



EVOLVE
ORGANIC BEAUTY

GLOBAL PACKAGED 2022

Sustainability in the beauty industry - what we are doing and what you can do

WELCOME

- *Evolve Beauty founder, Laura Rudoe*

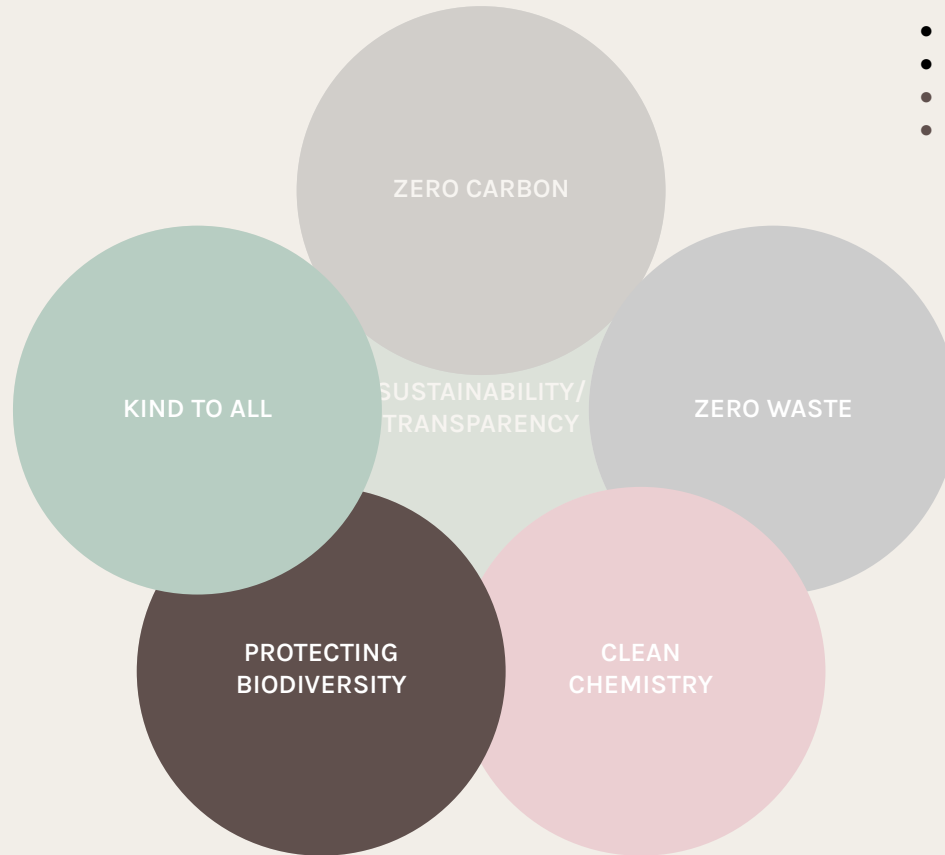
Our mission has always been to make products that are healthier, greener and kinder to us and the planet and that help to push the boundaries of what is possible to help the beauty industry sustainably evolve.

We want to go beyond sustainability to become a regenerative business, which gives back more to the environment than we take out.

For this talk I will be focusing on the packaging aspect of our journey, how we got to where we are and the decisions we made along the way.



OUR IMPACT VALUES



OUR OVERARCHING GOALS

- Sustainability
- Transparency
- Thought leadership
- Helping the Beauty industry sustainably evolve

