



WELCOME TO

THE **inkey** LIST™

END OF YEAR IMPACT REPORT 2023

**INKEY AT A GLANCE**

**1.2M+**

FOLLOWERS ACROSS ALL CHANNELS

**TOP 10**

SKINCARE BRAND ON TIKTOK

**1.2B+**

#INKEY VIEWS

**134**

EMPLOYEES

**92%**

COMPLETION RATE OF EMPLOYEE  
ENGAGEMENT SURVEY

**80%**

FEMALE COMPANY

**BRAND AWARDS**



CEW UK 2023  
BEST BEAUTY ICON (MASS)



COSMOPOLITAN US  
HOLY GRAIL BEAUTY AWARDS 2023



GLAMOUR UK  
BEAUTY POWER LIST 2023



ALLURE US  
BEST OF BEAUTY 2023 - BEST STEALS



ELLE US  
FIRST CLASS BEAUTY AWARDS 2023



BEAUTYMATTER  
2023 FUTURE50 LIST

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## EXECUTIVE SUMMARY FROM MARK + COLETTE

INKEY was born from the belief that better knowledge powers better decisions – whether it's skincare or education. 5 years on and that has not changed for us. Our first year as a B Corp has been filled with change and growth both inside INKEY and out. We have launched new products and streamlined our supply chain to not only make it more efficient, but more sustainable too. We have also invested in our people internally, welcoming Stephanie to the INKEY family as our new CEO and establishing a world class team, whilst all the time staying true to our purpose of delivering **KNOWLEDGE POWERED CHANGE** in the world. As INKEY continues to grow, we've put even more focus on sustainable growth and business risk mitigation in order to not only continue delivering science-backed, results-driven products and services, but also to continue and **COMPLETE** our mission to **REVOLUTIONISE** education through global systems change. As a proud B Corp business, The INKEY List will carry on championing **PEOPLE** and **PLANET** whilst balancing **PURPOSE** and **PROFIT** without losing the values that the brand was built upon.

So much has happened and we're so excited to be able to share what we've been up to over the last 12 months and give you a sneak peek into what's to come in 2024!





At INKEY we believe beauty should never mean compromise. For the consumer this has meant them not compromising on quality, price or support to help unlock their skincare needs, and internally we feel passionately about not taking any shortcuts within the business to achieve this. This includes balancing people and planet, alongside our consumer mission of spreading the beauty of knowledge. We want to be recognised for our no-compromise attitude to skincare as well as our social and environmental performance, and hope that we can help to inspire all companies to be responsible - no matter how accessible your price point or how many units you strive to sell."

At INKEY, we believe that **KNOWLEDGE POWERS CHANGE.**

**Colette Laxton**, Co-Founder @ The INKEY List

INKEY IMPACT INSIGHTS 2023

**£400k+**

DONATED TO OUR INKEY IMPACT  
PLATFORM

**300k**

EDUCATORS AND STUDENTS IMPACTED  
BY TOGETHERNESS PRACTICE

**20+**

YOUTH-LED ORGANISATIONS SUPPORTED

**150%**

COMPANY CARBON EMISSIONS OFFSET

**14+**

SCHOOLS ADOPTING A  
CHANGEMAKER CURRICULUM

**7**

IMPACT FUND LEADERS

**120**

TONNES OF EXCESS VIRGIN  
PLASTIC ELIMINATED

**-48%**

CARBON INTENSITY REDUCED

**100%**

RECYCLE-READY PACKS

## WE ARE B CORP!

In case you missed it... this year The INKEY List became certified B Corp. This is the highest verified standard of social and environmental impact, transparency and accountability. We're incredibly proud to have achieved this certification as it helps us know we're moving in the right direction. It's been a journey so far and we've learnt so much about ourselves and our business. We've learnt just how much passion and grit it takes to make sure we're 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.

### WHAT MAKES BEING A B CORP DIFFERENT?

#### GOOD FOR BUSINESS

We use our business as a force for **GOOD** – balancing profit **AND** purpose the INKEY way

#### GOOD FOR PEOPLE

We're a **PEOPLE-FIRST** brand and business at **EVERY LEVEL** – from our customers to our employees, we are a **HUMAN-LED** business

#### GOOD FOR PLANET

We **NEVER** compromise on our **PRODUCTS**, our **SERVICES**, our **TEAM** – we take responsibility for our **IMPACT** and always look for ways to **IMPROVE**

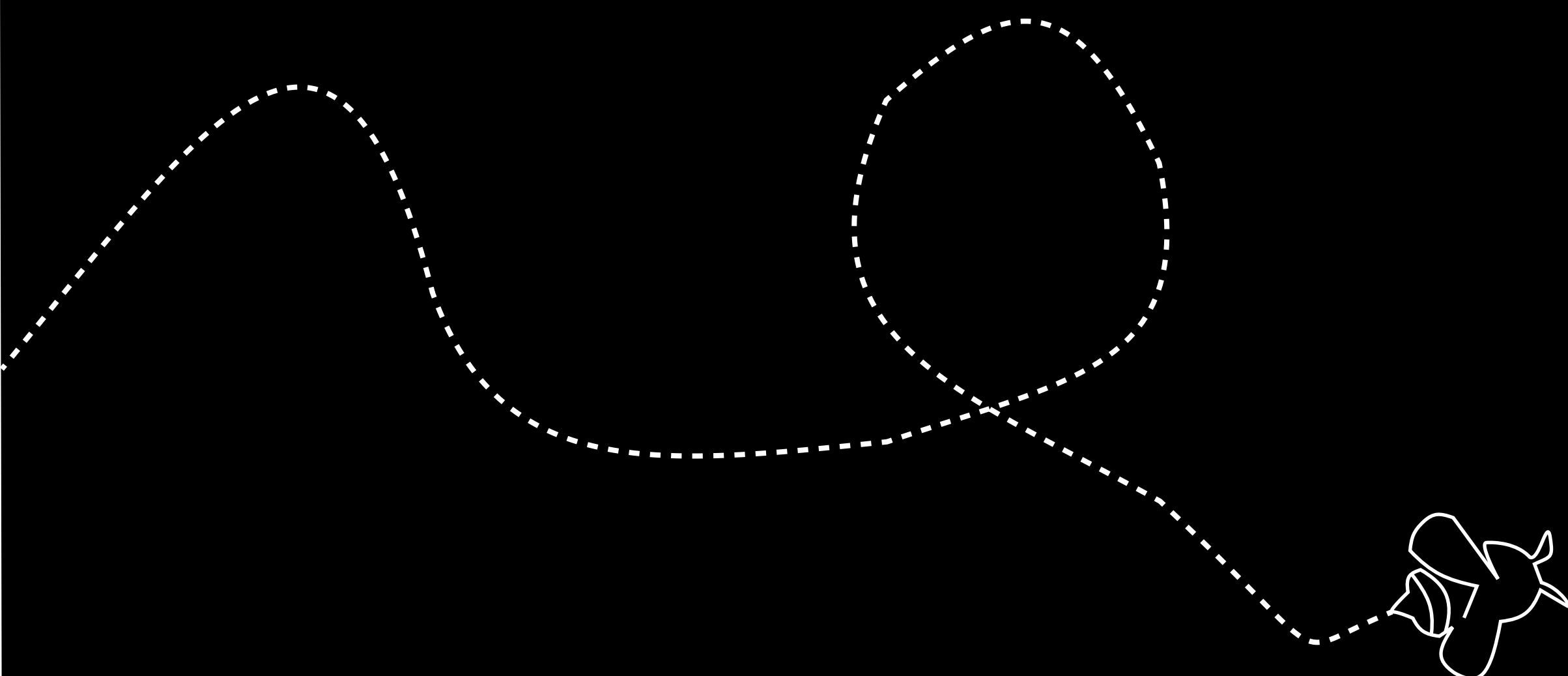




## MEET OUR B KEEPERS

At The INKEY List, we strive to continuously improve so, to help keep us on track with our **people** and **planet** goals, we've put together a team of enthusiastic individuals from all areas of the company to champion the B Corp values that INKEY stands for ♥

Our B Keepers help engage and educate other members of the team on the steps forward, as well as report feedback on where else we can improve, helping to make sure we're always progressing in what we do.



