

Jurlique Sustainability & CSR Report 2019-2020

Jurlique



Our purpose is to inspire people
to wellbeing through a connection
to nature, self and others.



Staying True to Our Pioneering Origins

Jurlique was founded 35 years ago by a visionary husband and wife, Dr Jurgen Klein, a biochemist and naturopath, and Ulrike Klein, a botanist and horticulturalist. Together, they dreamed of creating the purest skin care on Earth and searched the world for the perfect place to realise their dream.

In August 1985, they found the ideal spot, the unspoiled Adelaide Hills in South Australia. They selected this region for its perfect climate, pure, unpolluted air and nutrient-rich soil.

Here they started the Jurlique farm, applying unique biodynamic farming methods. Today, our biodynamic* farm is our heartland, and we're proud to have stayed true to our artisanal roots.

Message from Our CEO

Dear Stakeholders,

Welcome to our second annual Jurlique Sustainability and CSR Report.

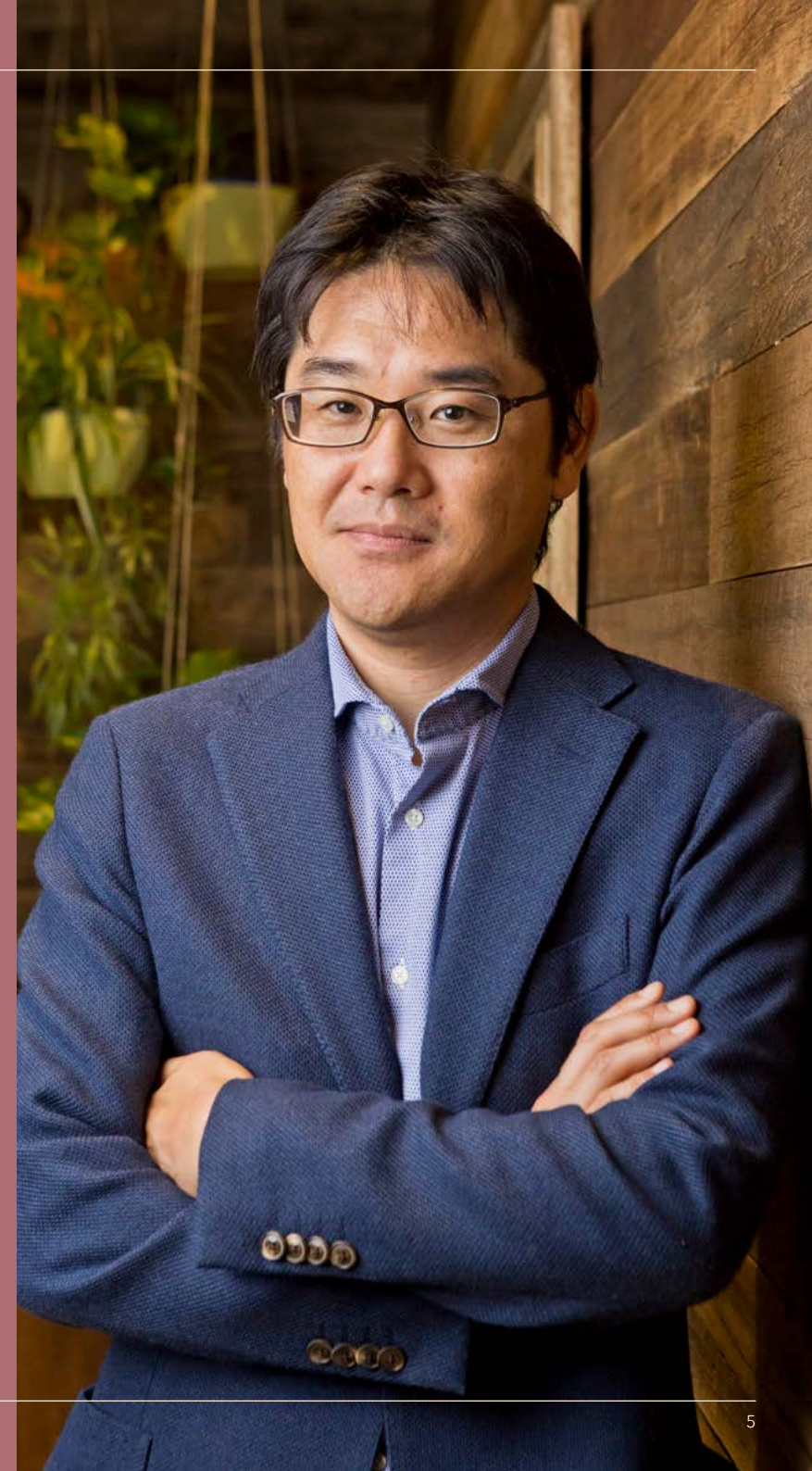
The world is currently facing a major challenge. The global coronavirus pandemic has transformed life as we know it. It is fundamentally changing not only our community and social life, but also how we think, how we relate to others and what we value. In Australia in 2019 we also faced a devastating bushfire crisis, and we still have on-going issues such as ecological, biodiversity and agricultural impacts from the catastrophe.

