

# Sustainability Report 2023

**ewan.nyc**





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## LETTER FROM THE BRAND PRESIDENT

Being kind to the planet, animals and each other is part of the Eva NYC brand DNA. We made a choiceful commitment to sustainability from the very beginning and believe it is our responsibility.

We are on a learning journey to continue to try and become a more responsible brand every day. This is our second sustainability report, to show you how far we've come in the past year.

### **In 2022, we made some major achievements towards our sustainability commitment:**

- We were the first haircare brand to launch a program with TerraCycle to recycle any of your old hair tools, even if they are not made by us
- We were the first mass haircare brand to achieve Climate Neutral Certification
- We transitioned to renewable energy credits in our office, so our office is powered by 100% wind

Our commitment extends beyond our magical hair products. We integrate both a social and environmental mindset into all aspects of our business.

In 2023, we started the year with a celebration for becoming one of only a few mass haircare brands to receive **B CORP CERTIFICATION!**

- We are extremely proud to have garnered B Corp Certification because it is a rigorous company-wide assessment that goes beyond sustainability
- B Corp measures our ethics and morals to our workers, community and customers, and holds us to a higher governance structure than most organizations hold for themselves
- We received an outstanding score of 106.2, which really highlights what we already have in practice

We are constantly pushing the boundaries in our quest to lead in both social and environmental practices within the beauty industry. We are evolving, questioning, and challenging every decision we make!

Through this report, we hope you get a sense of our dedication to democratizing sustainable beauty so we can do right by your hair and the planet.

**Annie Kolemmainen**  
Eva NYC Brand President



## ABOUT EVA-NYC

We're a brand of beauty lovers in Brooklyn, NY with **WILD IMAGINATIONS** and an **OBSESSION** with hair. We make hair products and tools that we love to use and share. They're all made with **POWERFUL INGREDIENTS** and **INNOVATIVE TECHNOLOGIES** that deliver **SERIOUSLY PROVEN RESULTS**.

We want to be kind to the planet, animals, and each other. That's why we have clean certifications: cruelty-free, vegan and non-GMO. PLUS we're Climate Neutral and B Corp Certified! We're also free from sulfates, parabens, and phthalates, and our packaging is made from recycled materials!

We won't promise that our products will solve all your problems, but they will give you...

a good hair day  
— every day



## OUR MISSION

We're on a mission to make the beauty industry more sustainable.

This is not a trend for us, it's part of our brand DNA. We consider the environment whether it's packaging, ingredients, or shipping. We believe that it is our responsibility to own our impact and share what we do with all of you. We're really proud of what we've accomplished so far, but we have so much more to do!

Check out the rest of our report to see what we've accomplished this year and what we have planned for the future.

# eva.nyc





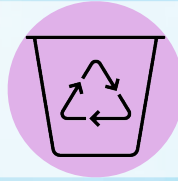
# OUR JOURNEY SO FAR



## Green Team

Plastic Free Kitchen  
Compost in home office  
Reusable Water Bottles

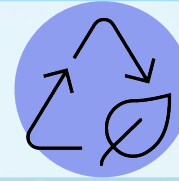
JULY 2019



## TerraCycle

Mail in recycling  
collection program  
100% recyclability .

OCT 2020



## PCR Packaging

Transitioned to incorporate  
PCR into packaging +  
25% Recycled Aluminum

JAN 2021



## Target Zero

Achieved Target Zero  
with our recyclable  
aluminum packaging

JAN 2021



## Sustainability Reports

Reports track our  
progress to date

APR 2022



## Carbon Neutral

In 2022, we became  
Climate Neutral certified  
and offset ALL our 2021  
emissions!

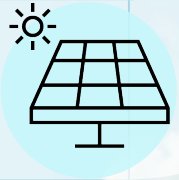
APR 2022



## Ultra Conscious Beauty

Achieved ALL 5 conscious  
beauty pillars at Ulta!

FEB 2022



## Solar Panels

Solar panels installed  
6995 Penn WH.

FEB 2021



## Sally Clean

We are free from 14  
ingredients including  
parabens, sulfates,  
and phthalates.

APR 2022



## Energy Star

Warehouse certified by  
the EPA for standard of  
excellent energy efficiency.

AUG 2022



## Green Power Partnership

Warehouse certified due  
to use of solar panels

SEP 2022



## Tools Program

Recyclability of ALL brands  
tools via Terracycle.