JYZU



RACHEL



FATIMAH



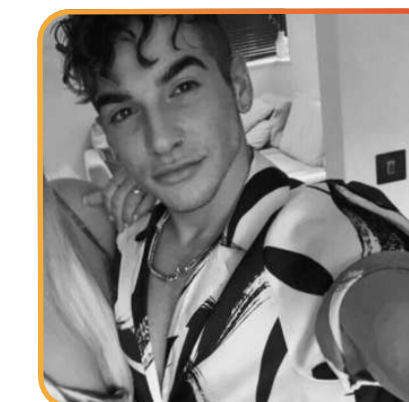
JOHNNY



KIRI



ELENA



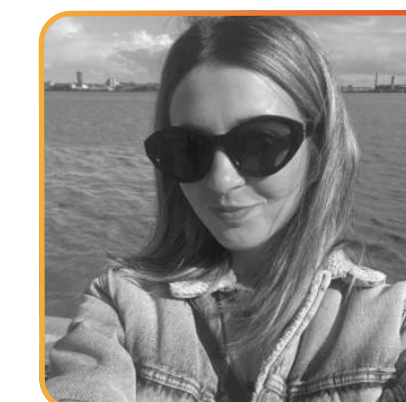
JORDAN



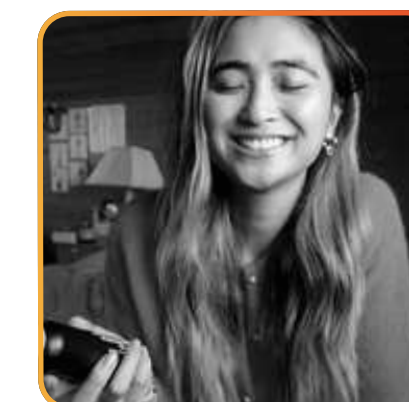
JORDAN



STEPHANIE



FRANCESCA



RACHEL JOY



SID

## 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)



A minimalist line-art illustration of a group of approximately seven people of various shapes and sizes, rendered in a light gray color against a dark background. The figures are arranged in a loose cluster, with some overlapping. The word "PEOPLE" is superimposed in the center of the group in a large, bold, white, sans-serif font.

# PEOPLE

## PEOPLE

**ASHOKA****A POSITIVE PARTNERSHIP...**

We are incredibly proud of our partnership with ASHOKA, which stems from our shared belief and passion in **EDUCATION** and **YOUTH**. We both know how important young people are for our future, and we want to **EMPOWER** them to drive impact in areas important to them, as well as provide them with the resources and knowledge to create change in the world they will soon lead. If you haven't heard of them before, here is a little more about who they are and what they do:

An international organisation of impact; Ashoka's vision is of a future where **ALL** of us play a role, no matter how small, in solving problems for the good of all—as if it's second nature. We call this an **EVERYONE A CHANGEMAKER** world. In a world that is changing fast and in ways it never has before, it is more important than ever that we all have voice and power. This also means embracing the changemaker abilities to both navigate and drive change: empathy, teamwork, new leadership, and changemaking.



## PEOPLE



**Anu Bhatnagar**  
Strategic Partnerships @ Ashoka



The INKEY Impact Fund has funded over 15 organisations across themes as diverse as planet & climate, mental health & wellbeing, and equal opportunities. Across these themes, our young fund leaders have supported organisations that are youth-led, youth-focused and created roles and resources for young people to take action with confidence. This year we are looking forward to sharing more stories of young changemakers driving positive social and environmental action, values which are at the heart of the INKEY x Ashoka partnership."

## PEOPLE

**ASHOKA****TOGETHERNESS PRACTICE**

When we started our partnership 4 years ago, we knew we wanted to do something different. 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 don't do things by halves at INKEY - **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. After years of research, planning and building, we're finally able to bring our Togetherness Practice to the world and get the ball rolling on our education revolution.

**SO, WHAT IS THE "TOGETHERNESS PRACTICE"?**

It's 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. This practice tool has been developed by experts and educators around the world to help cultivate the kind of environment in schools and colleges that creates changemakers for the good of all.



A changemaker's  
instrument for activating  
*individual and collective*  
potential

PEOPLE

# THE TOGETHERNESS PRACTICE **IN PRACTICE**



Our pilot with ASU – the number 1 university for innovation in the US, has managed to reach over **114,000** students and educators! The Practice has been used to create a module at ASU Teacher's College that began last September. This module is designed to help leaders, educators, coaches, consultants and others responsible for supporting the growth and development of young people. Through the application of the Practice, ASU hopes to develop key skills within teachers and team members to create the conditions for both educators and students to flourish.

Over in Manchester, our pilot with the GMCA has gone even further and reached over **200,000** students and educators! Applying the principles of youth co-leadership, 20 headteachers and 20 students came together to generate ideas that would drive positive change in their schools. The results from this were even better than we expected with one school adopting an eco-literacy curriculum, another implementing teacher externship programs to better equip them to empower their students, and the Derby School even won a BBC Award for their work transforming an abandoned school bus into a Changemaker Hub!



PEOPLE



The initial few months of introducing the Togetherness Practice to the world have been wonderful. People are reacting positively to the framework, and having practices that support them to apply it to the relationships in their lives has been impactful. We have already partnered with Greater Manchester Combined Authority, Arizona State University and the University of Worcester and are in conversations with other citizen sector organizations, education schools, etc. We are excited to learn and evolve the tool over the next few months."



**Vipin Thekk**  
Director of Youth Years @ Ashoka



PEOPLE

**INKEY IMPACT FUND**

This year has been a busy one for our incredible INKEY Impact Fund. For those who don't know, The INKEY Impact Fund is run by young people, for young people. They encompass INKEY's passion and belief in young people and work together to identify and support youth-led initiatives around the world. Since its inception we have donated over £400k to youth-led projects and organisations, creating big change globally. We're so grateful for the hard work that the Fund Leaders have put in and we want to thank them for the impact they've created for youth-led organisations around the world in the past year.

**CLASS OF 2022/2023**



PEOPLE

# IMPACT FUND AREAS OF IMPACT 2023



MENTAL HEALTH & CONFIDENCE



CLIMATE ACTION



INCLUSIVITY & EQUALITY



YOUTH CO-LEADERSHIP



**PEOPLE**



The funding will go directly toward program costs for refugees and newcomers to have access to free holistic health and wellness opportunities.

- **Farkhunda Muhtaj**, Scarborough Simbas



This year saw over 100 Climate Cafes registered in over 35 countries - where young people brought their communities together to share and speak on how climate issues affect their local communities, and what actions can be taken.

