

Loulou Lollipop

LOULOU LOLLIPOP IMPACT REPORT

2023



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A message from the Founders

Hi Friends,

We're so happy you're here, reading this – our very first impact report! This year marks 8 years as a brand; we've been through ups and downs, we've learned so much about ourselves, our little ones are growing up, and Loulou Lollipop is too.

Like so many businesses, we started because we saw a problem that we believed we could fix. With our own little ones we couldn't find products that were both high quality and beautiful. We were bold and we set out to change that. From the launch of our very first teether products, to our expansive product line that we have today, our focus has always been on safety, durability, functionality, and style.

Along with your little ones – we're experiencing a growth spurt. This year, we sought to re-examine our products, our company, and our brand through the lens of what it means to be an impact business. Beyond safety, durability, functionality, and style – we want Loulou Lollipop to help leave this world better than we found it. Bold, absolutely! Just like our own children!

As an impact business we seek to serve the well-being of all people and the planet in every decision we make. Through this lens, we uncovered and rediscovered so many positive impacts that we are already creating, and we adopted new policies, programs, and practices to amplify our impact.

This report outlines the positive social and environmental impact we create as a company and our goals for the future. We hope you enjoy reading about our impact journey as much as we've enjoyed being on it.

Angel & Eleanor, Twin Sisters

Our Why

When we become parents, the world changes. We become guides to our child's endless curiosities, safe havens when they face new challenges, and mentors as they discover who they will become.

The world the babies of today will be brought into is not the same as the world we were raised in. With the impacts of climate change, the next generation will face daunting challenges. This is scary, yet it offers us all the opportunity to save it, to live meaningful lives where our choices really matter.

At Loulou Lollipop, our why is about crafting a brighter future for little ones and helping the moms and dads of today navigate the adventure of parenthood. We're on a mission to sprinkle joy, wonder, and security into every moment—making life easier without sacrificing style or sustainability or safety.

Our Promise

For parents, we commit to bringing you exceptional quality products that are beautiful, functional, and safe. We commit to doing our best to reduce the environmental impact of our products over time. We've started on this journey, and we have a long way to go. We commit to sharing our progress with you as we get better and better, year on year.

For babies, we're going to try our best to leave the world better for you. We commit to being a brand that makes you proud to have teethered and cooed and romped with Loulou Lollipop. Someday, we hope you tell people with pride that you were a Loulou Lollipop kid, and that those words will mean something beautiful. We commit to doing our best to leave a world for you that continues to protect you, nourish you, and fulfill your wildest dreams.

Our Values in Action

Courage is our secret to creating baby and toddler wonders! We fearlessly decide on the most impactful materials so that our products withstand the everyday adventures with your little ones.

Communication is the babble we encourage between team members, partners, and our customers so that we can be our best selves everyday.

Curiosity is what motivates us to learn and listen from parents worldwide. We are constantly delighted and surprised by the new things that are revealed to us, just like a game of peek-a-boo.

Passion is the magic behind our drive for excellence, making us tenaciously optimistic and humbly confident, just like a baby taking their first steps.

Innovation is our building blocks. We continuously create, re-design, and re-imagine our ideas and assumptions to constantly evolve as a brand.

Inclusion is our play mat. It is the foundation that supports the way we collaborate with and embrace diverse people.

Integrity is the lullaby we sing, treating everyone with respect, admitting when we make mistakes, and only saying things we'd coo to each other's faces.

And so, in the delightful land of Loulou Lollipop, these values are our guide that continues to lead us through a world filled with giggles and growth.



2023

Impact Highlights



Major Achievements

Drumroll, please! We are over the moon to shout from the baby rooftops: We're officially a B Corp! Imagine us doing the diaper dance of joy! This isn't just any certification—it's like winning a gold star in the world of businesses. We've pledged to meet the highest standard of social and environmental performance, making a legal commitment to be all about the people and the planet.

