our journey to a cleaner, greener, more beautiful planet

OUR APPROACH TO SUSTAINABILITY | 2018 / 2019
Since our launch just a few years ago, we’ve been on a journey to make our shoppers feel beautiful while also giving a little love to the planet through pioneering planet-loving innovation & working towards our sustainability goals.

In the following pages you’ll find an overview of our mission and sustainability goals, examples of where we’ve succeeded so far and of course, transparency as to where we have more work to do! While we wouldn’t go so far as calling this a full Corporate Social Responsibility report, it’s our first go at showing the world our roadmap to a cleaner, greener, more beautiful planet.

The contents of this document cover January 1, 2018 through December 31, 2019. For Love Beauty and Planet information, the details included here cover the specific geographic region of the United States, United Kingdom, the Netherlands, Belgium, Finland, Sweden, Norway, Denmark and Hungary. We have chosen to focus on these countries as Love Beauty and Planet has been in market for more than a year here.

For Love Home and Planet information, the details included here cover the specific geographic region of the United States. Information included here about either Love Beauty and Planet or Love Home and Planet may be applicable to additional countries where products are sold, but is not intended to definitively represent those geographies.
We started our journey in 2017 because we believed that looking good and doing good should go hand-in-hand. It started with a simple idea: whatever we do must make our shoppers feel beautiful and give a little love for the planet. If it doesn’t, it’s out.

So, we set out on a pioneering journey to launch a new brand that would continue to deliver on Unilever’s legacy of creating great beauty products, while also setting new standards for sustainability. As we sought to push boundaries, we did so with the core belief that quickly testing, learning, and evolving are the best ways to generate progress. Fueled by our collective passion for the planet and our willingness to aim high, fail fast, and keep moving, our small, dedicated team created and launched Love Beauty and Planet in just eleven months.

Love Beauty and Planet hit shelves in January 2018 and inspired a global movement to empower changemakers to show that small acts of love can make a big impact.

Love Beauty and Planet is on a mission to make you, your home and the planet a little cleaner, greener and more beautiful.

Piyush Jain  
Co-founder & Global Vice President

Sonika Malhotra  
Co-founder & Global Brand Director

We are incredibly proud of what we have accomplished:

• We pioneered the use of 100% post-consumer recycled (PCR) plastic to create our bottles, and we are thrilled to see that other brands are joining us
• We were one of the first Unilever brands to be globally certified Cruelty-Free and Vegan by PETA (and the EU Vegetarian Union). That means we do not test on animals anywhere in the world.
• We developed first-of-their-kind innovations to create products to make you more beautiful and give a little love to the planet
• We grew to reach more than 50 countries
• We entered the home care category with the launch of Love Home and Planet in January 2019

Since 2018, millions of people have joined our mission to give a little love to the planet. But we’re only just getting started. As we look ahead, we will continue our journey to pioneer planet-loving innovations, enter new formats that provide uncompromised care and cleaning, and inspire each other and our community into small acts of love.

It’s in this vein that our team of passionate, committed and curious planet lovers are excited to share with you our first ever sustainability document. In the following pages we share our successes, highlight where we know improvements can be made, and bring you stories from around the world of a cleaner, greener, more beautiful planet. Our journey continues; there is more to be done – and lots to celebrate – but each small act of love gets us closer to where we want to be – for our company, for our consumers and for our planet.
We make beautiful products that help make you, your home and the planet a little cleaner, greener and more beautiful. Each of our collections is infused with an ethically sourced ingredient from around the world.

We launched our beauty and personal care line, Love Beauty and Planet, in January 2018. Building on the brand’s success, we launched a home and lifestyle collection one year later, in January 2019.

We are committed to small acts of love and we want to dispel the myth that change must be life altering. Instead, we believe that small steps can add up to make a big difference.

Every one of our products is made with that in mind – from each decision we make with our formulas and packaging to the partners that we support to create an impact even beyond our business.

OUR JOURNEY TO A CLEANER, GREENER, MORE BEAUTIFUL PLANET

8 categories from hair care to laundry care

195,000 products donated through organizations including Enactus and One Young World

1,500+ volunteers participating globally in community and beach clean-ups

WHO WE ARE

WHAT WE BELIEVE

100% recycled plastic in most Love Beauty and Planet bottles

Equivalent of 60M+ used plastic water bottles used to create our bottles

Equivalent of 8M plastic water bottles kept from the ocean*

$750K+ donated to partners that support a cleaner, greener, more beautiful planet

Equivalent of 8M plastic water bottles kept from the ocean*

29 ethically sourced extracts infused in our fragrances. (More on p. 20)

50 countries carrying Love Beauty and Planet products

*Based on calculations assuming weight of 500ml water bottles. Ocean bound defined as 12 miles radius from shoreline
At Love Beauty and Planet we operate with sustainability at our core. Working to further reduce our environmental impact is a labor of love, and we’re inspired by the challenge to make our planet a little more beautiful.

