

IMPACT REPORT



NAYA
RENEW
Cacay Oil + A
Refine + Reveal
with Cacay Oil & 0.3% Retinol
20ml / 0.7fl.oz

NAYA
ELEVATE
Hydration Mask
Quench + Smooth
with Cacay Oil, Multi-Molecular
Hyaluronic Complex and
Tremella Fuciformis
50ml / 1.7fl.oz

NAYA

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**BEFORE
WE BEGIN:**

What has
skincare
to do
with the
environment?





What does skincare have to do with the environment?

Good question: From raw materials to processing to packaging - every step we take as a company has an impact on our planet. And it's up to us to do everything we can to apply a positive approach. A business model, attitude, philosophy that is good for you, your skin and good for the planet.

We want to share with you what sustainability or rather being environmentally conscious means to us, how we live and implement it. Because for us, sustainability is the basis for everything - it shapes our decisions, not only for the development of our products and packaging, but also for our social commitment and our everyday life. For us, sustainability means doing business in harmony with our environment - or more precisely: with people, animals and nature.

NAYA was born from the idea of developing pure, potent and proven natural & vegan skincare with an environmentally conscious mind. This approach has accompanied us over the past years and will continue to do so in the future. We believe that we can revolutionise the beauty industry. With every product, with every step, with every year we want to transform your skin but also how we do business in the 21st century.

Thank you for being part of our journey, for accompanying and supporting us. What we do, we do for you and our environment.

Yours,
Sarah

WE ARE NAYA



PURE.PROVEN. POTENT.

Combining the very best nature has to offer with ancient wisdom and innovative science and technology. To deliver timeless skin-wellbeing with a purpose.

In our skincare, we don't use anything that your skin and our environment doesn't need. With 100% vegan and sustainable products for every skin need, we prove that you can also create a positive impact with using the right skincare. We focus on every detail from the seed to the final product along the entire supply chain, to do what we can control to reduce our CO2 footprint. We want to do things different. Better.

NAYA IN NUMBERS

18780

Working hours we have worked to build NAYA over the last two years

10560

Questions, feedback, ideas have reached us via email, chat & phone

08

Products available in our online shop

07

Virtual offices with people that support NAYA globally

28

Countries we have delivered our products to

ca.5000

Customers we have served and supported

ca.2000

Cacay trees you have grown with us

02

Indigenous communities we have supported

NAYA IN NUMBERS

2022

NAYA wins Best Everyday Skincare

NAYA starts partnership with a social integration fulfillment center - each parcel is sent CO2 neutral from a castle to their customers

NAYA starts to reformulate its products to replace the water content with its innovative and own ingredients

NAYA launched first body care product in a sustainable container that is biodegradable

We run clinical trials to prove the effectiveness of our products

NAYA products are ISO18620 certified

NAYA gets certified by DermaTest

2020

NAYA introduces its ELEVATE collection to Elevate your Everyday. Compatible with the Everyday Collection.

The supporter and fan base kept growing and people love that we not only restore their skin but the Amazonian forest too.

The begin of our new cooperation with Eden Reforestation. Growing Mangrove trees.

We are investing a percentage of our revenue back into the indigenous communities

On Earth Day, we partnered with Climate Partner to learn how to calculate our CO2 emission.

World Ocean Day, we are adopting an additional coral reef.

Our shipping boxes, labels, tape etc are plastic-free & climate-neutral.

NAYA continues to win highly recognized industry awards

We are introducing marble flour material and upcycle our labels across our bottles

2019

We launched our first products and our Skinimalism EVERYDAY Collection

We introduced our unique and innovative fully recyclable packaging design to celebrate you and your skin.

We bought over 1500 Cacay Nuts to grow trees in Colombia.

We are launching Tierra Radiante in Colombia to support the local indigenous communities

NAYA supporters and fans keep growing and we get our first press releases. Editors, make-up artists and our customers love us

NAYA is vegan and cruelty-free certified

We start our partnership with Four Seasons in the Maldives and adopt our first coral reef with many to follow.

NAYA products are award-winning.

2021

NAYA is launching a new website

NAYA innovates and invents its first own ingredient based on Cacay

We are one of the first brands to introduce a packaging made of mushrooms

NAYA received Sustainability Awards for its efforts from Pure Beauty

We are launching a new and first of its kind product with innovative and unique actives.

We keep planting trees with Tierra Radiante in Colombia and Eden Reforestation.

World Ocean Day, we adopted an additional coral reef.

2018

NAYA is registered.

NAYA introduces Cacay Oil at the Indie Beauty Conference in London.

NAYA

OUR VALUES

OUR VALUES

NAYA Ltd



CLINICAL TRIALS

100%

of women and men saw more luminous skin

100%

saw improved hydration in their skin

100%

saw their skin quickly regenerating

*Consumer study results were obtained following self-assessment of participants using product 14 day period. Individual results may vary.

Sustainable Sourcing

We are driven by purpose

From the very beginning, it was important for us to look at the big picture. We didn't want to bring products to market that would be bought. Or launched NAYA as there weren't enough skincare products on the market.

Our goal is to develop our products in a climate neutral way and offset the CO2 emissions. We support high-quality carbon offset projects which are certified according to international standards, and in line with the Sustainable Development Goals (SDGs) by the United Nations.

Transparency

We want to do it different. Better.

After getting fed-up with the lack of transparency within the beauty industry, our founder Sarah Zimmer, channelled her frustration into research. She grew passionate about creating an efficacious skincare range which was sustainable for the planet, as well as your skin. Sarah's bold vision motivates, everyone around her. As a brand we are constantly inspired by a magnificent mixture of nature, innovation, and ancient wisdom - a continuous challenge of combining the three. Simply put; skincare that truly transforms and restores more than your skin.

Social Responsibility

We take responsibility.

As a commercial company, we are aware that we also contribute to consumption. We want to give something back from the good things we experience. To our homeland. To our environment. To our society. With a percentage of our revenue, we support climate projects around the world every year. In addition, we are working with a social integration project in Germany and also launched our own tree-planting project in Colombia – Tierra Radiante.

Clinically proven to perform

It is time for the beauty industry to change.

It is time for the beauty industry to change. Highly effective, transformational power of nature using the purest of active botanicals sourced sustainably from around the world. We want to have a positive impact on the world, including our customers, our suppliers, the environment and the local and global economy. We believe that results speak for themselves and that independently verified, objective measurements speak loudest of all.