Joining the 7,500+ Certified B Corps worldwide has helped us become clear on how we are going to use our business as a force for good. We're on a mission to make the world cozier and cuter. And guess what? We're not stopping there! We've also earned our Certified Women-Owned badge and snagged a Business Excellence award from Richmond's Chamber of Commerce. Talk about a baby boom of achievements!

We're bursting with pride, like parents at a baby's first steps.
Thanks for cheering us on in this adventure.



Let's look a little closer at B Corp.

334,000,000

(APPROX) BUSINESSES IN
THE WORLD

8,020

B CORP CERTIFIED
COMPANIES

2,371

TOTAL B CORPS IN
NORTH AMERICA

929

WOMEN-OWNED B CORPS
IN NORTH AMERICA

348

MINORITY OWNED B CORPS
IN NORTH AMERICA

Metrics snapshot Dec 31, 2023

The B Corp Framework

We're sure you're wondering what it means to be a B Corp? It's like getting a gold star for being an impact-driven company. Let us break it down for you.

B Corp is the ultimate badge of honor for businesses with a big heart. We've been audited from top to bottom, ensuring that every aspect of our business is making a positive impact. Yup, every nook and cranny!

It's driven by The B Impact Assessment—a magical framework that measures how we're spreading goodness in our day-to-day practices, policies, and activities. It even peeks into our business model to see if we're purpose-driven. Peek-a-boo: We are!

Now, here's the scoop on how Loulou Lollipop became a B Corp. We not only stepped up our game in the impact department (high-fives for operational excellence!), but we also designed our way into two Impact Business Models.

Toxin Reduction: We're like eco-warriors in baby gear! Our material choices don't just make adorable products; they also kick toxins to the

curb, making the environment a happier place. All of our products are toxin-free.

Health & Wellness: We're all about those baby giggles and good vibes. Our products aren't just cute; they also reduce health risks for newborns and toddlers. Risks are reduced through the materials we choose and the product design itself. Double win!

And that is just our Impact Business Models (the impact of our products), but that's not all! We also create positive environmental and social impact through our day-to-day practices and decision-making, like how we produce, package, and ship our products. These efforts create benefits beyond just our customers to include anyone connected to our business. Flip through the rest of this report to get all the details.

So, when you choose Loulou Lollipop, you're not just getting cute stuff for your little ones—you're joining a movement towards healthier people and a healthier planet.

“I have been a nanny for many years, so I’ve been able to test out a lot of sleepers! These are my absolute favorite. The fabric is so soft and stretchy, which makes it easy to get on. The designs are also truly so beautiful.. Now that I have a baby of my own these are the only ones I buy.”

– Ziggy, New Mother

100%

ALL SILICONE PRODUCTS ARE
FREE FROM HARMFUL CHEMICALS
(BPA, PVC, MELAMINE,
PHTHALATES AND LEAD)

100%

ALL SOFT-GOODS ARE STANDARD
100 BY OEKO-TEX CERTIFIED

Mamas & Papas

Loulou Lollipop serves little ones and their families. Mothers, fathers, aunts, uncles, grandfathers, grandmothers, and friends; our customers are surrounded by communities that care about their wellbeing. We are humbled to join these communities of care – supporting new families.

We understand that the safety and well-being of your little ones are non-negotiable. That's why we're intentional about the materials we choose for our products. Every single one of our soft-goods products are Standard 100 by Oeko-Tex Certified. What does that mean? It means all our textiles undergo rigorous third-party testing to ensure they're free from harmful substances, making them absolutely safe for your precious ones. This is a voluntary standard that we have undergone because when it comes to our products, safety isn't just a priority—it's a promise.

In addition, all our silicone products are made free of harmful by-products commonly found in plastic, such as BPA. They are also much more durable, making them safe and long-lasting.



Our Playground



At Loulou Lollipop, our commitment to parents goes hand-in-hand with our pledge to Mother Earth. We understand that our planetary health is vital in nurturing the joy and growth of our little ones. That's why we've become eco-ambassadors, ensuring we're good environmental stewards.

