



2023

# Natural Radiant Life 2023 Impact Report



Produced in partnership with buyVerde and Helm ESG



# Introduction

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

Brands and consumers can and are making significant strides towards positive change. Natural Radiant Life is a values-driven brand that embodies this philosophy.

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

– Larry (Helm ESG) and Bri (buyVerde)

## Founders' Message



**Our philosophy:  
Formulas that  
nourish, heal  
and transform  
the skin**

At Natural Radiant Life, we harness the power of 100% whole-food ingredients to replace toxic chemicals in skincare and to slow down the visible signs of aging.

We created this company to support women just like us. Natural Radiant Life was created by three best friends turned business partners. The three share a love of plant-based skincare products and a passion to empower people to take better care of themselves.

– Sherry D. Fields, Rhonda Daniels, LaKesha Gage-Woodard (Co-Founders)

# Market Impact Themes

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



## 01. Clean Ingredients and Chemical Safety

Go beyond what's legally required to assess, manage, and eliminate harmful chemicals from products.



## 02. Ethical Production

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

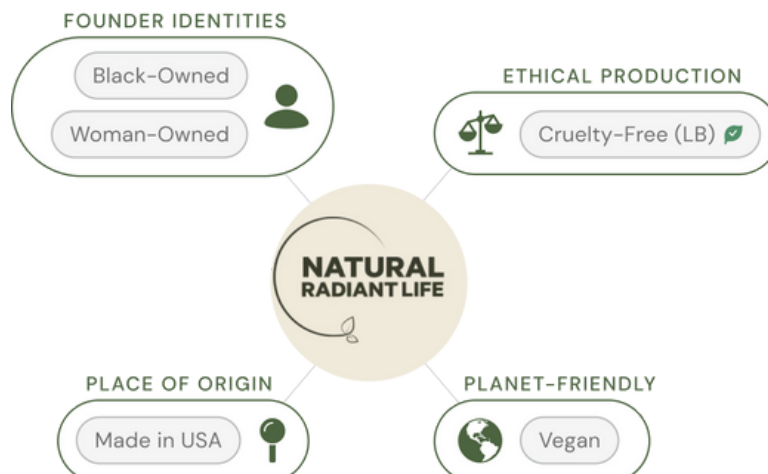


## 03. Giving & Governance

Support local community involvement through sustainable, social, and community impact programs. Demonstrate adherence to integrity and governance through responsible business practices.

# Natural Radiant Life Values Profile

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



# Natural Radiant Life Values

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We have focused on educating customers around the importance of clean beauty and using non-toxic skincare products. It is our desire for everyone to understand the benefits of plant-based ingredients and the critical role they play in skin health and overall wellness.



## Clean Ingredients

We use organic, whole food ingredients in our manufacturing process, with no artificial colors or synthetic fragrances.



## Ethical Production

We continue our commitment to being cruelty free with our Leaping Bunny certification.

Our products are locally sourced and made in the USA.



## Workplace Flexibility

We are committed to employee wellness, balance and having a virtual work environment to support our team.

# 2023 Commitment



## Implement a program to give back to our community

We want to mentor and serve as role models to young girls of color and teach them about self care, business and entrepreneurship.

## Contact

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// **NATURAL RADIANT LIFE**  
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