We take our commitments seriously, and every year, sustainability experts monitor the impact we have on the planet throughout our value chain. This requires a deep look into our ingredient sourcing, packaging materials, logistics, and disposal. We are actively working to identify efficiencies and make improvements across our operations. Because we recognize that we can’t change everything at once, we are committed to incremental changes and innovations to make small improvements, with the knowledge that each act of love adds up to a greater impact.

Our journey of improvement is ongoing, and we promise to be open and honest about the challenges we face. In this first report, we’ll take you on that journey, showing you how we’ve thought carefully about our consumer, our business, and our planet, sharing goals and successes along the way across four main categories: our packaging, our product formulations, our carbon footprint and our partnerships.

As part of the Unilever family, we are committed to the Unilever Sustainable Living Plan (USLP) in order to drive positive change and sustainable growth through our business, our brands and our partners.

10 PRODUCT DESIGN GOALS

Our ambition is to design our products with sustainability at the heart, working towards the following goals in both our formulas and packaging:

- Globally PETA-certified vegan
- Globally certified PETA Cruelty-Free and not tested on animals
- 100% PCR for plastic bottles
- Fully recyclable packaging
- No synthetic dyes
- No parabens
- No greenhouse gases in spray products
- Ethically sourced ingredients in our formulas (including water)
- Greater than 90% naturally derived formulas
- Naturally derived cleansers and detanglers
When we launched Love Beauty and Planet in 2018, we set out with six ambitious goals:

**GOAL 1  REDUCING WASTE**
Our goal is to move all our beauty and personal care cops and pumps to use at least 50% recycled plastic and to have 100% recycled materials for all homecare bottles and caps by the end of 2021.

Our focus first and foremost, was to ensure recyclability, and then address recycled content. Looking at recyclability, we are proud that our bottles are fully recyclable and caps can be recycled locally in the U.S. (check with your local recycling facility to see if they accept these materials). This is true for more than half of our personal care portfolio! Transparently, we haven’t yet produced recyclable pumps – but, we have a solution underway!

In terms of recycled materials, we launched with 100% Post-Consumer Recycled (PCR) bottles but the journey didn’t stop there. In 2020, we were excited to launch caps that are 100% PCR in the U.S! That said, we haven’t found a viable 100% PCR solution for pumps just yet, but have our eyes peeled for technology advances in this space so we can achieve this ASAP.

In the E.U., we have set ourselves a slightly longer timeframe, so that we can crack solutions in the U.S. first and then move to implement them there, as recycling guidelines can be a bit trickier. In our Homecare range, we are proud that most of our bottles are fully recyclable and in 80% or 100% PCR.* We have a big job to do to move caps to PCR and improve going forward.

**GOAL 2  BENEVOLENT INNOVATION**
Our goal is to produce new product innovations that enhance the beauty of your hair and skin and help give a clean, fragrant home, all while continuing our small acts of love for the planet too.

In the U.S., we launched three innovations in the beauty and personal care space such as our Clean Ocean’s Edition line with bottles made from 100% Ocean-Bound Plastic and our Almost Plastic Free Shampoo Bars that we launched in 2019. In our Homecare line, we launched our new Ultra-Concentrated Laundry Detergent in 2020 (page 14). In the E.U., we also launched Shampoo Bars, alongside both roll-on and pump deodorants and our Oral Care line which includes a vegan toothpaste, which has no artificial sweeteners or dyes and comes in an aluminum, plastic-free tube.

**GOAL 3  SOURCING INGREDIENTS RESPONSIBLY**
We are committed that everything we use in our products that is natural will be from certified sustainable sources.

Today, our natural ingredients Murumuru, Argan Oil and Tea Tree Oil are from certified sustainable sources. We still have work to do on many of our other natural ingredients, like our coconut water, and on our naturally derived ingredients. Looking ahead, we want to make sure that we are tackling the priority ingredients that will have the most impact, rather than the ingredients that make up the smaller component of the overall formula.

**GOAL 4  SAVING WATER**
In the U.S., we commit to making 100% of our shampoos fast-rinse by 2020. In addition, we only make laundry detergents that are concentrated and use less water to make. We are also focused on water-less solutions.

