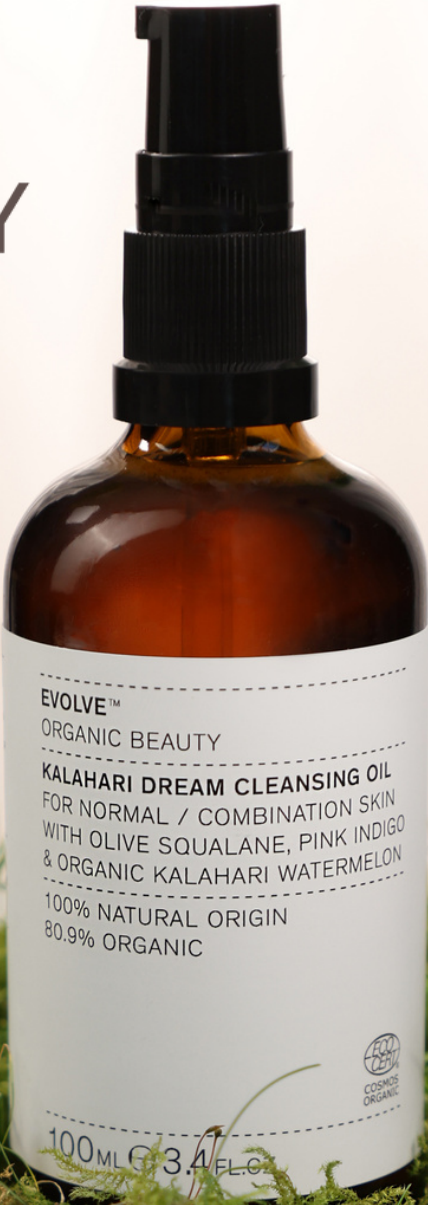


EVOLVE ORGANIC BEAUTY



EVOLVE™
ORGANIC BEAUTY

KALAHARI DREAM CLEANSING OIL
FOR NORMAL / COMBINATION SKIN
WITH OLIVE SQUALANE, PINK INDIGO
& ORGANIC KALAHARI WATERMELON

100% NATURAL ORIGIN
80.9% ORGANIC



100ML e 3.4 FL. OZ.

IMPACT REPORT 2022

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NOTE FROM OUR FOUNDER

I'm delighted to share our third annual impact report for 2022.

Our mission is to become a regenerative beauty company that contributes more to the planet than we take out. This is a big and ambitious goal and we're still understanding the steps we can take to achieve it.

This year, we helped to shape the discussion around sustainability by holding a sustainability symposium with other beauty brands, press and our customers about Regenerative Beauty and Net Zero in Beauty.

Following our symposium, it has become much clearer how important organic and regenerative agriculture is not just for our own wellness but also for the health of the soil and the planet. We have therefore renamed our "Clean Chemistry" impact pillar "Championing Organic and Natural" to reflect this shift in understanding, and we are focusing both on promoting and supporting organic agriculture as well as looking at how we can purchase more regeneratively-grown ingredients.

We also made our Net Zero commitment to reduce our carbon footprint by 50% by 2030 and by 90% by 2050 and we have gone further towards radical transparency by publishing our product-level carbon footprint on every product page of our website.

Finally, we were delighted to achieve B Corp status in September 2022. We have now also joined the B Beauty coalition which is a group of over 60 B Corp Beauty companies and I am contributing to the Steering Group.

Laura



WE ARE A CERTIFIED B CORP

WE BELIEVE THAT BUSINESS CAN BE A FORCE FOR GOOD.

To become a B Corp we have passed a rigorous assessment, which didn't just evaluate our products - it assessed the whole of our business and our impact on workers, the environment, the community, customers and governance in the following areas:

- Workers career development, health, safety, human rights and engagement
- Environment: environmental management, air & climate, water, renewable energy, transport, distribution and suppliers
- Community: diversity & inclusion, supply chain management, civic engagement & giving, and local economic development
- Customers: customer stewardship, education, access to basic services and economic empowerment
- Governance: mission & engagement, ethics & transparency, and good governance

One of the reasons we are so proud of this achievement is because it's hard to become a B Corp. There are around 1,000 B Corps in the UK and less than 6,000 worldwide.¹

