

IMPACT REPORT

2024



Certified
B
Corporation

“This year we’ve continued to champion our B Corp certification that we achieved in 2023 - an absolutely amazing milestone for the Absolute Collagen team and one that I’m still so proud of, as it aligns with my ethical values as an individual and as a business leader.

As we look ahead to 2025, we’re looking to strengthen our focus on sustainability even further in partnership with our Environmental, Social and Governance (ESG) groups. As always, I’d like to thank them for their amazing work as they continue to help guide us towards our ever-growing sustainability goals.

In 2025 we’re looking to further refine our plans and explore new opportunities to elevate how we do better for the people and planet. I’m so excited to announce that recently, ours was the first collagen supplement in the UK to be accredited by the Skin Health Alliance - a leading global skin health accreditation, widely accepted by consumers as a marker of skin safety, efficacy, and trust.

Plus, as sustainability and traceability are non-negotiable for us, we are continually proud that our collagen is sourced from 25 carefully selected farms, making it one of the most ethically and transparently sourced collagens in the world.

We carefully select our partnerships, ensuring we always try to work closely with B Corp certified

organisations, as it’s important to me that our ethics go beyond the walls of our offices. B Corp certified suppliers are a key focus for us to help strengthen our supply chain in an ethical way.

As well as these partnerships, we continue to take steps to reduce our environmental impact too. This includes offsetting carbon emissions and incorporating sustainable materials.

As we continue our journey towards a more sustainable and responsible future, everyone at Absolute Collagen remains dedicated to making positive contributions to our community and environment.

Thank you for coming on this journey with us.”



Maxine & Darcy Lacey

Co-founders, Absolute Collagen

We are the UK's #1 collagen experts.

Here at Absolute Collagen, we believe that beauty is far from superficial – it's a sign of vitality that comes deep from within. Lighting up the room and building people up is our mantra, boosting confidence... one collagen building block at a time.

We're here to support customers on their journey to feeling their absolute best and to celebrate their significant, visible transformations every step of the way.

After all, investing in our wellbeing should be a guilt-free priority, and when we feel good, absolutely anything is possible.



Absolute Collagen are BIG believers in doing the right thing, so we always strive to do business sustainably and responsibly - for our people, and for the planet.

We're incredibly proud to be a B Corp certified company as it means that we're part of a global community of businesses that meet high standards of social and environmental impact.





AUTHENTICITY

We empower every individual to be their true self, fostering a culture where authenticity, trust and personal integrity are at the core of all we do.



COLLABORATION

We understand that teamwork and mutual respect are the foundations of our success. By working together and valuing each other, we build stronger relationships and achieve greater outcomes.



ENTREPRENEURIAL

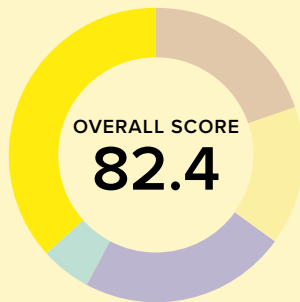
We champion innovation and creative thinking. We empower the team to take initiative, pursue new ideas and drive change, ensuring that we stay at the forefront of our industry whilst making a positive impact.



RESPONSIBLE

As a B Corp certified company, responsibility is woven into the fabric of our business. We hold ourselves to the highest standards of social, environmental, and economic practices, aiming to be a force for good in every action we take.

THIS YEAR'S HIGHLIGHTS



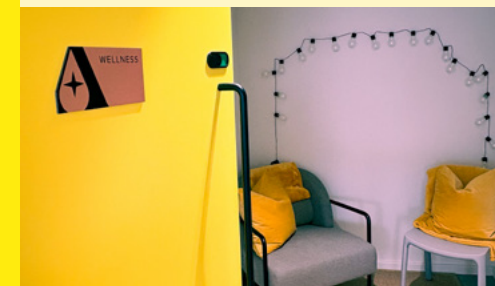
We're hugely proud of this score, but we're on a journey to continually improve, so we're aiming for a score of 90 when we re-certify at the end of 2025. For more info, check out: [Absolute Collagen Group - Certified B Corporation - B Lab Global.](#)

SKIN HEALTH ALLIANCE



Ours became the first collagen supplement in the UK to be accredited by the Skin Health Alliance - a key marker of skin safety, efficacy, and trust.

