



2023

Eco Lips, Inc. 2023 Impact Report



produced in partnership with buyVerde and Helm ESG



Introduction

In today's environment, consumers are looking for companies to step in to fill the void left by the government and larger institutions. Brands and Business Leaders – from large organizations to small ones – are facing growing pressure from consumers to take action. At a time when the media focuses on what divides us, we can proactively choose a different path.

Brands and consumers can and are making significant strides towards positive change. Eco Lips, Inc. is a values-driven brand that embodies this philosophy.

In this 2023 inaugural Social Impact report, we bring you research and analytics previously only available to large corporations. The brands we work with are setting the standard for using business as a force for good.

– Larry (Helm ESG) and Bri (buyVerde)

Founders Message



**Our philosophy:
Spread the Good**

Shopping your values means buying things you believe in from companies you believe in. For Eco Lips, we serve the eco-conscious consumer who wants a product that works well and does minimal harm to the environment. With Fair Trade, Organic, Non-GMO, Leaping Bunny, and B Corp certifications, we walk the walk that we talk and our customers know they can count on us to support their sustainability objectives.

– Steve Shriver, Co-Founder and CEO + Jim King, Co-Founder

Market Impact Themes

We have selected the top 3 market themes deemed most important by consumers when purchasing a product, based on hundreds of thousands of data points from Helm ESG research. We want to say thank you to our loyal customers for supporting these values with your Eco Lips purchases.



01. Ethical Production

Ensure ethical supply chain standards, including no animal testing. Use cleaner, more efficient production process (carbon neutral, alternative energy).



02. Responsible Packaging

Package products with non-toxic materials. Packaging is fully recyclable, reusable, or compostable.

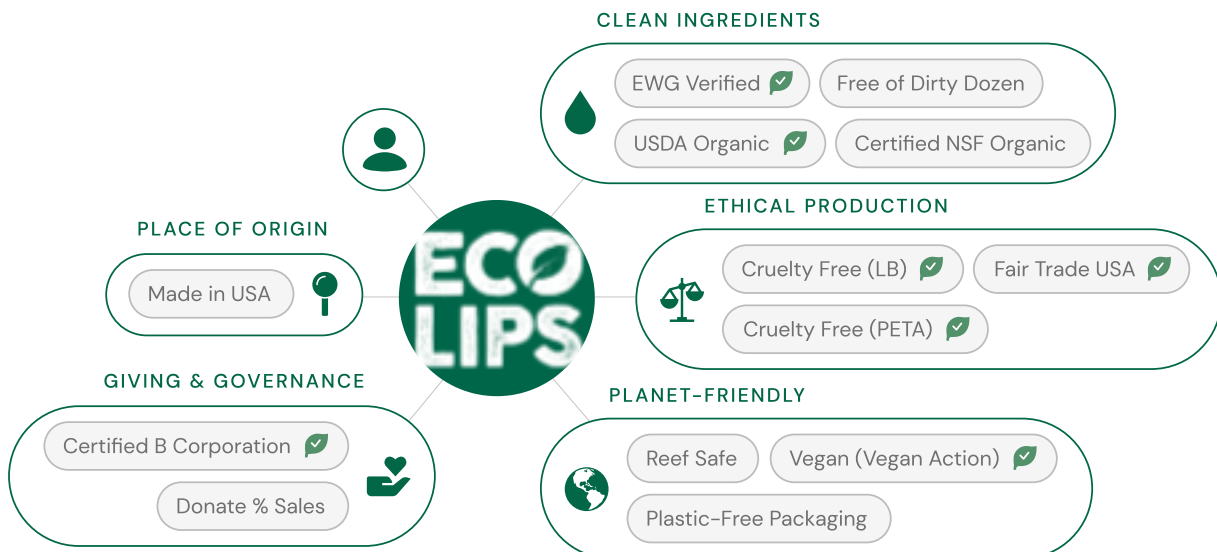


03. Workplace Diversity and Employee Health

Support diverse and inclusive workplaces, including employee flexibility. Eliminate bias and discrimination in hiring practices. Work to achieve gender and other neutrality in pay. Create an organizational culture of health and well-being.

Eco Lips, Inc. Values Profile

Eco Lips's Values Profile shows what our brand stands for at a glance. In 2022 we joined buyVerde, a platform dedicated to matching consumers with brands that share their values. Our values and certifications have been vetted by buyVerde's Standards Board to ensure transparency and prevent greenwashing.



Eco Lips, Inc. Values

We moved from plastic tubes to our Plant Pod, 100% plastic-free tubes in April 2021. We now have 80% of our products in fully plastic-free (even the label) packaging.



Ethical Production

We continue to demonstrate our commitment to ethical production through achieving and renewing certifications for Cruelty Free and Fair Trade.



Planet Friendly

80% of our products are now 100% plastic-free with our proprietary Plant Pod technology.

Our private label plastic 0.15 oz. tubes are made with 30% less plastic than conventional tubes.



Giving Back

We donate 1% of our net profits to non-profits. We make this a goal every year to donate in-kind product as well as financially contribute to causes that align with our values.

2023 Commitment



Our goal is to become zero waste by 2030.

We will continue to find solutions for our plastic packaging. Our goal is to convert to cardboard cartons vs blisters and be fully plastic-free for all lip balm lines by 2025.

Contact

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// **ECO LIPS, INC.**
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