While we set out with an ambitious goal to make all shampoos fast-rinse to conserve water through consumer usage, our team decided to pivot to develop concentrates (launched July 2020), which save 50% more water in the formulation than our standard shampoo and conditioners. In this effort, we wanted to put more focus on our product formulations to save water themselves, rather than relying on behavior change from the consumer knowing that one could still choose in shower after the shampoo rinses off. We know that the largest piece of water consumption comes from consumer usage – and so we are committed to continue gently reminding our consumers to go easy on the tap. We look forward to seeing the impact of this in future years!**

In the U.S., we tripled our support in 2019 compared to launch year, as we held three events to support our planet lovers! We kicked-off in 2018 with our Pinknic activation sharing #SmallActsofLove with our consumers and partnering with Ashoka Changemakers to support young planet lovers. In 2019 we increased our support threefold, with three activations across Earth Month, World Ocean’s Day and in the Holiday Season that showed a little love to the planet, such as working with the Surfrider Foundation to organize 27 beach clean-ups across the nation collecting over 3.5 tons of ocean bound trash.

**GOAL 5  HOLDING OUR CARBON FOOTPRINT ACCOUNTABLE**
Our goal is to reduce our carbon footprint by 20% on a per unit basis before 2020 for our beauty and Personal care products and by 2021 for our Homecare products.

As a brand committed to the planet, we are conscious of our carbon footprint. Back in 2018, we set out with an ambitious goal – and it has certainly steered us in the right direction – but we’ve also learned some important lessons along the way and know we have more work to do! For starters, while we have an amazing Research and Development (R&D) team – we still need sharper tools in place to understand how much our carbon footprint decreased at a per unit level for the overall brand. Transparently, right now we don’t know whether we met our 20% goal, but we want to share some high and lows we do have from our data.

We do have data for our categories at an overall level and we can share that from 2018 to 2019, we saw our carbon footprint on U.S. Haircare increase by 21% (at an absolute level) as our brand rapidly scaled and we introduced new product lines. That said, even as our volumes increased, we remained committed to our carbon loss of 540 per carbon ton emitted from production through to distribution. In the U.S., this translated to donating $500K to help offset our carbon footprint (more on this page 26).

Finally, we do have more detailed data on our core products, for example, our 13.5oz shampoos and conditioners which make up more than half our Haircare sales. On these products, we were very excited to make the move to PCR caps at the end of 2019. This move saw more than 80% less carbon emitted per unit compared to the original virgin plastic cap. We look forward to seeing the impact of this in future years!**

**GOAL 6  PEOPLE & PARTNERSHIPS**
We commit to doubling our support for planet lovers and to keep helping them transform their passion into impact.

In the U.S., we tripled our support in 2019 compared to launch year, as we held three events to support our planet lovers! We kicked-off in 2018 with our Pinknic activation sharing #SmallActsofLove with our consumers and partnering with Ashoka Changemakers to support young planet lovers. In 2019 we increased our support threefold, with three activations across Earth Month, World Ocean’s Day and in the Holiday Season that showed a little love to the planet, such as working with the Surfrider Foundation to organize 27 beach clean-ups across the nation collecting over 3.5 tons of ocean bound trash.

* Our Ultra-Concentrated Laundry Liquid, Fabric Softener, Spray Cleaner & Auto Dish Gel are all in 100% PCR bottles. Our Hand Wash Soap & 12 oz Laundry Liquid are in 80% PCR bottles
**We’ve left off U.S. and Homecare because to the side for this goal, as we were only launched in 2019 and so not enough data has wrapped to track performance.
We have high expectations for our packaging. It not only has to perfectly protect our products, but it also must push the envelope in setting new environmentally friendly standards. We continually work to find new ways to reduce environmental impacts throughout the packaging lifecycle – from increasing the use of recycled content to improving recyclability and eliminating waste where we can.

GOAL 1
REDUCING WASTE

Our goal is to move all our beauty and personal care caps and pumps to use at least 50% recycled plastic and to have 100% recycled materials for all homecare products and caps by the end of 2021.

REDUCING WASTE: USING 100% RECYCLED PLASTIC BOTTLES

At our inception, we had one priority: reducing the use of virgin plastic in our packaging. Plastic, when not recycled appropriately, is one of the leading causes of landfill and ocean waste. One of our greatest achievements is being the first mass beauty and personal care brand to develop our bottles with 100% post-consumer recycled (PCR) plastic for our Love Beauty and Planet products. This means that the plastic we use to create our bottles is gathered from recycling facilities that process a range of plastic in different forms and colors, which explains why our transparent bottles sometimes have a grey or blue tint to them.