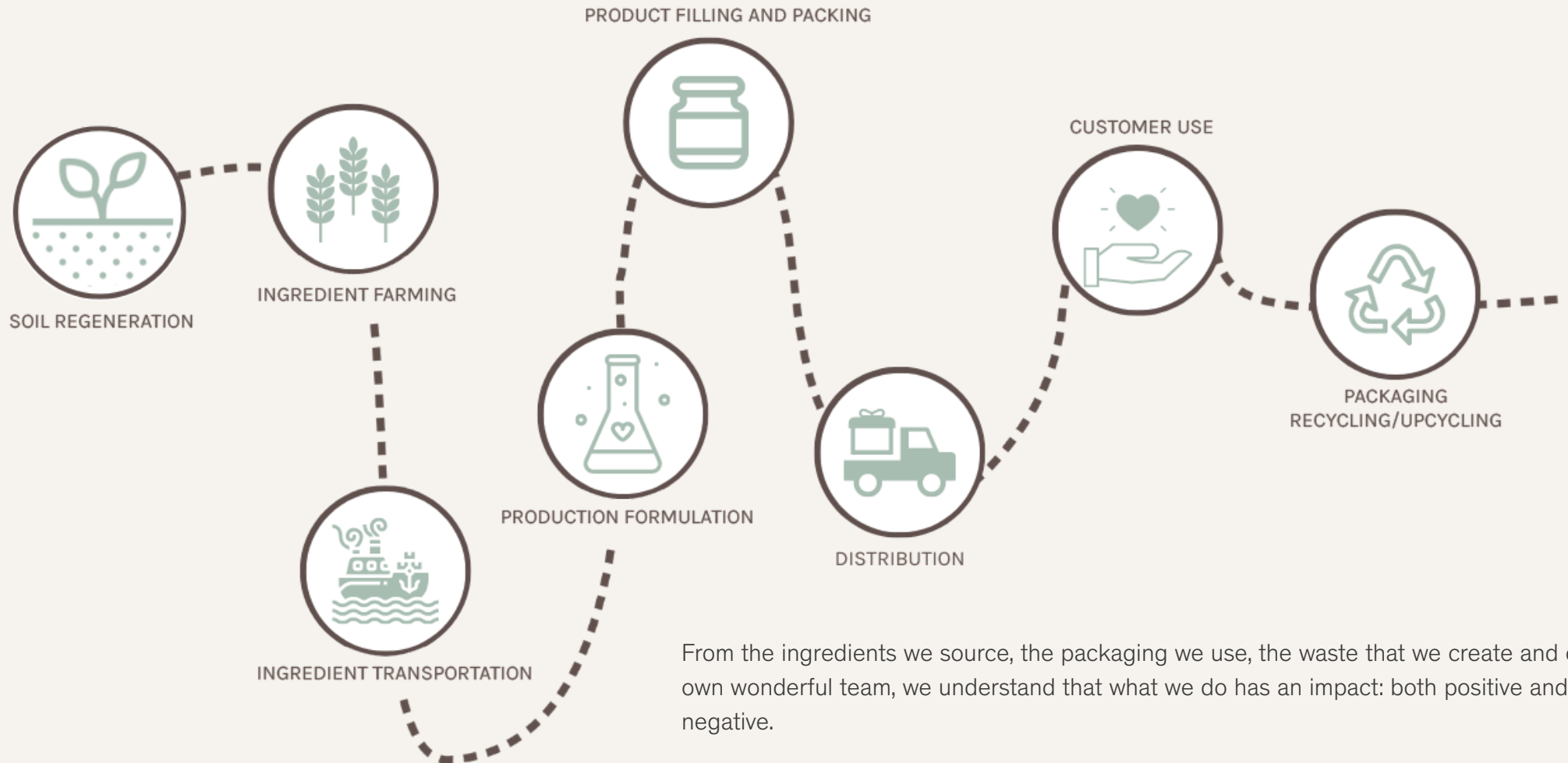


Certified

Corporation

¹ REF: [HTTPS://BCORPORATION.UK/](https://bcorporation.uk/)

FROM SEED TO SKIN AND BEYOND



From the ingredients we source, the packaging we use, the waste that we create and our own wonderful team, we understand that what we do has an impact: both positive and negative.

The very beginning of any product's life involves working with suppliers that are passionate about soil regeneration and healthy, organic ingredients, and ends with our customers enjoying their new product using recycled and upcycled packaging that is easy to recycle or even compost at home. We know how broad our impact is, so we want to make it as efficient and as green as possible.

WHAT IS REGENERATIVE AGRICULTURE?

Regenerative organic agriculture is a holistic, sustainable approach to farming that aims to restore the nutrient content of the soil during the farming process—as well as sustaining the world around it with conservation and rehabilitation measures.

The use of pesticides, herbicides, and synthetic fertilisers in large-scale commercial farming has resulted in eroded land, a significantly depleted planet biome, and reduced quality of output. This has a severe environmental impact on a broad scale.

One very important part of this ecosystem is the microorganisms in the soil. There are more organisms in a handful of soil than humans who have ever lived, and they all help sequester carbon from the atmosphere and trap it in the ground. By reducing their diversity, we risk losing this important benefit.

