



PLANTOPIA

Our Growth

Impact Report Year 1





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dear plantopians,

One year ago,
the Plantopia
seed was
sown.



Our mission is to provide holistic wellbeing rituals to support the management and impact of stress on mind, body, and skin and drive positive change for people and planet.

To deliver this, Plantopia is committed to five critical focus areas that correspond to challenges which impact our world – collectively representing our manifesto. Each area roots Plantopia, guiding us in fulfilling our mission.

In this report, we share key milestones and the impact made in year one. Your support of Plantopia has helped achieve this and drive progress in our collective journey to people and planet wellness.

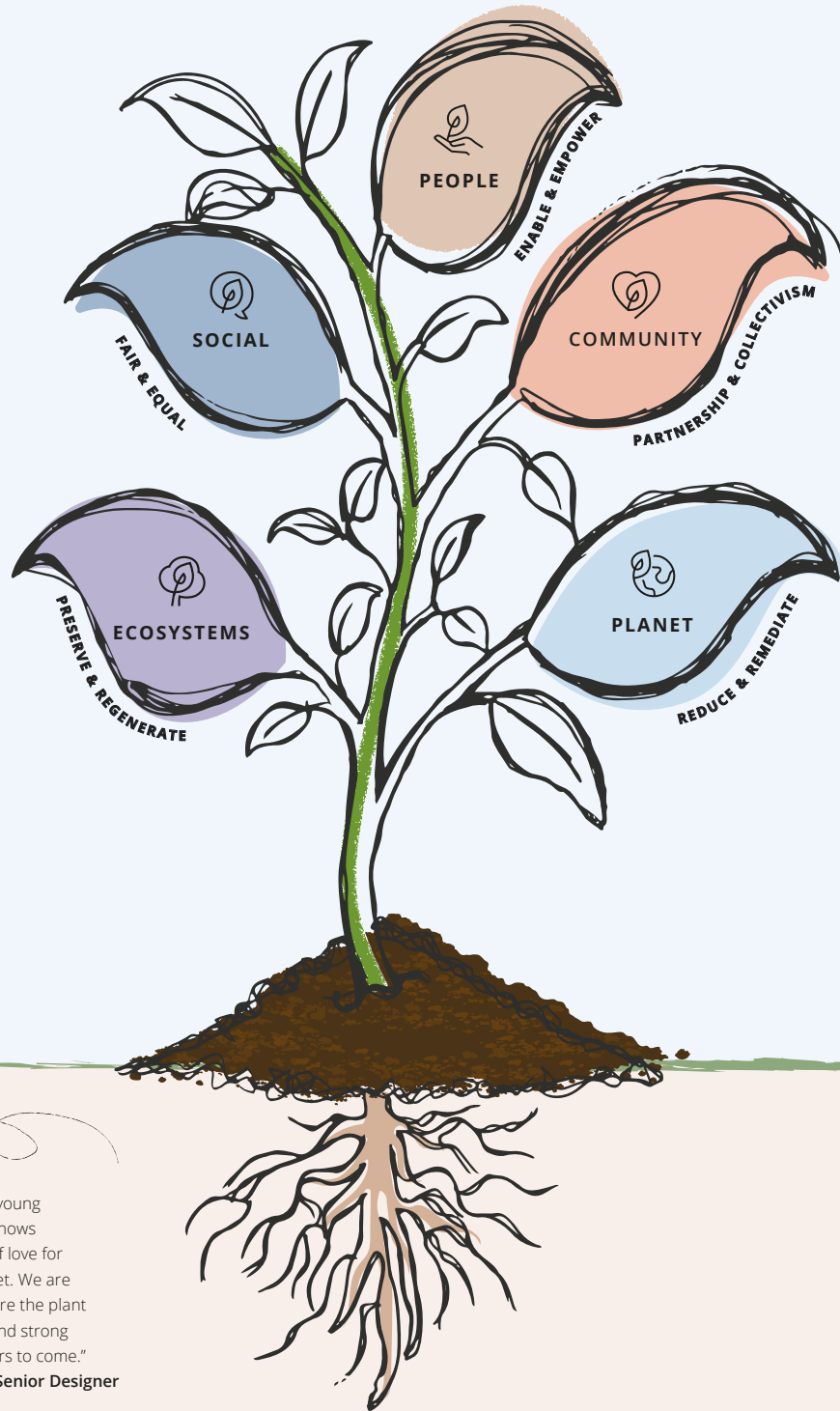
Together, we will keep going, keep growing.