OCT 2022



## B Corp

We became a certified  
B Corp through achieving  
a standard of excellence  
in our business.

MAR 2023



## RECS BK Office

Movement away from  
mix grid in home office  
to 100% wind energy

DEC 2022



## ESG Profiles

Environmental scorecards  
of significant suppliers  
Initiatives & Utility use

NOV 2022



## Pumps & Triggers

All pumps and triggers  
now contain PCR!

OCT 2022



FOR THE PLANET

# Our Commitment to Change



## PARTNERSHIPS FOR GOOD



**CLIMATE NEUTRAL** is a Carbon Neutral Certification. We partner with Climate Neutral, because carbon neutrality can be confusing and defined differently from brand to brand. By partnering with Climate Neutral we offset ALL our emissions and are transparent about what we stand for and adhere to.



**ECOBEAUTYSCORE CONSORTIUM** is a coalition of beauty brands that aim to develop a common environmental impact scoring system for cosmetic products, thus enabling consumers to make more informed purchasing decisions.



**TERRACYCLE** helps eliminate the idea of waste, and makes it easy to recycle our packaging and tools. Our 3 TerraCycle Recycling Collection Programs makes our packaging and tools 100% recyclable!

## B CORP CERTIFICATION

### B Corp Certified

We are officially B Corp Certified! B Corp Certification is a massive data collection and auditing process that brands like Eva NYC willingly go through. B Corp proves that we adhere to a standard of excellence across our entire business. We have achieved a standard of excellence in the following categories:




#### Governance

#### Workers

#### Community

#### Environment

#### Customers

<p>SCORE <b>16.7</b></p> 	<p>SCORE <b>23.4</b></p> 	<p>SCORE <b>23.7</b></p> 	<p>SCORE <b>37.3</b></p> 	<p>SCORE <b>5.0</b></p> 
<p>For policies and practices pertaining to its mission, ethics, accountability and transparency.</p>	<p>For employees financial, physical, professional, and social well-being.</p>	<p>For the economic and social well-being of the communities in which it operates.</p>	<p>For improving its overall environmental stewardship.</p>	<p>For improving the value that you create for your direct customers and the consumers of your products or services.</p>

\* Did you know most companies score at 50 points, but we got 106.2, that twice the amount compared to the standard!\*



## PARTNERSHIPS FOR GOOD / RETAILERS



We achieved **TARGET ZERO** through the Reduced Plastic Pillar! We have 25% recycled content in all our bottles, 97% in our jars, and up to 50% in our pumps and triggers, which helps reduce waste going to landfills!



We are **ULTA CONSCIOUS BEAUTY CERTIFIED!** We have achieved ALL 5 categories: clean ingredients, vegan, cruelty free, sustainable packaging, and positive impact! We are one of the only haircare brands to be certified at the brand level and received the 2023 Ulta Conscious Beauty Brand of the Year Award!



We are registered as clean products for **SALLY CLEAN** at Sally Beauty! For Sally Beauty, clean means our items are free from 14 ingredients including parabens, sulfates, and phthalates. While this has always been our standard, we are happy to celebrate it at Sally Beauty too!

FOR THE FUTURE

# Leaders in Sustainability



## POST-CONSUMER RECYCLED PLASTIC

### Post-Consumer Material

We are mindful when creating new products. That's why we aim to incorporate PCR (post-consumer recycled) plastic back into our packaging in the most sustainable way we can.

We have incorporated post-consumer recycled material in our pumps, triggers, jars, and cans! Using recycled material can save up to ~65% of the energy that it takes to produce the virgin material!

Here is the breakdown of what we have:

- 50% PCR Triggers
- 25% PCR Shampoo + Conditioner Pumps
- 30% PCR Leave-In Pumps
- 25% Recycled Aluminum Bottles
- 97% PCR Jars

### Circularity

We do this because reusing material supports a circular economy.

A circular economy is a supply chain model that infinitely reuses materials over and over again.

Our goal is to one day recycle Eva NYC packaging and have them turn back into Eva NYC products, because we strive to produce no waste!



## RECYCLABLE TOOLS PROGRAM

### Reducing Tool E-Waste

We have the FIRST hair tool recycling collection program! This program is not just for Eva NYC tools but ALL brand's tools.

There is about 50 million tons of electronic waste (e-waste) generated each year, and in some countries, e-waste is expected to grow 500%.

