



selfless
by hram™

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THE **inkey**LIST™

IMPACT REPORT 2021



WE HAVE LAUNCHED!

Hello from Selfless By Hiram

Can you believe it's only been a year since we launched! We are so proud of our little skincare brand with big dreams and what we have achieved with **YOUR** support.

Despite our age, we've been working hard to bring you our very first Selfless by Hiram Impact report! We can't wait to update you about everything we've been doing with our partners, but before we do, here's a little recap from Hiram, Mark and Colette on our purpose.

“The primary intent of Selfless is to create social change. With every decision we are presented with, we prioritize the most sustainable and conscious choices to make a difference beyond the skincare community. Every product has a direct and measurable impact on the biggest environmental and social issues facing the planet. Our goal is to use Selfless as a catalyst to not only create high quality, effective skin care products, but to also empower the consumer to make a lasting difference in the world.”

- Mark Curry, Colette Laxton and Hiram Yarbrow – Co-Founders



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The Selfless standard

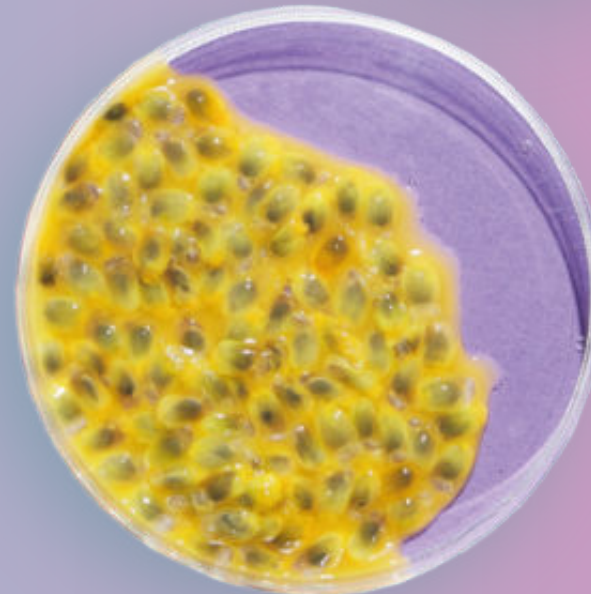
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We want your input



WHAT WE SET OUT TO DO

Effective skincare with positive impact

Our goal was simple - we wanted to make a difference to **YOUR** skin, yes - but also to the world. Our skincare philosophy has always been to give you effective, gentle skincare that drives positive change. We use the UN Sustainable Development goals to guide us on the most urgent global issues and then work with our charity partners to have a positive impact.



(UN Sustainable Development Goals,
<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>)



OUR IMPACT FOCUS

Climate Action

Take urgent action to combat climate change and its impacts.

Life on Land

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

Clean Water and Sanitation

Ensure availability and sustainable management of water and sanitation for all.



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HOW IT ALL WORKS

Your skin, your products, your impact

Every single product purchased by you makes a direct and measurable impact towards tackling two of the most urgent global issues; the water crisis and climate change.



Every purchase of **Retinol & Rainbow Algae Repair Serum, Centella & Green Tea Hydrating Gel Cleanser, Salicylic Acid & Sea Kelp Pore Clearing and Oil Serum and Peptide Q10™ & Ginger Daily Defense Antioxidant Serum** helps support Rainforest Trust in the fight against climate change.



Every purchase of **Niacinamide & Maracuja Daily Barrier Support Moisturizer and Mandelic & Rice Bran Gentle Exfoliating Serum** helps to provide someone with a year's clean drinking water.



MEET OUR IMPACT PARTNERS



We are so proud of the **DIRECT** and **MEASURABLE** impact for every product purchased and we wanted to tell you a little more about our **INCREDIBLE PARTNERS** and the work that they do....

THIRST PROJECT

Empowering youth activism to end the water crisis.

Water is a basic human need, but over 780 million people globally do not have basic access to clean drinking water. In the past 10 years, Thirst project have delivered over 3,000 projects providing 490,000 people in 13 countries with access to safe, clean water.

Thirst Project are committed to tackling the water crisis through youth activation. Their work helps to provide communities with sustainable clean water supplies by building local water wells and provides them with the skills required to maintain them.