WELLNESS MATTERS



We held Wellness Walks and built a Wellness Room at HQ to promote mental health awareness for the team.

COPPAFEEL! 'MAP MY BAPS' TREK



64TH BEST PLACE TO WORK



We're officially 'Great Place to Work' certified, and were named as the 17th best place for women to work in the UK. GO TEAM!

Governance

OUR GOALS:

- We'll continue to operate transparently and incorporate our ESG performance into our company records.
- We'll ensure we deliver our ESG plan and commitments with appropriate resources.
- We'll gain and maintain external accreditation for our organisation, to support continued trust in us.

WHAT WE ACHIEVED:

- ☑ We've continued our ESG journey with in-house team contribution - we're so lucky to have a community of employees who are all dedicated to our sustainability journey.
- ☑ We maintained our Cyber Essentials and Cyber Essential Plus accreditation.
- ☑ Our accounts have been audited independently.
- ☑ We publicly published our first sustainability report, in the format of a B Impact Report.

WHAT'S NEXT FOR US:

- ☐ We'll continue working with our ESG groups, implementing our brilliant team's suggestions to become a more sustainable business.
- ☐ We'll continue to be transparent, having our business accounts independently audited.
- ☐ We're working to have more metrics on our sustainability performance, and will publish our annual report of performance.

People



OUR GOALS:

- Prioritise employee health, safety, and wellbeing.
- Expand First Aid and Mental Health training.
- Provide ongoing training for skill and compliance growth.
- Offer a living wage and comprehensive benefits.
- Promote diversity and inclusion in recruitment and team practices.
- Maintain our 'Great Place to Work' certification.
- Use employee feedback to improve the work environment.

WHAT WE ACHIEVED:

- ☑ Absolute Collagen is officially 'Great Place to Work' certified! This year we were named as the 17th best place for women to work which is an incredible achievement.
- ☑ We held a host of events throughout the year promoting and highlighting ethnic diversity, including sessions led by the teams to celebrate Chinese New Year, Ramadan and Diwali.

- ☑ We brought the team together for much-needed breaks from their desks on Wellness Walks, as well as calming and creative sessions in awareness of Mental Health—the team painting in the office was a huge success! We also encouraged everyone to take a break and connect by giving employees a voucher to grab a coffee and 'Take 5 to Talk.'
- ☑ In our new offices this year, we built a wellness room, giving the team space to take a moment if needed.
- ☑ We provided even more health and safety training for all employees. Plus, we trained 2 new mental health first aiders, 4 new first aiders, and 2 new fire marshalls.

JEDI MATTERS

- ☑ We're immensely proud to have joined [JEDI Matters Collective](#), founded by a great group of SME B Corps, aiming to share resources and support each other to transform their organisations through the power of collaboration.

People



WHAT'S NEXT FOR US:

- We have lots more training planned for our teams on JEDI, H&S and environmental aspects, supporting them to develop and grow over the next year.
- There's more policy updates planned for this year, making our team feel more secure to talk to us and each other.
- More 'lunch and learn' style sessions. We've got some amazing skillsets in the team so we love showcasing them and giving everyone in the team a chance to learn about something new.
- Our fantastic Social & Charity Squad have been busy bees and have carved out a plan for 2025 - we're all looking forward to seeing what fun activities they have in store for Team AC, keeping us connected as a group.

13 languages spoken:

English	Afrikaans
Greek	French
Punjabi	Russian
Mandarin	Dutch
Norwegian	Spanish
Cantonese	Malay
Portuguese	

7 countries represented:

United Kingdom	America
Ireland	Norway
Portugal	Malaysia
South Africa	

8

internally promoted employees.

17th

best place for women to work in the UK.

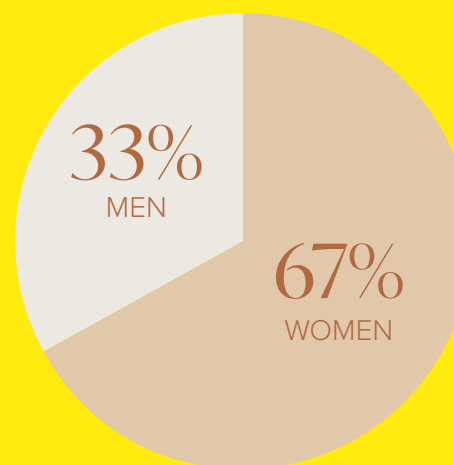
27

events held for our team.