With gratitude,

Team Plantopia



THE PLANTOPIA MANIFESTO



"I illustrated this young seedling, which shows Plantopia is full of love for people and planet. We are learning to nurture the plant into a beautiful and strong tree over the years to come."

Vanisha Tailor, Senior Designer



ECOSYSTEMS

Preserve and regenerate this highly valuable but hugely complex network and interconnected sourcing system, with a dedicated commitment to conservation and regeneration.



SOCIAL

Fair and equal responsibility to everyone in our value chain, to ensure we not only minimise harm, but also impact positively on the lives that we touch.



PEOPLE

Enable and empower every person touched by our products, practices, expertise and advice, through the whole value chain from harvesting and sourcing, to our customers.



COMMUNITY

Partnership and collectivism are our commitments to drive a positive impact by instituting connection and support with everyone that the brand touches.



PLANET

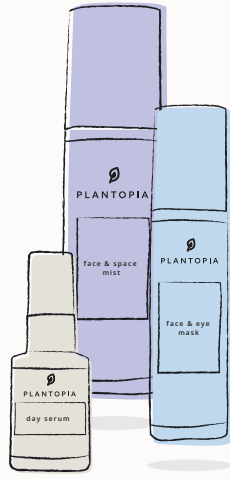
Reduce and remediate devastating and ongoing harm with our planet positive commitment, being accountable for the 4R's of waste management – Remove, Recycle, Reuse and Reduce.

Plantopia is committed to five critical focus areas that correspond to challenges impacting our world – collectively representing our manifesto. Each area roots Plantopia, guiding us in fulfilling our mission. In Plantopia's first impact report, we share key actions taken so far, and how collectively we will work together on our journey to people and planet wellness with a mindset of progression, not perfection.



20

products
launched



4

wellness
rituals
created

we've worked with
**10 industry
expert advisors**



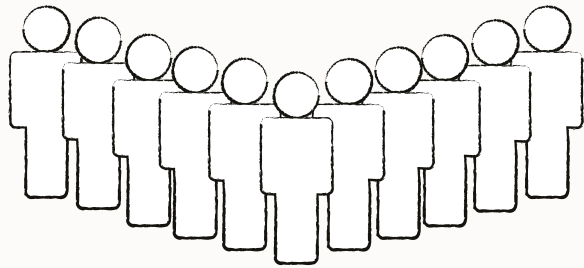
8

award
wins



UEBT
SOURCING[®]
WITH RESPECT

became a member of
the Union of Ethical
Biotrade (UEBT)



4 user trials for Face & Space Mists
positively impacted mood by up to

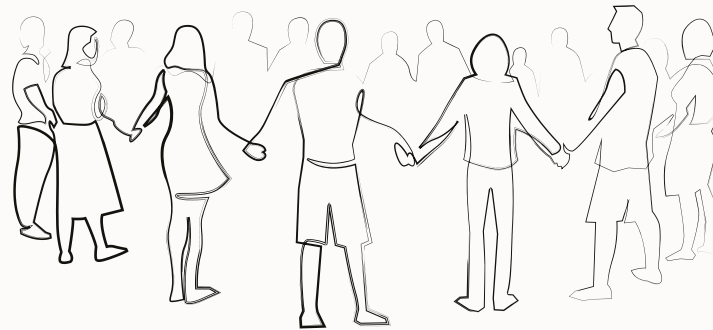
83.5%

6,057

kg



of post consumer plastic
removed from the ocean
in partnership with
Ocean Waste Plastic



we've grown our community

The Plantopians



94.4%

of our
products are
recyclable at
curbside



community

partnership & collectivism



we couldn't do it without our Plantopia community...



the plantopians

Our community is at the heart of what we do and why we do it.

We aim to serve our community of Plantopians by providing resources to make each wellness ritual as fulfilling and personal as possible, as well as creating a forum for all Plantopians to come together and support one and other.

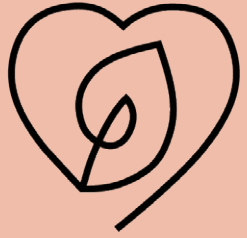
“
I have never experienced customer service/satisfaction in this way ever... keep it up Plantopia!”