In fact, a report by the Rodale Institute suggests that if all the land capable of being farmed or ranched was managed with soil health in mind, it could trap all the annual CO₂ emissions produced by humans and then some. Previous studies have found that if we don't make this transition, most of the world's topsoil will be depleted within the next 60 years.

Regeneratively grown trees and plants protect soil from flushing or blowing away, while dead plant material retains water in the soil and nurtures living soil organisms. Kalahari Melon is a great example of this and is one of the most sustainable cosmetics oils on the market today.



**“REGENERATION MEANS
PUTTING LIFE AT THE
CENTRE OF EVERY ACTION
AND DECISION”**

PAUL HAWKEN

THE KALAHARI MELON

AFRICA'S BEST KEPT SECRET...

The Kalahari used to be known as the agricultural heartland of South Africa, but in recent times it's experienced the worst drought in over 80 years. This left farmers being unable to grow crops which led to economic downfall. The Kalahari Melon is known as Africa's best kept secret. It used to be seen as a weed, but actually this hardy and drought resistant fruit is regenerative, helping to reduce soil erosion. It also has an amazing fatty acid profile and is excellent for use in skincare.

Using this amazing ingredient in our Kalahari Dream Cleansing Oil means that we are able to make a direct positive social impact in a part of the world where the effects of climate change are really being felt.

[Watch the video here.](#)



**"THIS IS THE MOST
SUSTAINABLE
COSMETICS OIL ON THE
MARKET."**

OUR IMPACT VALUES

We measure our impact across 5 major areas:
Carbon, Waste, Biodiversity, Kind To All and
Championing Organic and Natural.

OUR MISSION

In the centre of our impact framework is our mission to become a regenerative, ethical and transparent beauty company.

CHAMPIONING ORGANIC AND NATURAL

Regenerating our natural environment and keeping our customers healthy by using organic and natural materials.

ZERO CARBON

Go beyond carbon neutral towards Net Zero.

ZERO WASTE

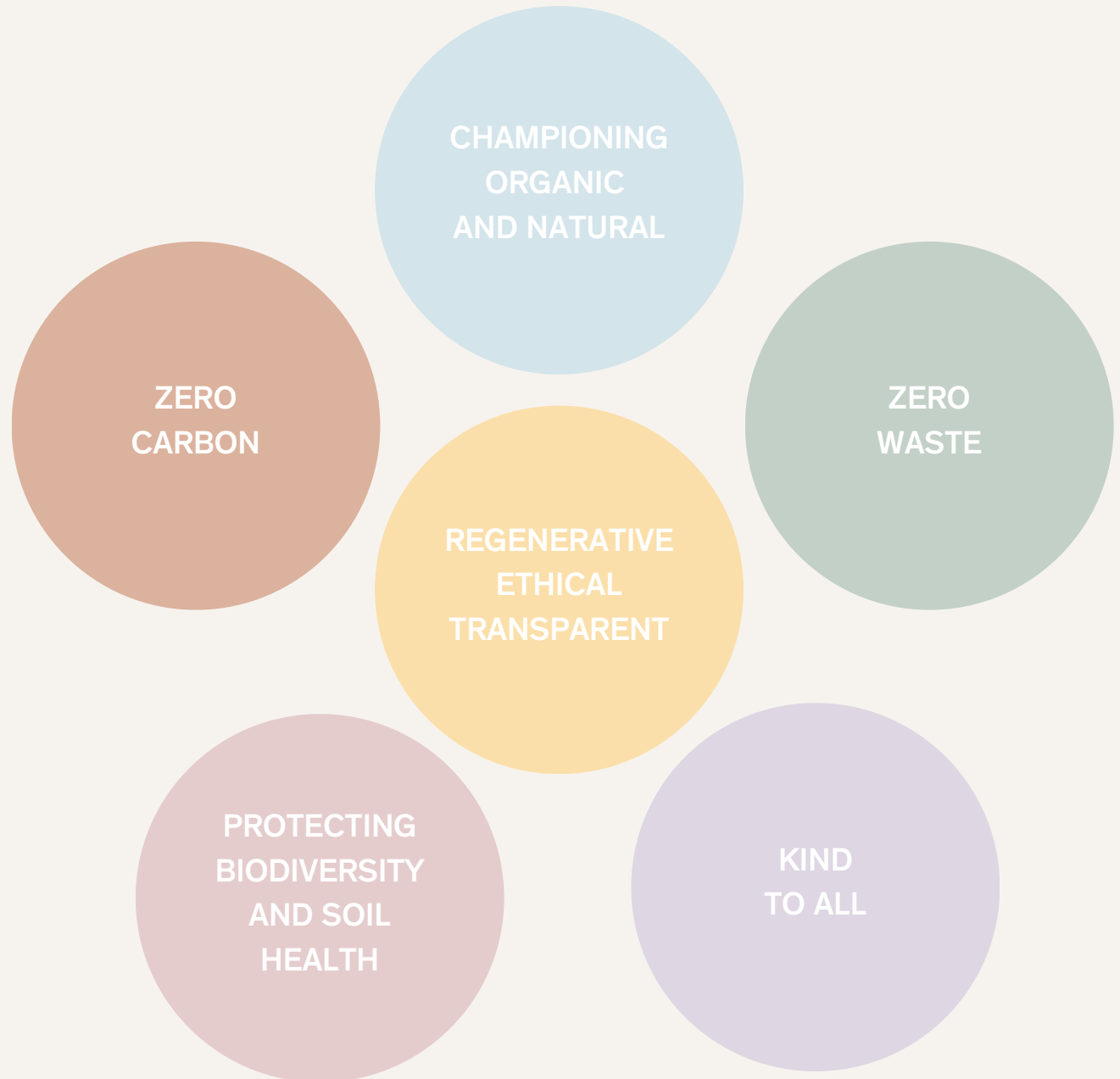
Reduce all of our waste to zero and become circular as a business.