LIFE IS FULL OFF TRADE- OFFS. YOUR BEAUTY ROUTINE SHOULD NOT BE ONE.

NAYA is a luxurious, committed beauty brand. We are on a mission to produce and deliver the very best from nature. We use regenerative methods to ethically source our ingredients, which we then combine with clinically proven actives to create our award-winning formulations. The result? Pure efficacious products that are more sustainable for your skin and the environment. and marry them with clinically proven actives to develop products that are better in so many ways. We ethically source vegan ingredients from our vibrant nature.

What is most important to us with all the product selection, the diverse active ingredients and our new developments, is the careful and, above all, considered selection of our ingredients and their tolerability.

And by that we don't just mean for our skin. But also the compatibility for our environment. And so that you can see all this at a glance, we have been awarded selected certifications.

So you can be sure that your skincare really does what it promises. Below you can see the certifications we have already received. But we are not resting on our laurels. We want to get better and better and are always looking for new certifications that fit our path and our values.

"Being a small business, we don't have the Marketing Spend of the big guys, thus we need to distinguish us in a different way by truly delivering products that transform your skin and are based on facts instead of marketing spend."

- Sarah, CEO & Founder



We prove that you can also create a positive impact with skincare. Not only are we climate-conscious as a company, but also all our products, our packaging and our shipping.

We are ISO certified. And we are proud to be. In addition, we are using COSMOS and EcoCert certified ingredients. We don't stop there. Our ingredients need to meet sustainability credentials and also certain extraction criteria to be considered for our formulations.

Dermatest tests products for toxic-irritant incompatibility reactions. Our products have the rating "excellent". You can always find the detailed test certificates on the respective product page.

From the beginning, our products have been vegan and animal-free. Since 2019, we have officially carried the "PETA Vegan Global Animal Test Policy" logo. Because animal testing is not even necessary according to our standards for cosmetics.

AND WE HAVE ANSWERS TO YOUR QUESTIONS.

This question reaches us particularly often. Our products are developed on a natural basis, which we supplement with selected active ingredients to bring about a noticeable effect on the skin. With this orientation, we have deliberately chosen a mix of two worlds. We combine natural cosmetics with active ingredient cosmetics. There is currently no certification for this combination. However, we are ISO certified to confirm that we are up to 98% natural.

With a natural cosmetics certification, we would no longer be allowed to use many active ingredients that have been proven to be helpful for our skin. On the other hand, there are some ingredients that we exclude from the outset from our products because they do not provide any added value for our skin and are sometimes even harmful. These include alcohol, essential oils, drying and irritating surfactants (sodium coco sulphate) and irritating preservatives (sodium benzoate).

Much more important to us than a seal is the approach we have taken from the very beginning: Integrity. We tell you exactly what our ingredients are and explain them to you, so you can always decide for yourself which products are good for you and your skin.

NO NATURAL COSMETICS LABEL AND "STILL" SUSTAINABLE?

The term natural cosmetics is often equated with sustainability. However, according to current guidelines, natural cosmetics certifications say something about the sustainability of the ingredients and their extraction (e.g. protection of species), but not about the sustainability of the packaging or the entire company.

For us, sustainability in product development and in the selection of raw materials is just as important as the selection of packaging and our entire corporate actions and thinking.

For more aspects of how we understand sustainability, see page 17 - from SUPPLY CHAIN!



Why aren't you a natural certified skincare?

NAYA

WHY WE LOVE ACTIVE INGREDIENTS.

Active ingredients are an integral part of our product concept. To ensure that our skincare products really do have added value for you and your skin, we only work with active ingredients that have been tested in evidence-based studies.

ACTIVE INGREDIENTS AND SUSTAINABILITY - DO THEY GO TOGETHER?

When selecting our active ingredients, we naturally pay attention to sustainability. Most of our active ingredients are natural and are further synthesised in the process. This is why they are no longer considered natural substances in natural cosmetics guidelines, for example.

Some effective raw materials are also of synthetic origin. This is the case when they do not occur in nature or it would be ecological madness to obtain them in natural form. These include, for example, retinol, niacinamide and Vitamin C.

Active ingredient retinol = vitamin A

Retinol can be extracted from carrots, which makes no sense ecologically or economically. Just for a few millilitres of retinol, a great many kilos of carrots would have to be grown, harvested and processed.

Added value for the skin:

- stimulates the skin's ability to regenerate
- refines the appearance of the skin
- reduces pigmentation spots
- promotes collagen production
- counteracts skin ageing

Active ingredient niacinamide = vitamin B3

Niacinamide can be obtained from meat, fish, eggs and cashews. The first three products are therefore not available to us as a vegan cosmetics brand. And the amount of cashews needed for a little niacinamide would not be ecologically and economically justifiable.

Added value for the skin:

- supports the natural regeneration of the skin
- reduces hyperpigmentation, skin disorders and enlarged pores
- stimulates collagen production for more elasticity and finer lines

Active ingredient Vitamin C= SAP

Vitamin C can be obtained from Kakadu Plum or Camu Camu. However, to achieve the same effectiveness as pure Vitamin C or a derivative, the amount of Kakadu Plum or Camu Camu required wouldn't fit into a 30ml bottle.

Added value for the skin

- stimulates cell metabolism and collagen production
- dissolves dead skin cells
- Provides a more even skin tone and improves the radiance of the skin
- optimises the moisture content of the skin

VEGAN & CRUELTY-FREE FROM THE START.

All our products are 100% vegan. From the very first hour, we have made sure that no animal testing is carried out when looking for suppliers and manufacturers of individual raw materials. For us, it is a matter of the heart that neither the planet nor its inhabitants have to suffer for our products. On the contrary. We want to give something back to people, animals and our environment.

In October 2021, we were awarded the PETA Approved Vegan Global Animal Test Policy certificate. This certification is awarded to EU companies that, after thorough testing, demonstrably manufacture their products vegan and animal-free from the raw material to the bottle. Neither raw materials nor our products should be tested on animals. Neither today, nor tomorrow.



GLASS INSTEAD OF PLASTIC.

Glass is a valuable resource. Properly disposed of, it can be melted down and shaped into new containers an infinite number of times. A property that immediately convinced us for the packaging of our products. Recycling keeps a large part of the material in the cycle.

The raw materials for our amber glass bottles come from Italy, where they are also produced. Depending on the batch, they contain 40-50% recycled glass. Recycling requires less energy than the production of new glass, which in turn saves raw materials.

