

**BEAUTY KITCHEN**  
EFFECTIVE • NATURAL • SUSTAINABLE

# 2022 Impact Report



Certified



Corporation

# Foreword

Once upon a time, there was a company called Beauty Kitchen. It was a company like no other, because it was **truly dedicated to making people feel beautiful inside and out.**

From the moment you step into our world, you are greeted with a sense of warmth and excitement that is contagious. As you browse our products, you notice the attention to detail and care that has gone into each and every one. From the natural ingredients to the reusable packaging, Beauty Kitchen is a company that cares about the world and its people. Its no surprise that Beauty Kitchen has won numerous awards for our innovative approach to skincare. We have a way of blending science and nature that is truly magical.

But what sets Beauty Kitchen apart is our commitment to supporting the creation of the new world want to live in. We know that beauty shouldn't come at the expense of the planet, and so we have made it our mission to create products that are both ethical and effective.

This impact report is a moment in time for us all to reflect on the day-to-day operations, jobs, teamwork & collaboration that make us who we are as a business & individuals. Finding your tribe, community, family, friends is a journey we all go on & I'm glad I'm on this journey with you all.



FOUNDER

# Contents

Foreword	2
Mission Statement	3
Our commitment for SDG 12	4
B Corp Score	5
Impact areas	
• Governance	7
• Environment	9
• Community	11
• Workers	13
• Customers	15

Our mission statement is to

**be the world's  
sustainable  
beauty pioneers.**

We manufacture beauty products that are effective, accessible, and with the greatest environmental and social benefit, while meeting the needs of our customers. Our goal is to inspire a fundamental shift toward environmental and social responsibility in the beauty industry.

We take great pride in the fact that our business has been certified as a B Corp and has been found by B Lab to adhere to strict guidelines for social and environmental performance, accountability, and transparency.



We are proud to be the first high street beauty brand to become a B Corp in 2017, and are now the highest scoring B Corp in the European beauty industry.



# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



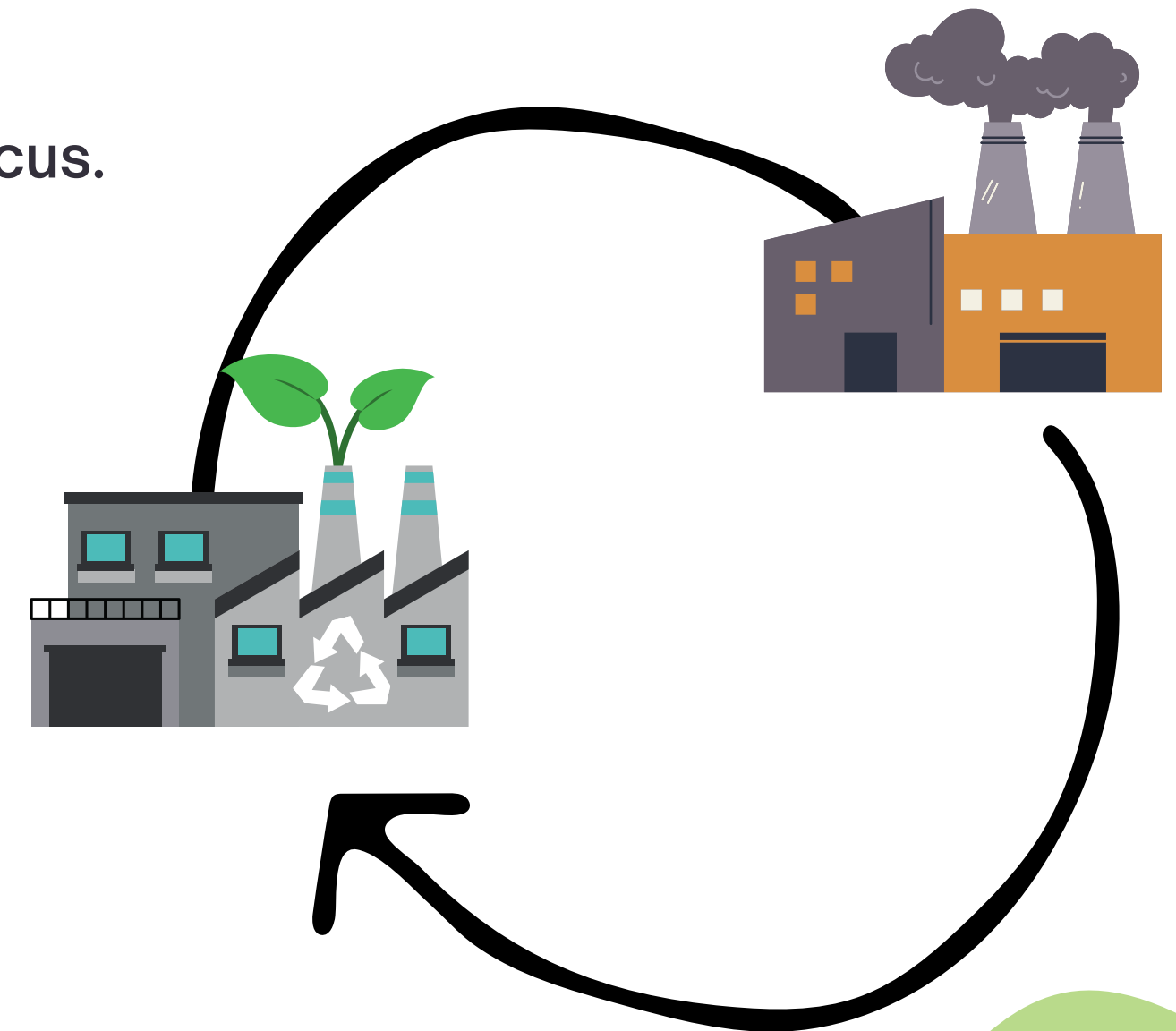
Our commitment drives us to put the United Nations' SDG 12 as our main focus.