What people think the water crisis is:



Drinking dirty water

What the water crisis actually is:



Drinking dirty, unsafe water leading to life threatening illnesses



Washing & cleaning in unsafe water leading to illnesses



Families & communities trapped in a cycle of intergenerational poverty



Women & children spending on average 6 - 8 hours a day walking to fetch water, preventing women from better employment opportunities & children from going to school

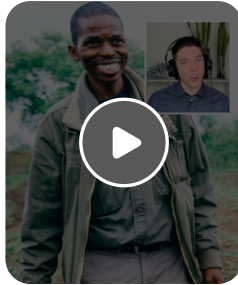
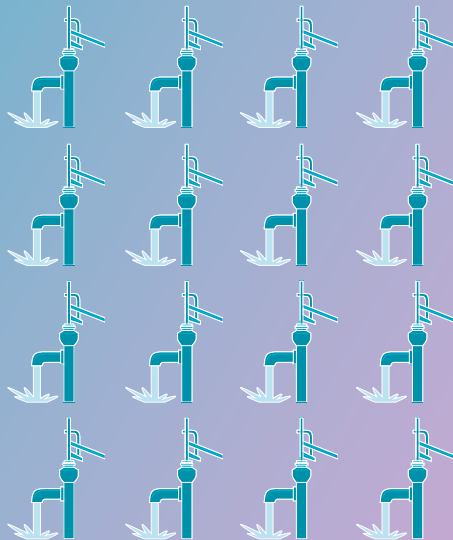


YOUR IMPACT

Every single Thirst Project product purchased has a direct impact on the global water crisis. Through the purchase of your skincare products, you are providing clean water to communities in eSwatini.

9237 People will be provided with access to clean drinking water for 50 years!*

16 Your purchases have so far funded 16 water wells in eSwatini, Africa.*



Wanna know more?
Click here to watch Hiram and Sibusiso Shiba, Thirst project Country Director of eSwatini, discuss the impact access to clean water can have on health.

*Based on sales from 24th June 2021 to 30th April 2022

WORLD WATER DAY

22nd March was World Water Day and alongside our partners Thirst Project, we co-hosted a water walk in London and LA! Our incredible Selfless by Hiram team and all 3 of our co-founders were there in force to raise awareness of the 785 million people who lack access to water across the globe.

We raised £10,000, enough to build 1 well and give 1 community fresh drinking water for life!





2021 brought Thirst Project many exciting changes, challenges & connections coming off of one of the most difficult years many of us have ever faced. Amidst the ongoing pandemic, our team worked throughout 2020 and six months into 2021 to bring this partnership with Selfless by Hiram to life. The inspiring, powerhouse team at Selfless by Hiram & The INKEY List was able to fund 11 water projects in the Kingdom of eSwatini to give 4.4K+ people clean water for life before the conclusion of the year. Besides just providing access to clean water, this means that children in these communities are now able to get an education, and women are now able to hold jobs. Looking ahead, we expect to double that impact throughout the rest of 2022 - scaling our impact together to give thousands more access to safe, clean water.

Luke Romick

Marketing & Partnerships Director

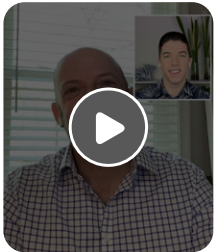
RAINFOREST TRUST

Preserving critical habitats around the globe

Rainforest Trust have been helping to protect tropical forests through in-country partnerships and community engagement for over 30 years.

Their amazing work has resulted in saving over 34 million acres of threatened rainforest from deforestation and a huge 23.5 billion trees being protected so far - that's oxygen for **47 billion people!**

These incredible ecosystems are not only imperative to the fight against climate change and protection of rainforests, they also help to save endangered species and positively impact the homes of indigenous communities.



Wanna know more?

[Click here](#) to watch Hiram and Dr. James Deutsch, CEO at Rainforest Trust, discuss how important Tropical Forests are for storing CO₂.



YOUR IMPACT

You have created critical impact that protects land and habitat, saves endangered species, and keeps carbon safely stored in an effort to slow climate change. Rainforest Trust thanks you for your dedication to protecting our shared planet!



192,915

Acres of land in Bolivia has been protected from deforestation meaning countless species are protected and indigenous communities' livelihood and cultures preserved!*



35,178,050

Tonnes of CO2 kept safely stored!*

Bonus! There was even a new species found here!