Our promise to your child's safety and well-being doesn't stop with the early years—it extends to the materiality of our products. We intentionally select materials that create a stable, livable, and thriving environment for the next generation.

How do we do it? Well, for our soft goods it's all in the fabric! We opt for high-quality materials like Rayon, Tencel™ Lyocell, and Organic cotton. These fabrics aren't just about comfort; they're a conscious choice to minimize our environmental impact while never compromising on style.

Loulou Lollipop started with our gorgeous teething necklaces. Our hard goods, pacifiers and the like, are made from food-grade silicone. They are tough - and sustainable as they are derived from sand! They are more durable than plastic with no harmless BPA or phthalates. Ocean friendly, these products do not break down into microbeads.

At Loulou Lollipop, beautiful and sustainable go hand-in-hand!

100%

ALL OUR PACKAGING
IS MADE WITH
RECYCLED CONTENT

100%

OF PRODUCTS ARE MADE OF
MATERIALS THAT ARE SOCIALLY AND
ENVIRONMENTALLY-CONSCIOUS

The magic behind our material choices at Loulou Lollipop:

Tencel™ Lyocell: Imagine a fabric that's not just super soft, hypoallergenic, and antibacterial, but also wrinkle-resistant. Our earth-friendly Tencel boasts a carbon-neutral production process, capturing and reusing 99.5% of water and solvents for a minimal environmental footprint. Perfect for sensitive skin and bonus—it's great for tackling eczema.

Silicone: Tougher than plastic (yes, really!), our BPA-free, food-grade silicone is teething and chewing-safe, derived from the abundant resource of sand. No microplastics or harmful by-products here, just durability and safety for your little one.

Bamboo Muslin: Our muslin is a soft blend of bamboo and cotton, making it hypoallergenic and breathable. Not only does it support highly regenerative growing processes, but our designs are printed with non-toxic AZO-free dye (a potential carcinogenic toxin).

And because we're all about that eco-love, we extend our environmental consciousness to our packaging—every bit of it is made from certified recycled content. Because beautiful and sustainable go hand-in-hand at Loulou Lollipop!



Sharing is Caring

Loulou Lollipop team volunteering at Backpack Buddies

This year marked an epic leap in our efforts to spread love and make a positive impact on communities. Picture this: 1% of every online purchase goes directly to a non-profit chosen by our incredible customers, and our team dedicates 2 team volunteer days each year—making giving back a part of our daily routine.

These commitments allowed us to shower support on causes close to our hearts: from aiding new families and underserved communities to championing food justice and environmental sustainability. And guess what? It's not just about being kind; it's made us a stronger business! Setting these philanthropic goals has turned our team into efficiency maestros.

A big shout-out to our amazing customers and team members who made this giving spree possible. Together, we've supported BC Children's Hospital, Medical Student's Society for Kids, Save the Children, Food Banks Canada, MakeWay Foundation, Mamas for Mamas, Plan International, Baby2Baby, Feeding America, Waterkeeper Alliance, Foster Fete, and World Vision Canada. High-fives all around for spreading the love!

1350

BAGS MADE FOR
BACKPACK BUDDIES ON
TEAM VOLUNTEER DAY

\$29,319

TOTAL ANNUAL
DONATIONS
TO CHARITY

13

NUMBER OF
CHARITABLE ORGANIZATIONS
SUPPORTED

Our Extended Family

As a brand dedicated to creating beautiful baby essentials, Loulou Lollipop recognizes that our impact journey begins with our supply chain. We're not just shopping; we're investing in a world that's fair and regenerative.

To ensure our suppliers align with our values, we've set the bar high. Our manufacturing partners adhere to a Code of Conduct, covering everything from Fair Remuneration and Decent Work Hours to Ethical Business Practices and Protecting the Environment. We don't just talk the talk; we are consistently in communication with our suppliers to ensure we are on the same impact filled page.