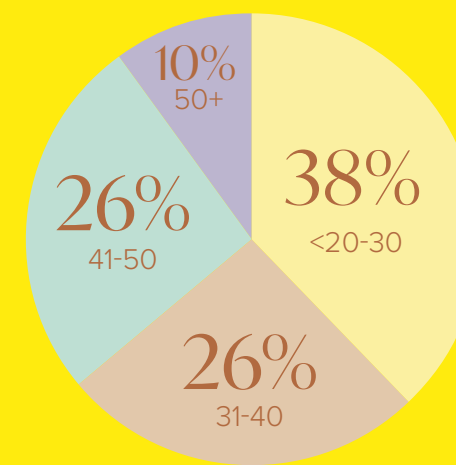
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total team member training hours.

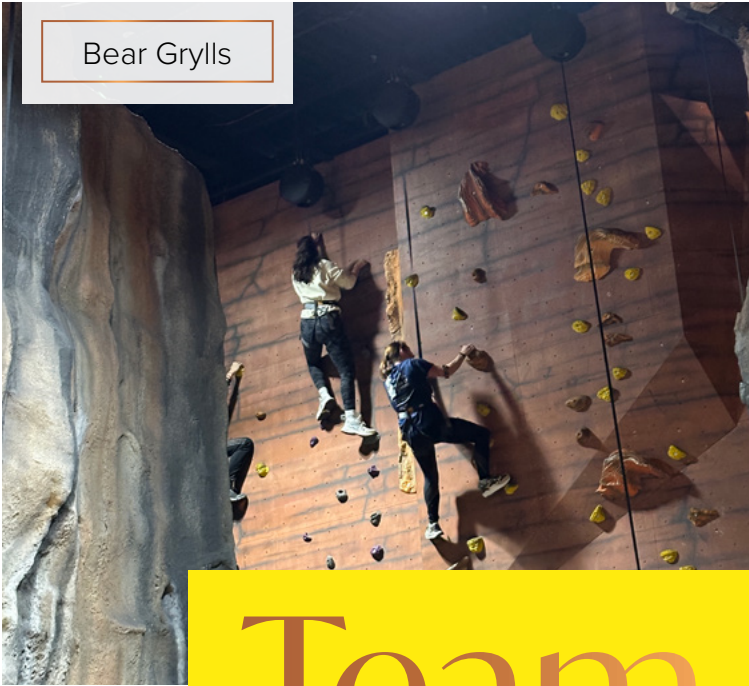
Gender in leadership



Age diversity



Bear Grylls



Wellness Wednesday



Summer Office Party



Team Celebrations

Axe Throwing



Christmas Party



Community & Customer

OUR GOALS:

- Support and strengthen our community connections and keep Absoluters at the core of what we do.
- Continue our work with charitable organisations close to our hearts.
- Support women-owned businesses and other local enterprises.
- Support and engage with our customer community.
- Surprise and delight customers at personal milestones.
- Ensure excellent customer service and data security.

WHAT WE ACHIEVED:

- ☑ 2024 saw us in partnership with the breast cancer awareness charity, CoppaFeel! In May we hosted our 'Map My Baps' trek, the team walked 2 giant boobs 21km to raise awareness for the cause.
- ☑ To support Birmingham Children's Hospital, we:
 - donated 800 bags of essentials for parents staying in the hospital overnight.
 - had 15 team members take part in The Great Birmingham Run.
 - wore banana suits for the Birmingham Dragon Boat Race.
 - delivered Christmas presents to patients on every ward.
- ☑ We launched our eagerly anticipated loyalty scheme - Absolute Rewards, as recognising our loyal customers is paramount to our values.
- ☑ Our 'Force from 40' campaign went live, empowering post-40 women to take back their confidence and challenge social norms.
- ☑ We hosted 10 Absoluter events where we met and spoke to over 100 of our fabulous customers. Hearing their incredible journeys has been truly heart-warming.

Community & Customer

WHAT'S NEXT FOR ABSOLUTE COLLAGEN:

- ❑ Inspire even more of Team AC to use 2x volunteering days we provide each year.
- ❑ Continue to develop our network of charity partnerships that are close to our hearts.
- ❑ We'll continue to work with The King's Trust.
- ❑ The team will be hitting the road again, already training to run the Great Birmingham Run in May.
- ❑ Maxine's inspirational journey continues - this time she's planning a trek all the way to the top of Mount Kilimanjaro to raise funds for Birmingham Children's Hospital - definitely one for her 'Things to do before I'm 60' bucket list.