These serious challenges will continue reshaping people's lives, values and priorities. We hope that people will stay resilient and reappraise their own wellbeing through connections with others, community and in nature.

Our mission at Jurlique is to inspire people to wellbeing through a connection with nature, self and others. As we celebrate our 35th anniversary and look ahead to the future, we hope to build an enduring company by staying true to our mission, protecting our heritage yet embracing new ideas and innovating in ways that are meaningful to our people, customers and communities.

We look forward to continuing to share our unique story with you as we seek to make a positive impact for people and our planet.

Toru Yamamoto
CEO
Jurlique International



"Our vision was to formulate the purest skin care products based on the healing properties of nature, and to inspire people to health and wellbeing."

Ulrike Klein, Jurlique Co-Founder



2019 Highlights



We collected over 120,000 units (3 tonnes) of our packaging through the TerraCycle Recycling Program.



Tree Planting Day activities have been expanded to international teams including Hong Kong, Beijing and Shanghai.



The wellbeing of our people is of paramount importance. We enhanced our Growing Resilience sessions and monthly staff wellbeing programs.



Water usage at our Nature Beauty Plant in Mount Barker was reduced by 25% due to the increased use of rainwater and more efficient manufacturing technologies.

2019 Highlights (cont.)

Supporting Bushfire Affected Communities

As an Australian born brand, we were deeply saddened by the devastating destruction caused by the tragic bushfires in early 2019. The fires came within 20km of our Jurlique farm. Many of our staff at the farm and in our Mt Barker plant and office were in some way affected, and we're extremely thankful that there were no significant losses.

