

GLOW RECIPE

Fruit-Forward. Clinically Effective. Glowing Skin.™

SUSTAINABILITY REPORT 2023

OUR MISSION

CARBON NEUTRALITY

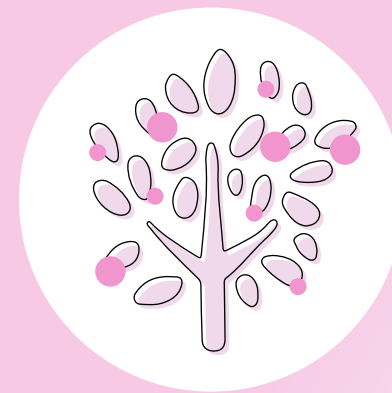
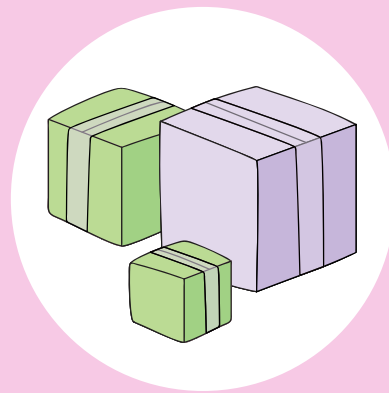
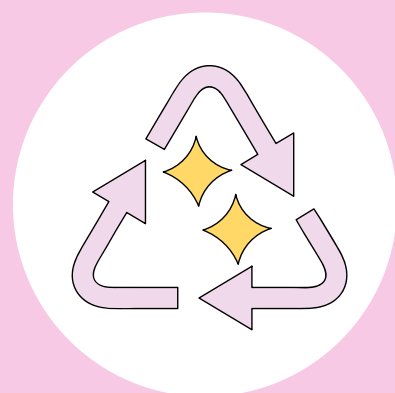
INTENTIONAL SOURCING & FORMULATION

CONSCIOUS PACKAGING

OUR SUSTAINABILITY MISSION

We're committed to respecting your skin and the environment. In addition to being carbon neutral, we're constantly working to reduce our environmental footprint & challenge ourselves to become more eco-conscious in our ingredient sourcing, packaging, shipping, and everything else along the way.

Sustainability is a journey and we promise to be transparent with you every step of the way.



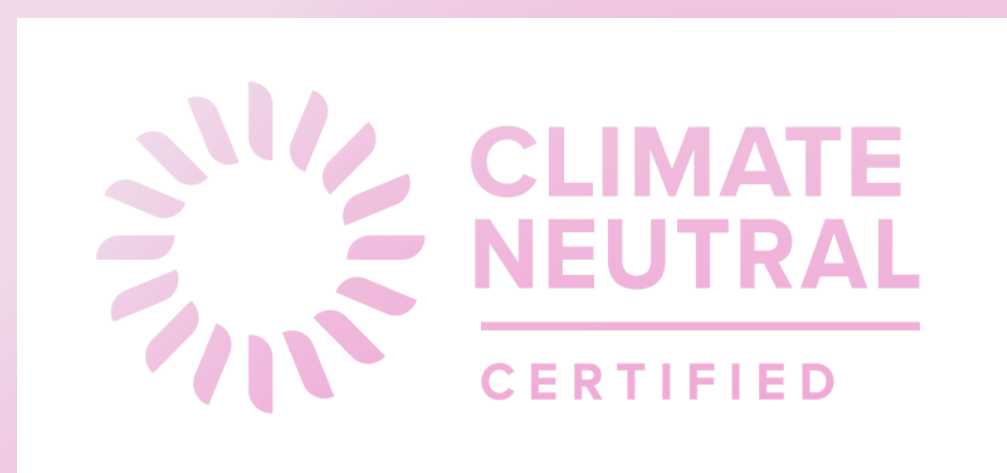
Let's take it together, day by day.

WE ARE CARBON NEUTRAL

This means achieving a balance between carbon emitted and carbon absorbed from the atmosphere.