This didn’t come without challenges. Our ability to find PCR plastic that matched the price of virgin plastic was impossible. The demand for PCR was growing, but the supply was still limited. Even though it made the business case for our launch more complicated, we are working on it, starting with our home care line. We’ve realized this is going to take us longer than we initially anticipated, but we are working on it, starting with the products that have the biggest impact first.

In our beauty and personal care line, we are still working on how we can use recycled plastic for all our caps, pumps and select canisters (like our hair spray bottles). In the U.S., we have already begun producing 100% PCR caps, but pumps are a bit more complicated. We are working on recyclable mono-material solutions moving forward and looking to incorporate more recycled materials into our range.

REDUCING WASTE: CREATING PACKAGING THAT IS RECYCLABLE

From the outset, we knew we wanted our bottles to not only come from recycled materials, but also to be fully recyclable. We worked closely with the recycling industry in the earliest stages of development to learn exactly how we could create a bottle that would be compliant with machinery and minimize our overall footprint. For example, in the E.U., we took steps to adjust the color of our caps from black to gray to ensure they were identifiable along the line at recycling facilities, ensuring they are recyclable. We are continually working to make our packaging components fully recyclable in line with local countries’ infrastructure and regulations, as this has been a challenge for us as a global brand.

Through consumer research, we learned that one of the biggest barriers to recycling is that consumers do not understand how to properly dispose of different material types. In the U.S., to help our customers recycle our products appropriately, we use standardized How2Recycle™ labels on most of our products that detail where and how to recycle our products after use. In the future, we will expand the use of these labels to all products. As we have expanded our portfolio, not all of our products are fully recyclable yet. For the products that are not recyclable, such as our hair spray canisters and dry wash spray, we have focused on making other improvements for the planet (more on that on page 20). In the background we aim to ensure our plastic packaging design is fully reusable, recyclable or compostable by 2025, more on this when we launch our new sustainability goals later this year.

Loop

In order to further eliminate waste from our product lifecycle, we have teamed up with recycling innovators TerraCycle as part of their Loop program – a reuse platform in the U.S. that delivers refillable products straight to your door and picks them back up once they are finished. In order to participate in the program, we’ve repackaged our products into an aluminum bottle that can be filled with the products you love and with zero waste. This fresh new approach to packaging design is one more way we’re continuing our commitment to do #smallactsoflove for a more beautiful planet.

In 2020, we’re excited to continue to commit to reuse by increasing accessibility to Loop by participating in their national expansion. We continue to explore opportunities to eliminate packaging waste, including offering Love Beauty and Planet in Loop’s reusable containers in stores across the country.
OUR JOURNEY TO A CLEANER, GREENER, MORE BEAUTIFUL PLANET

PACKAGING INNOVATIONS IN ACTION

CLEAN OCEANS EDITIONS: KEEPING OUR OCEANS CLEAN & OUR PLANET GREEN

Each year, up to 26 billion pounds of plastic enter the ocean – that’s like dumping a garbage truck full of plastic into the ocean every minute. That means that by 2050, there could be more plastic in our oceans than fish. To do our part, we challenged ourselves to create bottles made entirely of ocean-bound plastic – meaning plastic that is collected within 12 miles of the coastline – so that every bottle represents plastic that is kept from our oceans. We were proud to launch our exclusive Clean Oceans Edition hair and body care line in celebration of World Oceans Day in June 2019 in the U.S., soon to be followed with an E.U. launch.

CONCENTRATES WITH MORE POWER, LESS BOTTLE

In 2020, we are introducing an Ultra-concentrated Laundry Detergent that is little and lasting! It has more cleaning power in each drop. It uses 50% less plastic in the bottle and 40% less water in the formula than our regular 50oz Laundry Detergent, while delivering the same amount of wash loads. By using less plastic, we are also able to reduce our product transportation emissions.

What’s more, our concentrated detergent utilizes an innovative Easy Dose™ Auto Dose Technology system that does the measurement itself to ensure that no one uses too much at a time, thus conserving our environmental footprint and maximizing the efficiency of the product in the bottle.

SHAMPOO BARS THAT ARE (ALMOST) PLASTIC FREE

We created our vegan Shampoo Bars in 2019 to offer a new way to shampoo and condition, using less plastic. Our Rose Shampoo Bar and Coconut 2-in-1 Bar are still vegan and not tested on animals, paraben-free, silicone-free, dye-free, and formulated without phthalates, and they come in a recyclable box that is almost plastic free, with the exception of a plastic film lining to preserve the product. We are excited that these both launched in the U.S. and E.U.