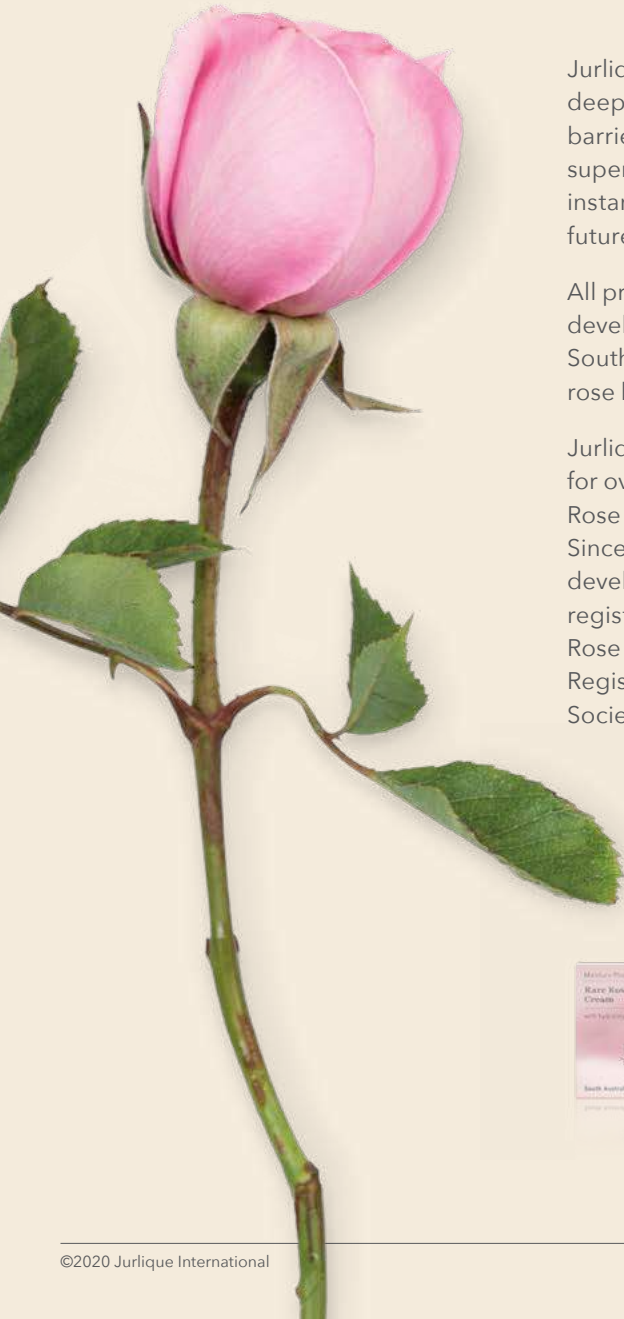
During such hardship it's heart-warming to see the Australian spirit is stronger than ever, as communities dug deep in any way they could to help. To show our support, on 9 January 2020, we donated 100% of product sales from Australia and New Zealand to the Australian Red Cross Disaster Relief & Recovery Fund and WIRES Wildlife Rescue. Our Jurlique USA team also wanted to help by donating 100% of online sales on 14 January, 2020 to the Adelaide Koala and Wildlife Hospital.

Your contribution to this surpassed all expectations! A huge and heartfelt thank you for your incredible support in providing aid to bushfire relief in Australia. We were overwhelmed by the caring messaging we received from around the world, and every donation you've made.

We also ran initiatives to support our local community in South Australia, including donating 50 hay bales from our farm in the Adelaide Hills to Kangaroo Island, and making product donations to those most affected. And this is just the beginning - we're working on more long term initiatives to ensure we're giving continuous support.



2019 Key Product Launch



Jurlique's new Moisture Plus Rare Rose skin care range delivers deep 24 hour hydration whilst strengthening skin's moisture barrier. This range of innovative new textures harnesses the superior hydrating power of our exclusive Jurlique Rose to instantly rehydrate, replenish moisture levels and protect from future dehydration.

All products feature extracts of our precious Jurlique Rose, developed, grown and harvested exclusively for Jurlique in the South Australian hills by George Thomson, renowned Australian rose breeder.

Jurlique has been growing Roses, the queen of botanicals, for over 35 years in the Adelaide Hills. Research into a unique Rose has been an ongoing journey for Jurlique over the years. Since 2013, Jurlique has been partnering with George to develop the new iconic Jurlique Rose. The Jurlique Rose was registered as new cultivar of the genus *Rosa* by The American Rose Society, which serves as ICRA (International Cultivar Registration Authority) by appointment of the International Society for Horticultural Sciences.

There are currently over 2,000 bushes of this unique and exclusive Rose growing on our farm in the Adelaide Hills. A hybrid of three different breeds, the Jurlique Rose has been scientifically proven to attract and retain moisture which is why it's the star ingredient of our Moisture Plus Rare Rose range. The petals are carefully harvested during the morning hours, after the dew has evaporated but before the midday sun for optimal benefits. Jurlique has researched the hydration properties of Jurlique Rose and found that it acts on the skin's barrier to retain water within the skin.



