

MARCH 2023

**WELCOME TO
THE INKEY LIST™
END OF YEAR
IMPACT REPORT 2022**

WE ARE INKEY.

AND WE BELIEVE IN KNOWLEDGE

POWER-ING CHANGE.

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MESSAGE FROM MARK & COLETTE

We can't believe that this is already our 2nd annual Impact Report, but we are so excited to open up our doors once again and show you what we have been up to at INKEY HQ.

We know 2022 has been another challenging one. Coming out of a world shut down from a pandemic to the turbulence and devastating effects of global markets, war and ever-changing political landscapes. We have felt the increasing need to feel grounded and secure.

As a team we have wanted more than ever to spread the beauty of knowledge further than just skincare or haircare and this 2022 report is a snapshot of what knowledge powering change can really look like in real life.

From team activities to boost moral to championing youth led climate activism, taking care of our People and our Planet has never been more of a priority for us and we are starting 2023 with a HUGE ANNOUNCEMENT!

The INKEY List™ is officially a **B CORP!!!!**

For the last 2 years we have been going through the super stringent B Lab process and we are ABSOLUTELY THRILLED to say that our mission to show how knowledge CAN power CHANGE is being recognized by not only B Lab, but also our peers within the B Corp community. We are so excited to be a B Corp and we will tell you more about that in the next few pages.

Here's to a positive 2023! As ever, we'd love to hear your feedback...

- **Colette Laxton & Mark Curry, Co-Founders of The INKEY List™**



Certified



Corporation[™]



WE ARE B CORP

CERTIFIED!

THE **inkey** LIST[™]

**IS OFFICIALLY A
CERTIFIED B CORP!!**

SCORING **82 POINTS**

WHAT DOES IT MEAN TO BE A B CORP?

- **HIGHEST STANDARDS** of social and environmental performance, transparency and accountability
- **GOLD STANDARD CERTIFICATION** for a responsible business
- We join a **GLOBAL COMMUNITY** of **INCREDIBLE** like-minded businesses who are changing the world for good






Overall B Impact Score



BRAND EVANGELISTS FOR BEAUTY LTD

For Fiscal Year End Date: 31 Dec 2021



Category	QUESTIONS ANSWERED	OVERALL SCORE
 Governance	32/32	18.5
 Workers	54/54	27.4
 Community	54/54	16.5
 Environment	56/56	17.3
 Customers	18/18	2.0

It's been such a mind-blowing journey. We have learnt so much about ourselves and our business, how it runs and should run and we've learnt just how much passion and grit it takes to make sure we are, not only creating **AMAZING** quality products that are accessible to **EVERYONE**, but also doing everything we can to be a truly responsible brand and business.

Here are some of the things that helped us get here...



IMPACT PILLARS

With knowledge and education front and centre of our purpose, we will drive impact through 2 pillars **PEOPLE** and **PLANET** and support 4 UN Sustainable Development Goals (SDGs).



PEOPLE

OUR TARGETS BY **2024** ARE:

500,000

Give **500,000** young people in the United States and United Kingdom the opportunities, skills, and resources they need to become Changemakers



50,000

Introduce Changemaker education to **50,000** teachers and educators

700,000

Reach **700,000** families to raise their children and young people to become Changemakers



IMPACT FUND 2022/23

A FUND CREATED BY THE BRAND, **LED BY YOUNG PEOPLE**

- Last year our Impact Fund focused on supporting the opening of Rekindle School in Manchester and our 4 young fund leaders did an incredible job of inspiring change in our INKEY community!
- They also created the Changemaker Hub packed full of amazing resources for you to spark your own Changemaker revolution! Check it out [here](#) on our website.
- This year we have another set of awe-inspiring young people heading up the INKEY Impact Fund and they have already been busy supporting youth-led organizations across the globe! Here is a bit more about them...



INKEY IMPACT FUND CLASS OF 2022/23


FARKHUNDA MUHTAJ
Sports Activist,
Professional Footballer



ambitious
health
creative

A portrait of Farkhunda Muhtaj, a woman with long dark hair, smiling. The background is decorated with hand-drawn icons: a soccer ball, dumbbells, and a mountain range. The words 'ambitious', 'health', and 'creative' are written in a cursive font around her.


