

# Rebrand Skincare

## 2023 sustainability report

Published April 3, 2024 by Rebrand Skincare LLC



# table of contents

## Introduction

- 3 A note from the founder
- 4 Our mission
- 5 Our context
- 6 Our strategy

## Ingredients and formulation

- 8 Product development
- 9 Ingredient selection and sourcing
- 10 Case study - Dream Cleanser

## Packaging

- 12 Design
- 13 Refill and reuse systems
- 16 End of life
- 17 Case study - Packaging upgrade

## Business practices

- 19 Marketing
- 20 Community and giving
- 21 Footprint

## Goals and conclusion

Hi friends! Aubri here.

From Rebrand's beginning, I've analyzed every decision to understand its environmental impact. But as we come to the end of our 3rd full year in business, it's time to formalize these efforts. This is our first official Sustainability Report!

If you're reading this, you're probably a big sustainability nerd like me. Thanks for caring enough to dive deep, and please send me your questions or clarifications at [aubri@rebrandskincare.com](mailto:aubri@rebrandskincare.com).

Best,  
Aubri



OUR MISSION:

“To inspire and enable small sustainable actions -  
and change the beauty industry while we’re at it.”

We know that individual action isn’t everything. But it can create a ripple effect that results in real change.

By creating high-performing skincare in refillable packaging, we want to help you take one tiny step toward reducing single-use items in your life.

In the process, we hope to set a different example for beauty brands going forward:

- ~ we don’t have to rely on a single-use model,
- ~ we don’t have to promote overconsumption, and
- ~ we don’t have to choose between sustainability and good business.





### run by founder and chemist, Aubri

We operate out of San Jose, California. Aubri is the only full time employee, and she works with several contractors and consultants to bring this vision to life.

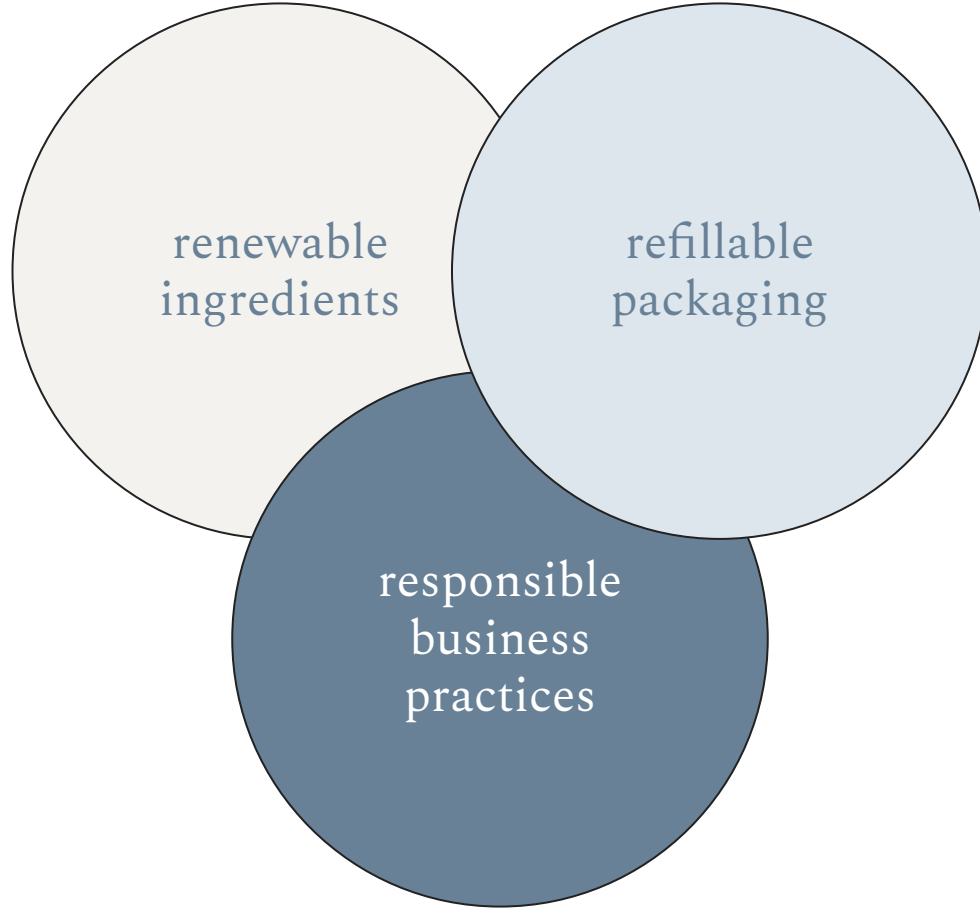
### self-funded

This means we're taking things slow rather than pursuing extreme growth, which we think is more sustainable anyway. Founded in mid-2020, this is our 3rd full year in business.

