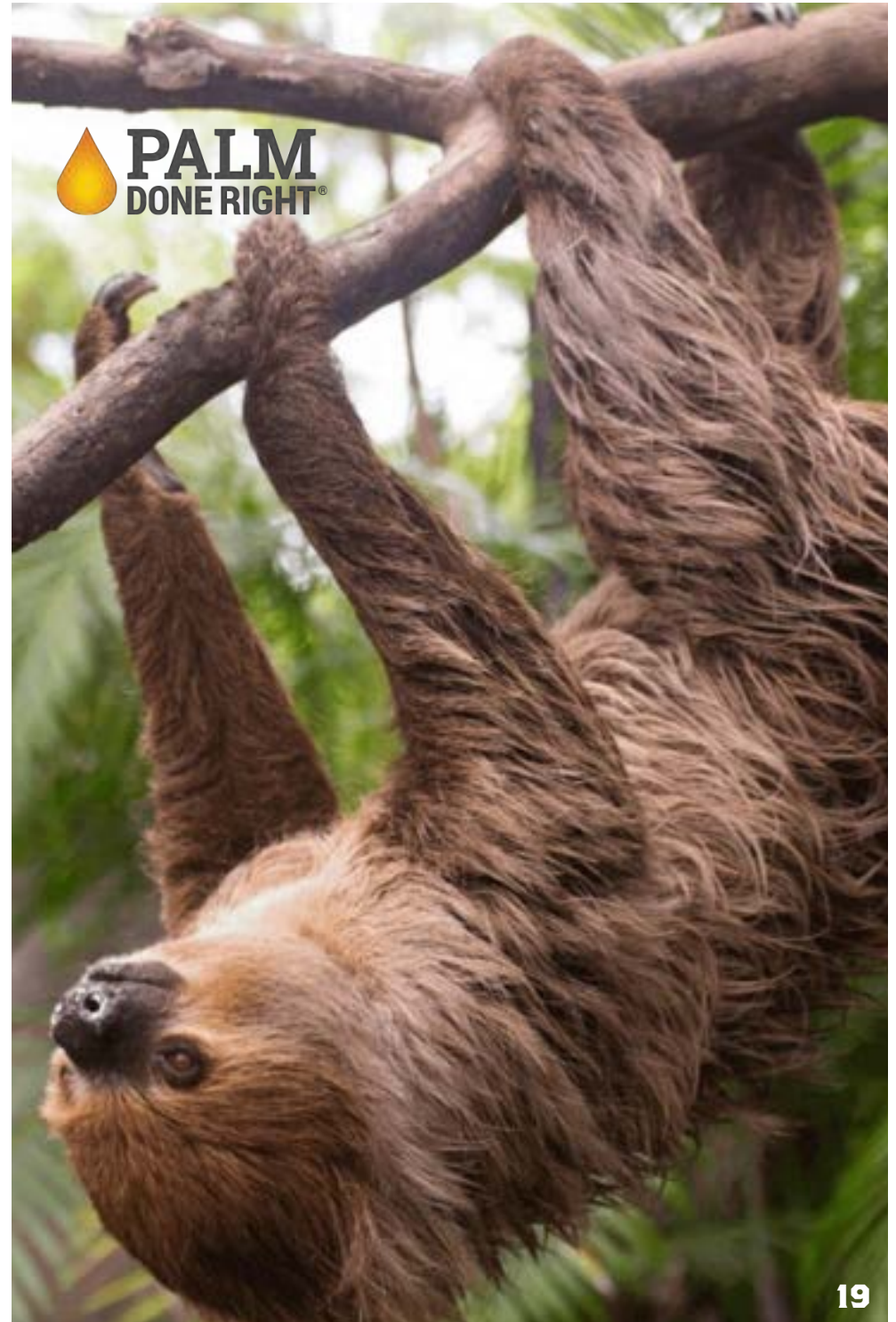
LOCAL, FAIR TRADE AND ETHICAL SOURCING

We source as locally as we can – not only to support our community – but to minimize our carbon footprint due to shipping. We employ a supplier code of conduct so that our partners’ ethics and values align with our own. Our shea and cocoa butters are always Fair Trade. We partner with Palm Done Right® for our RSPO certified sustainable products.