JAIDEN CORFIELD
Changemaker, Brother



nature
talking

A portrait of Jaiden Corfield, a man with glasses and a black t-shirt, smiling. The background features hand-drawn icons of a pen, a sun, and speech bubbles. The words 'nature' and 'talking' are written in a cursive font around him.

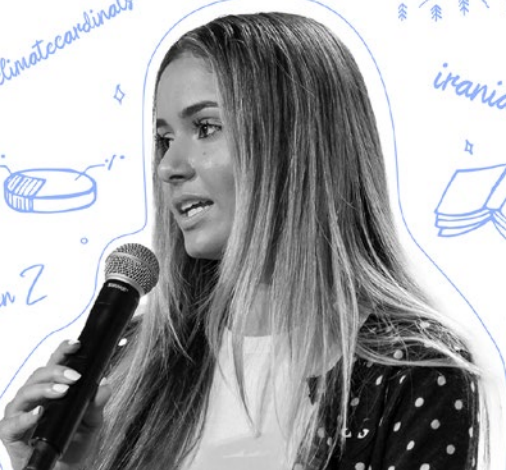
MANAT KAUR
Founder



rabab
traditional Sikh instrument
friends

A portrait of Manat Kaur, a woman with glasses and a braid, smiling. The background includes hand-drawn icons of a stack of books, a cup, and a mountain range. The words 'rabab' (with 'traditional Sikh instrument' below it) and 'friends' are written in a cursive font around her.

SOPHIA KIANNI
Activist



@climatecardinals
Gen Z
iranian

A portrait of Sophia Kianni, a woman with long blonde hair, speaking into a microphone. The background features hand-drawn icons of a mountain range, a book, and a speech bubble. The words '@climatecardinals', 'Gen Z', and 'iranian' are written in a cursive font around her.

AN UPDATE ON PREVIOUS PROJECTS



THE REKINDLE SCHOOL

No, this isn't a Waterloo Road promo pic. What you're looking at are some of the incredible young people responsible for Rekindle School. A truly innovative project; Rekindle School opened its doors in February 2022 and is the UK's first supplementary school set up and run by young people! We are so proud to have contributed towards this amazing project.

Rekindle offers an education that you won't receive in school. Alongside preparing you for exams, they can prepare you for life with a curriculum that teaches you everything from how to manage your finances to how to lead a healthy lifestyle. They will provide a tasty and nutritious meal each night sourced from the local community, as well as a mentor scheme, homework help, wellbeing support, sports and art provisions and cultural opportunities and trips, all absolutely and always free of charge!

Visit them [here!](#)