PROTECTING BIODIVERSITY AND SOIL HEALTH

Improve soil health and preserve forests and wildlife through sourcing of regenerative and organic materials.

KIND TO ALL

Respect, be kind and give back to both animals and people as we do business.



THE SUSTAINABLE DEVELOPMENT GOALS



Our Impact Values also contribute and are in synergy with the Sustainable Development Goals which aim to bring about meaningful, sustainable change through 17 global goals in the aim to make the planet a better place by 2030.²

IMPACT VALUES:

- Zero Carbon
- Zero Waste
- Championing Organic and Natural
- Protecting Biodiversity and Soil Health
- Kind to all

² REF: SUSTAINABLE DEVELOPMENT GOALS

CHAMPIONING ORGANIC AND NATURAL

REGENERATING OUR NATURAL ENVIRONMENT AND KEEPING OUR CUSTOMERS HEALTHY BY USING ORGANIC AND NATURAL MATERIALS

PROGRESS SO FAR

- We have achieved certification for more of our products. 36 of our products are COSMOS organic certified and 7 are COSMOS natural certified which is 93% of our current products
- We have never used microbeads in our products, we use upcycled particles from coconut shells and organic sugar grains instead.
- We do not use any GMO or nano particles in our products as part of the COSMOS standards.
- We do not use any synthetic sunscreens in our products which can damage aquatic life. Instead we use reef-friendly, mineral based zinc oxide as a sunscreen.
- We only use PET and PP plastics in our packaging (and often use glass) as this plastic does not produce harmful byproducts in contact with our products.

FUTURE GOALS

- 95%+ of products COSMOS certified organic and natural by the end of 2023.

“WE HAVE ACHIEVED
COSMOS ORGANIC
AND NATURAL
CERTIFICATION FOR
43 OF OUR
PRODUCTS.”



ZERO CARBON

GO BEYOND CARBON NEUTRAL TOWARDS NET ZERO.

PROGRESS SO FAR

- We measure and offset our carbon footprint across scope 1, 2 and 3. Our carbon footprint in 2022 was 287.8 tonnes, a 2.34% reduction on 2021. We have now published our product level footprint on our website, making us the second beauty brand to do this worldwide.
- So far we have offset 894 tonnes of CO2 by supporting projects in the Amazon rainforest and Indonesian Peatlands.
- 85% of our packaging is sourced from the UK and Europe, up from 79% 2 years ago. Our grass paper cartons reduce carbon by 75%.
- We have committed to Net Zero (via the SME Climate Hub) to halve our carbon emissions by 2030 and achieve a 90% reduction by 2050.
- By using 60 certified organic ingredients, an average of 3.5 tonnes of extra carbon dioxide per hectare is sequestered by the soils they grow in compared to conventional farming.

FUTURE GOALS

- Continue to source more packaging and ingredients locally and without air freight to reduce shipping emissions.
- Look at innovative product formats such as solid and concentrated products to reduce the emissions produced by transporting water.

**“WE MEASURE AND
OFFSET OUR
CARBON
FOOTPRINT,
MAKING US
CARBON NEUTRAL
AND WE HAVE
COMMITTED TO NET
ZERO”**



OUR PACKAGING

In 2022 we released our Timeless Renewal Hand Cream housed in a hand cream tube made of I'm green™ polyethylene that comes from sugar cane bagasse, a waste product of the sugar industry. Life-cycle analysis done by the manufacturer of the sugarcane plastic shows that it absorbs more carbon than it generates in production.