### small but committed

With this in mind, we're somewhat limited with resources. However, sustainability is our reason for being, so we are prioritizing clear and vetted reporting of our practices. While we can't afford a full carbon assessment at this time, it's part of our plan for the future. And more importantly, we're taking steps to reduce our footprint up front, as you'll see in this report.

OUR SUSTAINABILITY STRATEGY



# ingredients & formulation

Our approach to ingredients and formulation is heavily informed by our founder, who is a cosmetic chemist. We are selective about which skincare products we choose to develop and manufacture. We prioritize ingredients with minimal human and environmental health impacts. And we value transparency throughout our supply chain.

# product development

GOAL	APPROACH	2023 RESULT
Embody 'slow beauty' by not developing new products at a rapid rate	Create 2 new formulations maximum per year	In 2023, we did not create any new products. This was partially due to cost constraints, but aligned with our approach to avoid overproducing.
Make high quality products that get used up (not end up in landfill)	Monitor customer reviews and make plans for reformulation if necessary	Average rating for all products on our website: 5.0
Make products that work for a wide range of people	Formulate all products for sensitive skin, as these will work for all skin types	All products are fragrance free and formulated without harsh ingredients like alpha-hydroxy acids and retinol



# ingredient selection & sourcing

GOAL	APPROACH	2023 RESULT
Use ingredients that have minimal impact on human and environmental health during and after product use	Use only ingredients that have an EWG* rating of 5 or lower (on a scale of 1-10, 10 being the highest hazard)  *See <a href="#">EWG Skin Deep database</a> for ratings	All ingredients (34/34) have an EWG rating of 3 or lower
Prioritize ingredients with renewable sourcing	Prioritize ingredients that come from renewable resources - aka biobased ingredients*  *See <a href="#">USDA BioPreferred</a> program for a formal definition of "biobased"	All ingredients (34/34) used in our products are biobased
Work toward full transparency in supply chain	Collect ingredient documentation for all ingredients in the following categories: <ul style="list-style-type: none"><li>• Safety Data Sheet</li><li>• Vegan Compliance</li><li>• No Animal Testing</li><li>• Country of Origin</li><li>• Manufacturing Flowchart</li><li>• Certifications (Organic, Ecocert, etc)</li></ul>	All ingredient documentation has been collected and compiled. Let us know if you'd like to see it!

CASE STUDY:

## dream cleanser



Our Dream Cleanser (a milky gel cleanser for all skin types) was awarded an honorable mention for the Society of Cosmetic Chemists' Green Star Award due to the sustainability attributes of the formulation.

Dream Cleanser uses 100% biobased ingredients. It is processed using a novel hot-cold emulsifying process whereby only the oil phase needs to be heated, saving energy compared to a typical emulsion.

# packaging

Rebrand Skincare was founded to mitigate the issue of single-use packaging in the beauty industry. We've opted for durable and highly recyclable containers (glass and aluminum), with multiple refill options. Our goal is to keep our packaging in use as long as possible. And we'll never be vague about how you should dispose of it when you're done with it.

# design

GOAL	APPROACH	2023 RESULT
Appeal to the wider beauty customer in order to convert them to refillables	Create packaging that will entice current beauty users to interact with our product	We upgraded our packaging appearance this year to include a screen printed frosted glass bottle and unit carton in a minimalist, elevated style.
Create packaging that is compatible with refilling	Listen to customer pain points in order to improve the refilling process from a packaging perspective	Customers suggested screen printing rather than paper labels, as these tended to wear poorly over time. They also suggested we sell replacement caps and droppers separately as these tended to break. We made these updates in May 2023.