- **Kat Hamilton**, Force of Nature



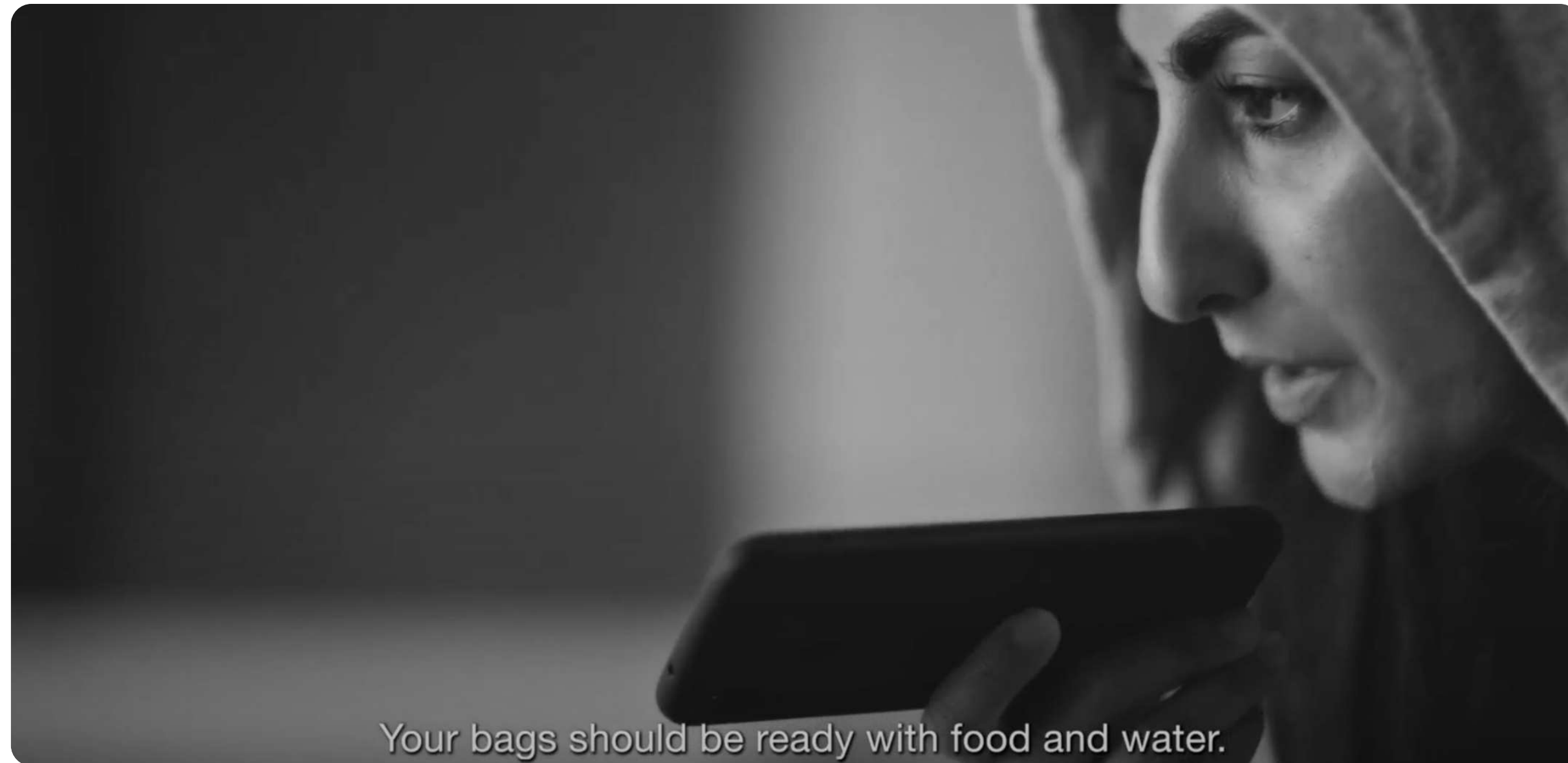
Our research in developing an alternative Ofsted evaluation framework was mentioned in the House of Commons and published in a policy briefing document called 'Beyond Ofsted', showing that a small team of people can still influence policy at a systems level and enable young people's voices and experiences to be represented at a governmental level.

**Bea Herbert, States of Mind**

## OUTSIDE OF THE INKEY IMPACT FUND...

### PEOPLE

OUR FUND LEADERS HAVE BEEN CREATING EVEN MORE POSITIVE CHANGE



**FARKHUNDA MUHTAJ**, captain of the Afghanistan Women's National Football Team and humanitarian activist, was involved with the production of the documentary *We Are Ayenda*. During the fall of Afghanistan to the Taliban in 2021, Far played an instrumental role in helping over 300 of her fellow Afghans, including the youth national team, to escape to Portugal. *We Are Ayenda* is a story of sisterhood, sacrifice and survival. It tells the tale of how these brave women, including Far, worked together to overcome adversity and oppression. You can check out the incredible short film on YouTube [HERE](#).



**SOPHIA KIANNI** has been all around the world this year helping to drive impact in climate action – from hosting inspiring TED Talks, to having dinners with the US President and delivering speeches at COP28. On top of this hectic schedule, she was awarded last year's Most Influential ESG Leaders Award by Women's Wear Daily.

## OUTSIDE OF THE INKEY IMPACT FUND...

### PEOPLE

OUR FUND LEADERS HAVE BEEN CREATING EVEN MORE POSITIVE CHANGE



**MANAT KAUR's** non-profit Object inspires and empowers young girls to have the right self-image, confidence and self-esteem to pursue their passions by connecting them with women role models across various fields – from doctors to lawyers, authors to CEOs. Last year, some of the women who hosted workshops with the girls included the CEO of Eventbrite and the Chair of Surgery from a major California hospital! The girls got to learn how to suture and later this year they'll even get a chance to try out new surgical technology!

**JAIDEN CORFIELD** (member of both the first Impact Fund as well as the current one) has elevated his own changemaking career as part of the Youth Advisory Board for Mission 44 – a charitable foundation set up by Sir Lewis Hamilton that supports bold organisations, leaders and ideas to reimagine the future and empower young people from underserved communities. Seeing Jaiden's growth from the inception of the Impact Fund years ago to where he is now has been a real privilege and we couldn't be prouder of how far he's come on his changemaker journey, and just as excited to see where it takes him next.



## PEOPLE

## WHERE ARE THEY NOW?

Whether they're a past or present member of our Impact Fund, every young person we work with is **ALWAYS** a part of the **INKEY FAMILY**. Last year we received a lovely message from one of our first Impact Fund Leaders, **LIV CLARKE**, about a potential trip to the US for a summit organised by another one of our original Fund Leaders, **SOPHIA ANDREWS**. The event was created to celebrate Sophia's new book, **THE PATH SHE MAKES**, which was co-authored by several other incredible young changemakers – including Liv. The book tells the stories of inspirational girls Sophia has met on her changemaking journey that are creating impact within their own communities as well as around the world. Despite working together as Impact Fund Leaders, Sophia and Liv had never physically met until then and we were honoured to be able to sponsor Liv's trip and help be a part of something even bigger than the Impact Fund.

Liv was also the recipient of My Life My Say's inaugural **CHANGEMAKER OF THE YEAR AWARD** at Next Gen 2023. We're so proud of both Liv and Sophia on what they've achieved beyond INKEY. Their accomplishments – along with those of the other Fund Leaders, is a testament to how much INKEY believes in the power of youth 🙌



## PEOPLE

## WHAT'S NEXT...

2024 is a big year for **IMPACT** at INKEY. This year we're bringing in 4 new INKEY Impact Fund leaders who are all doing **INCREDIBLE** things for **EDUCATION** globally. Together with Ashoka, we're in the process of selecting the new fund leaders and we're excited to announce our first new Fund Leader – **Gracie Chick**. Here are some words from the first fund leader of Class 2023/24:



**Gracie Chick**  
INKEY Impact Fund Leader



I'm **Gracie Chick** and I'm a new INKEY Impact Fund Leader! My own education taught me that being a changemaker isn't just about seeing the problems around you, it's about understanding the part of yourself that gives you the potential to do something about them. Throughout my childhood, I travelled all over the country with my family highlighting stories of people creating positive change in their communities, hosted events to bring communities together across social divides and helped lead movements for social change across the UK. I've now started my own project called Third Dimension Education (or 3DE) which is based on the idea that there is more to every human being than the two dimensions of body and brain, and that we all have a third dimension - our common humanity. Our aim is for the third dimension to be recognised and valued in the education system and beyond. I also write spoken word poetry, volunteer for a sail training charity and love anything to do with water or words! I'm so excited to work with INKEY because it's a brilliant example of a company that has a third dimension and because I also believe that knowledge - especially of ourselves - powers change!"

Their mission will be to deliver the Togetherness Practice to as many schools, colleges, teachers and young people as possible. We will update you more on that throughout the year as well as introduce the remaining cohort.