This analysis also took our other packaging options into consideration and found that I'm green™ polyethylene has a lower carbon footprint per kg than our other packaging materials:

- 49.4% smaller carbon footprint per kilogram compared to PET plastic
- 48.4% smaller footprint than PP plastic

Our glass jars were found to have a slightly smaller carbon footprint per kg, however, the density of glass is significantly higher than I'm green™ polyethylene, so the weight of glass (kg) required for packaging per ml of product is significantly larger, leading to a higher carbon footprint per functional unit.



GLASS JAR & LID - 117.47g



PLASTIC BOTTLE & PUMP - 78.905g

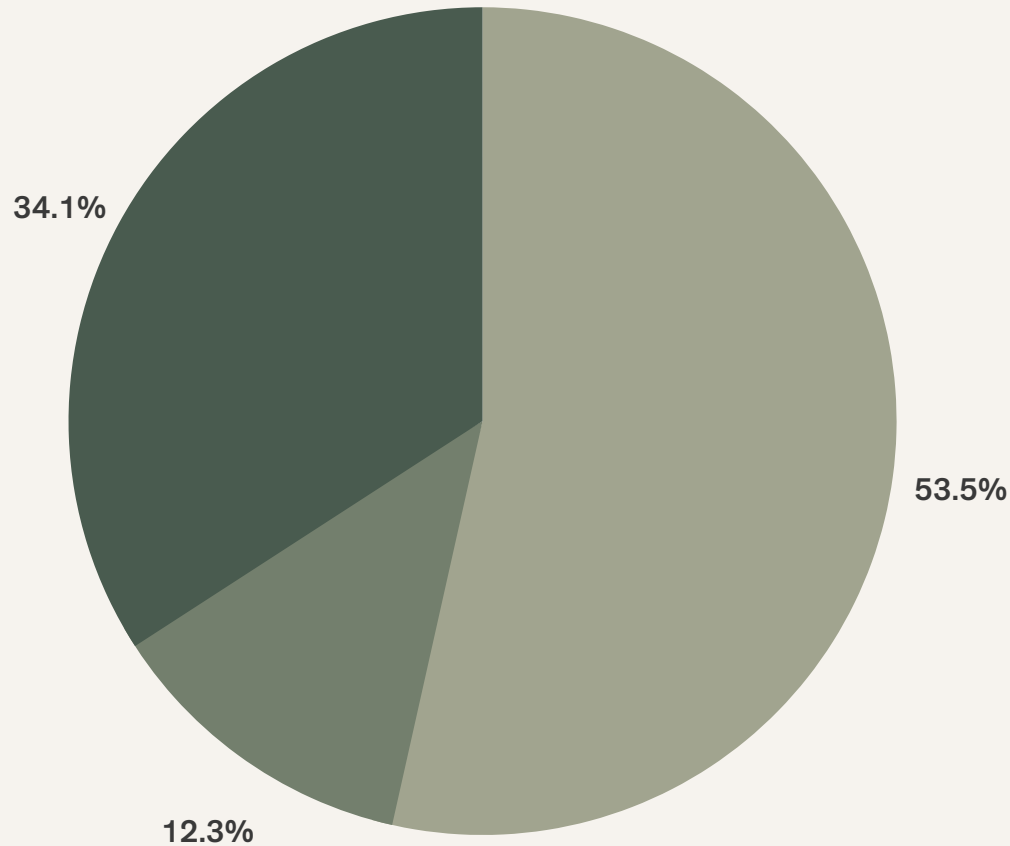


SUGARCANE PLASTIC TUBE - 16.51g

2022 EMISSIONS BREAKDOWN

Breakdown of total emissions:

- Products - 152.8 tonnes
 - Packaging - 35.8 tonnes
 - Business - 99 tonnes
- TOTAL - 287.8 tonnes



CARBON EMISSIONS FOR TOP 6 BESTSELLERS:



0.26g



0.99g



0.32g



0.22g



0.32g



0.41g

HOW THIS RELATES TO DAILY LIFE:



600g / Takeaway
Coffee



385g / Bottle
of Water



GOOD FOR WILDLIFE

Protecting rich biodiversity, including 65 endangered animals & plants species.



GOOD FOR PEOPLE

Improving jobs, education, equality, water, food & energy supply.



GOOD FOR THE PLANET

Avoiding over 100 million tonnes of carbon emissions.

RIMBA RAYA BIODIVERSITY RESERVE PROJECT

The Rimba Raya Biodiversity Reserve Project is protecting one of the most highly endangered ecosystems in the world. Without this project, the carbon-rich, peatland forest of Rimba Raya would have been turned into palm oil estates, emitting over 100 million tonnes of carbon into the atmosphere. Instead, the project is protecting the land, working with local communities to achieve all of the 17 SDGs, and conserving one of the last wild orangutan populations on Earth.³



ZERO WASTE


REDUCE ALL OF OUR WASTE TO ZERO AND BECOME CIRCULAR AS A BUSINESS.