Tools are considered e-waste, and are very difficult to recycle because there are so many materials that make up a tool. A standard recycling facility does not have the time to break down a full tool, even though the materials are very valuable and very much needed. TerraCycle guarantees the 100% recyclability of your tools.

#### **DID YOU KNOW?**

There is a mass material shortage to build renewable energy, but e-waste contains these much-needed materials. By recycling e-waste you inadvertently support renewable energy.



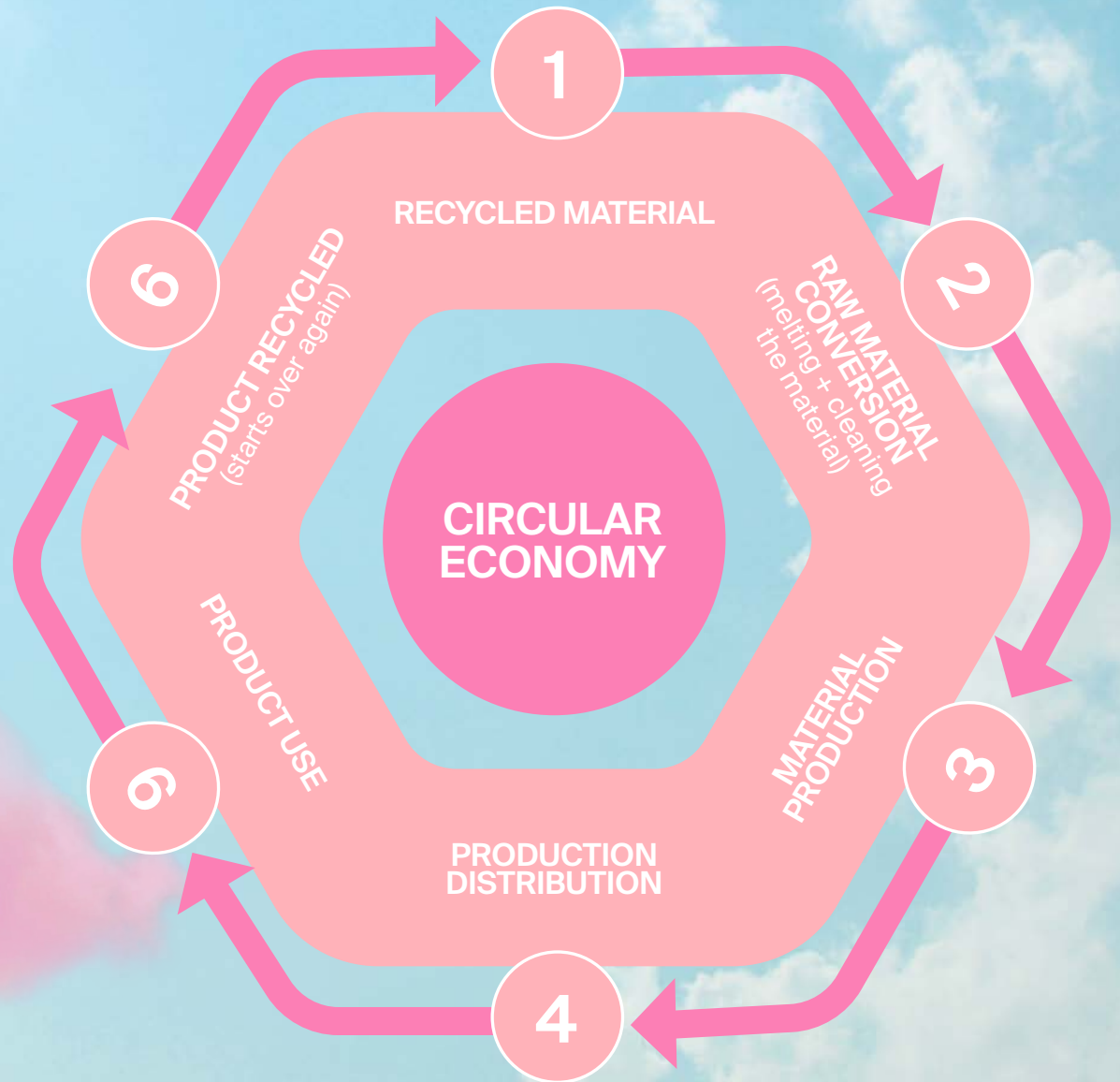


### Creating a Circular Economy.

Everything we do is with the intention of circularity. From our packaging to our ingredients, our mission is to close the loop (or circle) and create a sustainable business.