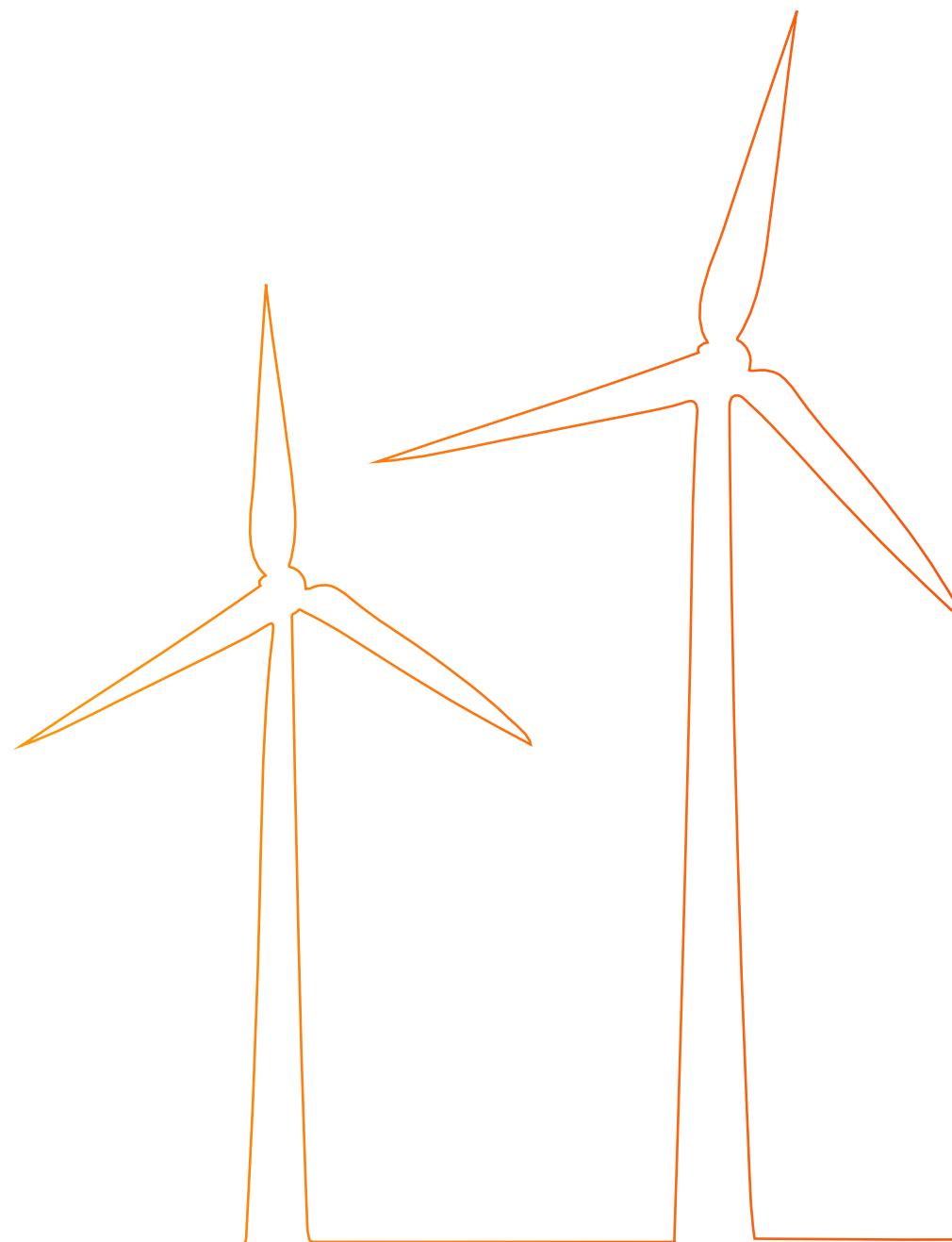
2022 PROJECTS

To kick off our Impact Fund activities, we asked YOU what topics you felt needed prioritizing first and you chose...drum roll please!

CLIMATE!

After much deliberation, our fund leaders chose 5 incredible youth-led climate activism organizations to receive INKEY Impact Funding.

Each of these organizations are showing the world that youth-led Changemaking can create real impact everywhere.



2022 PROJECTS



Youth Climate Lab

YOUTH CLIMATE LAB

Providing tangible tools and learning resources within the arts to mobilize change through innovative action.



SUSTAINUS

Empowering young people from indigenous backgrounds to raise their voice and push for representation in climate issues. Our funding helped send these amazing young people to COP to represent their communities.



FORCE OF NATURE

Combatting eco-anxiety in young people by empowering them to create real solutions to climate injustice.



ONEUP ACTION

Supporting marginalized and BIPOC youth by to tackle the climate crisis within their local communities for a regenerative future.

THE DERBY SCHOOL

Using the Instrument for Change, created a space for youth co-leadership in climate action by repurposing an old school bus as a Changemaker Hub – winning a BBC award for their work.



UPCOMING PROJECTS

This quarter, the fund leaders have been focused on Mental Health and supporting young people with confidence and wellbeing. We know how important this is right now and are thrilled to introduce our first projects...



OBJECT

Youth-led non-profit focusing on empowering young girls to discover their self-esteem, confidence and self-image.



OUTLIERS

UK-based organization dedicated to creating spaces to support young boys to show up better for themselves and those around them.

States of mind

STATES OF MIND

Their vision is to give mental health a new meaning through education and social action.

HOW YOU CAN GET INVOLVED

We'll update you on the progress of these projects in our next report later this year! In the meantime...