There are 17 Sustainable Development Goals (SDGs), which acts as the global blueprint to achieving a better and a more sustainable future for all. These goals are all integrated and that development must balance social, economic and environmental sustainability. While implementing the other goals in the way we run our business, we also put a special focus on Goal 12.

This goal aims to **ensure sustainable consumption and production patterns**.

As a business, we have a **critical role** to play in achieving this goal.

Pioneering the **#ReuseRevolution** through our innovative reusable packaging program, this is not just a clever idea: it reflects our values as a company. This is how we strive to reduce packaging waste from the beauty industry.



**We aim to change the way businesses work for a sustainable world.**

# Our B Corp Score

We first certified as a B Corp in the 2017 cohort, where our score was 89.3.

Since then, we have put continuous efforts to improve our business in all impact areas - with specific focus on environment. This has significantly increase our score

when we re-certified in 2021, with a score of 139.8!



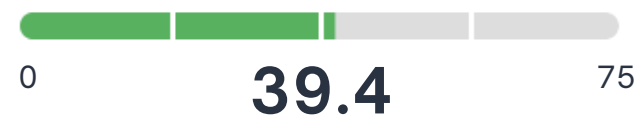
- 139.8 overall B Impact score - ours!
- 80 qualifies for B Corp Certification
- 50.9 median score for ordinary businesses



Community evaluates a company's engagement with and impact on the communities in which it operates, hires and sources from. This include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.



Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels.



Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.



Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency.



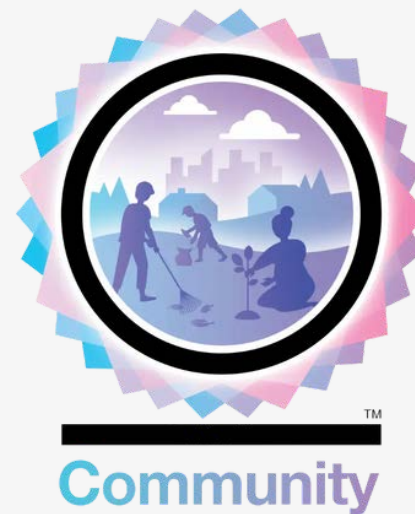
Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.