## PEOPLE

## OUR FOCUS IN 2024

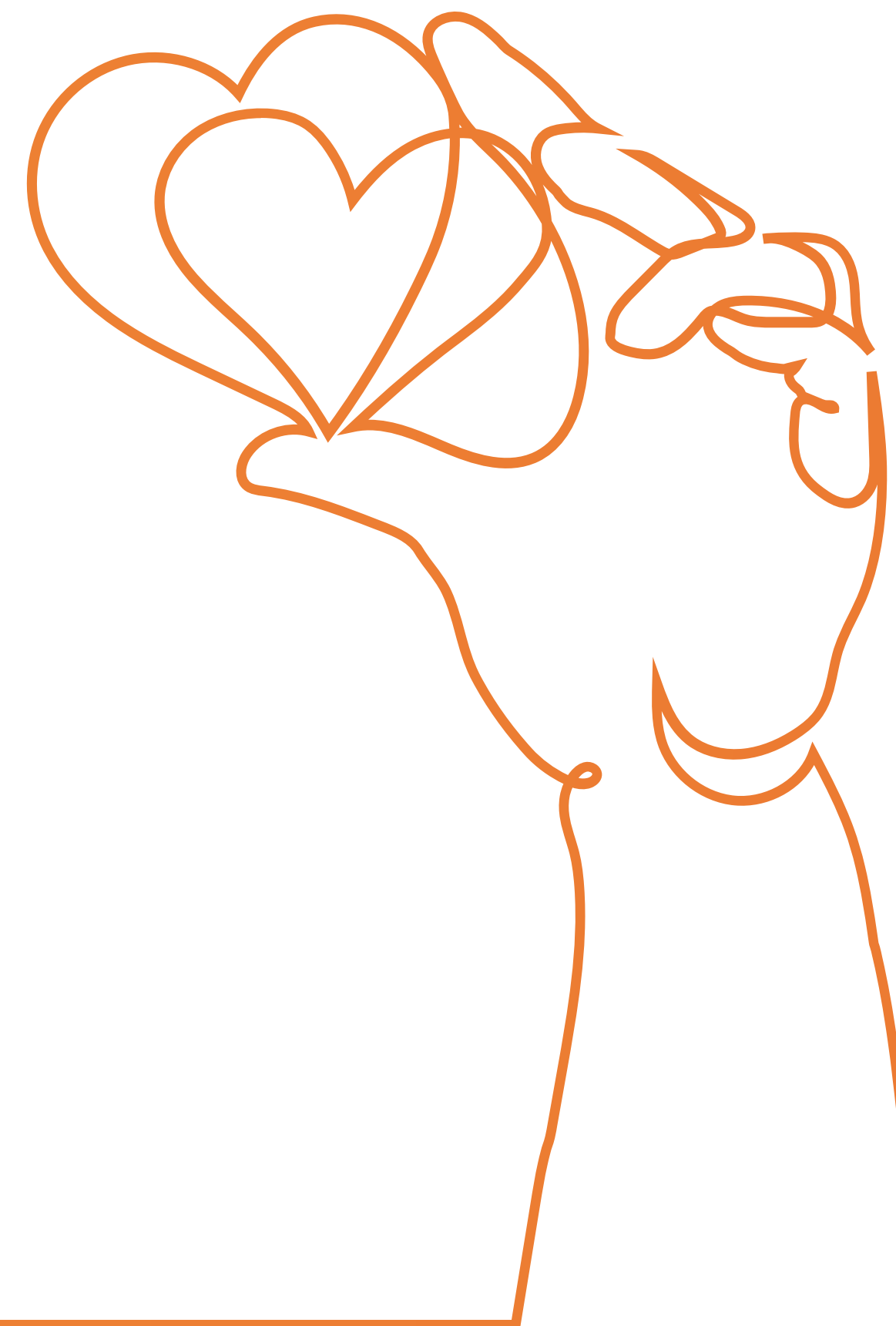
AT THE INKEY LIST, WE BELIEVE THAT **KNOWLEDGE POWERS CHANGE.**

Over the years we've had the privilege of being able to experience the growth and evolution of our INKEY Impact Fund and we've also learned a lot – from our fund leaders, from the organisations they supported and from you.

As brand we are committed to supporting the longer term goal of revolutionising the way **EDUCATION** is delivered globally, empowering teachers and young people everywhere, to get better outcomes for the individual. In 2024 we will be solely focusing our efforts on this mission and our Impact Fund, to which we will be donating significantly, helping to fund localised projects in education around the world. This does not mean that we don't truly believe in other causes, but want to ensure we can make the biggest impact we can through our efforts to create change in **EDUCATION**.

Our partnership with Ashoka is also making progress as we begin the pilot project of our mission to revolutionise **EDUCATION** in the UK and US. System change is not a short or easy process which makes it even more rewarding to see the work of the team finally coming to fruition.

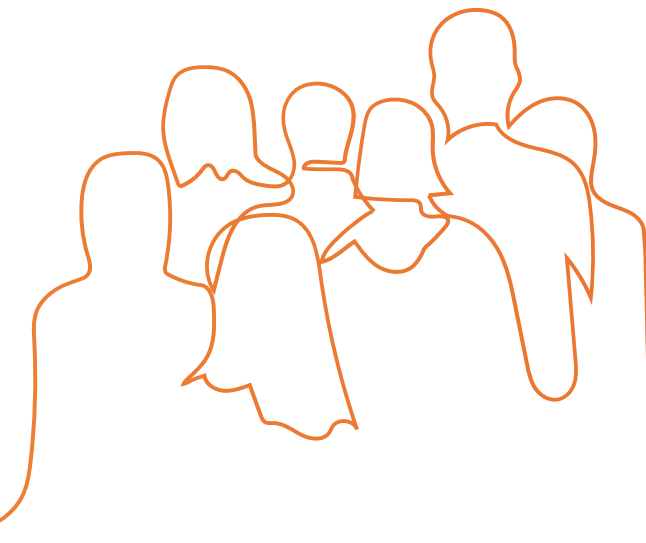
We'll also be creating more impact within more localised communities working with schools, colleges, young people and educators as a way to further give back to those around us and create a shift in the way education is delivered.





PEOPLE

OUR 2020-2024 GOALS

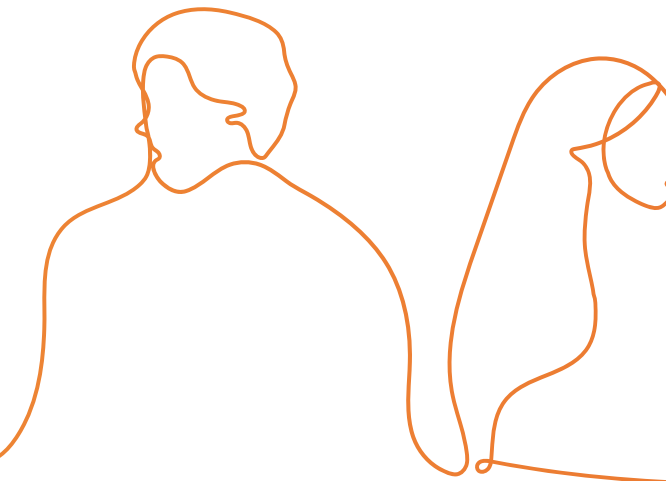


**500,000**

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



## PEOPLE

## INSIDE INKEY HQ

**INKEY STRIVES TO MAKE SURE ALL OUR EMPLOYEES FEEL **SAFE** AND **SUPPORTED**. WE BELIEVE IN INVESTING IN THE PERSONAL AND PROFESSIONAL GROWTH OF EVERYONE IN THE TEAM.**

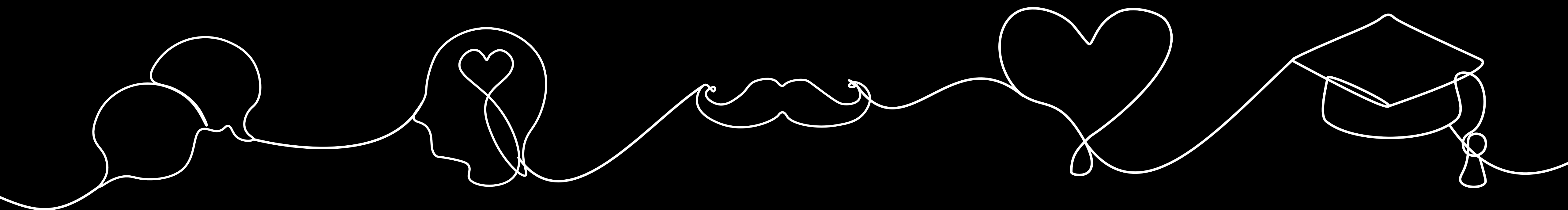
**Work hard, play hard, love harder.** Here at **The INKEY List**, we believe that balance is important to ensure not just a productive work force, but a peaceful and pleasant one too.