Do any of these projects spark your passion?
Do you want to get involved?

Click on the project logos to learn more about each organization, where they are and what they stand for.

We love to be the catalysts for action and want to inspire anyone to become a Changemaker themselves – all it takes is the first small step...

- Spark your passion
- Find out more
- Collaborate with peers
- Start your own Changemaker revolution

Learn more about becoming a Changemaker at our Changemaker Hub [HERE](#).



OUR PARTNERSHIP WITH ASHOKA



When we set out our partnership, we knew we wanted to do more than just donate to a charity. We wanted to take our passion for knowledge and education and amplify that for the good of many.

We know from personal experience how challenging it is to teach – and many teachers and young people are frustrated, burnt out and have lost their purpose. The exit rate of teachers is the highest it's ever been, globally.

It's our biggest ambition, but...

WE WANT TO CHANGE THE WAY EDUCATION IS TAUGHT. We want young people to have a voice in their own education and we want educators to feel that they can facilitate and champion youth co-leadership. We want Changemaking to be integrated in school cultures around the world.

It's been a year in the making but together with **Ashoka** we have created **'The Instrument for Change'**.

A toolkit for educators, teachers and young people to be able to create and action a new kind of environment within education, where young people can thrive, grow and have a say in their own futures. The kind of environment in schools and colleges that creates Changemakers for the good of all.

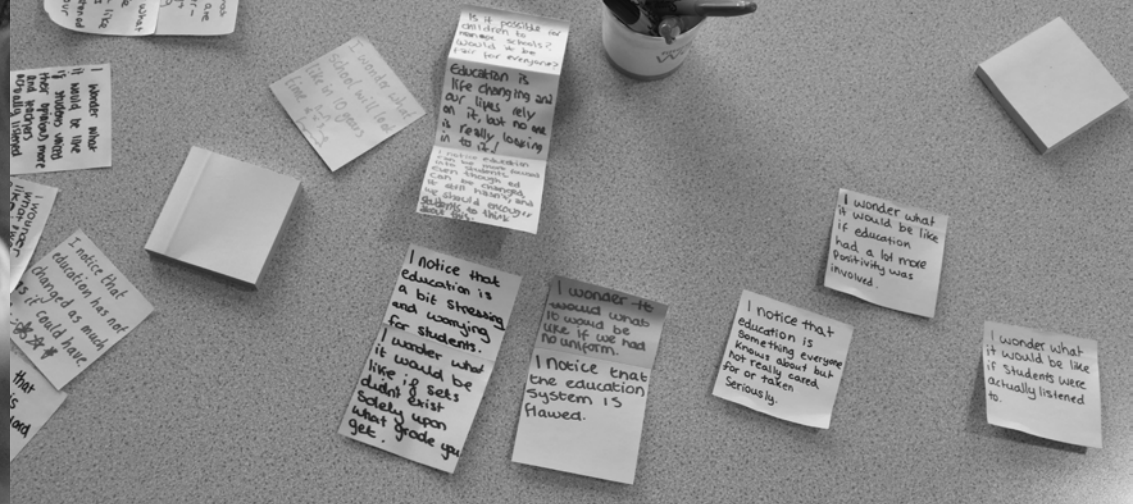




“ Ashoka's partnership with The INKEY List™ allows us to explore the essence of what it means to be a Changemaker, and how we can build conditions to support Changemaking for the good of all! With the Impact Fund, we are inviting young leaders to identify opportunities to create systems change and emphasize the role that young people can and must play in creating change. ”

- **Anu Bhatnagar,**
Partnerships Manager, Ashoka UK

INTRODUCING: AN EDUCATION REVOLUTION



EMPOWERING SCHOOL LEADERS TO BUILD FUTURE-FOCUSED EDUCATION

WHO: Greater Manchester Combined Authority's Youth Taskforce

WHERE: Manchester, UK

WHAT: New Capabilities for a New World Programme - A 12 month pioneering programme for secondary school Principals and Headteachers

IMPACT

Helping young people gain fair access to economic opportunities in the region by providing educators and young people with the space and support they need to create the change they want to see in the world. In time, this will offer the education system new ways of approaching life-readiness, tackling disadvantage in ways that improve young people's capabilities and equipping them with the skills and information to shape their own opportunities.