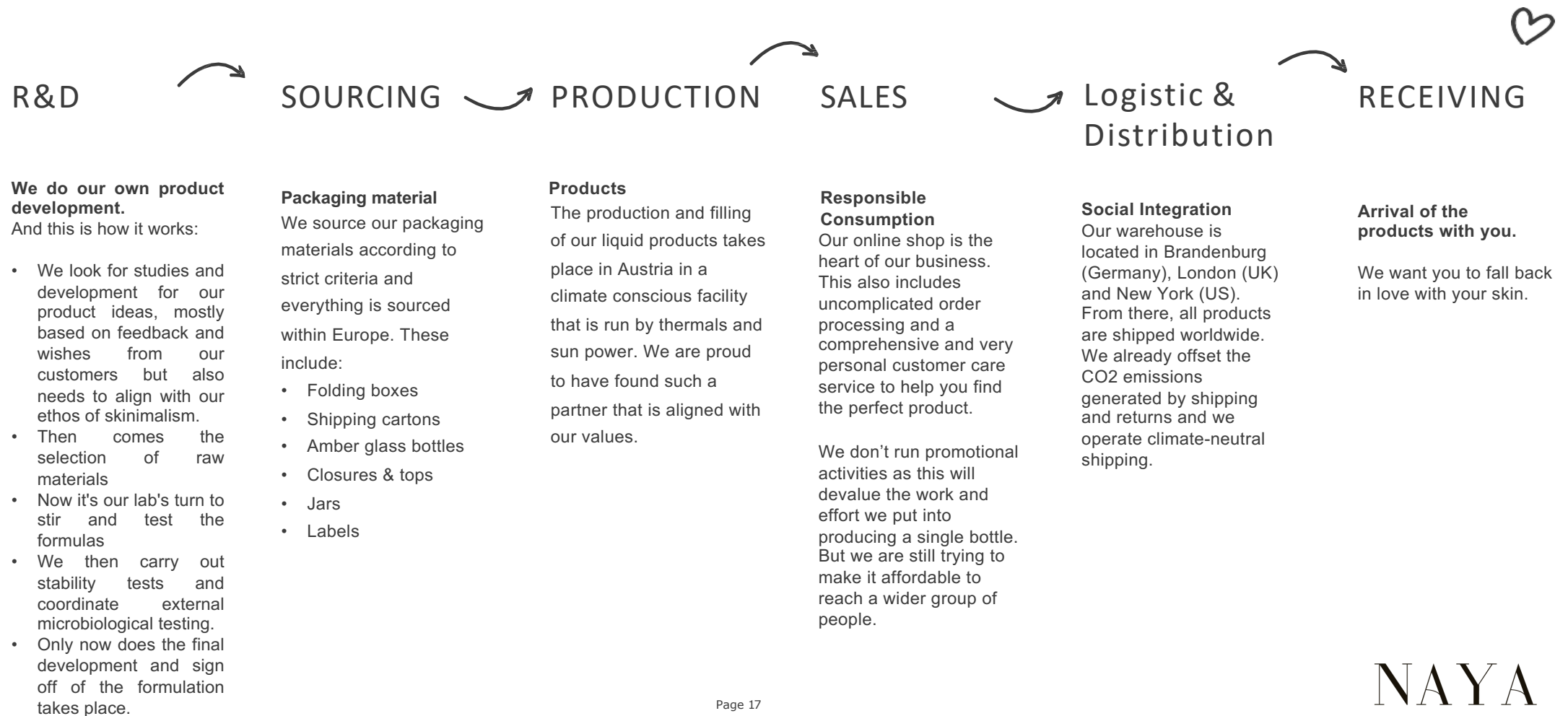
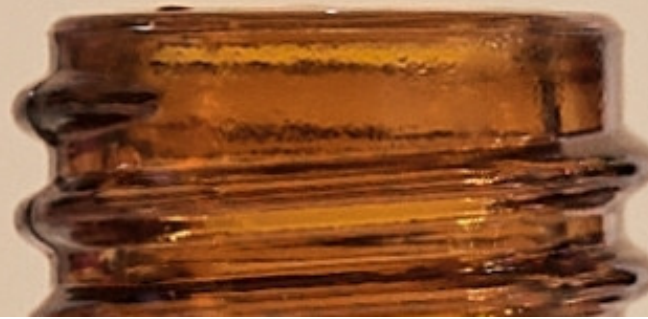
Our amber glass bottles are filled in Austria and shipped directly from our warehouse Brandenburg, Germany, London, UK and New York, US.

By the way, we are using upcycled stone flour, to produce our labels. These are fully biodegradable and can be easily removed from the glass bottles.



FROM THE
IDEA TO
YOUR
SKIN

OUR SUPPLY CHAIN



WE KNOW WHAT'S INSIDE & WHERE IT COMES FROM.

Supply chains are complex. And as our product range grows, so does our supply chain.

Our R&D center juggles 100+ raw materials from all over the world every day to develop effective products for you. Every new product idea is tested and developed by our R&D team. The appropriate raw materials are selected and requested, and adjusted still every detail is perfect. Only when everything fits and it meets our formulation standards, the final version goes through rigorous testing before the production is started. This all sounds quite simple, but in fact it is a highly complex and time-consuming process.

A lot of time goes into researching raw materials. And which raw material is chosen for which product. There are a number of criteria for our decisions. Regionality, growing criteria, extraction criteria, organic and fair trade certificates, effectiveness of the raw materials, but also user-friendliness and the sustainability efforts of the suppliers. We see our product development as a continuous process. This means that we also scrutinise products that have already been finalised from time to time and adapt or improve them if necessary.

Once the formulations have been finalised and the raw materials selected, the products are produced, filled and shipped to the different warehouses.





WE FOCUS ON EVERY DETAIL.

Just as with our products, we also attach great importance to making our packaging as sustainable as possible. We prefer to source our materials regional from within Europe. And we succeed in doing so. When we enquire about new manufacturers, we always check carefully to make sure that our sustainability criteria are also fulfilled in our sense and ideally are having a climate partner partnership or other sustainability credentials.

Shipping boxes

With the conversion of our cartons, we can completely dispense with plastic and recycle 100% of the cartons. The cardboard boxes are made in Germany and bear the FSC-Mix seal.