Our 2022 sourcing of palm oil with Palm Done Right® supported Natural Habitats in Ecuador. Established in 2013, Natural Habitats leads up sustainable, organic, and fair trade operations throughout rural Ecuador. The organization facilitates growth opportunities for farmers, like Paul pictured here, through expert training on organic practices, certifications and compliance, and assures a premium price for their fruit.



SCAN TO LEARN MORE ABOUT PALM DONE RIGHT®





REDUCE REUSE RECYCLE

CONSCIOUS SHIPPING

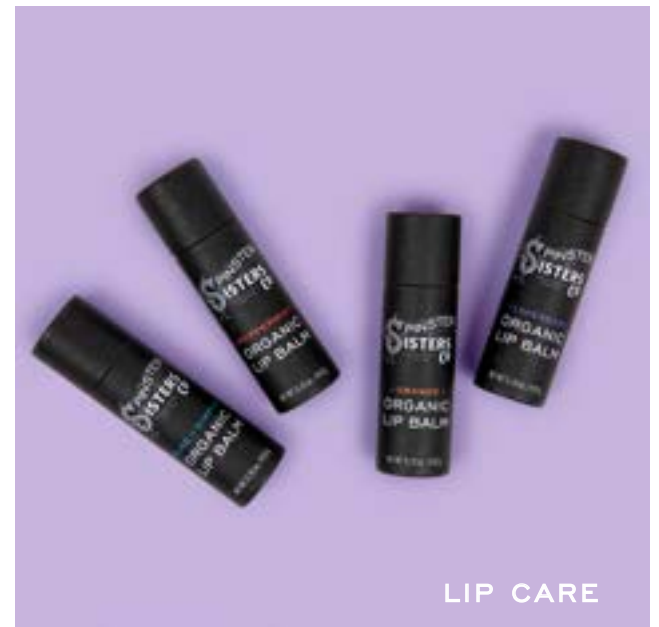
- We offer ground shipping for orders \$35+ to encourage our customers to make the more planet friendly choice. For our local shoppers, we offer convenient free pickup.
- We package our shipments with second-hand packing materials, often re-using peanuts, bubble wrap, excess boxes and paper from other shipments, as well as shredded cardboard from previously used boxes.
- When available, we also use sustainable packaging and to the naked eye, our eco-friendly peanuts and foam look like plastic, yet are made from a natural starch that decomposes in water leaving no waste. Our branded tape used to close boxes is also biodegradable.



78,804 LBS

OF CO2 OFFSET IN PARTNERSHIP
WITH CARBON CLICK IN 2023

➤ PRODUCT LINE HIGHLIGHTS ◀



➤ THE ◀

SPINSTERHOOD

DIGITAL COMMUNITY HIGHLIGHTS

Check out some of our favorite shoutouts & collaborations from 2022.



AMY AQUINO

Actress Amy Aquino breaks down why Bar Shampoo has so many benefits for both people and planet!



JASON MOMOA

Actor Jason Momoa included Spinster Sisters Co. in his MAKE WAVES social media campaign highlighting plastic-free, sustainably focused brands.



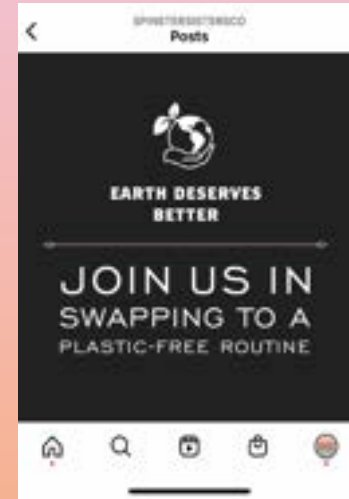
Earth deserves better.