## Impact Areas

As a B Corp certified business, we are working together to help **shift the global economy** from a system that profits few to one **that benefits all** through these impact areas.

# Impact Areas



Impact Area:

## **GOVERNANCE**

*Our governance structure is designed to put a strong emphasis on social and environmental performance, recognising that a sustainable future depends on balancing both profit and purpose.*

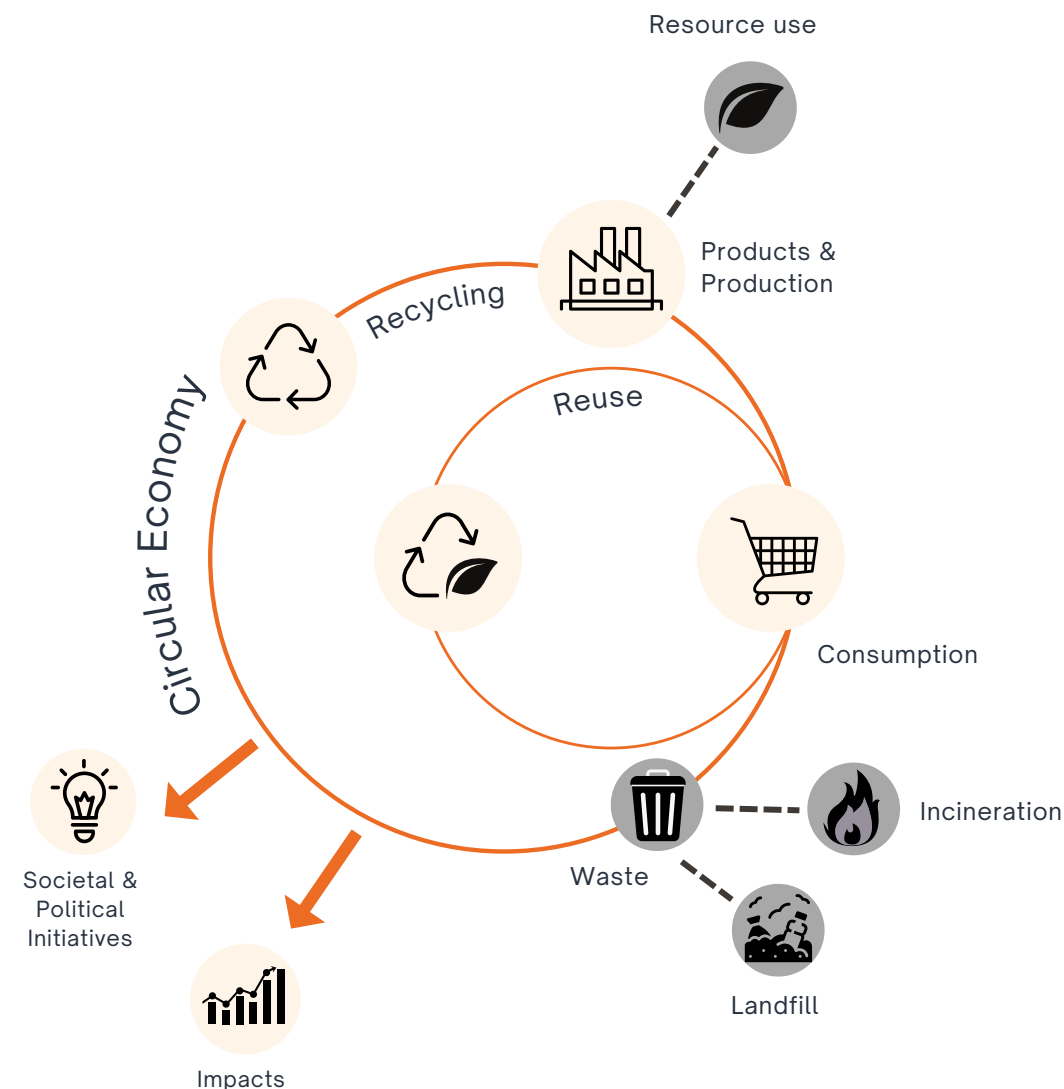
Created on the basis that businesses should have a positive social and environmental impact, we take this responsibility seriously. One of the ways that we are striving to create positive impact is through our

### ***circular business model.***

We recognise that traditional linear models of production and consumption are not sustainable in the long term, and we are committed to driving a shift towards circularity. We believe that this approach is not only good for the us and the environment, but also makes good business sense.