# refill & reuse systems 1

GOAL	APPROACH	2023 RESULT
Create a refill system that addresses both waste and emissions associated with single-use products	<p><b>Waste:</b> Use highly-recycled materials for refill SKU's, like glass and aluminum*</p> <p><b>Emissions:</b> Ensure refills reduce emissions meaningfully compared to individual units</p> <p>*<a href="#">EPA 2018</a> report lists a 31% recycling rate for glass and a 54% recycling rate for aluminum</p>	<p><b>Waste:</b> 2X Refills come in aluminum bottles with aluminum caps.</p> <p>Bulk Refills come in glass jugs with aluminum caps.</p> <p><b>Emissions:</b> 2X Refills reduce materials emissions by 81-93%* and shipping emissions by 44-59%* compared to individual units.</p> <p>Bulk Refills reduce materials emissions by 51-72%* and shipping emissions by 30-49%*</p> <p>*Varies by product, ask to see product-specific breakdown</p>

# refill & reuse systems 2

GOAL	APPROACH	2023 RESULT
Incentivize customers to refill instead of buying a new individual unit	Create pricing scheme that rewards customers for purchasing refills	Customers save 15-20%* by purchasing a 2X Refill. Customers save 35-50%* by purchasing a Bulk Refill.  *Compared to purchasing equivalent number of individual units
Track the impact of our refill system	Report the number of refills sold, and use emissions calculations to determine carbon avoidance metrics for production and disposal.	<ul style="list-style-type: none"><li>• 5510 containers were refilled in 2023</li><li>• Materials emissions (production + disposal) avoided by our 2X Refills: <b>32 kg CO2</b></li><li>• Materials emissions (production + disposal) avoided by our Bulk Refills: <b>402 kg CO2</b></li></ul>
Create a closed loop system for Bulk Refills and track impact	Offer to pay return shipping for empty Bulk Refill jugs and ensure our manufacturer will fill reused packaging. Calculate the carbon avoidance metrics for production and disposal.	Received 66 returned Bulk Refill jugs, which we sanitized and used in our December production run of Dream Cleanser.  This avoided <b>84 kg CO2</b> in materials emissions (production + disposal).

## OUR REFILL MODEL



individual unit  
Glass container with  
dropper or cap



2X refill  
Aluminum container  
with aluminum cap



bulk refill  
Closed loop  
glass container



 Purchase online

 Purchase in store

## OUR REFILL MODEL



### individual unit

0.068 kg CO<sub>2</sub> in materials emissions

0.016 kg CO<sub>2</sub> in shipping emissions per 1000 miles

\$32 per 1 fl oz

>30% recycling rate



### 2X refill

81% reduction in materials emissions

55% reduction in shipping emissions

25% savings for customer

>50% recycling rate



### bulk refill

62% reduction in materials emissions

47% reduction in shipping emissions

50% savings for customer

>30% recycling rate, closed loop option



# end of life

GOAL	APPROACH	2023 RESULT
Prioritize mainstream recyclability at end of life	Choose aluminum, glass, and paper options where possible, as these materials are widely recycled in the US according to EPA (31%, 50%, and 81% respectively)*  <a href="#">*EPA 2018 Facts &amp; Figures</a>	All containers are glass (frosted using physical techniques that don't interfere with recyclability) or aluminum. Unit cartons are 100% recycled paper.
Clearly communicate end of life instructions to customer	Include end of life instructions on both unit carton and product web page	All products have end of life instructions both physically and digitally

## CASE STUDY:

# packaging upgrade



In 2023, we decided to upgrade our packaging to make refilling even easier! Based on customer feedback, we knew that our sticker labels tended to wear poorly over time - which made people hesitant to reuse them! We switched to screen printing directly onto our frosted glass packaging, which will keep packaging looking nice for longer, and allow for thorough cleaning between refills!

We also took a customer suggestion to sell cap and dropper replacements separately, so that customers could buy these items instead of having to purchase a whole new unit! This will keep our glass bottles and jars in use for even longer, reducing emissions associated with production and disposal of new glass.

# business practices

“Business practices” is a huge and nebulous umbrella. But we’re trying to do business a little differently here. We want to engage in marketing that doesn’t encourage overconsumption. We want to participate and invest in our local Bay Area community. We want to keep an eye on our carbon footprint, working to avoid emissions up front rather than offset later.