Nearly 9 million tons of plastic end up in our oceans every year. Depending how plastic is made, disposed of, and what happens to it after it's been recycled is a complex conversation. Plastic production has a big carbon footprint and a lot of oil, natural gas, and energy is required to make plastic. Only 9% of plastic waste ever produced has actually been recycled and the beauty industry alone is big culprit for plastic pollution. Below are some statistics from the Plastic Pollution Coalition that highlight the issue.

WE INVITED OUR COMMUNITY TO JOIN US IN THE MOVEMENT – #PEACEOUTPLASTIC

Creative for the campaign used gradient and vibrant colors, allowing the product and their richness to stand out.

Retro-inspired typography was used to evoke nostalgia and play off Spinster Sisters spirited branding. Other elements of the platform include sharing plastic waste awareness and tips for going plastic-free in your beauty routine and other low-waste lifestyle ideas.



SCAN TO VIEW OUR LATEST PLASTIC-FREE IMPACT

INNOVATION AT THE MICROSOAPERY

EXCITING NEW PRODUCTS LAUNCHED IN 2023



ORGANIC LIP BALM

Organic lip balm crafted with plant-based ingredients, providing natural nourishment and hydration for your lips. The formulation includes botanical extracts and oils, free from synthetic additives. Encased in an eco-friendly paperboard tube packaging, promoting sustainability and reducing environmental impact. Enjoy the soothing benefits of nature while making a conscious choice for both your lips and the planet. Peace Out, Plastic!



DRY SHAMPOO

19 Dry Shampoo Companies had recalls in 2023, due to the discovery of Benzene, Propane, isobutane, and Butane in the products. These ingredients are related to aerosols, and are carcinogens, and not things we should be putting on our bodies.

Developed to be lightweight and match different hair shades, we harnessed plant-based colorants for 3 Dry Shampoos – Blonde & Light Tones, Brunette & Dark Tones, Auburn & Red Tones, and packaged them in a 100% biodegradable paperboard shaker tube. Peace Out, Aerosol!

OUR TEAM

11 YEARS IN BUSINESS



THE TEAM THAT PLAYS TOGETHER... As a team, we took a break from packing up our old warehouse, to go on a team hike in the Golden foothills, with the incomparable Carly Moree & her team at Rocky Mountain Hiking Company. Carly runs a hiking company focused on showing off the many hiking trails in our area in a sustainable way. The day was topped off with lunch at a local eatery.



DENVER URBAN GARDENS FOOD FOREST PREPERATION EVENT

To celebrate our 11th year in business, the team at Spinster Sisters Co. joined Denver Urban Gardens in doing the preparation work for the planting of a food forest. The event was hosted B Local Colorado, and it was amazing to work alongside other local B Corps to contribute to our community.

We prepared planting beds for fruit trees, and vegetables, to support Denver Public Schools.



TIG COMMUNITY – Spinster Sisters is supported by the TIG Community led by natural product advisor Elliot Begoun and team. Spinster Sisters tapped into strategy, sales support, and other business resources through the TIG Community this year. [01]



NATURALLY BOULDER – Our founder, Kelly, joined the Naturally Boulder team as a Board Member in 2023. [02]



Learning about work	Learning through work		Learning at work
9	10	11	12
Experiences	Experiences	Experiences	Experiences
Knowledge	Knowledge	Knowledge	Knowledge
Skills	Skills	Skills	Skills
Competencies	Competencies	Competencies	Competencies
<i>Volunteer</i>	<i>Mentor Experience</i>	<i>Internship</i>	<i>Apprenticeship</i>



VALE ACADEMY

The Team at Spinster Sisters Co. has entered into a partnership with the Venture Academy of Leadership and Entrepreneurship, in their mission to empower students to become lifelong learners, problem solvers, communicators, and community members. The goal is to prepare students to become entrepreneurial change-makers, well-equipped for any post-secondary pathway they choose.

From teaching students to pitch a business, to judging pitch competitions, we will be working with students to develop their entrepreneurial skills. We are also hosting a student 1 day a week through their time at VALE to teach real-time business skills.



READ MORE ABOUT THE
VALE ACADEMY DIFFERENCE



**PLANET
OVER
PLASTIC**

PLANET OVER PLASTIC

At Spinster Sisters we are choosing planet over plastic. Nearly 9 million tons of plastic end up in our oceans every year.