In June 2023, we were able to host our first full global team day in the UK where we could bring the whole gang together physically and virtually to celebrate the **PEOPLE** and **PURPOSE** of INKEY. Despite growing larger every year in every sense of the word, we're proud to maintain the same **VALUES** both as a **BRAND** and as a **TEAM** that we started with. We couldn't be prouder or more thankful for the life and labour that each member of the INKEY family both past and present have contributed ❤️



PEOPLE

## OUR EVENTS

**TIME TO TALK**

Monthly sessions inviting team members and external figures to help educate the team on topics including Pride, International Women's Day, Menopause and more ★

**WORLD MENTAL HEALTH DAY**

A massive moment for the INKEY family, we invited our good friend Ruth Ibegbuna from Rekindle to share how her and her team help safeguard their own mental health ❤️

**MOVEMBER**

Focusing on men's mental health, many of our genetically-abled team members took part to raise awareness and funds, as well as help break the stigma 🧐

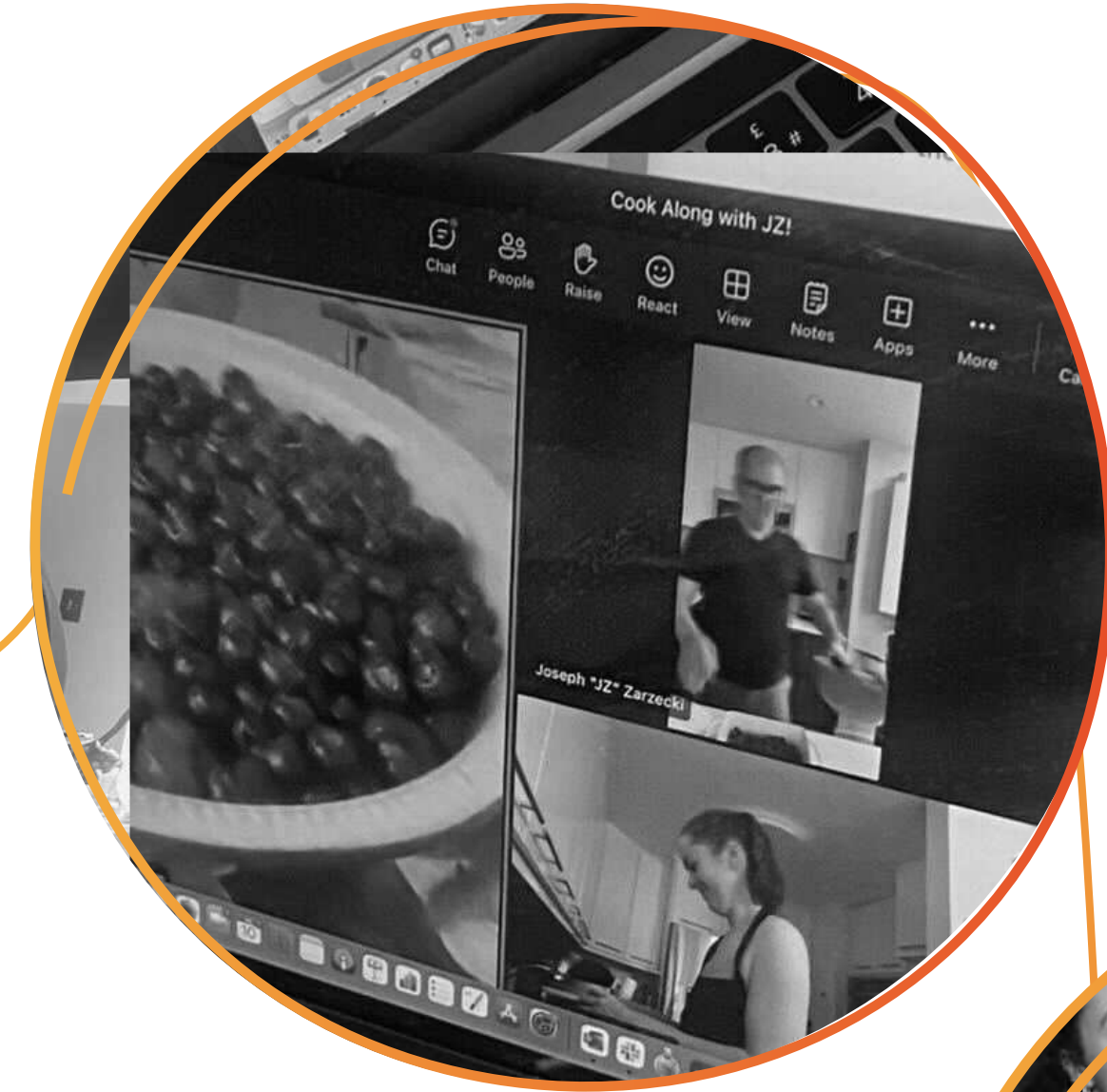
**INKEY UNWIND**

Opportunity for the team to wind down together over food and drinks after a hard month's work 🍷

**EDUCATIONAL ONBOARDING**

Monthly sessions lead by our Director of Education, JZ, to help new starters get up to speed with the who, what & why of INKEY ✨

PEOPLE

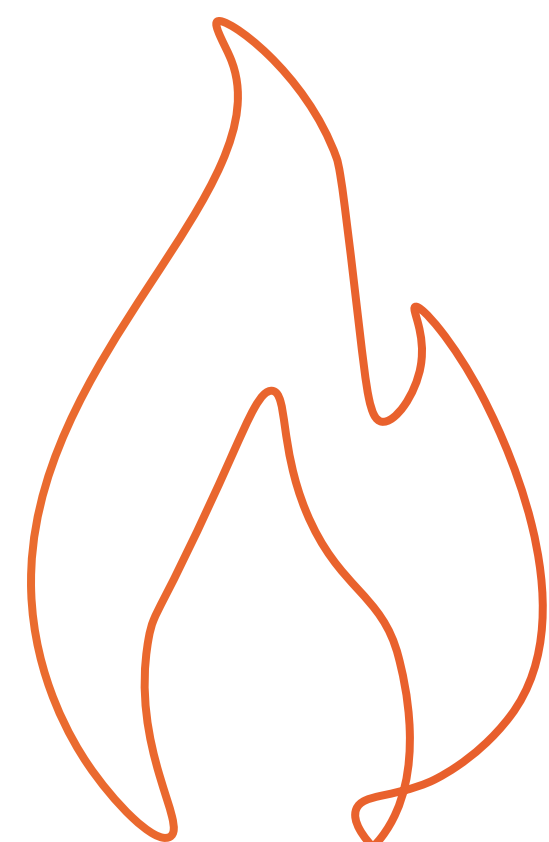


PEOPLE

**REKINDLE**

For those who aren't familiar with Rekindle, they are the UK's first supplementary school that supports young people in the Greater Manchester area through things like real world education, community days, nutritious meals, an awareness of physical and mental wellbeing and much, much more.

This year we were fortunate enough to get even more involved with this amazing organisation. Rekindle were also the first organisation that The INKEY List funded many years ago and we're proud of how far they've come and excited for where they're going. Here's a glimpse at some of the stuff we got up to together.



PEOPLE

## MANCHESTER COMMUNITY EVENT

Back in October, INKEY held a community event in Manchester to celebrate the launch of our new Tripeptide Plumping Lip Balm, but also to bring together INKEY friends and family from the local area. Of course, we had to invite Rekindle and we were fortunate enough to hear a few words from Ruth Ibegbuna – founder of Rekindle School, on the importance of our partnership and the impact it has on the young students at the school.



## WORLD MENTAL HEALTH DAY

During our Manchester Community event we were fortunate enough to hear a few words from Ruth and it inspired our team so much that we had to have her back to hear more. This year for World Mental Health Day, Ruth was kind enough to grace us with her presence once again to have a conversation on the impact of Rekindle not just on the children's mental health, but also that of the staff and what they do to ensure they're safeguarding their own.