”
★★★★★



“
I was delighted to receive a random act of kindness. Many many THANKS!

”
★★★★★



goal

Work with the British Beauty Council's chief policy office, educating and influencing decision makers to shape policy in areas that impact the beauty and wellness sector.



“

We are committed to... amplifying our positive impact by driving a culture of kindness, partnership, community and connection – advocating that 'better together' is a way of life.

”

action

Our Product Director, Victoria Cushing, is now an Advisory Committee member of the Sustainable Beauty Coalition of the British Beauty Council.

The role puts Plantopia at the forefront of the most important conversations of our times, from sustainability solutions to consumer education and the role of technology. Together, we will proactively collaborate with other bodies to accelerate the beauty industry response to sustainability.

**BRITISH
BEAUTY
COUNCIL**



people

enable & empower



keep going, keep growing

To promote the importance of wellbeing on **'National Stress Reduction Day'**, our team gave away Plantopia Face & Space Mists to the other offices within our building.



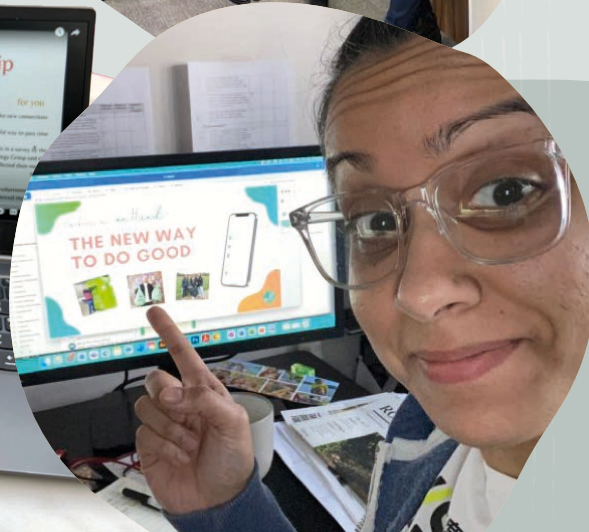
Senior Designer Vanisha held a **recycling week** full of hands on creative sessions to educate on upcycling and boost mental wellbeing.



We collected **1.1kg** of flexible plastic equal to **44 bags** standard retailer carriers bags.



Over 1.4M older people in the UK are often lonely.
In recognition of #randomactsofkindness week, we encouraged our employees to make a companionship call through our partner onHand.



“ An isolated lady just wanted a companion to talk to and let all her worries go. Living by herself in isolation and not seeing or hearing another person's voice in 5 days is daunting and lonely.... Extremely lonely. Even with her worries and health struggles she still had a lot of wisdom to share and laugh about her life. Her love for cooking and passion for arts just shows that being passionate never goes. She was an inspiration to talk to!! - Vanisha

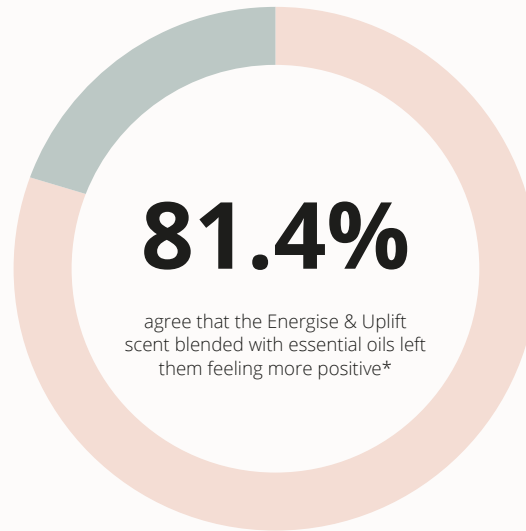
Packaging Technologist Dan led a session designed to encourage the team to more sustainable consumption patterns. The team wrote **'Pledges to the Planet'** on plantable seed paper & planted.