Shipping paper

Our paper which we wrap around your products to protect them, has the FSC Recycled seal, the Blue Angel and is made from 100% recycled paper.

Glass bottles

The raw materials for our amber glass bottles come from Italy, where the bottles are also manufactured. Depending on the batch, they contain 40-50% recycled glass.

Filling material

The spruce wood from which our wood wool is made comes from FSC- or PEFC-certified forests in Thuringia and Hesse. Since the wood wool is untreated, you can dispose of it in the organic waste without worrying.

Sticker & Labels

Our stickers and labels are made of upcycled marble flour from the stone industry. It is 100% biodegradable.

Product packaging

Our packaging contains fibres from Northern European forestry. As they are printed in Germany, transport to us is by road.



**OUR
INGREDIENTS
AND THEIR
ORIGIN**

HOW WE PICK OUR INGREDIENTS

1

100% Vegan

We don't use ingredients that are animal derived. Neither do we accept or conduct any animal tests of our products or ingredients.

2

Purity

Our products are PEG-free & ethanolamine-free. You will also find no microplastics or synthetic polymers, no water-soluble coral-damaging UV filters or nanoparticles, no unnecessary fillers and additives, no parabens, irritating preservatives, synthetic fragrances or silicones. Just as little as nanoparticles, aggressive surfactants, hormone-active substances, dehydrating alcohols, aluminium chlorohydrates, phthalates or MOAH & MOSH. You won't find formaldehyde, Palm oil, Coconut oil synthetic glycols and paraffins and other questionable ingredients in NAYA skincare either.

3

Effectiveness & Compatibility

When selecting raw materials, we pay attention to an optimal combination of natural and active based ingredients. With the aim of developing particularly mild formulations that are compatible with all skin types.

4

Natural

We predominantly select natural-based ingredients: If a raw material is naturally available, we prefer it. If a raw material is not available in natural form, but still shows high compatibility, user-friendliness and above all effectiveness, we use the raw material in synthetic form and replace it as soon as a natural raw material is found.

5

Sustainability

Whenever possible, we source our raw materials regionally for shorter transport distances. We always pay attention to specific, internationally recognized certificates, i.e. Regenerative Organic Certification™, the Fairtrade seal for cosmetics, (Fair) For Life, CO2 certificates and others. We also include the social standards of our suppliers. In addition, we do not use palm oil or coconut oil.



CACAY: RESTORE MORE THAN SKIN

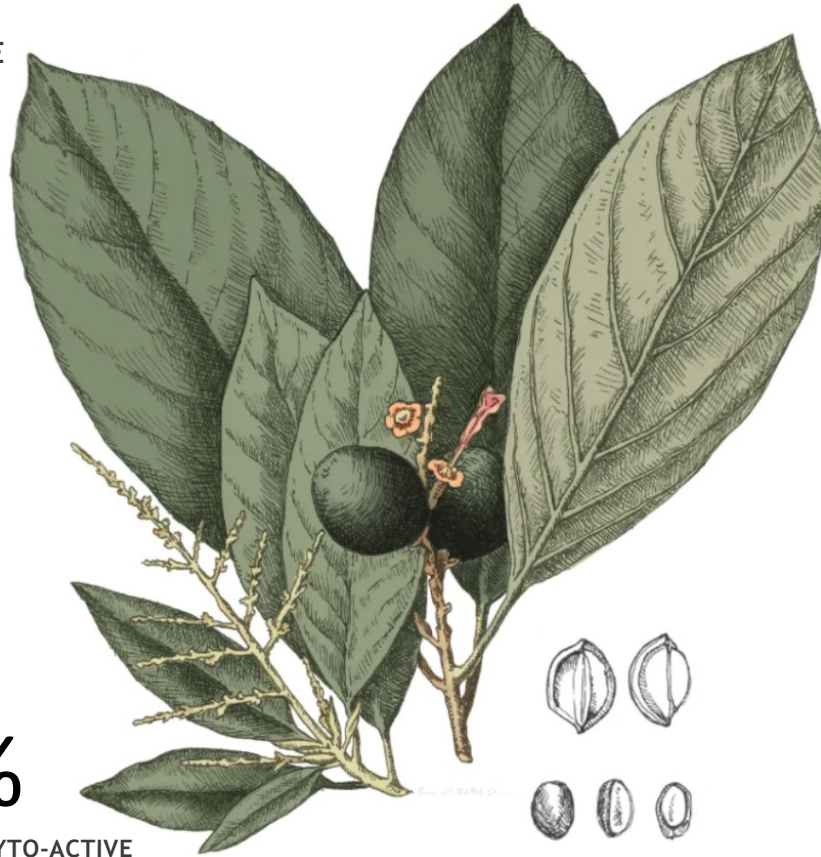
We're proud to pioneer the movement of being a *Committed Beauty Brand*. A drive for purpose to restore more than your skin.

We created a pure, effective and sustainable skincare which is not only good for you, but also the planet. Everything we do is always based on our four core values: Sustainability, Transparency, Social responsibility and Safety.

DRIVEN BY PURPOSE

Our business model is based on the principles of a circular economy. We sustainably source our hero ingredient - Cacay Oil - directly from Columbia and work directly with the farmers in our supply chain to protect and harvest 30-50 hectares within the rainforest. This agroforestry approach provides a year-round income stream for the local communities. Through our tree-planting programme, we are reinvesting a percentage of sales into sourcing materials and planting trees for the indigenous community. In addition to this, we are investing additional funds into supporting this on the ground and hiring an increasing number of locals to join us, thus supporting farming in a regenerative way.

The love of nature, the high-quality standards of our ingredients and transparent supply chains determine the selection of our partnerships. Our goal is to source the raw materials for our products directly from our local farmers. We also know many of our suppliers personally. This enables us to build a strong, supplier network based on the same values and mutual trust, which allows us to grow together.

90%
JUICE10%
PHYTO-ACTIVE

CACAY LEAF EXTRACT: NATURE, INNOVATION & WISDOM

Cacao? No! Cacay!

NAYA is a luxurious, committed beauty brand. We are on a mission to produce and deliver the very best from nature. We use regenerative methods to ethically source our ingredients, which we then combine with clinically proven actives to create our award-winning formulations. The result? Pure efficacious products that are more sustainable for your skin and the environment. and marry them with clinically proven actives to develop products that are better in so many ways. We ethically source vegan ingredients from our vibrant nature.