# PLANET



PLANET

**PACKAGING**

**INKEY STRIVES TO ENSURE OUR PACKAGING IS BOTH SUSTAINABLE AND ACCESSIBLE. WE BELIEVE IN PROGRESS NOT PERFECTION.**

This year we completed our shift to our newer, more positive packaging project. Over the course of the past year and a half we've made changes to our packaging which now means:

**100%** of our range is **RECYCLE-READY**

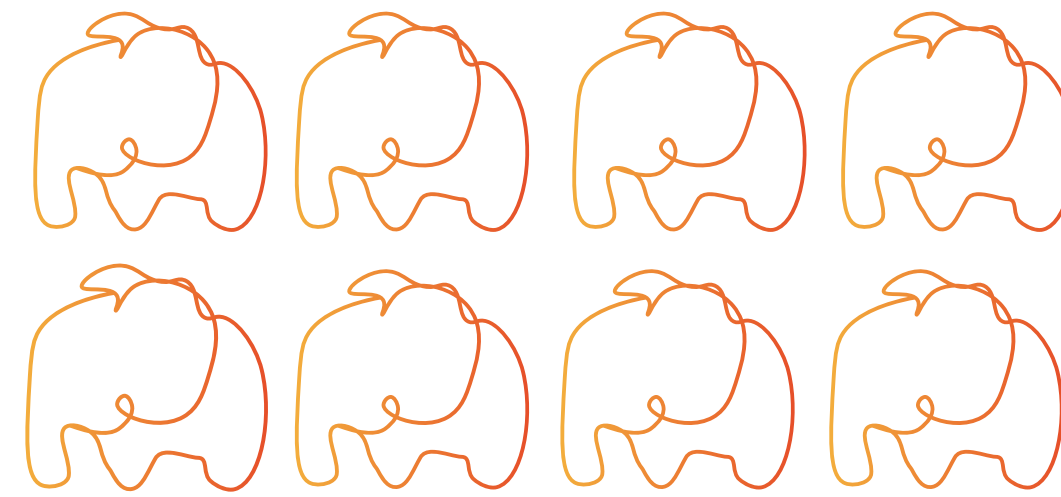
**100%** of our bottles and tubes using a minimum of **50% RECYCLED PLASTIC**

**100%** of our pumps are **MONO-MATERIAL** which improves their **RECYCLABILITY**

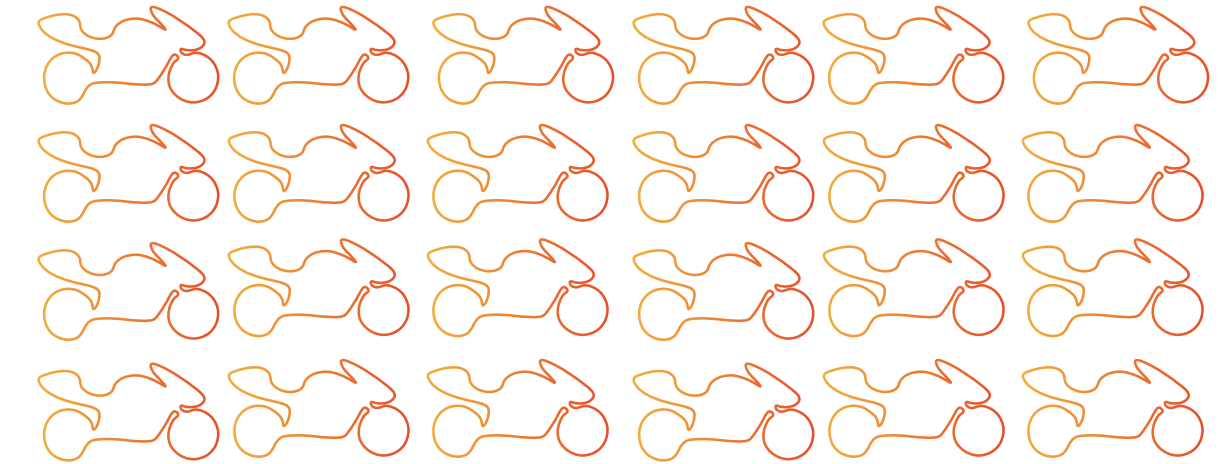
**100%** of our packs used **FSC-CERTIFIED BOARD**

We had hoped to save **48 tonnes** of virgin plastic but since 2022 we have saved a massive **120 tonnes** of virgin plastic by making these changes.

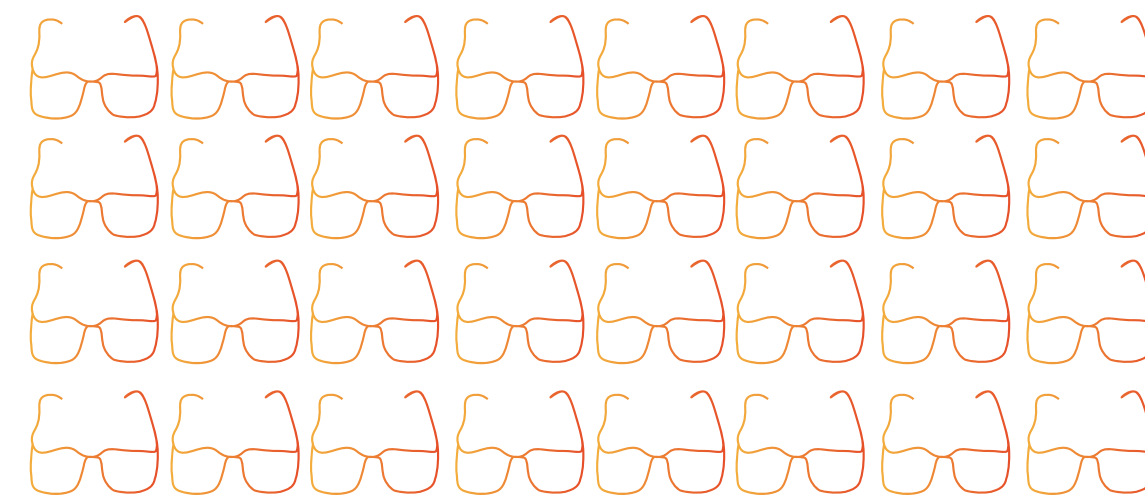
This is equivalent to:



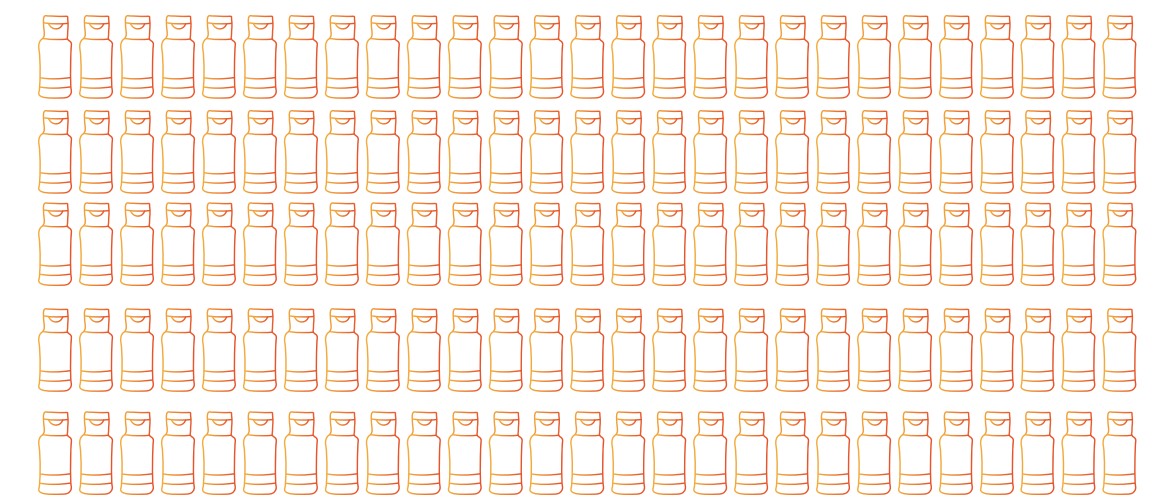
**26 ADULT AFRICAN ELEPHANTS**



**700 MOTORCYCLES**



**2,033 HEADTEACHERS**



**3.2 MILLION HA SERUMS**



## PLANET

## PACKAGING

At The INKEY List we're on a mission to deliver **HIGH-PERFORMANCE PRODUCTS** and **GREAT EXPERIENCES** – **WITHOUT COMPROMISE**. We believe in **TRANSPARENCY** and we've been **LISTENING** to you about some of the things we can do to improve our products and the experience of using them.