### **Emphasising on circularity of resource,**

Our circular business model is designed to minimize waste and maximize resource efficiency, creating a closed-loop system that keeps materials and resources in use for as long as possible.



We want customers to focus on their love for the effectiveness of our product - and we don't want them to think about the hassle in ensuring this circularity. As a responsible business, we recognise our role in enabling a system where customers can effortlessly take part in.




### **and pushing for circular business models.**

We believe that circularity is the way forward and that collaboration is key. This is however, can only be achieved when everyone plays their part in the loop. We hope that by taking the first step, we can potentially inspire others to adopt similar circular models.

This business model aligns with the B Corp philosophy where we put emphasis on social and environmental performance. It's about businesses working together for a common goal and that is how the B Corp framework helps us.

We are proud to be a B Corp that leads the way in sustainable, circular business practices.



Putting focus on the environment  
& circularity means that we  
ensure that we:

### *Have ethical supply chain*

We want to ensure those with whom we deal with, particularly suppliers and representatives, live up to our values and standards, with principles that look after employees freedom and working conditions, no discrimination practises, environmental management, no bribery or corruption and igh standard of quality of products and services.

### *Are supporting biodiversity*

Our product uses Abyssinian Oil, which comes from the *Crambe abyssinica* crop. It can be grown anywhere that has a temperate climate. The crop also has a short growing cycle of around 100 days and doesn't require a huge amount of water - meaning it's incredibly regenerative and environmentally friendly to produce. Because it can be grown pretty much anywhere, it's a great plant to encourage biodiversity!

## *No endangered forests, please!*

We are to be partnering with **Canopy** and supporting their **Pack4Good** campaign. Canopy is a not-for-profit forest conservation organisation that works with leading brands around the globe across a range of industries.

Their **Pack4Good** initiative focuses on eliminating the use of Ancient and Endangered forest fibres in paper and paper packaging, whilst instead making use of lower impact materials such as pulp. Our commitment in sustainable packaging means we continue to use innovative design, recycled fibre and support any research to improve recycled content in our packaging.



Impact Area:

# ENVIRONMENT

*As a pioneer for sustainable beauty, we ensure that our products are designed for a sustainable future, made with no toxic or hazardous substances.*

✿ Our products are  certified.

This certification looks at different aspects of a product: *material health, renewable energy and carbon management level, social fairness, material reutilisation and water stewardship.*

**We have some of the highest Cradle to Cradle certified products on the market, with a combination of **Platinum** and **Gold** levels, on **material health** and **material reutilisation** category.**



✿ **Striving for circularity in our processes.**

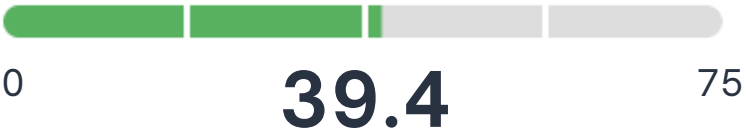
Waste generated during production and consumption has grown to be a serious problem. For this reason, we are dedicated to run our company with a circular mindset. We aim to make sure that the materials we use are capable of being utilised for as long as feasible.

Adopting reusable packaging for our products is one way of how we demonstrate our dedication to circularity. We want to prove that it's feasible to cut waste while still offering our consumers high-quality goods.

✿ **Pioneering the #ReuseRevolution with** 

Our circular approach drives the vision that we have with Re - where we change the way how businesses work; pushing for the circular business model.

Re is a universal, professionally-refillable, reusable packaging platform which was inspired by our reusable packaging process in Beauty Kitchen. This proves that beauty can be very much less waste!



In keeping with our governance goal where we aim to help transition to reuse, by offering our reuse system to other businesses that require packaging to make the switch to reuse.