All of our products harness a potent concentration of plant actives which are brimming with nutrient rich vitamins, essential fatty acids, antioxidants and anti-inflammatory properties. Each spritz, drop or scoop is a sensorial and indulgent experience that can truly make a difference to your skin.

WE PROMISE TO BE THE NEW STANDARD IN THE BEAUTY INDUSTRY

PURE. PROVEN. POTENT.

Life is full of trade-offs. Your beauty routine should not be one of them.

That's why we created NAYA:

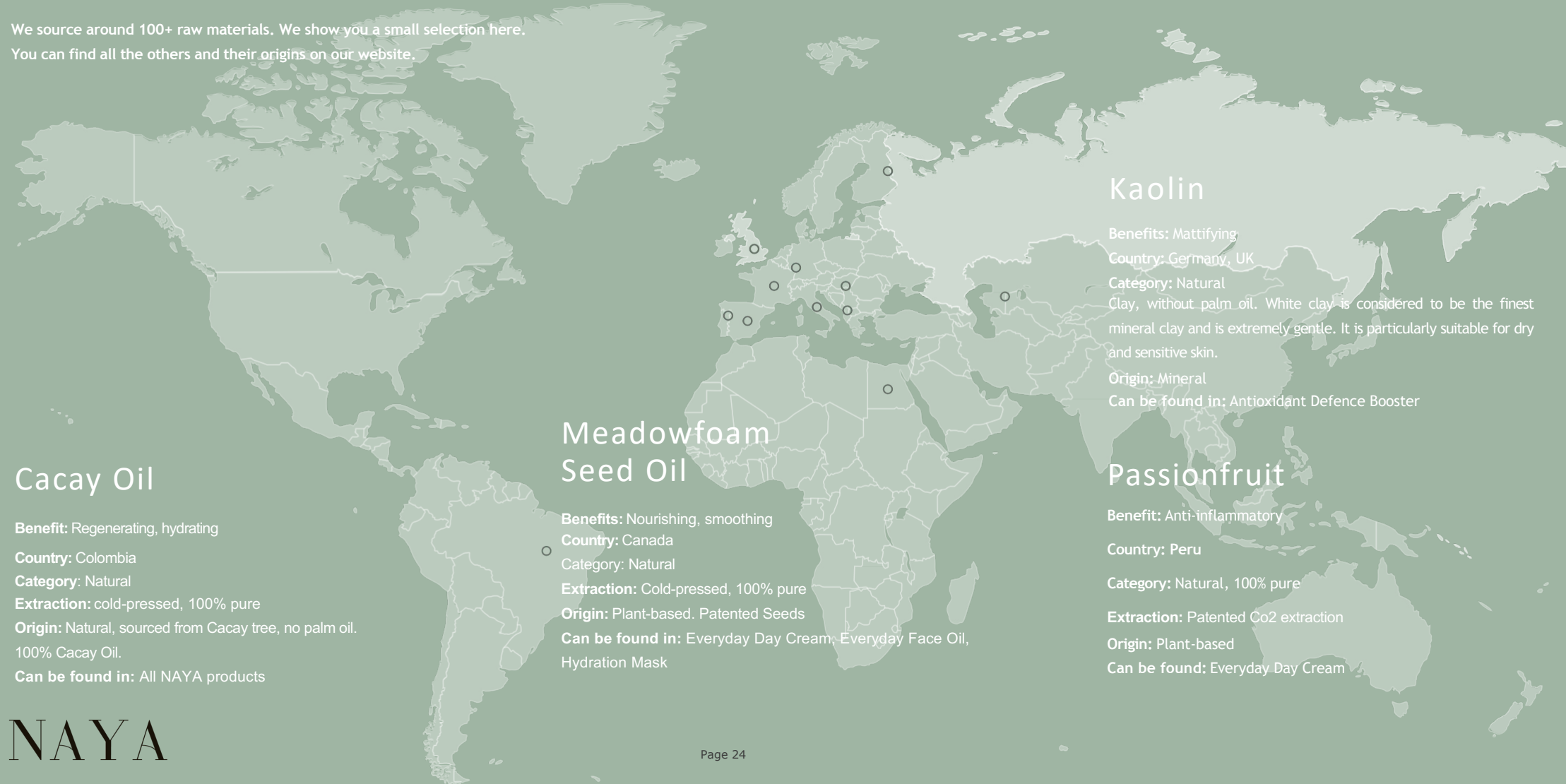
to create results-driven products, while giving back to nature.

Let's transform beauty. One skin, one bottle and one moment at a time.

No trade-offs required.

WHERE DO OUR OTHER RAW MATERIALS COME FROM?

We source around 100+ raw materials. We show you a small selection here. You can find all the others and their origins on our website.



Cacay Oil

Benefit: Regenerating, hydrating

Country: Colombia

Category: Natural

Extraction: cold-pressed, 100% pure

Origin: Natural, sourced from Cacay tree, no palm oil.
100% Cacay Oil.

Can be found in: All NAYA products

Meadowfoam Seed Oil

Benefits: Nourishing, smoothing

Country: Canada

Category: Natural

Extraction: Cold-pressed, 100% pure

Origin: Plant-based. Patented Seeds

Can be found in: Everyday Day Cream, Everyday Face Oil,
Hydration Mask

Sunflower

Benefit: Anti-bacterial

Country: Europa, Produktion in Spain

Category: Natural

Extraction: Cold-pressed

Origin: Plant-based

Can be found: Day Cream, Glow Serum, Mask, Face Oil

Kaolin

Benefits: Mattifying

Country: Germany, UK

Category: Natural

Clay, without palm oil. White clay is considered to be the finest mineral clay and is extremely gentle. It is particularly suitable for dry and sensitive skin.

Origin: Mineral

Can be found in: Antioxidant Defence Booster

Passionfruit

Benefit: Anti-inflammatory

Country: Peru

Category: Natural, 100% pure

Extraction: Patented Co2 extraction

Origin: Plant-based

Can be found: Everyday Day Cream

What is our mission?

WE CARE FOR LASTING & TRANSFORMATIVE CHANGE – NOW AND TOMORROW.

Our mission is to restore more than skin. NAYA is vegan natural skincare business that combines the very best nature has to offer with ancient wisdom and innovative science and technology. To deliver timeless skin-wellbeing with a purpose.

The sustainable production of our products is just as important to us as our overall impact on our planet. For you, there should be as much naturalness, effect and compatibility as is good for you, your skin and our environment. To achieve this, we are always ready to break new ground. Today. Tomorrow. And the day after tomorrow.