When we create a circular economy we reuse the same materials over and over and over again, so no new waste is created.

Although it's difficult to achieve, it's something we actively work towards and always keep top of mind.



## CLEAN FORMULAS

### Certified Cruelty-Free

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Guarantees consumers that no new animal tests were used in development of products through Leaping Bunny certification.

### Non-GMO

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Products are created without any genetic engineering and any ingredients used to make a product were not derived from GMOs.

### Certified Vegan

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Product containing no animal ingredients or by products, using no animal ingredients or by products in the manufacturing process and no testing on animals by any company or independent contractor.

### Free from harsh chemicals

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We use powerful ingredients and keep out harsh chemicals like the naughty-nine.

**NAUGHTY-NINE:** Paraben Free, Phthalate Free, MIT/MCI Free, Mineral Oil Free, Nanoparticle Free, Triclosan & Triclocarban Free, BHT & BHA Free, Oxybenzone, Benzophenones Free and Sulfate Free

### COSMOS Certified

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A consumer guarantee for organic and natural cosmetics that you can trust. It defines the criteria that companies must meet to ensure consumers that their products are genuine organic or natural cosmetics produced to the highest feasible sustainability practices.

### Core principles

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**The COSMOS standard is guided by four core principles:**

- Promoting the use of products from organic agriculture, and respecting biodiversity.
- Using natural resources responsibly, and respecting the environment.
- Using processing and manufacturing that are clean and respectful of human health and the environment.
- Integrating and developing the concept of green chemistry.



## EMISSIONS SCOPE

### Offsetting our emissions

Not only are we Climate Neutral Certified and a carbon neutral brand, but we offset ALL our emissions!

When it comes to emissions tracking, transparency is super important. Climate Neutral certification is our industry standard. They back up emissions data and help set up our reduction plan.

Measuring our footprint is a lot of work, so to break it down we split our emissions into 3 scopes.

**SCOPE 1:** What we own like our warehouse and natural gas!

**SCOPE 2:** Electricity purchased from the grid, our renewable energy supplier, and solar panels in our warehouse!

**SCOPE 3:** Everything else! The nitty-gritty details, see below:

- Employee Commute: 52.32 tCO<sub>2</sub>e
- Business Travel: 16.03 tCO<sub>2</sub>e
- Distribution: 243.63 tCO<sub>2</sub>e
- Materials: 1052.19 tCO<sub>2</sub>e
- Ingredients: 678.83 tCO<sub>2</sub>e

We track all of our emissions! Anything from your favorite shampoo being shipped to your front door, to employee travel, to the ingredients we put in our products and the materials we use for packaging.

### DID YOU KNOW?

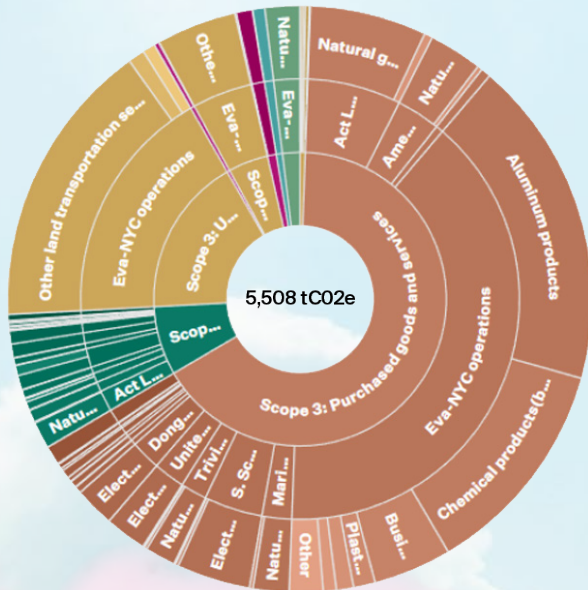
Scope 3 makes up the bulk of emissions but is not required to be reported. Most companies who offset emissions aren't tracking scope 3.

The challenge is collecting all the necessary data in the entire supply chain. It is up to brands like us to take responsibility and set the industry standard for offsetting scope 3 emissions.



## Emission Boundaries

Here's how your emissions are categorized in some charts on this page. You can find more information on how these measurement boundaries work in our standard.