13

surprise gifts
to customers.

15

participants in Great
Birmingham Run.

42km

walked/ran for
charity causes.

100

Absoluters invited to
absoluter events.

800

total care bags donated to
Birmingham Children's Hospital.

£16,000

raised for
CoppaFeel! charity.



Glowing Reviews



We really do everything possible as a brand to ensure complete satisfaction for our customers, both with service and product. That's why we're so proud to share some of our thousands of positive reviews...

FN Frances
GB • 7 reviews

2 Sept 2024



The product is great

The product is great, easily taken and keeps my skin and nails healthy. Packaging is attractive and convenient. It's easy to manage the subscription which is very convenient if you are on holiday or have forgotten to take your daily dose.

CU customer
GB • 4 reviews

12 Dec 2024



Skeptical when I first signed up to the...

Skeptical when I first signed up to the liquid collagen subscription. However, this stuff is amazing. My skin has never felt softer. All over my body, not just the face & I stated noticing only three weeks in! The results after nearly 4 months are so impressive! I'm 45 & wish I'd started this liquid collagen sooner for so many reasons - nails, hair, skin, fine line, the list goes on. Anyhoo I'm off to glow x

AN Angie
GB • 30 reviews

5 Sept 2024



What an amazing company

What an amazing company, all the staff are so customer focused and accommodating thank you

I love the golden sachets which I have used for years. And I have recently purchased the holiday pack with everything in, so watch this space for more feedback from Italy.

Happy Angie 🍷

HA Hayley
GB • 5 reviews

20 Aug 2024



I absolutely love this product

I absolutely love this product. I've been taking the oral collagen For 12 weeks now ,, I can honestly see a difference in my skin hair and nails I feel so much more confident, And the team are absolutely fantastic. Any questions they answer straight away And they're always so happy to help 🍷

Surprise & Delight

Every month, we send a 'surprise and delight' gift to one of our Absoluter community. Our private Facebook group has a community of over 11,000 Absoluters, all supporting each other through their own journeys. This group gives us profound insights into diverse experiences, from joyous milestones to overcoming tough times.

In 2024, we sent out 13 surprise and delight treats to our incredible Absoluters...



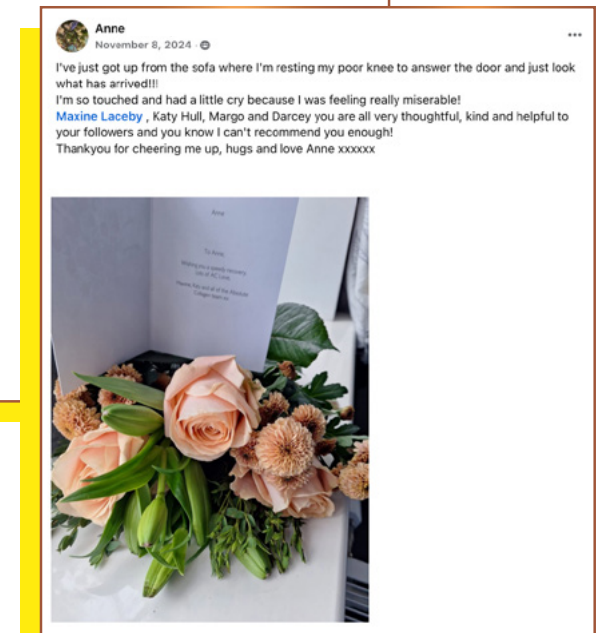
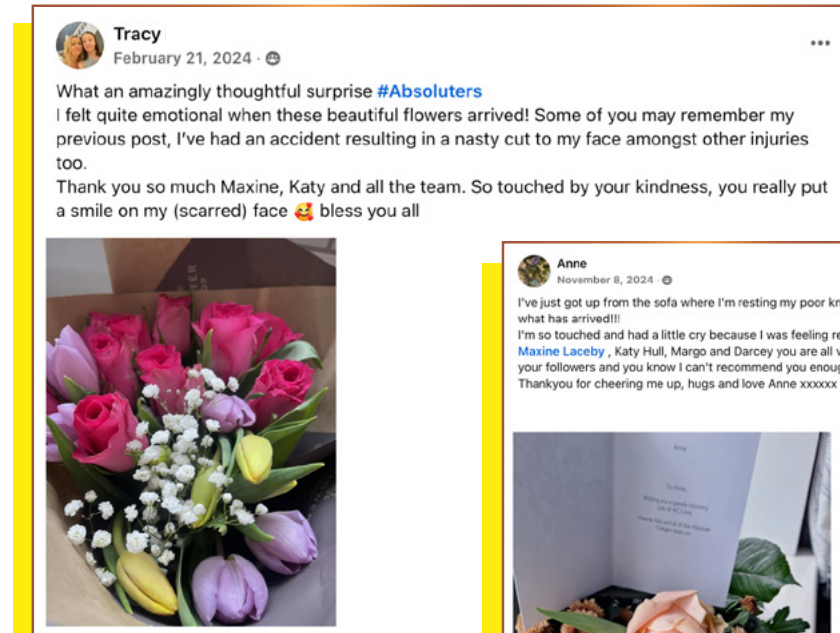
Dear Katy & AC Gang!