YEAR ON YEAR WE IN- VEST INTO OUR COMMU- NITIES

This means that every year we invest a percentage of the revenue we generate in social and ecological projects. Why? Because it is a matter of course for us to give back and it is part of our DNA how we define success.

We obtain most of the raw materials for our products from nature. And although we try to be as environmentally friendly as possible, we still leave a footprint. We are therefore convinced that with continuous small steps we can contribute to making the world a little better every day.

OUR SUSTAINABLE GOALS:

What are SDGs?

In everything we do, we focus on four important areas to achieve our sustainability goals. In doing so, we are guided by the 17 Sustainable Development Goals (SDGs for short) of the United Nations.

The SDGs are a political objective and contain an ambitious agenda that is intended to secure sustainable development at the economic, social and ecological levels worldwide. The goals apply to all countries in the world - developing countries, emerging economies and industrialised nations. The result is to reduce poverty and hunger, improve health, enable equality, protect the planet, promote education and much more.

1 No Poverty

SDG 1



3. Decent Work and Economic Growth

SDG 8



2. Responsible Consumption & production

SDG 12



4. Climate Action

SDG 13



5. Life on Land

SDG 15





1. No Poverty

Paying a fair price

In a territory affected by deforestation, extensive cattle ranching, and illicit crops, we offer an alternative to the local communities that contributes to social, economic, and environmental development.

The indigenous-run company that we partner with sources the cacay oil from local communities to preserve 503 hectares of Colombian Amazon rainforest. In addition they facilitate harvesting processes for indigenous communities.

We have a direct purchase agreement with the local communities and shared responsibility agreements with the Cabildos and Resguardos community to purchase the raw materials.

And we pay above market price to provide an income and incentivize the communities to protect the land. By doing this, we support the support of their economies and environmental plans.

2. Decent work and Economic Growth

We protect our environment

Through R&D processes, we produce 100% natural, effective, and quality ingredients for the skincare industry. Working with indigenous communities, we contribute to the conservation of 503 hectares of the Colombian Amazon rainforest that provide the wild fruits for the development of our products. Sourcing our key ingredient, Cacay Oil directly from an indigenous-run company located in the Amazon in Colombia. Ultimately, we provide opportunities to the indigenous communities – the guardians of the forest.

The skincare industry is a key industry requiring raw materials originating from the Amazon as yet unknown and undiscovered ingredients are providing vitamins and minerals to hair, skin and nails. Compared to cultivated raw materials, wild products have a higher concentration of active ingredients, micronutrients, and fatty acid composition.

You can find out which environmental and climate protection projects we support on pages 31-35.





3. Responsible Consumption & Production

We produce sustainably

We are aware that we contribute to consumption. That is why we want the carbon footprint of our products to be as small as possible.

Our ambition is to close the loop in the future and to produce as little waste as possible along the entire value chain. We are currently working on a refill system that makes it easier than before to return empty bottles to us. By reusing them several times instead of constantly producing new ones, we can save an enormous amount of CO2 emissions.

With the aim of making everything even more measurable. We also keep an eye on the resources along our value chain. We already do without unnecessary package inserts and make sure that we only use as much packaging as is actually necessary to adequately protect our bottles. Of course, our production also generates waste, which we would like to reduce even further in the future.

2. Climate Action

We protect our environment

We are facing major challenges today: The climate continues to warm up and there are currently no really strong framework conditions for sustainable business. For this reason, we have committed ourselves to using our resources responsibly and to taking a closer look at our raw material suppliers and the entire supply chain in the future.

and the entire supply chain in order to be able to exert more influence on cultivation and mining methods as well as working conditions.

Environmental and climate protection is also very important to our team. For us, it is important now and more than ever to take a stand and become active.

You can find out which environmental and climate protection projects we support on pages 31-35.



13 CLIMATE ACTION



5. Life on Land

Conventional mono-culture farming most often results in soil degradation and biodiversity loss. We therefore stress the importance of sourcing our ingredients from regenerative farming communities, and have been doing so right from the start with cacay oil being our key ingredient across our range.

The underlying concept of forest-gardening is to mimic the ecosystem of the Amazon's ecosystem to create a highly productive landscape for the human's use that doesn't harm nature. Instead of monocultural farms, planted with neat rows of annual spices and vast orchards of a single fruit species, the forest-gardener aims to plant a diverse forest. Beneficial relationships between plants, site and soil are developed to create a garden where ground-hugging perennial vegetables grow among herbs and soft fruit bushes, which in turn are sheltered under the shadow canopy of trees yielding nuts and fruits.

It also has a successful economic outcome for farmers as they can harvest additional produce to sell and eat.

NAYA is a company committed to giving back what we take out. And our approach goes beyond our products. We love the world we live in and we want to make a true difference to your skin and to the environment.





OUR
PROJECTS

TIERRA RADIANTE: DRIVEN BY PURPOSE.

NAYA

Our business model is based on the principles of a circular economy. We sustainably source our hero ingredient - Cacay Oil - directly from Columbia and work directly with the indigenous communities in our supply chain to protect a land of approx. 503 hectares within the rainforest. This agroforestry approach provides a year-round income stream for the local farmers.

Through our tree-planting programme, we are reinvesting a percentage of sales into sourcing materials and planting trees for the indigenous community. In addition to this, we are investing additional funds into supporting this on the ground and hiring an increasing number of locals to join us, thus supporting farming in a regenerative way.