OUR IMPACT STRETCHES FROM FARM TO END OF PRODUCT LIFE



ZERO CARBON

GO BEYOND CARBON NEUTRAL TOWARDS NET ZERO

PROGRESS SO FAR

- We've measured our entire scope 1, 2 and 3 emissions this year including total product emissions
- As a business we created and offset 296 tonnes of CO2 in total, which is equivalent to 571,201 miles driven by car and 352 economy flights from London to New York
- Our packaging created 56 tonnes of CO2 which is the same as the yearly CO2-capture of 4,480 beech trees or 60,215 wash cycles
- We offset our carbon footprint, making us Carbon Neutral
- Our workspace runs on 100% renewable energy
- 69% of all of our packaging is sourced from either in the EU or UK
- From the work we've done so far, we think making the products in our own studio saves a huge amount of carbon. We are working to quantify this!
- We have planted an additional 21,533 trees this year as part of our Earth Day and Christmas campaigns.
- We have 60 COSMOS certified organic ingredients. Growing organically has a reduced carbon footprint.
- We use grass paper cartons which have a reduced carbon footprint
- We are working to reduce our impact even further by reducing the ingredients that are air freighted to us and reducing carbon intensive packaging materials

GOALS ACHIEVED IN 2021

- Going Carbon Neutral
- Measured our entire scope 1, 2 and 3 emissions

FUTURE GOALS

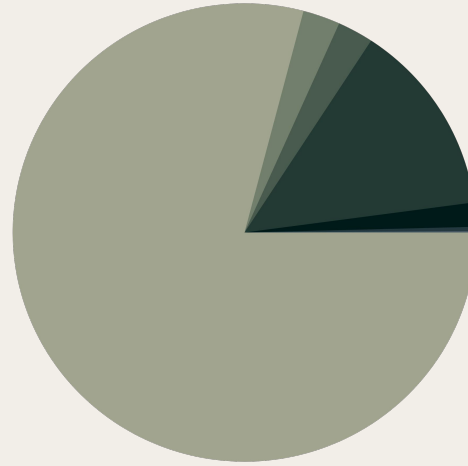
- Continue to source more packaging and ingredients locally to reduce shipping emissions
- Quantify the carbon benefits of small batch own factory production
- Agree a Net Zero pathway and look at other ways to reduce our carbon emissions further

2021 EMISSIONS BREAKDOWN



BREAKDOWN OF TOTAL EMISSIONS (tCO2e)

- Product ingredients 58%
- Product packaging 19%
- Other corporate 23%



BREAKDOWN OF CORPORATE %

- Business travel 0.1%
- Office paper 0.3%
- Web and tech 1.7%
- Waste 2.5%
- Electricity and energy 2.6%
- Food Provided 13.7%
- Commute 79.1%

2021 EMISSIONS BREAKDOWN

CARBON EMISSIONS FOR OUR TOP 5 PRODUCTS (gCO2e)



Hyaluronic Serum
200: 69.62

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3 cups of coffee



Daily Renew
Facial Cream:
129.10



6 cups of coffee



Bio Retinol + C
Booster: 130

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6 cups of coffee



Bio-Retinol Gold
Mask: 404.14

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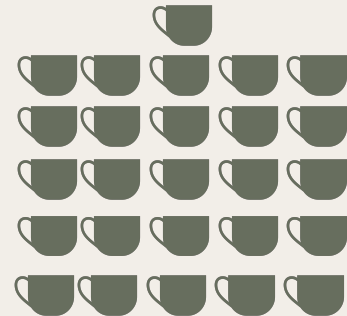