PROGRESS SO FAR

- Our Timeless Renewal Hand Cream tube is made of green plastic that comes from sugar cane bagasse, a waste product of the sugar industry.
- Our cartons are made of compostable grass paper which which swaps fast growing grass for slow growing wood.
- We are plastic neutral and offset our plastic consumption by funding a project in India that recycles difficult to recycle film plastic.
- 100% of our bottles, jars, cartons and lids are recyclable. In 2022 30% of the components used were made of recycled materials.
- We work with our retail partners to offer bulk refill schemes in order to encourage a circular way of using beauty products.
- Through our dump the pump scheme we offer refills for many of our products on our website to reuse the pump, which is hard to recycle.

FUTURE GOALS

- We are still looking for a completely eco-friendly solution for sample sachets but it isn't currently available. The sample sachets we currently use are the greenest option on the market and use 40% less plastic than conventional sachets.



“WE HAVE SWITCHED SOME PACKAGING TO CONTAIN UPCYCLED CONTENT, LIKE OUR GREEN PLASTIC SUGARCANE TUBES.”

UPCYCLING

UPCYCLED INGREDIENTS

In an effort to become circular, we use a range of upcycled ingredients in our products such as Coconut particles and Raspberry oil. Not only does this help minimise the waste of byproducts from the food industry, but these ingredients also have amazing skin benefits.

Our upcycled Raspberry oil, found in our Super Berry Body Duo, is full of antioxidants and essential fatty acids, but completely free from waste! A by-product of the fruit and jam industry, our raspberry seeds are naturally cold-pressed to create a fresh oil with a pleasant and light fruity aroma. By enjoying this product you are helping us breathe life back into an incredible skincare ingredient that is often otherwise disposed of, and enjoying the benefits it brings such as cellular regeneration.

SUGARCANE PACKAGING

Our Timeless Renewal Hand Cream tube is made of low carbon green plastic that comes from sugar cane bagasse, a waste product of the sugar industry.



PROTECTING BIODIVERSITY AND SOIL HEALTH

IMPROVE SOIL HEALTH AND PRESERVE FORESTS AND WILDLIFE
THROUGH SOURCING OF REGENERATIVE AND ORGANIC MATERIALS.

PROGRESS SO FAR

- We purchase regenerative ingredients like Kalahari Melon Seed Oil which reduce desertification and improve soil health.
- We aim to use as many organic materials as possible. In 2022, 60 of our ingredients were organically grown. This means that synthetic fertilisers, pesticides, herbicides, or fungicides are not used when they are grown. The lack of pesticides in growing organic products enhances biodiversity by up to 50% more than conventional farming.
- Our carbon offset investment in the Rimba Raya Biodiversity Reserve project in Borneo helps to protect one of the most highly endangered ecosystems in the world.
- We have now verified that all of our Palm oil is 100% sustainable. We have achieved this goal a year ahead of schedule.

FUTURE GOALS

- Move from organic to regeneratively farmed ingredients, including working alongside local businesses and farms to explore ways of growing our own ingredients regeneratively ourselves.



“ALL OF OUR PALM OIL
HAS NOW BEEN
VERIFIED AS
SUSTAINABLY
SOURCED.”

5

4 REF: Soil Association / Columbia University Earth Institute Blog / Rodale Institute (partner of the U.S. Organic Farmers' Association)

5 REF: <https://www.scientificamerican.com/article/only-60-years-of-farming-left-if-soil-degradation-continues/>

KIND TO ALL

RESPECT, BE KIND AND GIVE BACK TO BOTH ANIMALS AND PEOPLE AS WE DO BUSINESS.

PROGRESS SO FAR

- Over the last year we saw an increase of more than 15% in our cost of goods, with price rises in raw materials, components, packaging and transportation. We wanted to minimise the effect that this had on our customers so we internally absorbed a large majority of the costs and only introduced a price increase of 4% on average for some of our products.
- We have introduced Klarna as a payment method on site to allow customers to be financially flexible and in control of spreading their payments if needed.
- We employ over 30 people from 11 different nationalities, with the majority of senior roles held by women. We are living wage and hours certified. We put pay increases in place for our team to reflect the cost of living increases experienced this year.
- We have now certified all of our products with the Vegan Society.
- Last year we obtained the Leaping Bunny cruelty free certification.

FUTURE GOALS

- For total transparency on workers rights, we are going to map out our entire supply chain from field to factory. We are working with others in the industry to try to establish a open source database of ethical and environmental information on ingredients.



STORIES FROM OUR SUPPLIERS



KALAHARI MELON SEED OIL IN OUR KALAHARI DREAM CLEANSING OIL

Supplier:
African Origins

Country of origin:
South Africa

Their Story:

“During recent years the Kalahari, in South Africa, experienced the worst drought in 80 years, leaving many farmers unable to grow produce and leading to high levels of unemployment. Kalahari Melon is a hardy and drought resistant fruit that allowed the community to continue farming thanks to the discovery of its amazing skin benefits. Our supplier is the global producer of this incredible ingredient that allows us to make a direct impact in a part of the world where the effects of climate change are really being felt.”