In the new protected areas Selfless by Hiram helped create, lives a small, secretive bat - the Golden Bat (*Myotis midastactus*).

*Based on sales from 24th June 2021 to 30th April 2022



RAINFOREST
TRUST®

Our relationship with Selfless by Hiram has helped spread Rainforest Trust's mission across the globe to a generation of individuals who are passionate about saving our planet. We are grateful to partner with an organization that believes in sustainability, saving rainforests and helping fight climate change so future generations can thrive.

Beth Bush

Sr. Director of Philanthropy, Rainforest Trust

THE SELFLESS STANDARD

Our commitment to making better choices for our planet. No brand can leave no trace, but our Selfless Standard is our commitment to continually evolve our practices to try to leave as little trace as possible.

We focus on three main areas:

- 1 Ingredient traceability
- 2 Being climate conscious
- 3 Reducing packaging impact



Also, all of our products are Vegan Society Certified and cruelty free & we are in the process of being Leaping Bunny accredited.



EFFECTIVE, GENTLE SKINCARE... IT'S ALL IN THE BLEND

All of our products are formulated with a blend of sustainably sourced, effective actives at levels to deliver results without irritating sensitive skin. You'll find the usual skin heroes like Retinol, Niacinamide and Salicylic Acid in our products... but also some innovative, sustainably sourced discoveries you might not have come across! We are really proud of all our sustainably sourced ingredients but **here are a few of our faves...**

Rainbow Algae

A type of Algae found in the Mediterranean Sea with charismatic branches that appear iridescent under water. Helps to even out skin tone and aids brightening the complexion. Sustainably sourced from Brittany, France and 100% manually harvested to minimize waste and promote growth.

Rice Bran

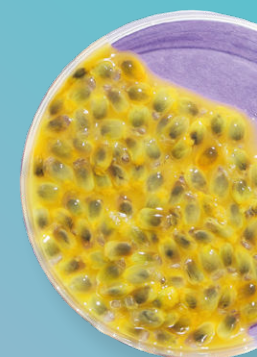
AKA Phytic Acid gently and effectively exfoliates the skin. Our Rice Bran has been upcycled from the food industry. Rather than discarding the bran when the rice has been 'polished', it is extracted and used in our serum.

Maracujá

AKA Passion Fruit, helps promote skin healing by soothing the skin, repairing the epidermis and supporting regeneration. Sustainably sourced from Peru, our Maracujá is upcycled from the juicing industry. The passion fruit seeds left behind contain bioactive skin soothing benefits, meaning less waste and happier skin.

Sea Kelp

The fastest growing organism on the planet, but we shouldn't waste it! Harvested in California, the eco-sourcing of our sea kelp means it doesn't harm the growth of the plant and it's super-harvested, meaning no over harvesting and less waste.



OUR PACKAGING

Our packaging doesn't take a back seat either!

We worked with the Association of Plastic Recyclers to make sure our products get the best chance possible of being recycled no matter where in the world they are.

Here's how:

- All our tubes are mono material meaning they're all made from the same 100% recyclable material 🙌
- Small items sometimes fall through gaps during the process, so our tubes all sit within the size range that reduces the chances of this 🙄
- Items that are too dark also run the risk of not being picked up by the system, so we've made sure all of ours are above the required lightness 😎
- All our cartons are made from 100% recyclable FSC sources and are made of 91% recycled materials. We also only use vegetable-based inks! 😊



How to recycle your empties:

STEP 1



Enjoy, duh!

STEP 2



Cut the top off

STEP 3



Use up remaining product

STEP 4



Rinse

STEP 5



Recycle



OUR CLIMATE REPORT

Tracking our footprint

Everything we do – not just as a company but in our everyday lives contributes to climate change. Climate change, caused by greenhouse gases such as carbon dioxide being released into the atmosphere, is identified by the UN as one of the most pressing issues facing our world.

While it's impossible for us to leave zero trace, we are committed to identifying areas in every single part of our operations to reduce our CO₂ emissions, from the sourcing of our ingredients, all the way through to delivery.

We track all of our emissions from every area of the business to make sure we're as accurate and transparent as we can be.