We partnered with **Climate Neutral** (a nonprofit organization working to eliminate carbon emissions) in 2022 to measure our company wide carbon footprint and compensate for our 2021 emissions. This means every Glow Recipe product you purchase is offset by us with carbon credits.

We are partnering with Climate Neutral again in 2023 to compensate for our emissions from 2022 and will share more details in early July.



KEY HIGHLIGHTS FROM 2022

Here are some accomplishments we made last year in our goal to be more eco-conscious and reduce our carbon footprint:

REDUCED OUR PAPER PACKAGING

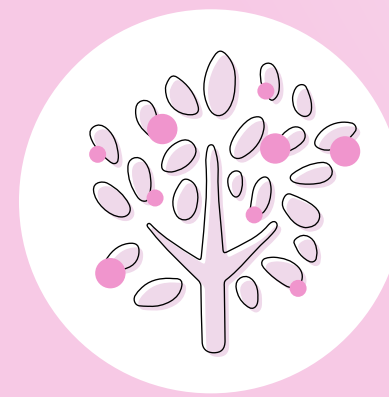
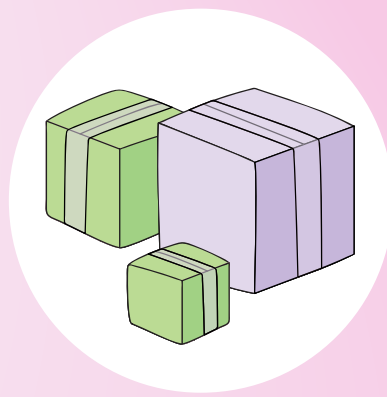
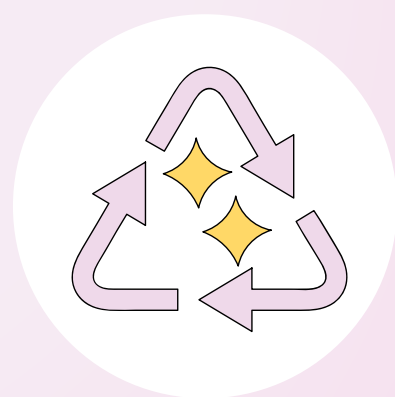
We have phased into new smaller cartons for all products and kits and removed inner supports, reducing the paper weight of each carton by an average of 50%.

REMOVED UNNECESSARY PLASTIC COMPONENTS

We removed unnecessary plastic components from all of our products like our plastic spatulas and sticker seals, and removed plastic windows from kits.

REDUCED AIR SHIPMENTS

We committed to reduce our air shipments and have been able to reduce our air shipments by 42% from 2021 to 2022.



INTENTIONAL SOURCING & FORMULATION

The ingredients we choose to formulate with and without are carefully chosen (it's a science). We responsibly source and formulate our clean products with both naturally-derived ingredients and ingredients synthesized in a lab, all to benefit your skin and limit our impact on the environment where possible.

SOME OF OUR APPROACHES:

1

Limiting food waste by using all parts of our fruits and using upcycled produce where possible within our formulas

2

Synthesizing ingredients using biotechnology in order to protect biodiversity & limit our environmental impact

3

Leveraging processing methods like cold-pressing to conserve energy

***100% of our formulations
are vegan & cruelty free***



LEAPING BUNNY CERTIFIED

INTENTIONAL INGREDIENTS

We source ingredients with a lower environmental impact when possible. Here are some highlights from products we've launched in 2022:



STRAWBERRY SMOOTH BHA+AHA SALICYLIC SERUM

- The strawberry water, leaf extract, and enzymes in this formula utilize all parts of the strawberry to minimize food waste and are processed in a way that helps conserve energy & water.



GUAVA VITAMIN C BRIGHT-EYE GEL CREAM

- This guava extract is uniquely processed to help conserve water and minimize food waste, so leftover pulp, seeds, and peel are reused as fertilizer.
- This guava seed oil is extracted from upcycled guava seeds through a cold-pressed method to save energy.