This commitment has forged lasting relationships with our significant suppliers, who represent the majority of our spend. Our goal? To keep these connections strong and work together to continually enhance our social and environmental impact. Because at Loulou Lollipop, family connections extend beyond our homes to every step of the journey!





100%

ALL OF OUR PRODUCT
MANUFACTURERS ABIDE
TO A CODE OF CONDUCT

5.4

AVERAGE YEARS OF OUR
RELATIONSHIP WITH OUR
SIGNIFICANT* SUPPLIERS

*significant suppliers represent the majority of our spend.

Our Team

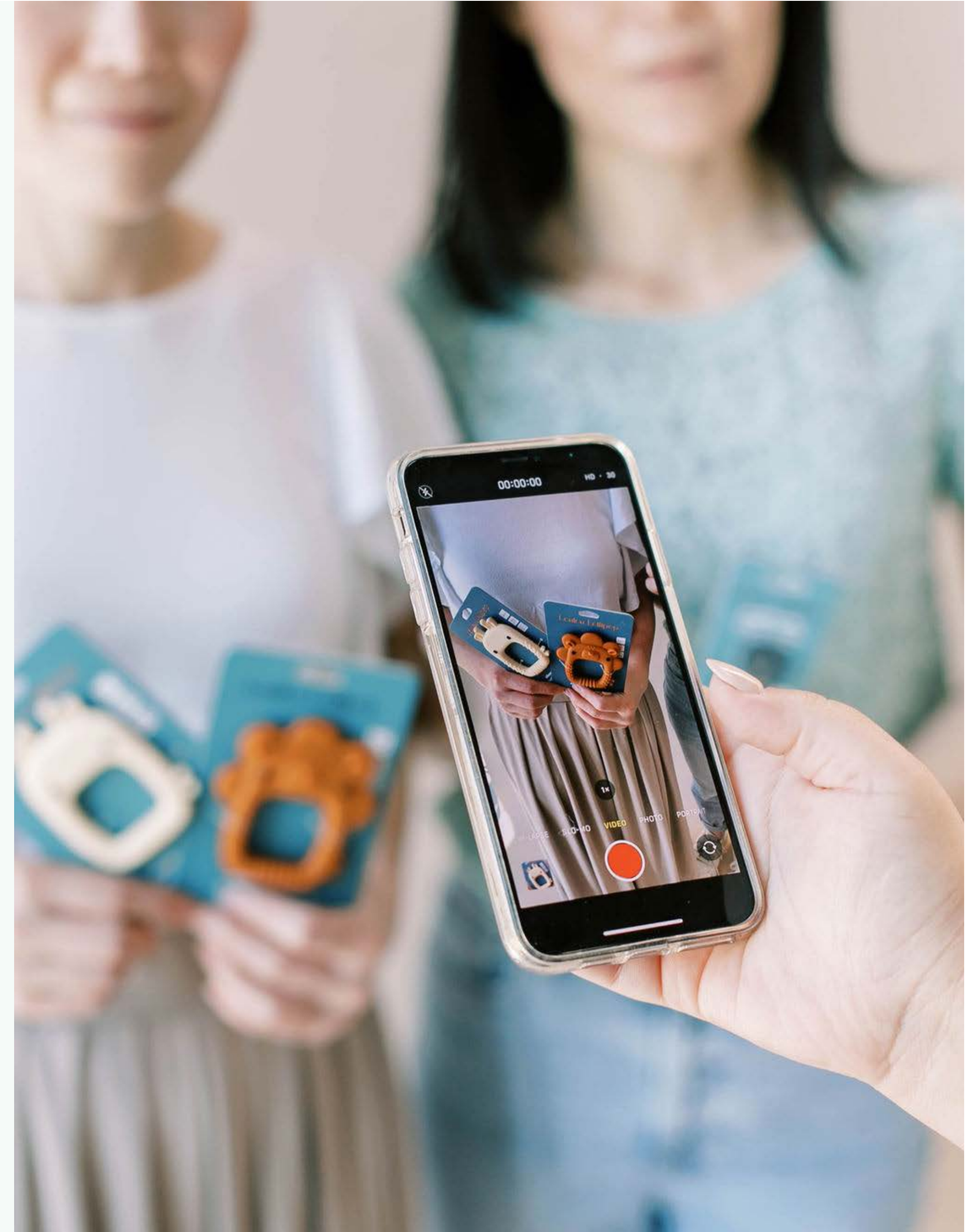
At Loulou Lollipop, we're not just a team; we're a diverse family working toward a shared vision. What sets us apart is the rich tapestry of backgrounds and experiences that make up our unique team—and how passionately we champion each member.