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1 World Economic Forum
2 Compared to our original 50oz concentrated formula
Our product lines are formulated with purpose at the heart so our consumers can feel good about what they are using – from our hair products to our detergents. We make our product formulation decisions with small acts of love for the planet at heart. We’re not perfect and while we still have to do, we are always working on improving!

No matter what, we promise to be transparent and open about our ingredients and fragrances so that you can make the right choices for you. Our parent company Unilever discloses the ingredients for all home, beauty and personal care products down to 0.01% of the product formulation in Europe and the U.S. This information can be found on the Unilever website and via the SmartLabel app in the U.S.

Certified cruelty-free and vegan. We are independently certified Cruelty-Free and Vegan by PETA and the European Vegetarian Union, which means globally we do not test on animals.

Naturally derived. We consider an ingredient naturally derived if it is unchanged from its natural state or has a natural source and undergone some processing, but still retains more than 50% of its original structure. We strive for >90% naturally derived formulas (that includes water too).

Thoughtful fragrances. Each of our fragrances contains one natural essential oil or absolute, such as lavender, that is sourced through Givaudan’s ethical supply chain program. This sourcing program aims to secure these ingredients without contributing to the loss of biodiversity and while bolstering the livelihoods of the local partners who produce them.

Sustainably sourced. Sustainably sourced ingredients take into account both environmental and social impacts related to production and farming. Right now, our natural ingredients Murumuru, Argan Oil and Tea Tree Oil are from certified sustainable sources. In addition, all of our suppliers are required to comply with the Unilever Responsible Sourcing Policy.

Ingredients you can feel good about. Our personal care products are free of parabens, sulfate cleansers (in the U.S.), and silicones, and our home care products are free of parabens, phosphates and artificial dyes.
OUR SOURCING

GOAL 3  SOURCING INGREDIENTS RESPONSIBLY

Our goal is that everything we use in our products that is natural will be from certified sustainable sources.

Right now, our natural ingredients like Murumuru, Argan Oil and Tea Tree Oil are from certified sustainable sources. We still have work to do on our other natural ingredients, like our coconut water, and on our naturally derived ingredients. Looking ahead, we want to make sure that we are tackling the priority ingredients that will have the most impact, rather than the ingredients that make up the smaller component of the overall formula.

The Small Acts of Love in Our Bottles

A small component of natural ingredients: A natural ingredient is one that retains its natural chemical structure, but may have gone through physical processing (such as water extraction or grinding) to be used in a product. An example would be coconut oil.

A much larger component of naturally derived ingredients: We consider an ingredient naturally derived if it’s unchanged from nature or has a natural source and undergone some processing, but keeps more than 50% of its original structure. An example would be our surfactants, such as palm oil.

For the lowdown on the naturally derived content of our beauty formulas, visit here.

So What’s the Difference Between Ethical and Sustainable Sourcing for Our Ingredients?

When we started on this journey, we thought of sustainable and ethical sourcing as quite separate things, relating each to the environmental and social impacts associated with production and farming.

For sustainable sourcing, we focused on our natural ingredients, striving for third party certification. We have achieved this for our Tea Tree Oil (as well as Murumuru & Argan Oil, though we have work to do for many other ingredients). For ethical sourcing, we have focused on our fragrance ingredients, working with Givaudan’s program to responsibly source the essential oil or absolute in each fragrance.

Looking ahead, our sustainable sourcing strategy will, more than ever, focus on living conditions and economic viability for the smallholders in our supply chain. As well as supporting external certification standards and deploying our own sustainable agriculture standard where this is not available. More on our ethically sourced Vetiver and Ylang Ylang on page 21.

Strengthening Communities in Our Supply Chain

Our partners at Givaudan work directly with farmers around the world to trace the source of materials and services, help local suppliers comply with health and safety standards, and ensure that improvements are made across the supply chain when necessary.

In addition, they support programs that enhance local ecosystems and improve the livelihoods of farmers and their communities. For example, Givaudan and its foundation worked closely with communities in Haiti who source our Vetiver fragrance to understand local needs and identify projects to meet them. These projects include developing new roads, constructing a health clinic, and improving electrical infrastructure.

