

2023

GEORGE'S ANNUAL

IMPACT REPORT

## WHO WE ARE

George is your necessary hair friend. The kind of friend who backs you, who turns up time and again. The kind of friend who is brave enough to call out the BS, and tells you like it is. No more pseudo-science, no more false claims, and no more hiding behind inaccessible beauty standards. One simple range for ALL hair types.

## WHY WE'RE HERE

George is a call to simplify – and simplify on many levels. From the ingredients to the range, George will simplify the way you use and multitask with haircare products. George is for the future, and for those who want a better future.

## HOW WE'RE MADE

We leverage the best in nature and science to create useful, effective haircare essentials, that are safe for you, our planet and are uncompromising on results.

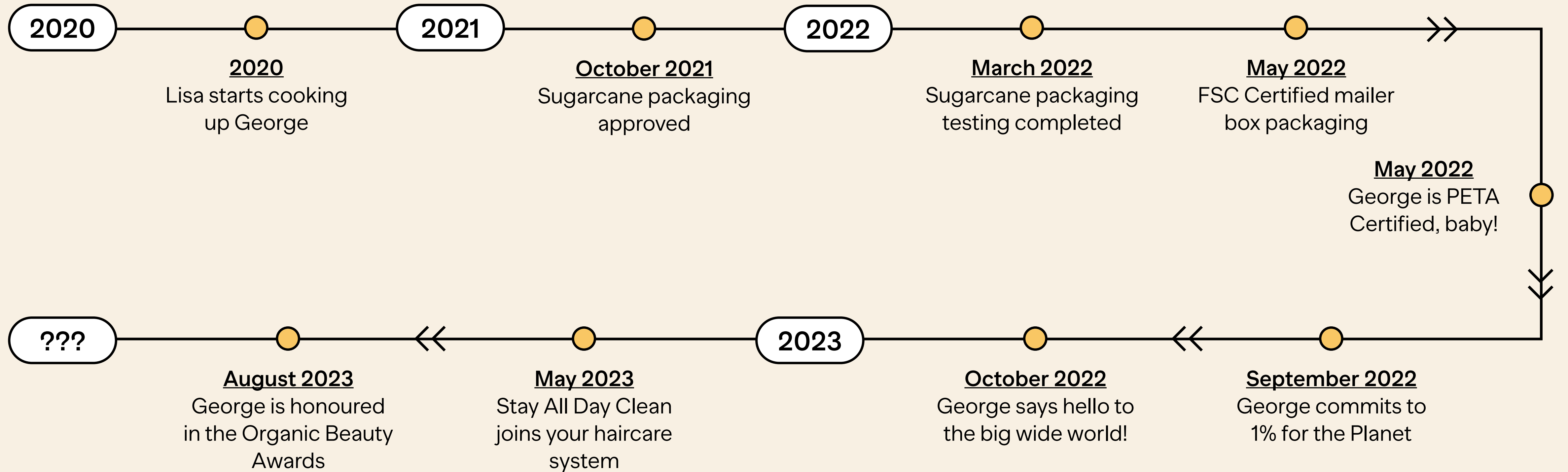
## WHAT WE VALUE

We're passionate about creating reliable, natural, multi-tasking, salon-quality products that are packed-full of quality natural ingredients, and uncompromising on results. We think your hair should be cared for, your way, and are banishing inaccessible beauty standards! George is for anyone with hair!

## OUR COMMITMENT

- We seek to minimise our environmental footprint and support you in your efforts to reduce yours.
- We're committed to continually researching and reviewing the best plastic and plastic-free alternatives, and making sure we incorporate them into our manufacturing and packaging processes.
- We're pleased as punch to be able to say we'll Never. Ever. include planet villains or nasty pasties known to cause bad hair days.

## OUR JOURNEY SO FAR



## WHERE WE'RE HEADED

### OUR 12 MONTH GOALS

- Partner with Climate Active to measure our annual carbon emissions and offset our footprint and become certified.
- Partner with Plastic Bank by acting on our plastic waste and become Plastic Neutral Certified.

### BY 2025/2026 WE WILL

- Become B Corp Certified