BAKUCHIOL IN OUR BIO-RETINOL + C BOOSTER

Supplier:
Rahn

Country of origin:
India

Their Story:

“Bakuchiol is obtained from the seeds of the plant *Psoralea Corylifolia*, in India and wild-harvested in December and January. Our supplier works with a local foundation to help the education and livelihood of the local communities who hand-harvest the crops. To further improve the ecosystem of the plant, they are identifying new locations to cultivate the plant, and have invested in research that aims to increase the yield from the seeds from 60% to 90%, reducing the number of seeds needed as well as reducing wastage.”



SHEA BUTTER FOUND IN OUR COTTON FRESH NATURAL DEODORANT CREAM

Supplier:
Kerfoot

Country of origin:
Ghana

Their Story:

“Our Shea Butter is traditionally manufactured in Ghana, and unlike other companies who source the raw materials there but produce the butter in Europe, the manufacturing process (and therefore the value) stays local, making a real difference to the communities, and helping to empower Ghanaian women through traditional hand crafting. The money earned from the nuts goes mainly to improving healthcare and children’s education, and the creation of local jobs helps to keep young people in the area.”

OUR KEY ACHIEVEMENTS



43 COSMOS CERTIFIED PRODUCTS



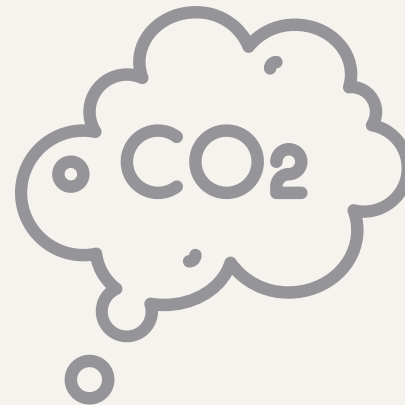
OVER 100 AWARDS WON



2 SUSTAINABILITY EVENTS HELD



21533 TREES PLANTED



864 TONNES OF CO2 SEQUESTERED



OVER 1000 5* REVIEWS

SUSTAINABILITY SYMPOSIUM

We want to share our journey and our future sustainability plans with our customers and the beauty industry to help shape the sustainability debate and show what is possible.

In June 2022 we held our Sustainability Symposium to create awareness and encourage conversations surrounding topics in our industry such as, “What is regenerative beauty?” and “Can we define a pathway to Net Zero in beauty?”.

We assembled a collective of sustainability thought leading brand founders from UpCircle, SBTRCT, Bybi and Plenaire as well as experts from Provenance and the Soil Association Certification. These panels were viewed by both a live audience and virtual audience via zoom.



WORDS FROM OUR CUSTOMERS

Over the last few months we have introduced our #ThankGoodness campaign, where we are able to share stories of those who have helped and inspired us, from our suppliers and our customers to our families and friends.

Here are some words from our customers that we wanted to share...

“I'd recently been diagnosed with premature menopause which has been hard to swallow. My skin has suffered greatly as a result: sagging, dry, dull, large pores, thin under eyes....I've been using the Saviour pack for approx two weeks now, with instant improvements: pore size reduced, softer, smoother, more hydrated. I love how ethical and natural the brand is. Also, the products smell delicious and feel luxurious. A real treat for the skin and senses. Just what I needed!”

“I can genuinely say that my skin has never consistently looked and felt so healthy and happy . Earlier this year I was diagnosed with chronic Lyme disease and it's been a really hard year mentally and physically for me but even on the days when I feel awful, the one thing I know that gives me a few moments of pampering and makes me feel good is doing my skin care. Your products give me a sense of calm and comfort knowing that even if everything else feels horrible, my skin feels lovely and taken care of. It's hard to put into words how much of an impact this makes to someone when they're at their lowest but I wanted you all to know that your products make a real difference to people's lives. Thank you!”

AWARDS WON IN 2022

Our main priority when creating products is bringing natural and organic goodness to our customers and helping them on their journey to happy, healthy skin with products they'll love as much as we do.

Winning awards shows us that the products that we and our customers love are also loved by industry experts that have trialled and reviewed thousands of renowned skincare products and brands between them.



AWARDS WON OVERALL:

113

AWARDS WON IN 2022:

17



GLOSSARY

B CORP

Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.⁷

COSMOS NATURAL

The COSMOS NATURAL signature is available for products that comply with the COSMOS standard in all respects but do not meet the required minimum organic percentages as specified in the COSMOS-standard.