19 cups of coffee



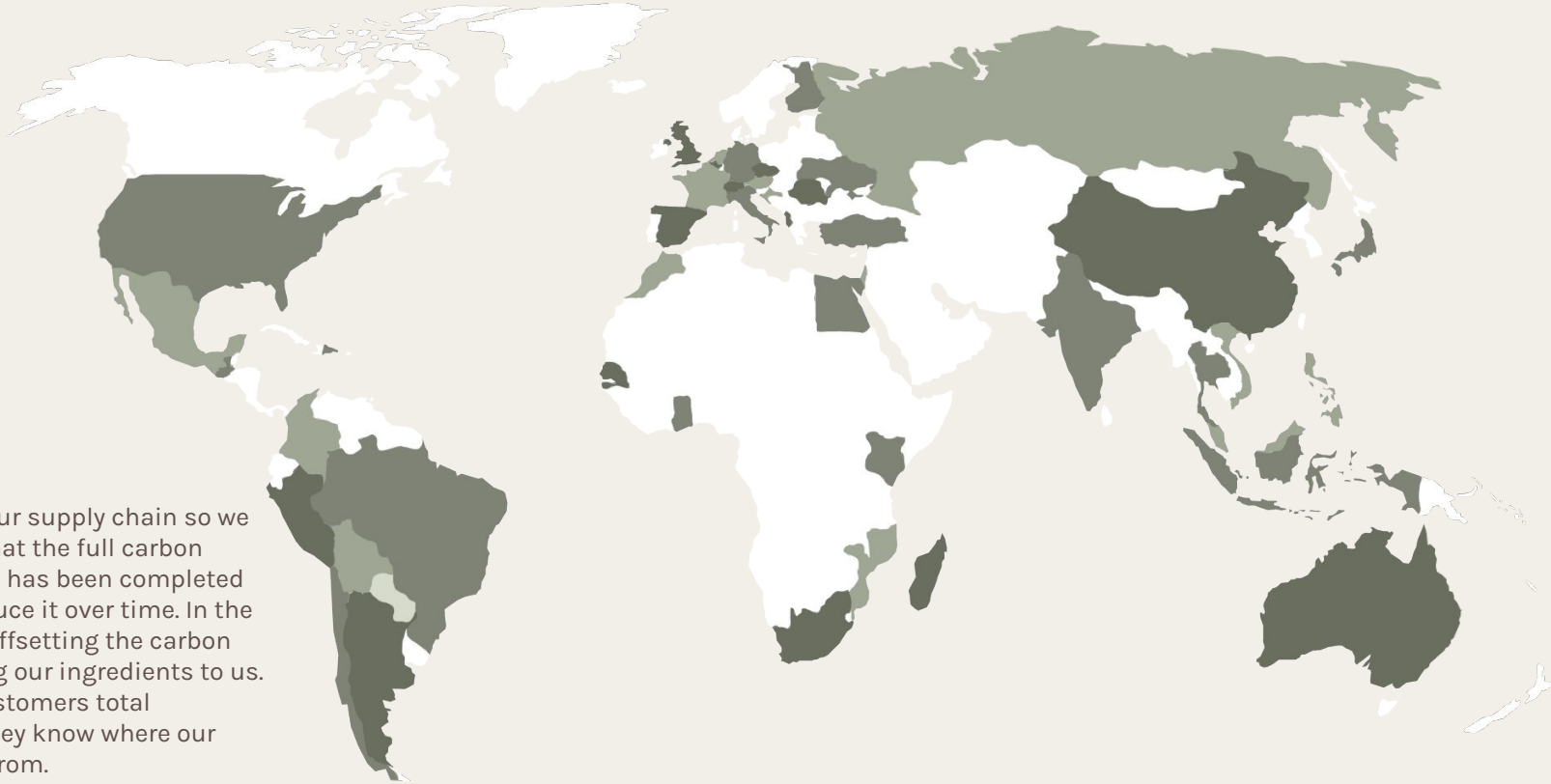
Superfood Shine
Shampoo: 540

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26 cups of coffee

MAPPING OUR SUPPLY CHAIN



We have mapped our supply chain so we can understand what the full carbon impact is. Now this has been completed we can work to reduce it over time. In the meantime we are offsetting the carbon created by shipping our ingredients to us. We will give our customers total transparency, so they know where our ingredients come from.

OFFSETTING PROJECT

We will be working with Earthly to help fund the **BAM REDD+ Brazil Nut Concessions** project in Peru.

This project is focussing on rainforest conservation in the heart of Peru, and it aims to **reduce deforestation in over 300,000 hectares of Peruvian Amazon** and reduce millions of tonnes of carbon dioxide entering the atmosphere due to illegal deforestation.