Depending how plastic is made, disposed of, and what happens to it after it's been recycled is a complex conversation. Plastic production has a significant carbon footprint with vast amounts of oil, natural gas, and energy required to manufacture plastic. Only 9% of plastic waste ever produced has actually been recycled.

Spinster Sisters is on a mission to reduce plastic consumption, focusing on sustainable packaging and consumer education. Inspired to be part of the solution, we have invested in sustainable innovation and launched our Free From line in late 2021. Our team spent 2022 activating this premium collection of bars for face, body, and hair in plastic-free packaging with our customers and retail partners.

ALL STATISTICS MENTIONED ARE FROM PLASTIC POLLUTION COALITION. LEARN MORE AT [PLASTICPOLLUTIONCOALITION.ORG](https://plasticpollutioncoalition.org).

PLASTIC WASTE

EVERY YEAR THE BEAUTY INDUSTRY CREATES 120 BILLION UNITS OF PACKAGING GLOBALLY.

UNSUSTAINABLE INDUSTRY

7.9 BILLION UNITS OF RIGID PLASTIC HAVE BEEN CREATED JUST FOR SKINCARE PRODUCTS.

PLASTIC PROBLEM

IN THE ENTIRE SKINCARE CATEGORY APPROXIMATELY 95% OF ALL PACKAGING IS THROWN AWAY AFTER JUST ONE USE.

EARTH DESERVES BETTER

OUR CUSTOMERS HAVE HELPED US ELIMINATE 318,954 PLASTIC CONTAINERS FROM LANDFILLS + OCEANS AND SAVE OVER 8,922 GALLONS OF WATER.

DATA AND IMPACT AS OF JANUARY 1, 2023.

FREE FROM COLLECTION

Our Free From line includes bars for the face, body, and hair in plastic-free packaging. We use an FSC Certified biodegradable box printed with soy ink. Formulated with premium plant-based ingredients, each Free From product is also water-free and concentrated for longer, more sustainable use – this means higher efficacy for consumers and an overall reduced environmental impact.





**PLASTIC[®]
NEGATIVE**

Spinster Sisters became Plastic Negative Certified in Summer of 2022 and has partnered with rePurpose Global, the world's leading Plastic Action Platform.

Our 2022-2023 projects with rePurpose specifically funds the creation of recycling infrastructure in India – where it has not previously existed. To date, Spinster Sisters Co. has offset 2076 kg of plastic waste. This is the equivalent to:

24,303 Body Butter Bars

16,202 Bar Soaps

486,075 Lip Balm Tubes

PROJECT NEELA SAPANA

CHENNAI, INDIA

This project, a first-of-its-kind entails the recovery and processing of low-value, single-use plastic waste such as multi-laminate plastic (MLP) to stem its flow into our natural ecosystem. The team at Neela Sapana partners with local waste management pioneer Waste Ventures India, to create a new model of waste collection. This project directly catalyzes the ethical collection and permanent disposal of hazardous MLP waste. It also provides access to full-time employment for 18 waste workers in the region and an opportunity for them to support their families and communities.

Following the collection of MLP, waste workers segregate, clean and transport the plastic to cement kilns for co-processing. Energy is recovered from the plastic and the remaining waste is effectly disposed of without harmful emissions. Workers are also able to extract some of the minerals in the plastic waste and use them in the creation of cement. 100% of the plastic diverted from this project is ocean-bound plastic – meaning it is collected within 100km of the coastline.





“Our partnership with rePurpose confirms our mission to make the best products for people and the planet. Big change starts small and becoming Plastic Negative Certified is motivation for us to go beyond our own brand footprint, support our global communities, and inspire our customers to join us in choosing planet over plastic.”

KELLY PERKINS, CEO + FOUNDER



SCAN TO LEARN MORE ABOUT REPURPOSE GLOBAL



516 VIOLET ST, GOLDEN, CO 80401

SPINSTERSISTERSCO.COM