Our Farm, Our Heartland

We grow our precious natural ingredients on our biodynamic* and organic farm in the Adelaide Hills. With its unpolluted environment, Mediterranean climate and nutrient-rich soil, our farm provides the optimum environment to produce the most potent herbs and botanicals. We use over 100 plant extracts in our product formulas and grow over 30 different plants and flowers biodynamically on our farm, including Lavender, Rose, Marshmallow, Liquorice and Calendula - all carefully chosen for their healing properties and effectiveness, then combined with our unique natural based formulas.





Biodynamic Farming

Biodynamics is a sustainable approach to farming that respects and cares for the Earth, by working in harmony with nature to grow plants that are naturally healthy, potent and pure. Our Jurlique biodynamic* and organic farm in South Australia is our heartland.



Australian Made

In 1985 our founders sought the purest place on Earth to establish the Jurlique farm, finding the ideal spot in the unspoiled Adelaide Hills, where we still farm today. Our Natural Beauty Plant is also based in the Adelaide Hills.



Hand Crafted

We hand harvest and hand-pick our botanicals when they're at their peak. We grow over 30 different plants on our Jurlique farm, all carefully chosen for their skin care properties and effectiveness. Four tonnes of petals, flowers and herbs are picked entirely by hand each year are grown using biodynamic principles.



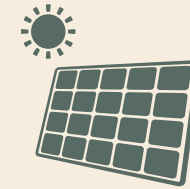
It Starts with the Soil

In biodynamic farming the soil is considered a living organism. Our organic plants thrive because we make sure our soil is rich in organic nutrients and microbes, so it grows healthier and more fertile each year.



Farm Tours

Since 2016, over 6,000 people have experienced the magic of our farm first hand on our behind-the-scenes farm tour. We love sharing our unique farming practices and nature's greatness with our guests.



Solar Energy

We use 35kw solar panels on the roofs of our farm buildings. This solar energy powers the unique process of making extractions from our herbs and flowers.



Water Preservation

Our rainwater collection and storage systems capture a gift from the sky, so we don't have to purchase main water for our farm.



Zero Waste

Our farm has sent zero waste to landfill since 2016. We reuse, recycle and recover into energy everything we use.



We Keep Bees

Bees are essential in pollinating and propagating the plants and flowers on our Jurlique farm. It's their round-the-clock toil that promotes floral growth and sustains the vast volumes of concentrated botanicals on our farm, without which our products would not exist.



Crucial Compost

Compost is vital to how our farm continues to feed its plants, as it holds essential nutrients for all our crops. Compost is prepared on the Jurlique Herb Farm, starting in early January each year. Our main compost ingredients are our own hay, chicken manure from a local supplier and any green waste collected from the farm, including left over dried herbs from extraction.



We Also Keep Worms

The liquid collected from our special worm farm is organic, natural and one of the most effective fertilisers for our plants. The banana peels and apple cores from our Jurlique farm team lunches provide a tasty dinner for the worms.



Sustainable

Jurlique has planted over 12,000 native trees on our farm since 2012, to improve our environment and assist with our biodynamic accreditation.



Packaging Sustainability

Waste is a significant global issue. Increasing volumes of waste are being generated as the global population and living standards rise. People are increasingly concerned about the production of waste and its effect and are seeking ways to deal with the problem. In Australia, people particularly care about environmental impacts caused by packaging materials. The Australian Packaging Covenant (APCO) is a co-regulatory, not for profit organisation partnering with government and industry to reduce the environmental impact of packaging in Australian communities. The APCO delivers this model of shared responsibility through the promotion of sustainable packaging activities including sustainable design, recycling initiatives, waste to landfill reduction and circular economy projects. At Jurlique, we have been a signatory to the APCO for over 10 years, and sustainability is key criteria to design our products and packaging.