"Sometimes I can't use all of the product because the tube is a bit too hard"

"The lid torque is a little too tight for me"

"I struggle to squeeze the tube because I have difficulty with my grip"

After hearing your valuable feedback, we know where to focus in order to better address your skincare needs. Packaging, alongside formula and ingredients, is something we continue to keep an eye on. We're learning about new packaging innovations that will allow us to keep giving a great experience without sacrificing sustainability – allowing us to continue delivering effective products that balances respecting our Planet with the Profit to help drive impact beyond skincare. We'll also be looking into how our packs, especially our tubes and pumps, can be further developed to better address our customers needs in terms of ease and efficiency of use. One way we're going to achieve this is by conducting an accessibility review with people who struggle with dexterous actions in order to better determine how we can ensure INKEY is a great experience for **EVERYONE**.



## PLANET

## INGREDIENTS

**INKEY STANDS FOR TRANSPARENCY AND INNOVATIVE INGREDIENT USE. ALL OUR PRODUCTS ARE SIMPLE TO UNDERSTAND AND EASY TO USE AND WE ARE PROUD TO BE 100% CRUELTY-FREE.**

Protecting our Planet means protecting where and how we source our ingredients. One of our main focuses this year is to gain a clearer view of our supply chain in order to ensure we're not only using effective ingredients but sustainable ones as well. We also issue a stringent Code of Conduct to all our suppliers to ensure not only a minimum standard of care but one that aligns to our B Corp values as a responsible business.

Our Product team have recently started to create a master database for all our ingredients rather than relying solely on our manufacturers to allow us to be more transparent with our customers and answer your questions effectively. On top of this, we have recently audited one of our manufacturers to ensure alignment with our values and goals, and we are planning to audit the rest soon.



## PLANET

## LEAPING BUNNY CERTIFIED

Operated by the **Coalition for Consumer Information on Cosmetics in the US and Canada**, Leaping Bunny certification is the best assurance that a company has made a **GENUINE** commitment to help **END ANIMAL TESTING**. Not only do we have to meet **RIGOROUS CRITERIA** that applies globally and is extend over and above local animal testing laws, but also agree to ongoing independent audits. We are proud to display the Leaping Bunny on our products so our customers know they choose **CRUELTY-FREE** when they choose INKEY 🐰

## PROVENANCE

The Provenance Framework is a tool developed with a council of independent experts that checks and confirms brand and product claims, making it easier for consumers to understand and compare their claims and the way they conduct their business. So, don't just take our word for it – click [HERE](#) to see our Proof Points and how we stack up against other brands!



## THE VEGAN SOCIETY

The original charity credited with creating the term 'vegan' back in 1944, **The Vegan Society** provides Vegan Certification for products that match strict criteria. This requires verification that no animals, animal ingredients (including by-products and derivatives), animal testing and Genetically Modified Organisms (GMOs) are used in the product, or at any stage of production.

**ALL INKEY products are CRUELTY-FREE**, however there are some products that don't qualify for Vegan certification:

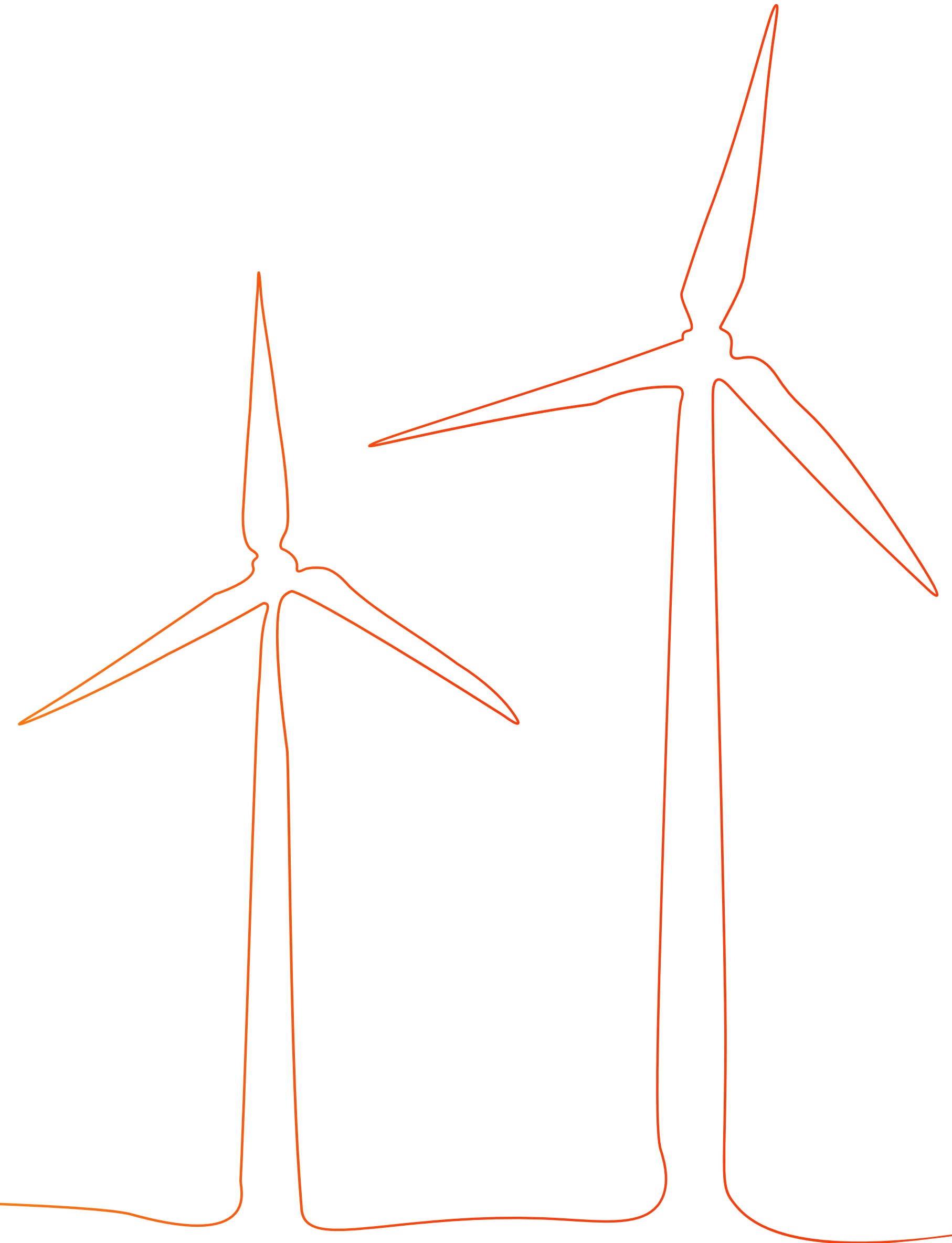
- **CAFFEINE EYE CREAM – BEESWAX (ANIMAL DERIVATIVE)**
- **NIACINAMIDE – EGG WHITE (ANIMAL BY-PRODUCT)**