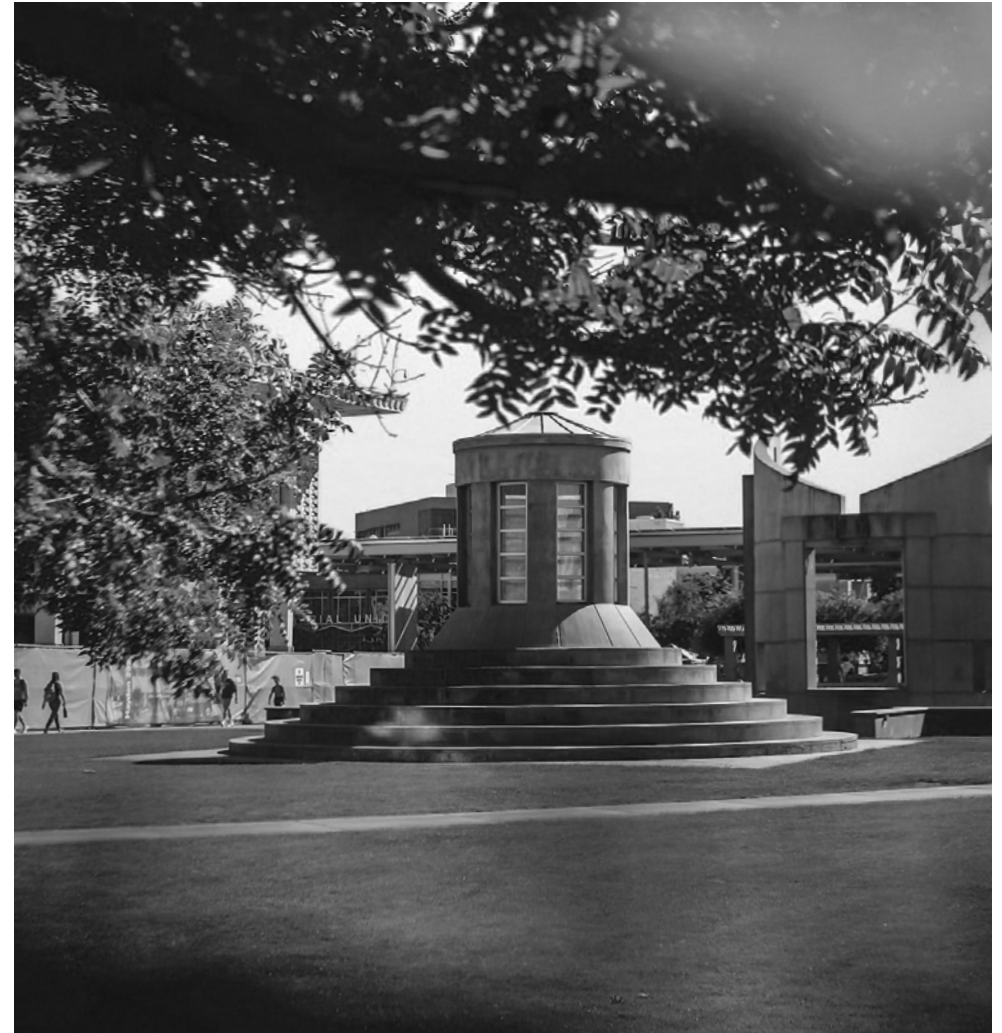
WHO: ASU

WHERE: Arizona, USA

WHAT: Foundations of Principled Change course - a course designed to cultivate Changemaking principles within students

IMPACT

Designed to help leaders, educators and others within education support the growth and development of young people to build the Changemaker potential that the world is calling for. Focusing on developing and promoting Changemaker values and social entrepreneurship within higher education.





WE ARE BEAUTY

On the 25th of October, The INKEY List™, along with dozens of other amazing beauty brands, came together to support **EVERYONE's** right to choose.