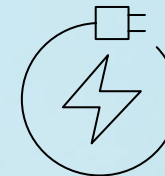
105.84  
tCO2e



SCOPE 1

Direct emissions under your company's control, such as natural gas used to heat your office or diesel burnt in fleet vehicles.

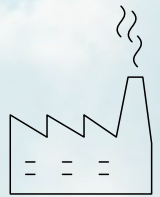
37.07  
tCO2e



SCOPE 2

Indirect emissions from energy (such as electricity) that occur elsewhere but you consume at your company facilities.

5,364.80  
tCO2e



SCOPE 3

All other indirect emissions. Likely the greatest share of your emissions, covering different sources within your supply chain.



## OFFSETTING OUR EMISSIONS

We're proud to share the projects that we're supporting in 2023 to offset our energy, water, and carbon emissions:

**Prairie Pothole Grasslands**  
To support regenerative agriculture, we partnered with **Prairie Pothole Grasslands** to help protect the breeding habitats for up to 80% of the continent's waterfowl, while supporting the sustainable grazing of local ranching families' herds.

**Tribal Renewable Energy Fund**  
To offset our energy usage, we partnered with the **Tribal Renewable Energy** program, an organization that provides energy independence to tribal nations while supporting workforce development and local STEM education.

**Clinton Landfill Gas & Combustion**  
To offset our carbon emissions, we partnered with the **Clinton Landfill Gas & Combustion** project to collect + combust methane from landfills to effectively reduce greenhouse gases.

**CE Offset**  
To support our communities, we partnered with **CE Offset** to work together with schools, educators and industry, we strive to build a clean energy future to ensure that our communities and the environment are thriving and resilient.

**Blandin Hardwoods Forestry**  
To support sustainable land management and wood procurement, we partnered with **Blandin Forestry**, an organization that focuses on maintaining the diversity of natural forest communities by reducing harvest impacts as well as mitigating climate change.

FOR ONE ANOTHER

# What we stand for



## EMPLOYEE EXPERIENCE

### What We Stand Behind

Our company culture prioritizes employee wellness and development, inclusivity, belonging, and connection to each other and the communities in which we live.

### Our Goals

We are excited to build out more initiatives designed to develop our employees, enhance their happiness and success, and support our communities via intentional and impactful programming.



## GREAT PLACE TO WORK

### We are Great Place to Work Certified!

We're proud to have earned the Great Place to Work® Certification™.

Our company culture is our top priority! Check out what our employees say makes working here so great! Thanks to our people, we're proud to have earned the Great Place to Work® Certification™.

Our company culture is our top priority! Check out what our employees say makes working [here](#) so great!

### What is Great Place to Work?

Great Place to Work® is the global authority on culture, employee experience, and leadership behaviors proven to be linked to company success. They conduct a confidential company-wide survey that measures employee experience, workplace culture, and leadership effectiveness. Our scores are benchmarked against other companies of similar size in the United States.

### Why is Great Place to Work important?

Company culture improves employee retention and increases innovation at work. Ensuring that our employees are included, respected, and truly enjoy their work environment is our top priority. As a third-party, Great Place to Work® ensures that our employee feedback is genuine. They conduct an independent analysis to determine our strengths, areas of improvement, and how we compare to other companies.





# EMPLOYEE BENEFITS

## Wellness

- 1 Health hour: Team members are encouraged to take a weekly wellness hour to focus on personal health goals. Once a week, employees can start work an hour late or end work an hour early to go to the gym, play soccer, take a health class, meditate, go to therapy, etc.
- 2 Headspace: Team members and 2 family members get free access to Headspace's library which includes meditations, sleep help, movement sessions, and focus music.
- 3 Ginger: Employees get free access to Ginger which offers on demand emotional and mental health support through live text based coaching and skill building content.

## Programming

- 1 In 2022, we introduced a monthly Lunch and Learn program designed to foster connection between our employees and the inner workings of our business, our values, and our community.
- 2 We implemented regularly occurring panels featuring both our employees and external guests to engage in meaningful conversations around DEI, mental health, and personal and professional growth.
- 3 We held a variety of in-person events to foster employee connection, fun, and celebration, such as summer BBQ's on our office rooftop, baseball games, and an end of year blowout bash!

## Volunteer Days

In a continued effort to give back to our communities, team members receive 20 hours of PTO annually to volunteer and give back to their community. In 2022, we partnered with two local non profit organizations on several volunteering events: North Brooklyn Angels, a mobile soup kitchen, and Green City Force, who train young leaders to power a green and inclusive economy through service.