As these communities change and grow, Givaudan works with local nongovernmental organizations (NGOs) who can also advise and support local projects. For example, we have partnered with the Givaudan Foundation since 2019 to support female harvesters of Ylang Ylang in the Comoros Islands. Through the partnership, a local Comorian NGO is providing Ylang Ylang harvesters in four villages with trainings that improve their literacy and numeracy skills. These skills are invaluable for the women to extend their professional activity outside the harvest period. To develop new income-generating activities, the women also receive support in terms of coaching and start-up financing.

Working with Givaudan’s Ethical Supply Chain Program

We work with Givaudan’s ethical supply chain program to source extracts from around the world that are infused in our fragrances. Each fragrance contains an essential oil or absolute that is responsibly sourced from the program with Givaudan – a fragrance house whose approach ensures that the fragrance extract we source from them meets high standards in health and safety, and social, environmental and business integrity.

We recognize that sourcing certain ingredients can cause stressors on the environment. That’s why we partner with Givaudan to make sure that such stressors are reduced. The Givaudan program embraces specific fragrances that have a fragile supply chain. Using fragrance ingredients from the program supports the livelihoods of the communities that produce them and helps reduce our environmental impact. We currently use a wide range of ingredients from the program and are constantly working with Givaudan to identify potential new additions for our range.

For the rest of our supply chain, we are guided by Unilever’s Sustainable Agriculture Program, which for more than 15 years, has defined our approach to working with farmers and suppliers on ways to increase their yields while improving their livelihoods and respecting the environment on which they, and we, depend. For more information, check out our Unilever Sustainable Agriculture Code.

In addition, all of our suppliers are required to comply with the Unilever Responsible Sourcing Policy. For additional information, check out Unilever’s Human Rights Report to learn about our audit program and how we manage human rights in our supply chain.

Palm oil and palm kernel oil derivatives are important ingredients, predominantly used for surfactants (cleaning agents) in shampoos and body washes. At launch, we used sustainable palm oil derived surfactants and are striving to adhere to Unilever’s Sustainable Palm Oil Policy, which has included targets on traceability and certification by the Roundtable on Sustainable Palm Oil (for core volumes). More recently in the U.S., we are proud to have moved to sulfate free surfactants which are no longer dependent on palm (in time, we’ll work on bringing this to other markets too)! We will also lower level palm derivatives in our formulas that we are looking to move to sustainable sourcing. In addition, we are committed to achieving a deforestation-free supply chain by 2023 and are instituting a new Regenerative Agriculture Code for all our suppliers. This will empower a new generation of farmers and smallholders who are committed to protecting and regenerating their farm environment.

In Bulgaria, courtesy of Givaudan

Rose field in Bulgaria, courtesy of Givaudan
Our scientists designed a high-quality conditioner with fast-rinse technology can help save some water every time you shower while also rehydrating and replenishing your hair. How? Traditional conditioner has a complicated chemical structure, which helps deliver hydration and remove tangles. While the complex structure is ideal for bringing hair benefits, it also needs to break down easily to rinse out. To achieve this, we took inspiration from safety glass. While safety glass looks and behaves the same as normal glass, when a force impacts it, it quickly breaks down into thousands of pieces. We did the same thing with our conditioner. It delivers hydration like traditional conditioner but when a force impacts it (in this case, water), it breaks down into small pieces, allowing it to be washed away quickly.

If 50 people shortened their shower by just ten seconds thanks to our fast rinse conditioner, we could save 9,000 liters of water! With this math, and considering our product sales, we have the potential to have saved 120MM tons of water since our launch. So remember, we all must go easy on the tap!

While we set out with an ambitious goal to make all shampoos fast-rinse to conserve water through consumer usage, our team decided to pivot to develop concentrates (launched July 2020), which save 50% more water in the formulation than our standard shampoos and conditioners. In this effort, we wanted to put more focus on our product formulations to save water themselves, rather than relying on behavior change from the consumer knowing that one could still choose to stay in shower after the shampoo rinses off. We know that the largest piece of water consumption comes from consumer usage – and so we are committed to continue gently reminding our consumers to go easy on the tap on pack and when we’re speaking to our community, as well as opting for options like our dry shampoos.

If every woman in America reduced their shower time by 10 seconds, it would save over a BILLION liters of water every two weeks.

CONCENTRATES TO REDUCE WATER USE IN PRODUCTS

Our concentrates not only drastically reduce packaging, but also help conserve water. In July 2020, we are proudly launching shampoo and conditioner concentrates that use 50% less water and 30% less plastic, designed to provide the same results in just half the usual dose!