Our latest employee survey revealed that the majority of our incredible team identifies with racial/ethnic minority groups, with a strong representation of amazing women. This diversity isn't just a statistic; it's a testament to our intentional hiring practices, creating a stronger company and a more inclusive workplace.

To nurture the well-being of our team, we've introduced some exciting new internal policies; a robust Career Development program, an Emergency Financial Support policy, and a Mental Health Support policy, just to name a few.

But it's not just about policies; it's about practices. We've formed a formal Health & Safety committee and rolled out life skills workshops—like Personal Finance 101—to further empower our team.

To our incredible team, thank you. Your contribution goes beyond words, and we're grateful for each and every one of you. Together, we're making Loulou Lollipop a vibrant, inclusive, and amazing place to be!



86%

PERCENTAGE OF TEAM
THAT ARE FROM A RACIAL/
ETHNIC MINORITY GROUP

92%

PERCENTAGE OF TEAM
MEMBERS THAT ARE BASED
IN VANCOUVER, BC

64%

PERCENTAGE OF TEAM
MEMBERS WHO IDENTIFY
AS WOMEN

82%

AVERAGE TEAM
SATISFACTION
SCORE

20%

PERCENTAGE OF TEAM
INTERNALLY-PROMOTED
THIS YEAR



2024
And Beyond



2024 Goals

Impact Area	Goal	Description
CUSTOMERS	8.5/10 SATISFACTION SCORE	We gauge our success in serving new parents through our product satisfaction score. In the upcoming year, get ready for a burst of excitement as we design and launch new products. Our aim is to delight our customers and consistently meet the needs and desires of moms and dads everywhere!
ENVIRONMENT	100% RECYCLED PACKAGING WASTE BENCHMARKING	In the upcoming year, Loulou Lollipop is putting the spotlight on waste reduction. We're taking a big leap by phasing out plastic mailers and embracing eco-friendly paper alternatives. Plus, we're committed to measuring the waste generated at our facility, setting a baseline, and creating annual targets for waste reduction.
COMMUNITY	1% OF ONLINE SALES DONATED 1% OF TIME DONATED	We want to keep engaging with our community and giving to the causes that are aligned with our mission. To support this intention, we hold ourselves accountable to meeting our donations and volunteering commitments next year. With your support, we know we can get there!
WORKERS	100% OF TEAM MEMBERS PARTICIPATE IN PERSONAL DEVELOPMENT TRAINING	In the coming year we hope to increase our team members' participation in the company's Training program by facilitating quarterly personal development workshops. In 2024, our personal development training will primarily focus on topics such as financial literacy, wellness, and teamwork.



Our Legacy, Their Future

Fast forward to 2050, the year the globe aims for net-zero carbon emissions under the UN's Paris Agreement. Imagine Loulou Lollipop babies, now grown adults, passing down their cherished apparel to a new generation. Our dream is for them to proudly say, "I was a Loulou Lollipop baby!" It's a legacy we're committed to building, knowing that being a leading impact brand is a continuous journey, not just a destination. We invite our incredible community—customers, suppliers, and team members—to join us on this adventure. Together, let's create a bright future for babies and toddlers everywhere. Thank you for being part of our mission! And to today's parents—you've got this, and we're here for every adorable step of the way.