OUR CLIMATE REPORT

Our footprint 2021

Despite doing our best to reduce our footprint, some emissions are inevitable. We're currently a 'BEYOND carbon net zero' company and have offset all our activities since the creation of the company to December 2021.

We are proud to have invested our Carbon Offset into Seneca Meadows USA which has created almost 420 acres of new wetlands, established an environmental education centre and generates electricity from the landfill gas (LFG) to power 18,000 homes.

Greenhouse Gas Report

GHG emissions associated with during the 2021 financial year have been calculated. The breakdown of emission sources is presented in Figure 1. Scope 1 emissions account for 14% of total GHG emissions. The 10% is attributable to Scope 2 emissions from purchased electricity. The majority of emissions (76%) are associated with indirect emissions from the supply chain – predominantly from air travel.

GHG emissions associated with each source are represented graphically in Figure 2. The largest single source of emissions is from air travel (30%). Personal vehicle mileage adds a further 17%. Natural gas consumed by all UK and US offices

contributes 14% of all emissions, as does well-to-tank-related emissions. Domestic and overseas hotel stays are responsible for 11%. The remaining 14% of total emissions are made up of purchased electricity (10%), rail travel (3%) and electricity transmissions and distribution (1%).

Figure 1: FY2021 GHG Emissions by Scope

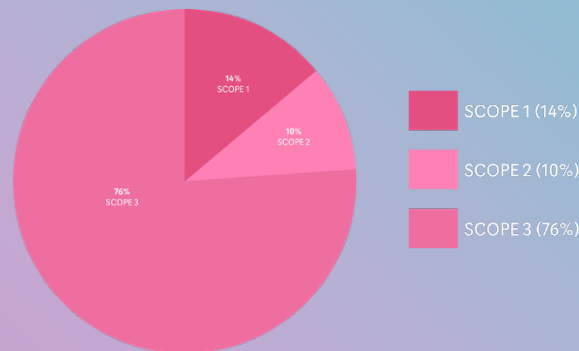
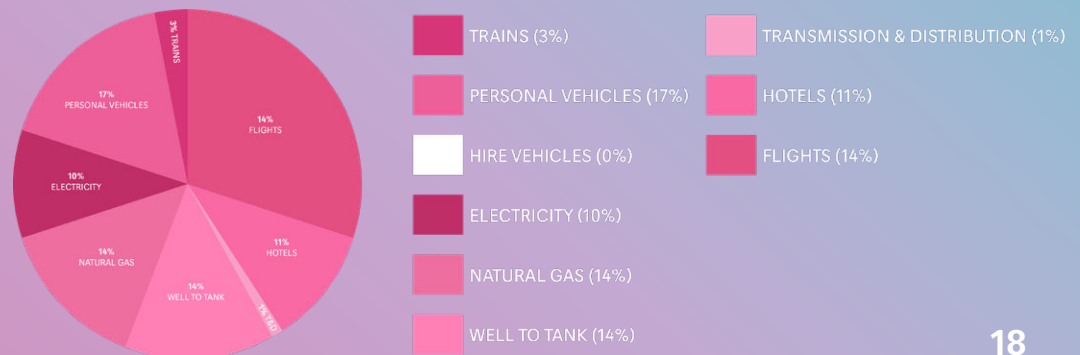


Figure 2: FY2021 GHG Emissions by Source



#CODERED4CLIMATE

On the 21st September and the 4th May, we joined 100+ businesses representing all categories of the beauty industry, and signed an open letter to Congress to hear the 'code red for humanity' and urge them to take action on climate change.

Selfless by Hiram, together with our co signatory brands and so many of you, recognise that the climate crisis is real and on our doorstep.

At Selfless by Hiram, we have always been lead by the Selfless Standard, born from an understanding that things need to change and that by making better choices, together we can make a bigger impact.



This is a
#CodeRed4Climate.

Time left to keep warming below 1.5C

8 YEARS | 7 MONTHS | 28 DAYS

Earth Month is over. What are we doing to address climate change the other 11 months of the year?

Our answer
→ → →

@ItsPlanetA  #planetA

Join us and over 100 brands as we come together for our collective future.



*Because there is no Planet B

@ItsPlanetA  #planetA

Together, we pledge our commitment to continued climate action.

We support the passage of critical climate policy from lawmakers.

We will work to take responsibility for the impacts of our businesses on climate.