PLUM PLUMP HYALURONIC CREAM

- Cosmos-certified blend of plum extracts uses all parts of the plum and is hand harvested by a family-owned organic farm in Australia to ensure a low environmental impact.



WATERMELON GLOW AHA NIGHT TREATMENT

- The watermelon in this formula is processed in a way that helps conserve energy, water, and utilizes all parts of the fruit, including the rind, which would otherwise be discarded as waste.

HOW REFILLS REDUCE EMISSIONS & WASTE

Our Plum Plump Hyaluronic Cream is a refillable and recyclable moisturizer designed to help reduce its environmental impact, made with a 50% PCR lightweight refillable pod

We've designed this product to generate up to **67% less carbon emissions** and **75% less waste**^{*}.

Each time you buy a refill, you save **66% of carbon emissions** and **84% of waste**^{**}.

After purchasing only one refill, this product generates **less carbon emissions than purchasing a typical moisturizer**[^].



^{*}Compared to a typical single use moisturizer

^{**}Compared to repurchasing the full size Plum Plump Hyaluronic Cream

[^]Compared to a typical single use moisturizer

Supporting data available at: learn.bluebirdclimate.com/about/glow-recipe

CONSCIOUS PACKAGING

POST-CONSUMER RECYCLED (PCR) PLASTIC:

Whenever safety or portability is a concern (like if you may use the product in the shower, with wet hands, or bringing it on the go with you in your bag), we use plastic components. Our Blur Drops, Plum Cream refill pods, new Avocado Cleanser, and Watermelon Body tubes are made with up to 50% post-consumer recycled materials to reduce their environmental impact.

100% RECYCLABLE

All of our products are 100% recyclable curbside and through our partnership with Terracycle in the US.



GLASS PACKAGING

We've always used glass packaging whenever possible, and made sure that our glass jars were made with a minimum of 20% post-consumer recycled materials.

BETTER (AND LESS) PAPER

We use only FSC (Forest Stewardship Council)-certified paper, which means that paper is made of responsibly sourced wood fiber to help protect forests, and print with soy and vegetable ink.

CONSCIOUS PACKAGING

Continued

LESS PLASTIC

We removed plastic spatulas and one time use elements like wafer seals from our products last year to reduce waste. You can shop a reusable zinc alloy spatula as an alternative.

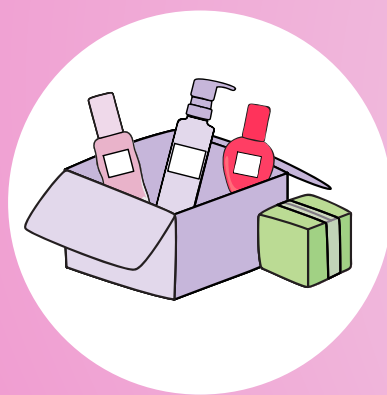
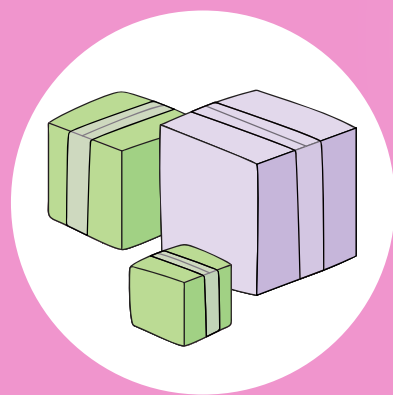
SHIPPING WITH LOVE

Our shipping boxes are 100% recyclable and are made of 100% post-consumer waste. Air bubbles are also 100% recyclable.

OUR FIRST REFILLABLE PRODUCT

We launched our first refillable product, the Plum Plump Hyaluronic Cream, in December 2021. The refillable pod helps cut down on waste and is also made with 50% post-consumer recycled plastic, and is 100% recyclable.

Stay tuned for a new refill coming in 2023.



GLOW RECIPE

THANK YOU

**STAY TUNED FOR MORE
UPDATES IN JULY!**