Re offers commercially operationally and environmentally scalable, data driven reuse platform for the benefit of the stakeholders involved. This is done by using smart reusable standardised packaging and leasing it as a service, helping to create a consumer centric returns and rewards as well as the reverse logistics and washing infrastructure.



## Processing our returns

Customers return their packaging through various points and it will arrive at our facility. We carefully scan the returns to identify the data on each packaging, such as product history, number of reuses the bottle has lived through!



## Our washing facility

Cleaning the packaging is a crucial aspect of our process. Our site in Wishaw has a cleaning machine resembling a giant dishwasher that can wash up to

**1.5 million packaging per year!**

This is where our bottles and jars get cleaned and processed for reuse.

## Quality control

After the packaging have been washed and disinfected in our medical-grade washer, they are sent to the lab for quality control. We ensure that our packaging are visually clean and also microscopically clean, safe for reuse.



Impact Area:

# COMMUNITY

*We have an Impact Business Model - we are mission driven committed to embrace supplier relations, social engagement, charitable giving, and strong diverse communities.*

## ✿ Using business as a force for good.

Becoming a responsible and an impact-driven business does not mean that we should put sales aside. Sales, or profit, might sometimes become almost of a *negative* thing, but we think otherwise. We recognise the primary function and goal of a business is to generate revenue and profit, but we aim to use it as a force for good.

Every action we do in the course of our regular business operations creates value to the entire process. In addition to thinking about the economic and social wellbeing of the communities that make up our system, we want to make sure that we can design a system that works as a business.

By ensuring the activities that we do are effective and can generate sales for our business, this will also eventually lead to bigger force for good. We will have more ability to contribute more to our community organisations and groups. This also means that we can source the best and highest quality stakeholder that feeds in to our product.



## ✿ Our key partners & charity organisations



The foundation has a dedicated mission to share knowledge on and campaign against plastic pollution and microplastics. As a Gold Business Angel for Plastic Soup Foundation, we pursue active policy to reduce single-use plastics and prevent leakage to the environment.



They are a non-profit organisation working to provide sufficient hygiene to remote regions of developing nations, where we have donated the equivalent of 3.5K soap bars so far!



A charity focused on distributing and providing access to donated consumer products to their network of charitable organisations. We have donated over £200k worth of product through In Kind Direct to help 869 charitable organisations!



We are awarded the **Best for the World: Community for 2021 and 2022** consecutively. We are leading the way in building shared and sustainable prosperity for all by contributing to the economic and social well-being of the communities in which we operate.

Not only arranging donations through our charity partners, we also donate to our local community directly.

We donate food and supplies to our community foodbank and dog care centre, donating Beauty Kitchen soaps and sanitisers to local clinics and libraries.



## The Seahorse Trust

We are supporting the **Studland Seahorse Project** by committing to donating 1% of our sales (not profits) over the years, from the sales of our Seahorse Plankton+ range.

The  
Seahorse  
Trust



The donation is helping them to protect and enhance Studland Bay, ensuring the Marine Conservation Zone objectives are met through various seagrass restoration and study and management activities of the site. This site is very important for its seagrass meadow and the population of Spiny Seahorses that have been affected by an increase of the number of boats visiting the site.



Impact Area:

# WORKERS

*We highly value all individuals that are a part of our team, where we work together with us to achieve our goals in the company. We are doing our part to provide a safe and healthy working environment.*

✳️ **As a UK-based business, we are lucky to have a great foundation in order to comply with the requirements with in the B Corp framework.**

Setting up a business in Europe means that we have to strictly follow the high-standard of the European legislation, detailing all the aspects that needs to be considered by the employers: freedom of movement, equal treatment, protections and incentives.



This regulations look after many aspects to ensure the safety and wellbeing of our employees, in which we implement in our working environment.

**Health, Wellness & Safety**

In the UK, healthcare is provided by the government through the NHS. This allows universal access for all of its residents to have access to basic healthcare services. We provide additional private supplemental health insurance on top of that and life insurance for all of or employees.