Some of our current and long-term packaging sustainability initiatives are;

- Utilising the Life Cycle Assessment tool for all new packaging to ensure we oversee the entire value chain impacts of our packaging.
- Encouraging customers to recycle their empty Jurlique products by participating in our free recycling program in partnership with global recycling pioneers, TerraCycle. To participate in this program, consumers just need to return their empty products to Jurlique standalone boutiques across Australia and in return will receive a 10% discount on their next in-store purchase of any Jurlique product. In 2019 alone, we collected 70,000 pieces of empty packaging - that's equivalent to 1.6 tonnes of waste!
- Committing to remove plastic laminations from products' cartons to ensure they can be easily recycled by Kerbside Recycling System.
- Committing to incorporate post-consumer recycled contents wherever possible.
- Committing to use Forest Stewardship Certified cartons.

We will continue working with the APCO to achieve [Australia's 2025 National Packaging Targets](#).



Tree Planting Day

Our annual Tree Planting Day has seen our staff plant over 12,000 carefully selected native trees at our Jurlique Farm, and also in Hong Kong and China. This event initiated in 2012 at our Farm and has become Jurlique employees' iconic event.

By planting these trees we improve our carbon footprint, enhance the area's biodiversity and natural waterways, and provide natural, chemical-free protection for our organically grown botanicals.

Our Beijing and Shanghai colleagues launched their first Tree Planting Event in 2019. Our priority is to connect our people to the heart of our brand, to experience the true essence of Jurlique, no matter where they are in the world. This initiative is very much in line with everything Jurlique stands for - biodynamic farming, natural ingredients, re-vegetation, a conscious effort to reduce environmental impacts, and a positive influence on our people and communities.



Jurlique & Wellbeing

We believe that beauty comes from within, and we believe that it shows when we're taking care of ourselves and living in harmony with the world around us. This means that things like a positive mental state, good nutrition, regular activity, mindfulness and gratitude habits are part of our Brand Promise.

Wellbeing means different things to each of us. At a core level, wellbeing involves feeling good and being able to function effectively in various areas of life. Wellbeing at Jurlique also means making a positive contribution to our planet's health.

In 2019, we delivered a number of programs to enhance our people's wellbeing, including:

- Our Growing and Boosting Resilience sessions provide practical, proven strategies to build resilience and effectively recover and overcome life's challenges.
- Our monthly Wellbeing calendar provides educational material, tips & tools videos and podcasts, website or book recommendations, global and local ideas for activities and guides to take part in global focus/celebration days.



Progress by the Numbers

	Achievements	2020 actions
	15% of Scope 3 emissions have been reduced since 2015.	Instalment of additional solar panels on our Jurlique Plant to meet scope 1 & 2 targets.
	25% of water usage has been reduced since 2015.	Keep utilising rainwater wherever possible.
	0 non-hazardous waste has been sent to landfill since 2016 at Jurlique Plant and Farm.	Reduce the absolute amount of waste.
	12,000 native trees planted by Jurlique employees in Australia, Hong Kong and China.	Further drive awareness of TerraCycle Recycling Program and increase packaging returns.
	85% of our palm derived ingredients are RSPO certified (Mass Balance or Segregated).	Aim for 100% by 2022.
	120,000 pieces of empty packaging recycled since September 2018, via our TerraCycle Recycling Program in Australia. That's almost 3 tonnes of waste that has been diverted from landfills and incinerators.	Further drive awareness of TerraCycle Recycling Program and increase packaging returns.
	131 team members had Growing Resilience sessions globally.	Continue to increase resilience and promote a growth mindset globally.
	<ol style="list-style-type: none"> 1. Aim to reduce 20 % of Scope 1, 2 & 3* missions, water and absolute amount of waste by 2020 (per unit produced, baseline is 2015). 2. We aim to enhance employees' Wellbeing satisfaction and CSR awareness. 	

Contact

If you have any questions regarding this report,
please contact us at:

Jurlique International
44-50 Oborn Road, Mount Barker
South Australia 5251 Australia
Email csr@jurlique.com.au
Website jurlique.com.au

Jurlique