# marketing

GOAL	APPROACH	2023 RESULT
Prevent greenwashing	Work with a sustainability consultant to vet our transparency and language on our website and in this Sustainability Report	Worked with CO2RAL Consulting to improve transparency and prevent greenwashing
Avoid marketing tactics that encourage overconsumption	Refrain from the following tactics: <ul style="list-style-type: none"><li>• Flash sales</li><li>• BOGO sales</li><li>• Sending samples or PR without permission from recipient</li><li>• Marketing language that promotes age-ism</li></ul>	Successfully refrained from these tactics on all marketing platforms

# community & giving

GOAL	APPROACH	2023 RESULT
Work with local partners to create local supply chains	Work with suppliers in the US and prioritize suppliers in California	All 10 of our largest suppliers by annual spend are located in the US, and 5 of them are in California: <ul style="list-style-type: none"><li>• Manufacturer in Hayward, CA</li><li>• Glass decorator in Richmond, CA</li><li>• Key ingredient supplier in Richmond, CA</li><li>• Unit carton supplier in Richmond, CA</li><li>• Photographer in San Jose, CA</li></ul>
Donate 1% of profits to environmental organizations	Donate at least 1% of profits to environmental organizations, prioritizing organizations that are based in or perform work in the Bay Area	\$500 to 1% For The Planet \$100 to Earthjustice \$100 to Surfrider SF \$100 to Women's Earth Alliance \$100 to Replate \$100 to Project Drawdown \$50 to Berkeley Center for Green Chemistry

OUR ENVIRONMENTAL PARTNERS

UC Berkeley  
Center for Green  
Chemistry

is working to bring about a generational transformation toward the design and use of inherently safer chemicals and materials

Surfrider  
(SF Chapter)

is dedicated to the protection and enjoyment of the world's ocean, waves and beaches, for all people, through a powerful activist network

Earthjustice

is an environmental law org working to protect public health, preserve wild places, advance clean energy and combat climate change

Project  
Drawdown

is the world's leading resource for climate solutions - helping the world to stop climate change quickly, safely, and equitably

Women's Earth  
Alliance

provides leadership, strategy, and technical training for women leaders to scale their climate and environmental initiatives

Replate

facilitates donation of surplus food to communities facing food insecurity - increasing food access, reducing waste, and saving water

# footprint

GOAL	APPROACH	2023 RESULT
Reduce shipping emissions between manufacturer and warehouse	Prioritize local manufacturing and warehousing	Our primary manufacturer is located in Hayward, CA, 25 miles from our warehouse in Santa Clara, CA
Maintain a small carbon footprint overall	Engage in practices that can reduce the emissions we produce up front	These practices mentioned above help toward avoiding carbon emissions: <ul style="list-style-type: none"><li>• Not developing excessive amounts of new products (Ingredients and Formulation)</li><li>• Creating a refill system that reduces shipping emissions compared to single-use (Packaging)</li><li>• Not promoting overconsumption (Marketing)</li><li>• Working with local partners (Community)</li></ul>

goals & conclusion



## SHORT TERM

### ingredients & formulation

We plan to launch 1-2 products in 2024, one of which will be a gift/trial set. We plan to formalize our ingredient selection process with a scoring system that rates sustainability attributes.

### packaging

We are looking into working with a 3rd party to streamline our closed loop process. We also want to track the impact of our closed loop process more closely.

### business practices

We are working with a sustainability consultant to prioritize which metrics should be further investigated.



## strengths

Product, packaging, and end of life

- Clear carbon and waste avoidance for refill system
- Thought leader in end of life considerations

Technical expertise

Transparency

## weaknesses

Consideration of other environmental impacts like water, soil, and biodiversity

Full scope carbon footprint including operations (expensive but a future goal)

Certifications to validate efforts

- Cruelty-free, biobased, etc

## opportunities

Stronger ingredient sustainability communication

- We're doing a lot right, we're just not talking about it

Retailer partnerships

- A way to expand reach and impact of refill system

## threats

Adoption

- Benefits of refill system are only realized if customers adopt it

Marketing

- Fine line between not promoting overconsumption and still marketing enough to grow the business



# background

Aubri Thompson is a cosmetic chemist and sustainable beauty expert. She holds degrees in Chemistry (BS) and Chemical Engineering (MS) from the University of California, Berkeley, including coursework in Sustainable Supply Chain Management.

This report was created with input and Sustainability Language Analysis from CO2RAL Consulting.

Rebrand

dream cleanser  
milky gel cleanser  
4 FL OZ ~ 120 ML

Rebrand

day & night cream  
moisturizer  
ML

Rebrand

night cream  
moisturizer  
ML

website

[rebrandskincare.com](https://rebrandskincare.com)

instagram & tiktok

[@rebrandskincare](https://www.instagram.com/rebrandskincare)

email

[aubri@rebrandskincare.com](mailto:aubri@rebrandskincare.com)

dream  
milky gel  
4 FL OZ ~ 1

Reb

day & night cream  
hydrating moisturizer  
2 FL OZ ~ 60 ML

Rebrand

Rebrand