**Career Development**

We encourage our employees to participate in any kind of career development program that would build their skills and portfolio, especially the areas that would help them with their work.

**Engagement & Satisfaction**

We provide clear written guidance on our employee handbook that are accessible for all employees. This is to ensure that everyone can refer to a standard guidance that outlines the company policy and ensure fairness for all.



✳️ **Paying our workers with the Real Living Wage.**



There are different UK wage rates where the national living wage is a statutory law that controls the amount of wage for workers.

We pay our employees the Real Living Wage - that takes into account the calculation according to the cost of living, which is *above* the government minimum.

This is because we believe that our employees should feel secure and not have to worry about their financial situation. When our employees don't have to worry about living expenses, they can focus and perform their best at work, contributing to a better overall performance.

# Our Team

...during our Christmas 2022 do!



There are so many beauty businesses out there claiming to do good and it is hard to cut through what is real and what is not. Working for a Best for the World B Corp means I know that we are not just ticking a box and saying what the consumer wants to hear,

but actually creating a platform for change in our industry. We kicked off the trend for UK beauty businesses and that's definitely something to be proud of!

**Alice Easom**

National Account Manager

What does our team say about their experience  
**Working for a B Corp?**

My favourite thing about being part of a B Corp business is the impact we have on the community around us, from providing stable employment, competitive salaries in line with the living wage and company benefits that go above and beyond for our workers to providing an inclusive and diverse environment for all employees, partners and consumers.



**Jennifer Macdonald**

Head of Supply

## Impact Area:

# CUSTOMERS

*As a business, each input and concerns from our loyal customers matters. We carefully manage our operations to ensure that we can always give our best service to our customers in any aspect.*

### **Impact and value assurance for our customers.**

We are dedicated to operating an ethical company. This is demonstrated by the measures we take to ensure that every activity along our supply chain—from the earliest stages of production to the time when customers consume our products—does not negatively influence the environment.

In order to guarantee that our products are designed in the best quality possible for our costumers, we are proud to have a thorough and detailed certification processes that gives our product the seal of approval from organisations such as:



Helps businesses demonstrate its commitment to ending animal testing for all products.



The Vegan Trademark by The Vegan Society identify that a product is free from animal ingredients.

### **Quality customer service experience and assistance.**

Customers can easily contact us through our website and phone, where we aim to resolve any issue as soon as we can.

We also offer a 30 day guarantee that allows customers to exchange item or refund your purchase if there is an issues about the purchase. This is our commitment to ensure our customers get the best quality product and is satisfied with their purchase.

Our website also transparently shows feedback and comments so customers can see the previous reviews from other customers.



### **Educating customers through B Corp Beauty Coalition & Sustainable Beauty Coalition.**

We also believe that we are responsible to educate customers on the concepts surrounding sustainable beauty products, as 'greenwashing' has become rampant in the beauty industry. We understand that a lot of the terms used in marketing of these products might also be a bit overwhelming to consumers.

Education can help consumers avoid being greenwashed by seeking out clearly defined and written standards and external certifications. We want to play our part in making sure that customers are able to be informed, and therefore create trust between customers and the brand.



**B Beauty**  
The B Corp™ Beauty Coalition

# The End.

Please check out the following organisations that we are currently working with to push for circularity, along with our certification partners.



[B Corp](#)



[Ellen MacArthur Foundation](#)



[Cruelty Free International](#)



[Cradle to Cradle](#)



[Zero Waste Scotland](#)



[Reuse Portal](#)



[B Corp Beauty Coalition](#)



[The Vegan Society](#)



[Sustainable Beauty Coalition](#)



[Re](#)

## BEAUTY KITCHEN EFFECTIVE • NATURAL • SUSTAINABLE Awards



British Winner:  
Sustainability



Highly Commended:  
Best Sustainable  
Supplement Brand



Winner: Best New  
Beauty Supplement



Highly Commended:  
Best Lipbalm



Winner: Responsible  
Beauty Award



Winner: Sustainable  
Star Award



Winner: Editor's  
Choice Award



Winner: Best  
Soap Bars