In home care, our 50oz Laundry Detergent is already 4X concentrated and looking ahead, we are prioritizing the development of an 8X concentrated detergent that uses 50% less plastic and 40% less water, launching in 2020.

DID YOU KNOW...

If every family in the U.S. did one less laundry load per month, we could save enough to fulfill the yearly water needs of over 400 thousand people.
As a brand committed to the planet, we are conscious of our carbon footprint. Back in 2018, we set out with an ambitious goal — and it certainly has steered us in the right direction — but we have also learnt some important lessons and there’s certainly more to do. For starters, while we have an amazing R&D team — we still need sharper tools in place to more accurately calculate our specific carbon emissions and offsets. We’ll leave our E.U. and Homecare business to the side for now as they calculate our specific carbon emissions and offsets. We’ll leave our U.S. Haircare business to the side for now as they were only launched in 2019 and so we don’t have enough time to accurately see performance here.

What’s more, we’ve recognized that all elements of our carbon footprint aren’t weighted equally. Though we don’t have data specific to all our own products yet, we do have U.S. market data. What we see is that the biggest footprint coming from consumer use and the ingredients themselves. While we have made strides with our products to help consumers cut their showers short — we know it still remains tough to fully control the complete footprint, inclusive of consumer use. This is why we’ve focused to date on our footprint inclusive of production (including ingredients and packaging) through to distribution instead.

Looking ahead, we look forward to our progress still to be made, we know the climate action space is accelerating quickly — and to us, this is exciting! We very much aim to stay ahead of the curve so we’re also asking ourselves some hard, complicated questions to figure out what goal is right for us to hold our carbon footprint accountable in the future. Is 20% enough? Should we look at an overall per unit basis or should we focus on areas like the consumer use and ingredients which are more heavily weighted?

We have more work to do to capture data across our other categories at a per unit level and explore further changes to our materials that could lower our carbon footprint. We’ll be sharing our 2030 goals later this year, but in the meantime, what we can report back on are some highs and lows that we’ve seen in our U.S. Haircare business on our core lines.

### Goal 5
**Holding our Carbon Footprint Accountable**

Our goal is to reduce our carbon footprint by 20% on a per unit basis before 2020 for our beauty and personal care products and by 2021 for our Homecare products.

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**Carbox Footprint Representative of Shampoo & Conditioner in the U.S. Market**

<table>
<thead>
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<th>Elements</th>
<th>Ingredients</th>
<th>Primary pack (the bottle)</th>
<th>Secondary pack (the case)</th>
<th>Inbound transport</th>
<th>Manufacturing</th>
<th>Distribution</th>
<th>Retail</th>
<th>Consumer use</th>
<th>Disposal</th>
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<td>1%</td>
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</tbody>
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This is based on the GHG emissions of one use of shampoo and one use of conditioner of a leading US Haircare brand, which is taken to be representative of the U.S. market [Data source: USLP 2019]

By moving from virgin to PCR caps we see

**80% less carbon emitted per unit**

When we launched our 13.5oz shampoo and conditioner bottles made from PCR PET plastic rather than virgin PET plastic, we reduced potential carbon emissions per bottle by almost half. When you tally all these bottles we produced since launch to end 2019, we saved 30 tons by using PCR PET bottles — that’s the weight of 300 baby elephants!

Reducing our footprint isn’t easy, but we are keeping a close eye on our impact. We track at an overall (but not per unit) level our greenhouse gas emissions across every stage from production to distribution and strive to reduce our overall carbon impact. Recycled plastics, particularly PET, usually have a lower carbon footprint than virgin plastics, when you look at energy and greenhouse gas emissions in their lifecycle. When we launched our 13.5oz shampoo and conditioner bottles made from PCR PET plastic rather than virgin PET plastic, we reduced potential carbon emissions per bottle by almost half. When you tally all these bottles we produced since launch to end 2019, we saved 30 tons by using PCR PET bottles — that’s the weight of 300 baby elephants!

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As part of our approach to product design, we examine the products that exist in the market that may have room for improvement and then challenge ourselves to redesign them for a cleaner, greener planet.

We learned that conventional hairsprays in the U.S. use propellants heavy in greenhouse gases and ethanol in their formulations, and thus have a high CO2 impact. And so, we sought out a new technology that can power hairsprays with compressed air technology instead of a GHG propellant, which reduced the CO2 emissions of hairspray by 96%.

How? The base of the Airopack bottle is filled with compressed air, which dispenses the product when the actuator button is pressed. While our hairspray containers are not currently recyclable, the compressed air technology we use results in the lowest GHG emissions for our spray bottle products.