TIERRA RADIANTE

Name: Tierra Radiante

Where: Amazon, Colombia

No of indigenous communities: 2

Indigenous reservation: 26000ha

Total number of Cacay trees left: ca 500

Age of Cacay trees: approx. 80 years

Number of new trees planted: ca 5500



Driven by Purpose

1 Order = 1 Tree

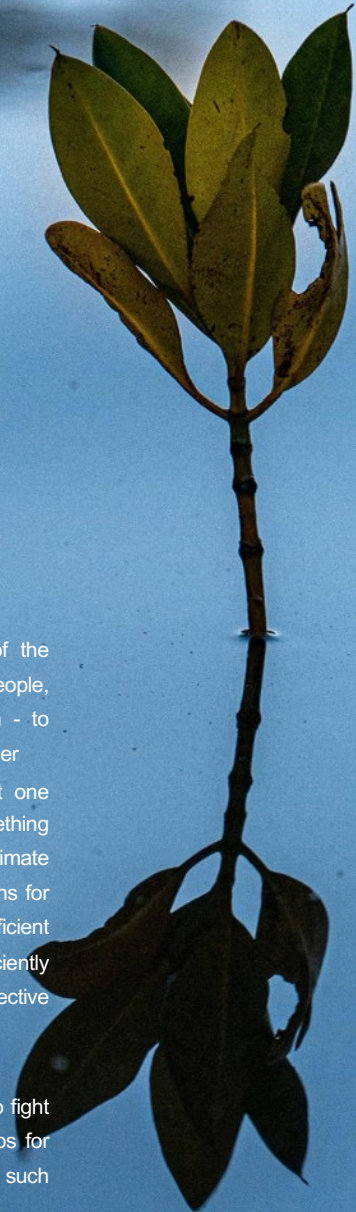
For every full-size product sold, a mangrove tree is planted in former clearing areas in Madagascar.

As a sustainable start-up, we contribute to consumption.

Our aim is to minimise the environmental impact of the production of our products and to give back to people, animals and nature. We chose this project early on - to combine buying behaviour with climate positivity. Together

Together with Eden Reforestation Projects, we plant one mangrove per product in Madagascar and give something back to nature, contribute to environmental and climate protection and ensure fair wages and working conditions for the local employees. Because reforestation is a very efficient means of combating climate change. And trees efficiently bind carbon and are therefore one of the most effective instruments in the fight against greenhouse gases.

The long-term goal of Eden Reforestation Projects is to fight climate change through reforestation and to create jobs for local people by planting natural and local tree species such as mangrove and deciduous trees.



11168

Mangrove trees that we have planted since the start of our Eden Partnership

The Process

Eden Projects works on a donation basis. Our donations depend on the sales of our products. For every full-sized product sold, we donate \$0.10. The donation covers all the expenses Eden Projects has for the nursery, transporting the seedlings to the reforestation areas, planting and monitoring.

70% of the donation is used for the employment of the people in the village and for planting. The mangroves are the basis of life for the villagers: they create jobs and ensure a balanced climate.

20% of donations cover administrative fees and overheads.

10% goes to employed forest guards and an endowment fund for the long-term guarding and protection of the forests.

According to the IPCC, one hectare of mangrove forest offsets 24.37 t CO₂e per year. According to Eden Projects, 10,000 to 20,000 mangrove trees grow on one hectare.

This means: since the beginning of our commitment, we have already been able to reduce between 24.37t to 48,74 t of CO₂e.

For comparison: according to calculations of our product footprint, we will probably emit 10kg CO₂e in 2022. You can find out more about our carbon footprint on page 38.

MANGROVES - NATURAL ALLROUND TALENT

Does afforestation bring anything at all? And why mangroves in particular?

The sad truth is that more than a third of the world's mangroves have been deforested in the past decade. Through our cooperation with Eden Reforestation Projects, we want to contribute to the recovery and preservation of this vital ecosystem.

Mangroves are true wonders of nature and reforestation has many positive effects. Not only do they contribute to the binding of climate-damaging carbon dioxide, but they also serve as breakwaters in coastal regions.

The forest ecosystem also has a direct influence on the marine ecosystem. Through their sophisticated, densely vegetated root system, mangroves prevent soil erosion and improve the health of the surrounding ocean and its coral reefs. Mangrove forests also provide humans with an important food source and fishing, as well as shrimp and crab fishing, depend on a healthy forest system. The health of mangrove forests is irreplaceable on many levels, which is why this ecosystem must be protected by all means.



NAYA

Where are the mangroves?

Antsanitia Mangrove Planting Site
Coordination: 15° 37' 15.47"S,
46° 26' 22.70"E

Akalamboro Mangrove Planting Site
Coordination: 16° 12' 34.48"S,
44° 59' 26.88"E

Vilamatsa Mangrove Planting Site
Coordination: 16° 16' 17.09"S,
44° 26' 47.66"E

**Mangaroa/Besely Dry Deciduous
Planting Site**
Coordination: 15° 52' 21.03"S,
46° 30' 32.33"E

True Allround Talents

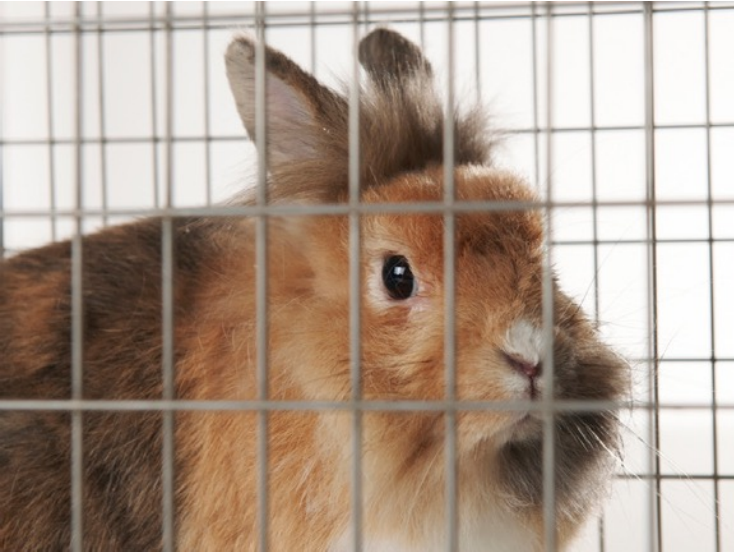
Offshoots grow directly on the tree and can be easily harvested by hand or fall off constantly.

Create a living environment for crabs and small fish

Prevent soil erosion and stabilise coasts

Prevent bottom erosion and ensure a balanced ecosystem in the ocean

ADDITIONAL PROJECTS



NAYA against animal testing

Fortunately, animal testing for cosmetic products has been banned in the EU since 2013. But there are some loopholes here too. That's why we assure and confirm with all participants along our supply chain:

Our products and their raw materials are neither tested on animals nor do they contain animal ingredients. PETA also confirmed this in October 2021 and officially awarded us the "PETA Approved Vegan Global Animal Test Policy" certificate.

Adoption of Coral Reefs

Save the oceans! Among many important functions, our oceans store an enormous amount of CO₂ - more precisely, up to one third of the CO₂ emitted worldwide. This makes them our most important allies against the climate crisis. Yet they are doing worse than ever! We are partnering with the Four Seasons in the Maldives to adopt a coral reef and re-establish the underwater tree system. An important part of the fauna and flora of the underworld.