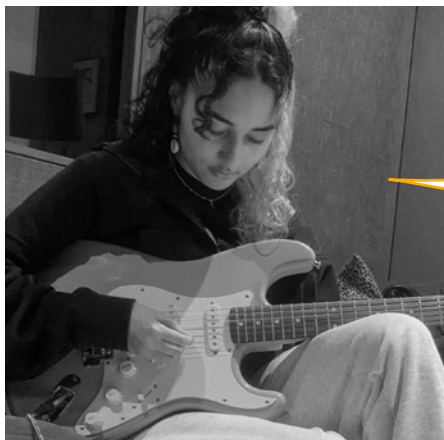
This is the largest beauty industry-backed reproductive rights campaign the world has ever seen! Together, we raised \$100,000 for **The SisterSong Women of Color Reproductive Justice Collective**, helping to support people who have been impacted by the recent ruling as well as encouraging voters to choose pro-choice candidates.



WORLD MENTAL HEALTH DAY

October 10th marked the annual **World Mental Health Day** and last year, the theme was **"Make Mental Health and Wellbeing a Global Priority for All"**. At INKEY, our team's physical and mental wellbeing is paramount to us, so we brought together our INKEY fam from every region we operate in to help show our support for the cause. Check it out [here!](#)

Here are some examples of how our team manages their mental health and how at INKEY we make mental health and wellbeing a priority for all.



“I write songs with my guitar as a way for me to process my thoughts and feelings”

Amna-Janine,
Product Development Intern



“Taking daily walks with my puppy Nellie – little things can help a lot”

Kirsty,
Junior Social Media Executive

“I like to read books and make art, giving myself time and space to self-reflect”

Jyzu,
Social Impact & Sustainability



“I like to go hiking to challenge myself – it feels great when you reach the top”

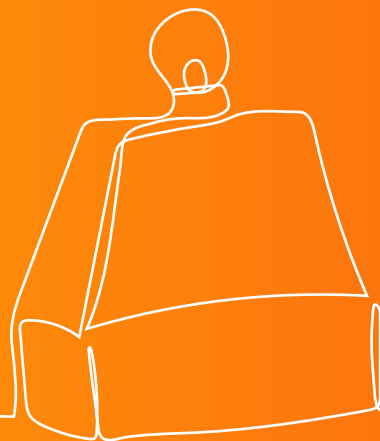
Lucy,
Trade Marketing Assistant



PLANET

OUR TARGETS BY **2024** ARE:

100%
Recyclable packaging



48
Tonnes of virgin plastic saved

**CARBON
NET-ZERO**



PACKAGING

We have been busy working on a HUGE packaging project and we're excited to announce that our new packaging is now live! All our packs are now being replaced by new ones that improve our impact on the environment.

- **100%** of our range is now recycle ready
- **100%** using a minimum of 65% recycled PCR plastic, in the process of shifting to 70% for all packs!
- **All** of our tubes and pumps are mono-material to massively improve their recyclability
- **All** of our packs used FSC-certified board

We had hoped to save **48 tonnes** of virgin plastic but... in fact we have **saved a massive 120 tonnes** of virgin plastic by making these changes.

FUTURE GOALS

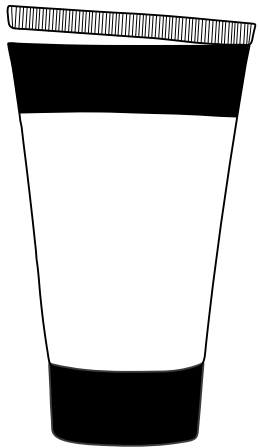
We know there is more we can do, and we are currently scoping out new possibilities to improve our packaging even further.



RECYCLING OUR PACKS: SKINCARE

We are constantly reviewing the latest packaging and recycling developments and want to make sure as much of our packaging gets recycled as possible so here's a quick guide on how to recycle them:

IS IT A TUBE?



Step 1:
Where possible
cut open the tube

Step 2:
Use excess
product, then
rinse out the tube

Step 3:
Keep the cap
on and it's
recycle ready!