# DIVERSITY EQUITY & INCLUSION (DEI)

## Diversity, Equity & Inclusion Updates

Here's an update on our progress of DEI (diversity, equity, inclusion) from 2022 – 2023 so you can continue to hold us accountable:

## DEI Council

We launched our inaugural Diversity, Equity, and Inclusion Committee (DEIC) which is dedicated to ensuring all friends at Eva NYC can be seen, heard, respected, and celebrated. The DEIC partners cross functionally throughout the organization to expand allyship education, social awareness on cultural observances and diverse visibility in campaigns, and professional development.

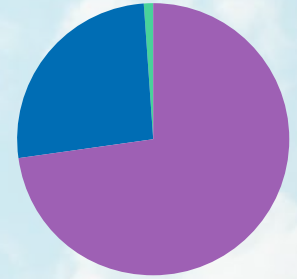
*“Being the chair of Eva NYC’s Diversity Equity and Inclusion Committee allows me to encourage and ensure that the work we do in the company is intertwined with DEI-minded practices. Here at Eva NYC, the DEI Committee and I are determined to provide a sense of celebration, education and allyship that’s backed by researching our company needs. Our initiatives this year pertain to providing employee training on fear-based topics (unconscious bias), enhancing professional success, and monitoring brand accounts for consistent social messaging for DEI-focused conversations. Hold us accountable! From this sustainability report to our social channels, stay tuned to hear more about how we are consistently spotlighting our people and their stories both internally in our workstreams for the company, and for you, our fellow lovers of good hair days.”*

Aaliyah Manning, Eva NYC’s Community Engagement Coordinator & DEI Chair

## Representation (from 1/26/23)

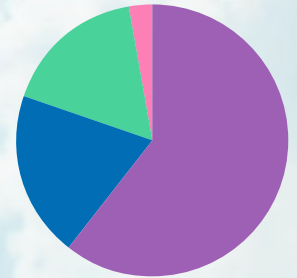
### GENDER

Female: 73% (205 employees)  
Male: 26% (73 emp.)  
Non Binary: 1% (2 emp.)



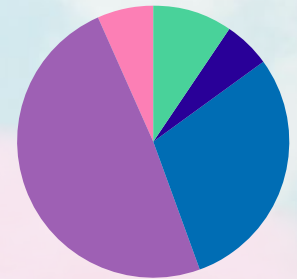
### AGE

Millennials: 60.71% (170 employees)  
Gen Z: 19.64% (55 emp.)  
Gen X: 17.14% (48 emp.)  
Boomers: 2.5% (7 emp.)



### RACE

White: 48.93% (137 emp.)  
Hispanic/Latinx: 29.64% (83 emp.)  
Asian: 9.64% (27 employees)  
Two or More Races: 6.43% (18 emp.)  
Black/African American: 5.36% (15 emp.)



\*Based on employee data pulled from Jan 2023



## DIVERSITY EQUITY & INCLUSION (DEI)

### Personal Holiday

We understand that not everyone observes and celebrates the same holidays, all team members receive 4 extra PTO days to observe cultural holidays.

### Parental Leave

In consideration of all people, all families and all situations, Eva NYC believes it's only fair to give the same leave to all parents! Not only do we offer up to 14 weeks of paid parental leave to all full time, permanent employees, but we also cover the difference from the New York Paid Family Leave (NYPFL) to ensure our team members receive their full base salary while on leave.

### Monthly Brand Donations:

To date, Eva NYC has supported a number of charitable causes with a primary focus on DEI and underrepresented communities.

These donations include:

- Act to Change
- Asian Americans for Equality
- National Black Justice Coalition
- Brooklyn Community Bail Fund
- The Okra Project
- For The Gwols

City of Hope: Eva NYC has participated in City of Hope's #GivingisBeautiful campaigns since 2021 donating over \$10k, in 2022 we were able to raise \$3k in our efforts.

## LOCAL COMMUNITY ACTION

### Why? Local impact.

It was important for us to find a local, community based organization that was working to promote environmental justice as its main objective. We wanted to support a tangible project that would have direct impact in our Brooklyn community, and we found this and more with Green City Force.