We have big ambitions and are continuing to find ways to improve our offerings. For example, after successfully piloting this technology with our hairspray, we brought it from our personal care line to our home care line through our dry wash spray. Looking ahead, we are launching a more environmentally friendly spray deodorant in 2020 in the E.U.

To best address the impact we do have, we currently charge ourselves a Carbon Tax of $40 per carbon ton estimated to be emitted overall from production. This tax goes into a fund to support third party programs that currently help improve the planet by increasing recycling and avoiding the need for virgin plastics which in turn reducing greenhouse gas emissions. Key partners for us have been The Recycling Partnership in the U.S. and Plastic Whale in the E.U.

The Carbon Tax is meant to serve two clear goals:
1. Hold us accountable to track and reduce GHG emissions with a specific financial commitment
2. Fund relevant programs that aim to benefit and protect the planet in alignment with our sustainable living goals.

Since launch, we contributed more than $500,000 to The Recycling Partnership that will help transform municipal recycling in the U.S. – making it easier for residents to recycle. For example, we helped fund a project in Sarasota County, FL to help improve their recycling infrastructure and curbside collection rates. With our support from October through December 2019, TRP distributed recycling carts and educational materials to the county’s curbside recycling households.

The new collection system resulted in a 17% increase in tonnage collection over the previous year over the first quarter of 2020 – proudly improving the recycling efforts in this community. Residents in the county are celebrating the new collection system and the county staff have received a great deal of praise for a well-executed transition.

As we look ahead, we commit to continue contributing $40 per ton of carbon emitted to our Carbon Tax fund. We will use the fund to support the individuals and organizations taking action to help reduce carbon emissions in our communities and to provide solutions. We will also be starting an exciting program to help fuel young changemakers and their boat-rocking, planet-inspired ideas.

The Recycling Partnership is a trusted partner in the recycling space; over the past six years, The Recycling Partnership has activated dynamic change in the curbside recycling of more than 1,500 communities, reaching over 77 million U.S. households, giving 230M tons of recyclables a second life, and resulting in 251,000 metric tons of carbon emissions avoided.
Through small acts of love, we want to make a big impact on the world – but we can’t do it alone. That’s why we have joined up with like-minded partners around the globe who have the same passion that we do for the planet.

Together with our partners, we have made it our mission to empower acts of love that are both big and small, all of which contribute to a better world.

In 2019, we teamed up with the Surfrider Foundation, donating $250,000 to their mission and organizing 27 beach cleanups across North America. On World Oceans Day, more than 1,300 people pitched in to collect over 100,000 pieces of waste from our beaches, weighing over 3.5 tons – that’s the equivalent of nearly 7 grand pianos!

In partnership with Plastic Whale, we went on a different type of fishing trip where we fished plastic out of the canals of Amsterdam – all in our own Love Beauty and Planet Boat made from recycled plastic. Together with Plastic Whale, we can continue to raise awareness of the impact of plastic waste and promote recycling.

In the U.S., we launched with our Pinknic activation sharing #SmallActsOfLove with our consumers and partnered with Ashoka Changemakers to support young planet lovers. In 2019 we increased our efforts threefold with three events across Earth month, World Ocean’s Day and throughout the Holiday Season, expanding our community as we went!
As we publish this report in 2020, in uncertain times in the midst of a global pandemic, we believe that small acts of love for each other, for ourselves and for the planet are more important than ever. We take our community’s wellbeing seriously and hope to continue being of service to them in this time, providing those self-care moments – whether a relaxing bath bomb or just feeling happy and safe in your clean home.

It is clear to us that the wellbeing of people is directly connected to the wellbeing of our planet. So, as we set a path for Love Beauty and Planet in the future, we’ll make sure that we are putting both people and the planet at the heart of our small acts of love.

To navigate the new challenges and new opportunities that the next few years will bring, we will continue to be agile and to communicate transparently. While we are still in the process of setting new goals for 2030, we are excited to share those later in the year. We will continue our relentless commitment to pioneering creativity, and, of course, to small acts of love for people and planet.

More and more brands are adopting sustainable practices. We see only opportunity for likeminded partnerships, allies in our causes, and the potential for each of our individual impacts to add up to something even bigger. So let’s go! Our aim will always be to challenge ourselves, to lead the way with sustainable innovation and, hopefully inspire you to share a little love for the planet, too.

To get involved, visit lovebeautyandplanet.com to get inspired, and share your small acts of love on Facebook, Instagram or Twitter.

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