Social Integration

We are proud to be working in partnership with DKB. DKB is a charitable institution that is hiring individuals with disabilities to integrate them back into society. Unsuccessful to find other full-time jobs due to their illnesses, DKB has established an environment to welcome people and provide them with opportunities. We are proud to be part of this social integration project and be part of a solution.

OUR IMPACT IN NUMBERS.

01

Indigenous community supported in Brazil

02

Indigenous communities working with us in partnership to source Cacay oil sustainably

30

Can enjoy economical growth by harvesting cacay trees

10

Hands carefully pack NAYA products and dispatch to our customers

503 ha

Is being preserved in the Colombian Amazon rainforest

26000 ha

Is the size of the entire indigenous reservation. More can be done.

03 Coral Reefs

Adopted to support the restoration of the underworld forest in partnership with the Four Seasons

Being environmentally conscious.

Our path began in 2021 and goes much further. Our climate neutrality is only the first step for us. As an environmentally conscious company, we want to continuously reduce our carbon footprint.

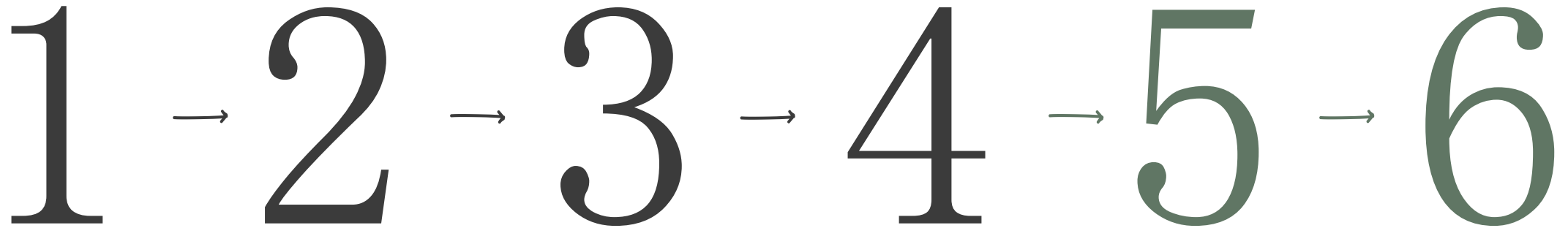
One thing is clear: in the production, packaging and shipping of our products, we use resources and emit CO2 emissions. Just like any other manufacturing company, no matter how sustainable and economical we operate. Together with Climate Partner, we have learned to calculate the values for our company and our products according to the guidelines of the Greenhouse Gas Protocol (GHG Protocol). We offset our emissions through the climate protection projects in Brazil, through our own Tierra Radiante, in partnership with Eden Reforestation and the Four Seasons.

Was that it?

Of course not. The biggest work still lies ahead of us, because we want to keep reducing our footprint. In 2022, we have created the basis and collected all the necessary data for calculating the company and product footprint. In 2023, the footprint will be calculated precisely, and our concrete reduction measures will be set up. You can look forward to seeing what updates will follow in our next report.

OUR PATH TO BEING CLIMATE CONSCIOUS

CLIMATE-NEUTRALITY



Evaluate and balance partners and agree cooperation

Capture relevant data, analyse, reflect and action upon

Calculation of Co2 emissions at company and product level

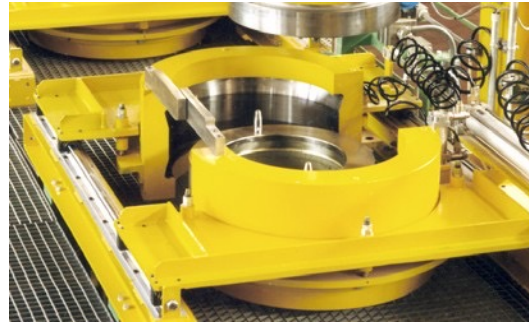
Reduce, Reuse, Recycle

Educate community to reduce number of products and join the skiminalism approach

Implementing the reduction measures to improve our carbon footprint



THIS IS HOW WE FURTHER REDUCE OUR EMISSIONS:



1
Revision and improvement of formulations and replacement with lower-emission raw materials.

With our constantly growing product range we are always learning. We test not only new but also existing products for effectiveness and environmental compatibility. The emission factors of individual ingredients also play a role. In the future, we will therefore gradually replace raw materials with a high CO2 footprint, thereby and thus reduce our product carbon footprint.

2
Expansion of own purchasing and even closer contact with suppliers.

Our products are developed in Germany, filled and manufactured in Austria and dispatched from local warehouses in key markets. We manage all raw materials from the Amazon directly and have direct relationships with the indigenous communities in Colombia. In the future, we would like to take over the purchasing of all our raw materials ourselves in order to have more direct and closer contact with our suppliers. This will enable us to pay even more attention to ecological aspects in the cultivation and extraction of natural ingredients and to improve our overall impact along the supply chain and offer even more transparency.

3
Expand our refill system and redesign our primary packaging.

While we already offer a refill of some of our products, we would like to revisit our programme. This is a huge project that will require investment and support from experts in the industry to find an optimal solution that is economically AND environmentally feasible and of benefit.

4
Cacay

As you already read in the previous chapter, we would like to source some of our most used raw material, more regionally in the future. Our key ingredients will be Cacay oil and other Amazonian ingredients. We already have a long-term partnership in place and with Tierra Radiante being our first sustainability project in collaboration with the local communities, we would like to explore other projects.

WE WILL CONTINUE!

We have already achieved a lot. We are growing and carrying our message that sustainability and economy can be reconciled further into the world. By proving our products and especially with what we leave out, that existing things can always be improved. With this approach, we want to show that cosmetics can be thought differently and, above all, made differently. We have already been able to achieve many of the goals we have set ourselves over the last three years: we are climate-neutral - at the company and product level. We compensate our CO2 emissions with great climate protection projects.

And we are on our way to reduce our footprint even further. We're adapting our supply chain, reducing our waste and becoming even more regional and transparent, so you can always track what exactly you're putting on your skin.

We do not make any distinctions. Because we want everyone to feel good in their own skin and, with our pure skincare, we contribute a great deal to this.

IMPRESSUM

This Impact Report was in December 2022. To conserve resources, only a digital version is available.

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