PLANET

CLIMATE IMPACT

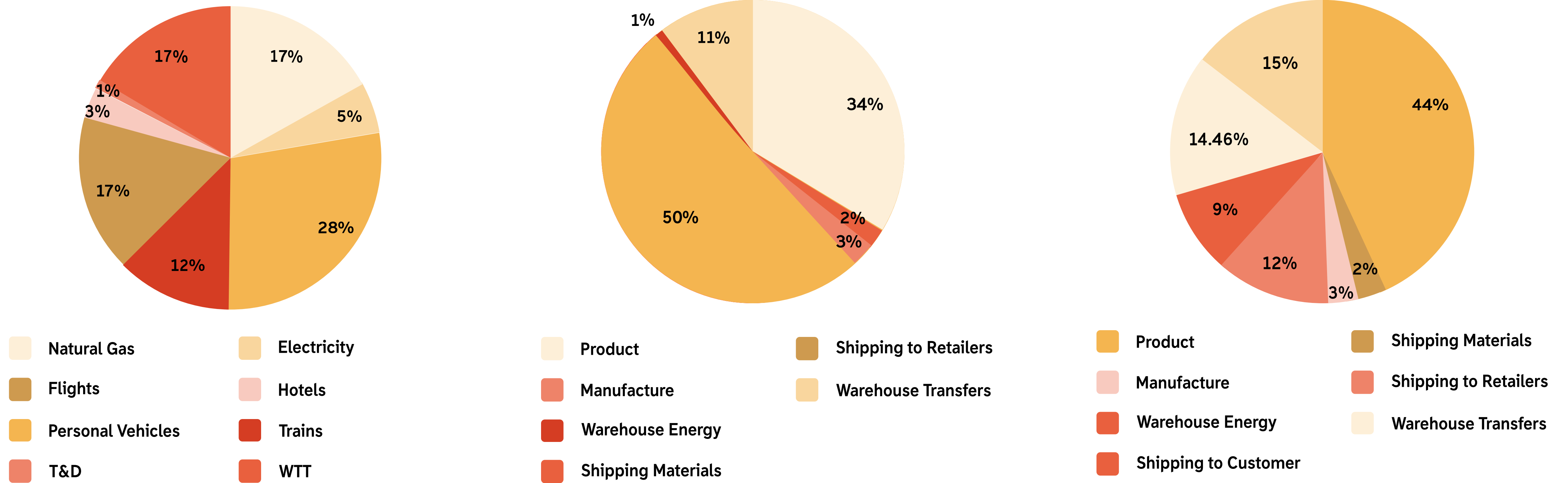
**INKEY IS COMMITTED TO REDUCING OUR BASELINE CARBON FOOTPRINT BY 50% BY 2030. WE ARE ALWAYS LOOKING FOR WAYS TO IMPROVE HOW WE IMPACT OUR PLANET.**

The INKEY List is proud to be a certified **BEYOND-NET ZERO** company – even before being a B Corp. This means that we offset **150%** of all greenhouse gas emissions attributed to the company. All our products are also certified **NET-ZERO**, meaning we offset **ALL** emissions created from their manufacturing and distribution. The way we create our products and the impact it has on our climate was a huge focus for us last year. We mobilised 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, including all of our DTC functions. We also set up a new system to help us monitor our data ongoing to ensure transparency and accuracy for future sustainability planning.



**PLANET**

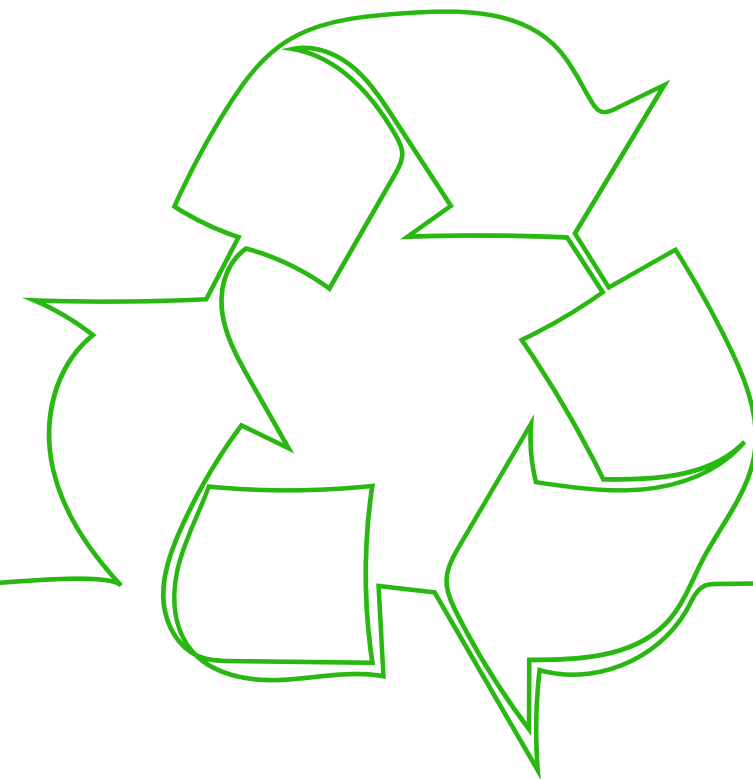
# INKEY CARBON FOOTPRINT BREAKDOWN FOR 2022



One of the challenges for a young company like INKEY is keeping emissions down whilst also maintaining sustainable growth. We've been working with Delta Simons in the last few years to better understand where and how we can **REDUCE** our footprint without compromising on the quality of our products. Although our total emissions have increased since we started up as a company (normal for any fast-growing business) the carbon intensity rates of our offices and our products have declined from our baseline. This means that despite selling more products and having more employees, each product sold and each employee working for INKEY emits **LESS EMISSIONS** than they did 5 years ago. We know that this is progress not perfection, and we will be working closely with Delta Simons to identify ways to further improve our impact on our **PLANET**.

PLANET

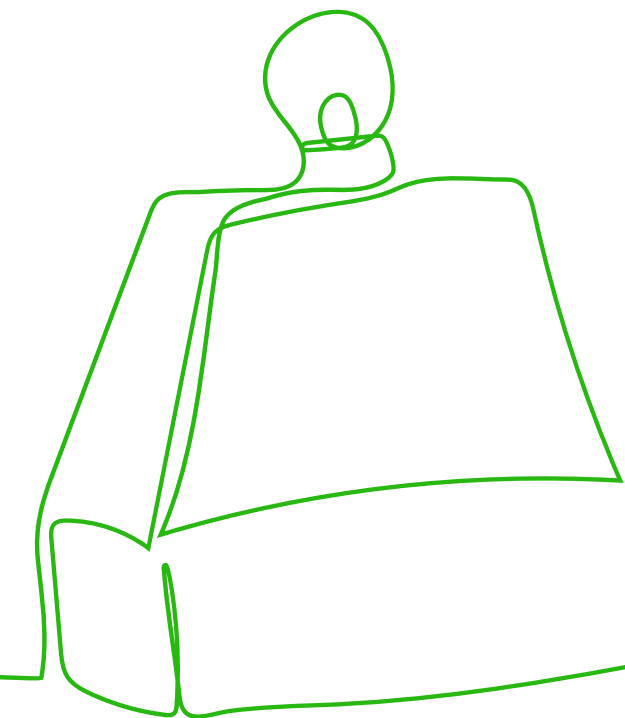
WHAT WE HAVE ACHIEVED



**100%**  
Recyclable packaging



**120+**  
Tonnes of virgin plastic saved



**CARBON  
NET-ZERO**




Transitioning from certifying as a B Corp to truly thinking and creating like one is certainly not an easy one but a challenge we take head on as a team. It's a daily practice of continuous improvement. We know we aren't perfect, but we are ALWAYS looking at how we do things and more importantly how we can do things better and more efficiently whilst ensuring we take care of our people and our planet."



**Azin Tehrani-Kafai**

Head of Social Impact and Sustainability



**" THE POWER OF KNOWLEDGE  
CAN CHANGE THE  
WORLD "**



**2024 WILL BE AN EVEN BIGGER YEAR IN TERMS OF IMPACT – WE’RE EXPECTING TO SEE MORE INCREDIBLE OUTPUTS FROM OUR PARTNERSHIP WITH ASHOKA AS WELL AS MORE INSPIRING STORIES OF YOUTH-LED 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 so if you’d like to let us know your thoughts you can find us at the usual spaces.

If you have any questions – don’t forget you can always askINKEY.