The project has helped a total of 405 families through initiatives to protect the forest



The project helps to protect 300,000 Hectares of rainforest



The project helps to annually avoid emissions of 2,086,089 tonnes



ZERO WASTE

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

PROGRESS

- Partnered with rePurpose Global to remove 2X as much plastic as we purchase from the planet and become certified Plastic Negative
- Plastic free refills on all 100ml products
- Saved over 2000 plastic pumps from landfill
- 100% of our glass packaging, plastic bottles and lids and paper cartons are recyclable
- 63% of our packaging contains some recycled content, up from 60% in 2020
- We use upcycled ingredients from the food industry including coconut, sugar cane, maca, raspberry and avocado
- Our 2021 Christmas sets featured new compostable mushroom mycelium packaging



GOALS ACHIEVED IN 2021

- We now supply 5L bulk of products in refill schemes with a number of partners

FUTURE GOALS

- Launch solid products by the end of 2022
- Work with our customers to help them recycle more of their products at home
- Switch more of our packaging to contain recycled content.
- Continue to look for a completely eco friendly solution for sample sachets



PLASTIC NEGATIVE CERTIFIED

We have measured our plastic consumption and partnered with **rePurpose Global** to invest in projects that remove twice as much plastic as we purchase from the planet to become Plastic Negative.

WE ARE THE UK'S FIRST
**PLASTIC
NEGATIVE**
BEAUTY COMPANY

REPURPOSE GLOBAL

Our Plastic Negative accreditation means that we are taking out twice as much plastic from the environment as we purchase every year through our partnership with rePurpose Global and their impact project in Maharashtra, India .

This means that by shopping with Evolve, you'll be actively helping to remove plastic waste from the environment.

We want to tackle the issue of single use plastic waste head on, and although we can't change everything immediately, going Plastic Negative is a huge step in the right direction.



2021 DUMP THE PUMP CAMPAIGN

In 2021 we launched our **Dump the Pump** campaign, offering zero plastic refills for our 100ml products to help people reduce plastic waste.

Over the last year we have saved over 2000 plastic pumps from going into landfills.

2022 BATHROOM WASTE CAMPAIGN

Only 50% of Brits recycle bathroom waste.

In 2022 we plan to work with our customers to help them recycle more of their products at home by launching a bathroom bin campaign to make it easier to store used recyclable packaging and by adding more information to our labels on how to recycle it.



IMPROVING END OF LIFE DISPOSAL

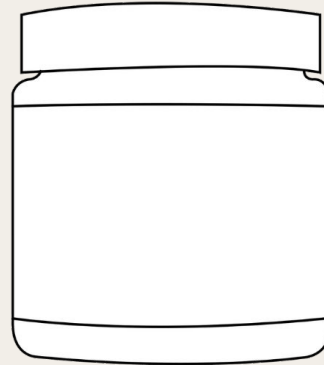
GOALS ACHIEVED

- Our packaging is all designed to be recyclable, contain recycled materials or be reusable

FUTURE GOALS

- In 2022 we will be adding more recycling information to our labels to help customers dispose of them correctly

GLASS JARS:
Widely recyclable



PLASTIC LIDS:
Widely recyclable

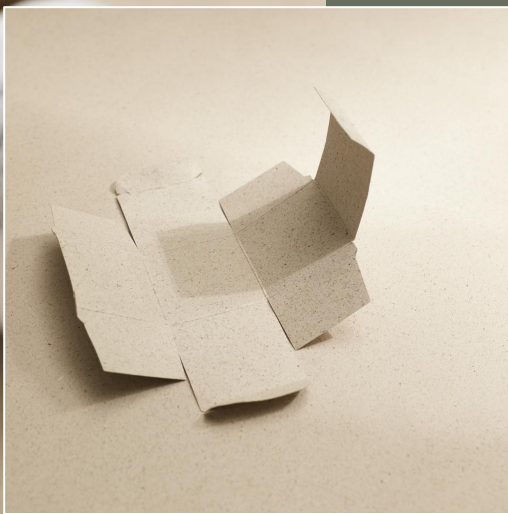


PUMPS: Not currently recyclable, we offer product refills for our 100ml bottles and bulk refills for our washes



PLASTIC BOTTLES:
Made from recycled plastic, and widely recyclable





In 2021,

we switched our cartons
from FSC Kraft paper to
FSC Grass Paper.



THANK YOU!