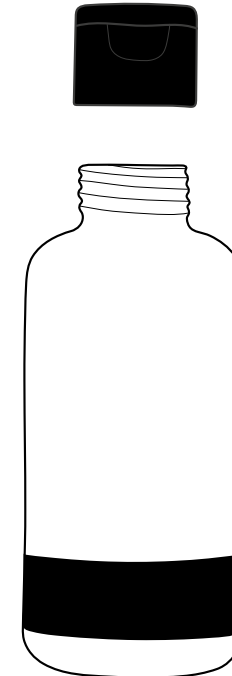
IS IT A PUMP?



Step 1:
Use up all
the product

Step 2:
Keep the cap
on and it's
recycle ready!

IS IT A BOTTLE?



Step 1:
Remove the cap

Step 2:
Use excess
product, then
rinse out the bottle

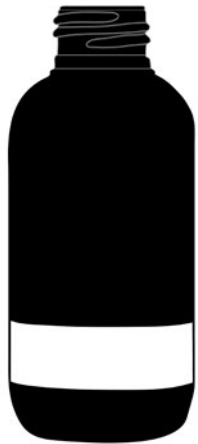
Step 3:
Put the cap
and bottle in the
recycling bin
separately and it's
recycle-ready!

Remember, this is just a general initial guideline – please double check your local recycling information for the correct method in your area. Laws vary from region to region so we can't give specific instructions for everyone – but we are working on a way to make this information accessible to anyone regardless of their region. Keep an eye out on future packaging updates!

RECYCLING OUR PACKS: HAIRCARE

As you may know, The INKEY List™ also does haircare! It would be a bit silly not to include information on how to recycle these products so here's another little guide on what to do:

BOTTLES WITH CAP



Step 1:

Remove the cap

Step 2:

Use excess product, then rinse out the bottle

Step 3:

Put the cap and bottle in the recycling bin separately and it's recycle-ready!

BOTTLES WITH NOZZLE



Step 1:

Remove the nozzle

Step 2:

Use excess product, then rinse out the bottle

Step 3:

Put the nozzle and bottle in the recycling bin separately and it's recycle ready!

BOTTLES WITH PUMP



Step 1:

Remove the cap and twist off the pump

Step 2:

Use excess product, then rinse out the bottle

Step 3:

Put the cap, pump and bottle in the recycling bin separately and it's recycle ready!

Remember, this is just a general initial guideline – please double check your local recycling information for the correct method in your area. Laws vary from region to region so we can't give specific instructions for everyone – but we are working on a way to make this information accessible to anyone regardless of their region. Keep an eye out on future packaging updates!

INGREDIENTS

At The INKEY List™, we believe that better **KNOWLEDGE** drives better decisions. Every ingredient we use is tried and tested. We stand for **TRANSPARENCY** and **INNOVATIVE** ingredients. ALL of our products are simple to understand and easy to use.

ALL our products are now **Leaping Bunny certified!**

The Leaping Bunny is the globally recognizable gold standard for cruelty free cosmetics, personal care, household and cleaning products and demonstrates that a brand is genuinely committed to removing animal testing from its supply chain.