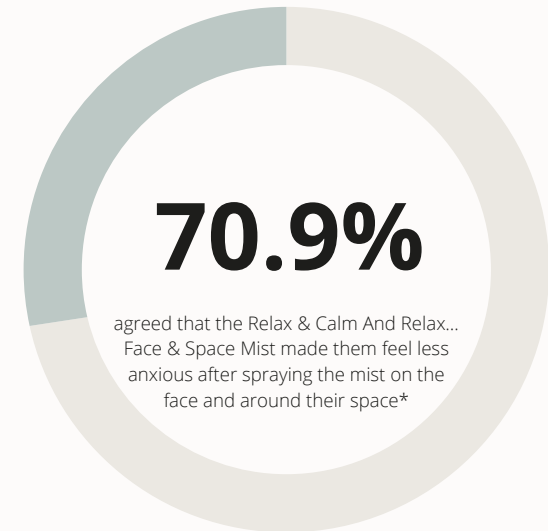
Plantopia's fragrances have been proven to positively impact consumers mood and attitudes.

In August 2022, we undertook four Face & Space Mist user trials. The results proved that the stress symptom each has been formulated to support with was alleviated following the use of the product.



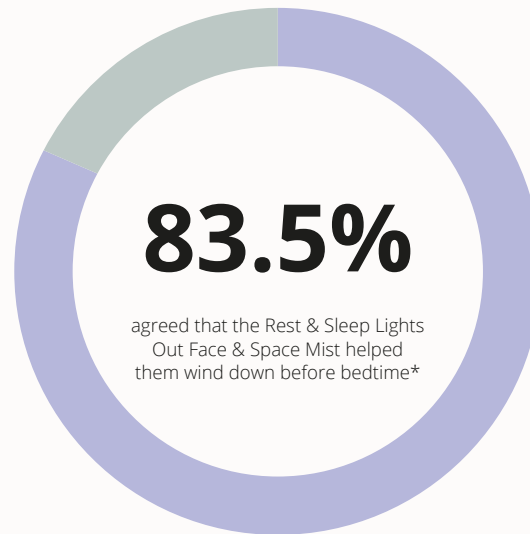
agree that the Energise & Uplift scent blended with essential oils left them feeling more positive*

*Consumer trial conducted with 105 subjects over a 14 day period, female aged between 28 - 65 years old, using Face & Space Mists as the scent format.



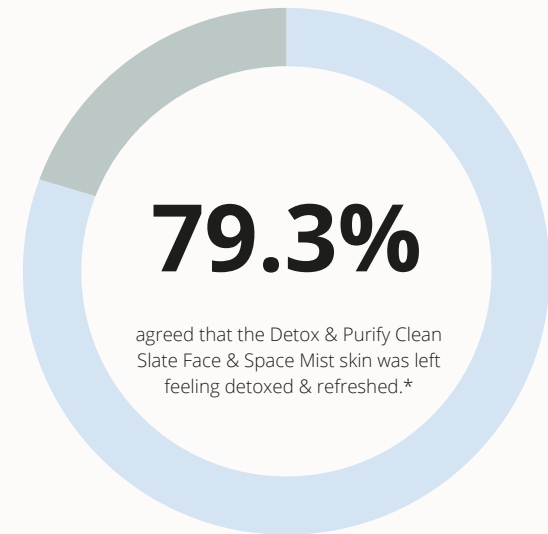
agreed that the Relax & Calm And Relax... Face & Space Mist made them feel less anxious after spraying the mist on the face and around their space*

*July 2022 - Consumer trial conducted with 103 subjects over a 14-day period, female aged between 28 - 65 years old, using Face & Space Mists as the scent format.



agreed that the Rest & Sleep Lights Out Face & Space Mist helped them wind down before bedtime*

*Consumer trial conducted with 110 subjects over a 14 day period, female aged between 28 - 65 years old, using Face & Space Mists as the scent



agreed that the Detox & Purify Clean Slate Face & Space Mist skin was left feeling detoxed & refreshed.*

*July 2022 - Consumer trial conducted with 103 subjects over a 14-day period, female aged between 28 - 65 years old, using Face & Space Mists as the scent format.





goal

Measurably increasing our educational wellbeing content, with techniques, tools and practices as well as our philosophy around massage, self-touch, sound and breath through monthly content updates on Plantopia's website.

action

Since launch we have worked with 10 experts, creating blog content to offer support and provide knowledge. We have worked with a Sleep Doctor, Health Psychologist, Clinical Aromatherapist and Marine Biologist to name a few.

KIT CLANCY

Clinical Aromatherapist, IFPA registered specialising in women's health.



CLAIRE PAPHITIS

The Ayurveda Coach, Ayurveda consultant, reiki practitioner, sound healer, author and columnist for Natural Health magazine.