**GREEN CITY FORCE** (GCF) is a NYC-based environmental justice workforce development nonprofit which trains young leaders to power a sustainable, inclusive economy. Since 2009, the young Black, Indigenous, People of Color (BIPOC) adults in GCF's programs have built seven large-scale urban farms in public housing; grown and distributed over 150,000 lbs. of free, organic produce to NYCHA residents; processed over 146,500 lbs. of compost; and engaged over 50,000 frontline community members in environmental solutions across energy, food, water, waste, infrastructure and health.

We wanted to fully partner with GCF and that's why we have also worked together on: company volunteer days, mentoring GCF corps on business skills and interviewing best practices, creating merchandise for GCF corps and local residents (tote bags) for events such as their annual Harvest Festival. We have also attended GCF events such as graduation and fundraisers.



\$105,000

Donated since 2021  
Pledged \$25k in 2023

3,400

Brooklyn residents  
served at Bay  
View Houses

3,400 lbs

of fresh and organic  
produce distributed  
to Bay View residents

700 lbs

of food scraps recycled  
+ composted

1,200 bags

given away for  
weekly produce

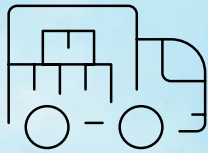


FOR THE FUTURE

# Goals for the future

## EMISSIONS REDUCTION PROGRESS

We achieved our three main reduction goals for 2022!



### Avoid Air Shipments

We had ZERO air shipments in 2022

\*1 air shipment is up to 63x emissions compared to ocean freight



### Increased PCR

Triggers are now 50% PCR plastic

Shampoo + conditioner pumps are now 25% PCR plastic

Leave-in pumps are now 30% PCR plastic

Mask jars now contain 97% PCR plastic

Bottles now 25% recycled aluminum



### Encourage Carpooling

Continuing hybrid work model

Sustainable Travel Policy

These accomplishments get us closer to our ultimate goal of cutting our emissions in half by 2030!

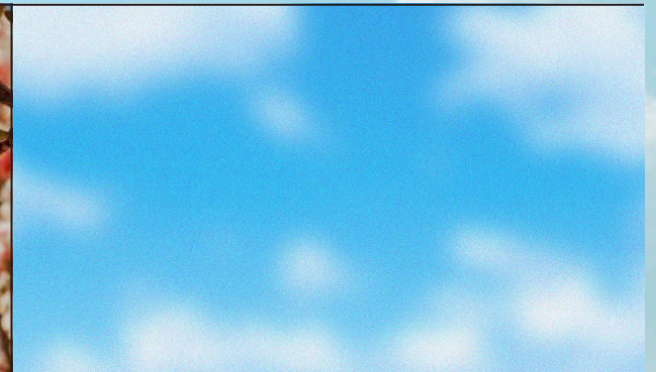
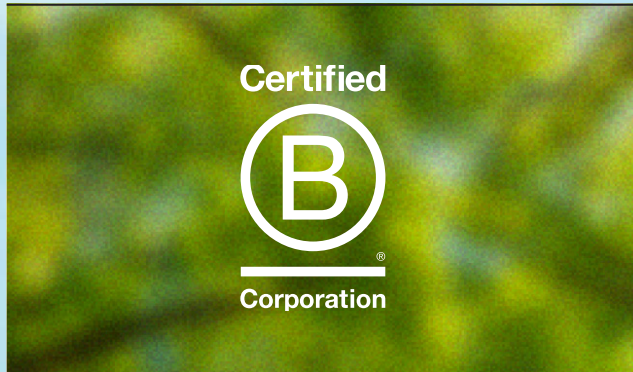


# OUR 2023 COMMITMENT AND BEYOND

## THIS YEAR 2023

## NEW GOALS 2023

## FUTURE PLANS 2024-2026



B Corp Certified  
Beauty B Corp Coalition  
PCR pumps & triggers  
99% Virgin Plastic Free  
Ingredient portfolio- sustainably sourced  
2nd Sustainability Report

Increase PCR to more than double the amount in our current portfolio

**Direct Trade:**  
We are working on triple checking that all our ingredients are responsibly sourced! What does this mean? Well, it means we verify that our natural ingredients have a positive social and environmental impact.

QR codes on packaging with carbon footprint IL  
Mono material pump  
Ingredient portfolio - pollution prevention  
Reduce carbon footprint (2024)  
Supplier Energy - renewable energy  
Eco-justice Investment  
Net zero (2030)



# Sustainability Report 2023

eva-nyc



[eva-nyc.com](https://eva-nyc.com)



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