COSMOS ORGANIC

The COSMOS ORGANIC signature is available for products that comply with the COSMOS standard in all respects and contain the required percentages of organic ingredients.⁸

EARTHLY

Earthly is the most effective way for businesses to invest in the fight against climate change. Our science-backed natural solutions help you balance your carbon impact – and go beyond, to become climate-positive. And our immersive platform makes it easy for you to see and share your positive impact.⁹

FOREST STEWARDSHIP COUNCIL CERTIFICATION

FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits.¹⁰

LIVING WAGE CERTIFICATION

The real Living Wage is the only UK wage rate that is voluntarily paid by 7,000 UK businesses who believe their staff deserve a wage which meets everyday needs - like the weekly shop, or a surprise trip to the dentist. Over 250,000 employees have received a pay rise as a result of the Living Wage campaign and we enjoy cross-party support.¹¹

LEAPING BUNNY CERTIFIED

This certification certifies no animal testing was adopted during cosmetic product manufacturing. Animal Testing is “all testing of finished Cosmetics and/or Household Products, or any one or more Ingredients or formulations used in manufacturing or production of such products in which whole non-human animals are the test subjects, including without limitation, fish, amphibians, reptiles, birds, and non-human mammals. Animal Testing excludes in vitro tests or tests conducted completely with human volunteers.¹²

NET ZERO

Net zero refers to a state in which the greenhouse gases going into the atmosphere are balanced by removal out of the atmosphere.

The term net zero is important because – for CO2 at least – this is the state at which global warming stops.

The Paris Agreement underlines the need for net zero, requiring states to ‘achieve a balance between anthropogenic emissions by sources and removals by sinks of greenhouse gases in the second half of this century’.¹³

THANK YOU TO OUR SUSTAINABILITY PARTNERS

We want to thank our sustainability partners who have helped us on our journey to regenerative beauty; Provenance, Climate Partner, Earthly, rePurpose Global, TOG, Purpose Amplified.

7 REF: <https://bcorporation.net>

8 REF: <https://www.cosmos-standard.org/cosmos-certification>

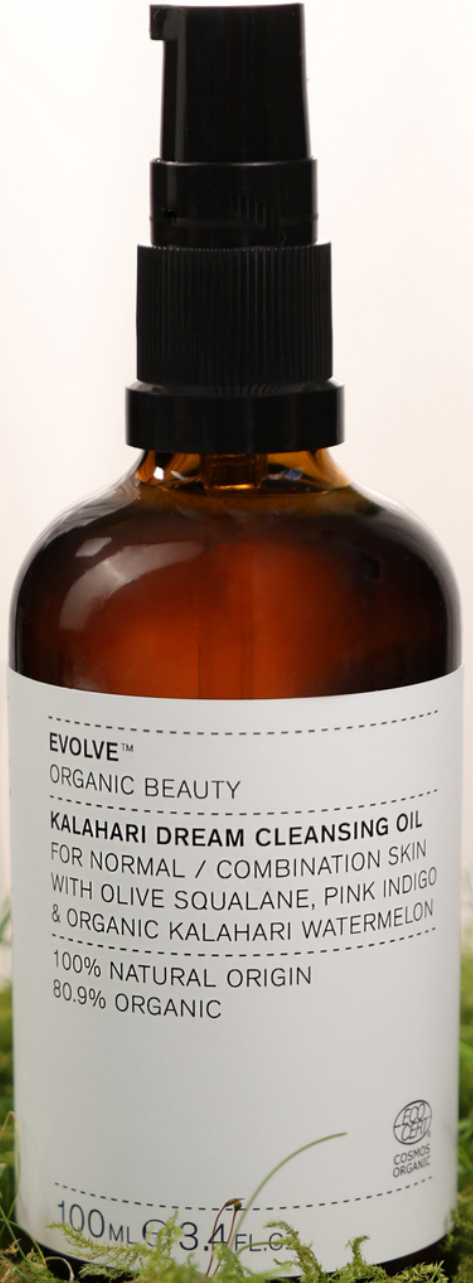
9 REF: <https://earthly.org>

10 REF: <https://us.fsc.org/en-us/certification>

11 REF: <https://www.livingwage.org.uk/what-real-living-wage>

12 REF: <https://www.leapingbunny.org/about/corporate-standard-compassion-animals-standard>


13 REF: <https://netzeroclimate.org/what-is-net-zero>



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ORGANIC BEAUTY

KALAHARI DREAM CLEANSING OIL
FOR NORMAL / COMBINATION SKIN
WITH OLIVE SQUALANE, PINK INDIGO
& ORGANIC KALAHARI WATERMELON

100% NATURAL ORIGIN
80.9% ORGANIC


COSMOS
ORGANIC

100ML / 3.4 FL. OZ.

**EVOLVE
ORGANIC BEAUTY**