NAHID DE BELGEONNE

Founder of The Human Method, and yoga teacher, specialising in breathing techniques that restore and heal.



EMMA MILLS

Author, teacher & meditator



DR SULA WINDGASSEN

Health psychologist, specialising in incorporating the mind-body connection in my therapeutic practice.





goal

Create holistic and inclusive online and offline experiential events for customers at least once per annum with access to dedicated experts.



action

We partnered with The Rogue Room and their Re:Calibrate at Fabric London. The event was a festival of Rebellious Wellness for 150 wellness warriors.

The takeover of Fabric Nightclub consisted of three spaces that were carefully curated to ignited a different style of wellbeing through the power of music.

Plantopia invited attendences into a bespoke 'Plantopia-fied' activation space filled with the Plantopia Relax & Calm fragrance, massage therapies with the support of Office Angels and a sound bath session with The Ayurveda Coach.



eco systems

preserve and regenerate





goal

100% traceability of our renewable biodiversity derived ingredients to country of origin at source by 2025.



action

This year to date we have achieved 49.6% traceability of our renewable biodiversity derived ingredients to country of origin at source, meaning we are on track for our 2025 goal.



planet

reduce and remediate





goal

100% of products to have undergone a life cycle analysis and reduction targets put in place.

goal

To use a combination of ocean waste plastic and PCR to help rebalance the scarcity of PCR through the supply chain.



action

Plantopia joined forces with Green Element to conduct a comprehensive life cycle assessment on our Face and Space Mists for launch to pursue a sustainable production process.

action

Our partner Ocean Waste Plastic now offers a combination of ocean waste plastic and Post-Consumer Recycled plastic, which we commit to use in future Plantopia products.





visit with ocean waste plastic to Jakarta

To support our Planet and Social focus, our Product Director and Social Media Executive visited Jakarta, Indonesia with the Ocean Waste Plastic team. Victoria and Hannah spent time with the fisherman from ReSea, a partner of Ocean Waste Plastic who work on the ground to remove plastic directly from the ocean. By observing the plastic collection process they could understand first-hand the social and economical benefits.



“It has been a humbling week but everyone we have met has been so passionate and grateful about the project. We at Plantopia are equally grateful to be part of the journey supporting not only the clean up of the environment but also the communities that help to make it happen.” – Victoria

social

fair and equal



goal

To actively and measurably contribute directly to and promote these local communities through funding, campaigning, training, education, or resource support.

action

From our ingredient suppliers, we will be partnering with three companies to provide support and to empower them with the skills to grow their own businesses. Through expertise in data capturing software, social content and email marketing.

Damask Rose Essential Oil - Grown in Bulgaria



Lemongrass Essential Oil
Grown in Guatemala



Rose Scented Geranium Essential Oil - Grown in Egypt



we asked some of our wonderful team what growth means to them...



Genevieve Goncalves
Global PR Manager

Learning and challenging myself, recognising small improvements, reaching my highest potential – and being my happiest self.



Rhea Parjia
Customer Experience Manager

Growth means maturing and moving forward, always trying to achieve the best you can whilst giving what you can - also understanding that the best you can achieve/give can differ period to period.



Marcia Reid
Project Manager

Being the best version of yourself...being relevant, up-to-date and learning as much as you can, wherever you can and from who you can!



Ashley Watton
Head of Marketing and Communications

Growth for me, is never standing still and encouraging self-development! it's becoming a better version of yourself. Through reflection and challenging yourself to opportunities and experiences which take you beyond your comfort zone



Dan Coppins
Packaging Technologist & QC Manager

Growth is an intrinsic part to my lifestyle, understanding myself, my environment and impact in more detail. Taking time out to grow knowledge and understanding is a daily challenge that I feel is critical to meet. Plantopia reminds me that growth is organic, it is a natural curve that cannot be rushed or artificialized to reach a goal faster - the journey is important



what's next?

2024



We are proud of the progress made in our first year and thank you for your support in our collective journey. We will continue to deliver our mission of providing holistic wellbeing whilst driving positive change for people and planet.

Together, we will keep going, keep growing.

With gratitude,
Team Plantopia



PLANTOPIA

THE JOURNEY TO WELLNESS
FOR PEOPLE & PLANET



www.plantopialife.com
@plantopialife | #plantopialife