We will work to educate and inspire meaningful engagement within our companies and communities.

@ItsPlanetA  #planetA


Get involved

As an Individual

- Call your lawmakers
- Buy responsibly
- Invite others to join you

As a Business

- Take the Planet A pledge
- Set goals for action
- Invite others to join you

@ItsPlanetA  #planetA

BEHIND THE BRAND



HYRAM



CLASS: Co-Founder

ABILITIES: Develops innovative products alongside the founders of The Inkey List and our team of chemists, crafts brand messaging with the hardworking Selfless team, and works with our charity partners to make the biggest social impact possible! 🍌

STRENGTHS: Has too many passion projects for one human being; cautious adrenaline junkie and a proud hype-man

WEAKNESSES: Responds to texts in 10-12 business days and has the short-term memory of a goldfish

TRIVIA: Absolutely obsessed with EDM (electronic dance music) 🍌

SUZANNE



CLASS: Head of Brand

ABILITIES: Leads the team to bring our community a brand that makes them feel great; through amazing skincare, positive impact and interesting, engaging content

STRENGTHS: Lifts (somewhat) heavy weights and makes a great Margarita 🍸

WEAKNESSES: Binge-watching Married at First Sight 🍌

TRIVIA: Lead singer in a soul band

SAOIRSE



CLASS: Social Media Manager

ABILITIES: Fills your feed and disrupts your FYP with thumb-stopping, double-tapping, dopamine-inducing content (well, tries to anyway 🍌)

STRENGTHS: Connoisseur of useless, niche pop-culture references and a pasta water evangelist (add it to your sauce, kids!)

WEAKNESSES: Cannot and will not function without 8 hours of sleep 🍌

TRIVIA: Saoirse means freedom in Gaelic

KIRI



CLASS: E-commerce and Digital Marketing Manager

ABILITIES: Makes your Selfless by Hiram shopping journey simple and helpful, leaving you wanting to come back to buy more 🍌

STRENGTHS: Climbs tall mountains and plays piano 🍌

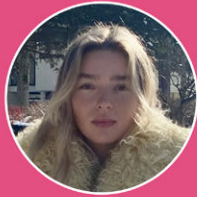
WEAKNESSES: NEEDS coffee

TRIVIA: 'Kiri' comes from Māori (New Zealand) origin

BEHIND THE BRAND



JUSTYNA



Hi!

CLASS: Creative Manager

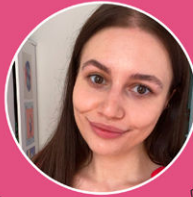
ABILITIES: Creating colorful treats for the eyes

STRENGTHS: Being the hostess with the mostess with a wine in hand to boot

WEAKNESSES: Wine... 🍷

TRIVIA: Fluent in Polish due to two Polish parents but born on the Isle of Wight; has lived in Nottingham, Brighton, Stockholm, Berlin & London 🇬🇧

JENNY



LOL

CLASS: Mid-Weight Graphic Designer

ABILITIES: Designing cute and engaging print and digital assets

STRENGTHS: Performing magic with Photoshop 🪄

WEAKNESSES: Not being able to survive for longer than an hour without a cup of tea

TRIVIA: Could go on Mastermind with her extensive knowledge of 'Gilmore Girls' 📺

MEGAN



LOL

CLASS: Influencer Admin Assistant

ABILITIES: Identifies and builds relationships with content creators 🤝

STRENGTHS: The designated photographer for all social occasions

WEAKNESSES: Being 23 and still loving One Direction 🎵

TRIVIA: Speaks Spanish! 🇪🇸

JYZU



Hi!

CLASS: Social Impact & Sustainability Assistant 🌱

ABILITIES: Supports all functions of the brand to uphold Selfless' commitment to people and planet

STRENGTHS: Impeccable style and dazzling hair

WEAKNESSES: Any temperature below 30 degrees

TRIVIA: Plays 5 instruments and has had artwork featured in the Saatchi gallery 🎨

WE WANT YOUR INPUT

Our goal is always to keep improving and you know we love to hear from our community!

If you'd like to see more of something or want to get involved in any of our Selfless by Hiram initiatives, email or visit us:

📷 @selflessbyhyram

🖱️ www.selflessbyhyram.com

✉️ ask@selflessbyhyram.com