PROGRESS SO FAR

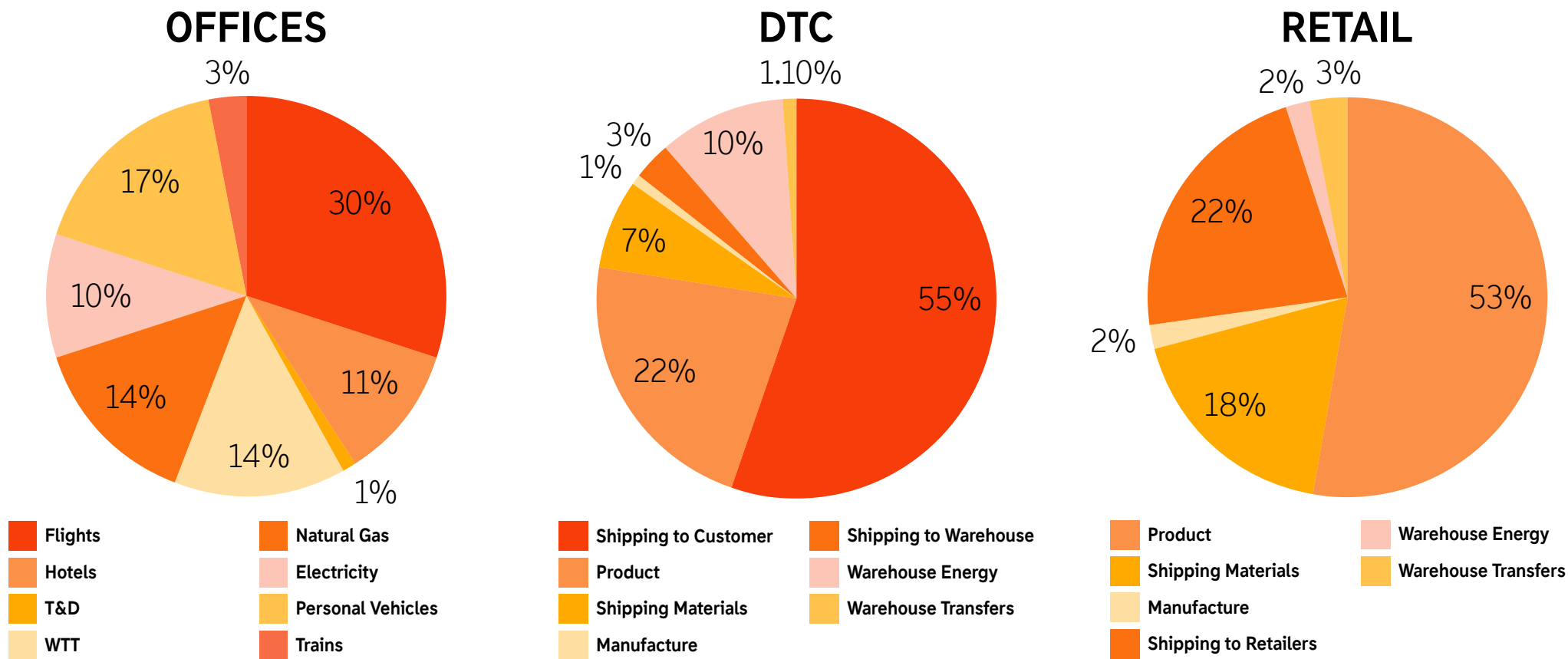
Our incredible product team have been busy behind the scenes ensuring all our ingredients are chosen and manufactured in the most ethical way and we wanted to create a quick and easy take home guide so you can make the right decisions for you and your skin and hair.

We have also just had our brand profile created on the **PROVENANCE** platform! The **PROVENANCE** framework is a tool developed with a council of independent experts that sense checks brand and product claims, making it easier for our consumers to understand the impact that we have. Click [here](#) to see our proof points and how we stack up next our other brands.



CLIMATE IMPACT

The way we create our products and the impact it has on our climate was a huge focus for us last year. We mobilized all our supply chain functions, suppliers, warehouses and transport providers to ensure we are collecting and managing all the information needed to understand our true footprint. This includes all of our DTC functions. We also set up a new system to help us monitor our data ongoing! Here's a breakdown of our carbon footprint for 2021:



Our 2022 carbon footprint will be available in our next report later this year!

CLIMATE IMPACT

We are certified **NET-ZERO!**

What does that mean?

It means we have offset **100%** of our carbon from our entire supply chain in 2021 and **150%** of our office emissions!

On top of this, we've put in action plans and targets in place to reduce our footprint next year.



FUTURE GOALS

We know we've done a lot of travelling in 2022 so our goal for next year is to reduce our flight and travel footprint by 16% to help us reach our goal of 50% reduction by 2024.



2023 will be a big year in terms of Impact, we hope to see more incredible outputs from our partnership with Ashoka as well as more inspiring stories of youth Changemaking from the INKEY Impact Fund.

We will as always be striving to improve the way we do business so we can continue to deliver incredible knowledge backed skin and haircare to our INKEY community.

We love to hear your feedback if you'd like to let us know your thoughts you can find as at the usual spaces!

If you have any questions – don't forget you can always askINKEY!