Thank you so very much for the gorgeous Sunflowers that were delivered to me on Friday!! A very unexpected but lovely surprise:))

I bumped into Maxine on Saturday in Bath and had a quick catch up .. next time you guys are in Bath, let's have lunch!!

Would love to work with AC, so please let me know if you have any opportunities that might suit my brand marketing background!!

Much love Cathy x



Whether celebrating a top contributor, becoming a Nan, marking a milestone, or coping with challenges, each story resonates deeply. Our customer service team chooses one Absoluter every month and sends a personalised note with a surprise gift, from flowers to vouchers or curated hampers, to bring joy and comfort to our cherished Absoluters.

Environment

OUR GOALS:

- Make all packaging technically recyclable or refillable by 2030.
- Create all products with a responsible, ethical and sustainable approach.
- Control and reduce Absolute Collagen's impact on the environment, developing a 'Net Zero' strategy.
- Measure our GHG emissions, expanding our reach and measure more scope 3, working with our supply chain to reduce these.
- Continue to work with ethical partners within our value chain.

WHATS NEXT FOR US:

- Continue to work with our supply chain to understand and improve our impact on the environment.
- Continue to refine our purchasing plans and work with other B Corp certified organisations to become as sustainable as possible.

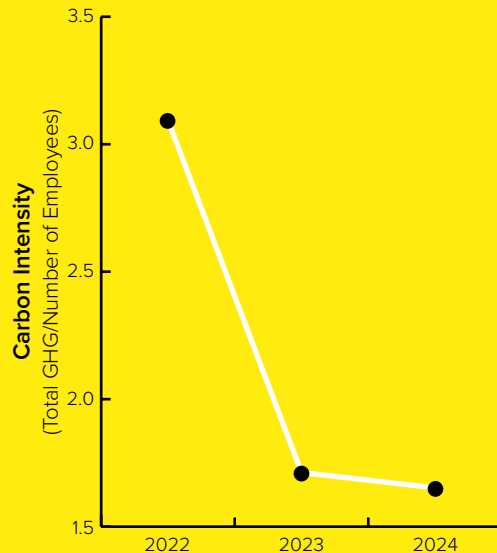
WHAT WE DID:

- We grew our portfolio of products purchased from fellow B Corp Certified organisations for consumables used in our Warehouse Fulfilment operations.
- Continued our sachet recycling scheme reach, with just over 1.6 million sachets returned and recycled this year - that's a whopping 55% more than the previous year! A BIG thank you to our sustainably-minded customers who supported this free-to-use scheme we offer.
- 773.76 tCO2e carbon emissions offset since 2021 - supporting through gold standard verified projects with a social benefit too.

- We've embarked on the journey to commit to a science based target for our carbon emissions reduction strategy.
- Our carbon footprint analysis will expand further into our value chain, helping us gain even more extensive knowledge on where we can make improvements with suppliers.

Carbon Emissions & Packaging

As sustainability is a key goal and focus for us as a business, we've made progress in continuing to manage our carbon footprint since last year.



Check out our [2023 B Corp Report here](#) for a more detailed summary of our packaging, recyclability, and how we're planning to continue on the journey with our plans for improvements.

HERE'S A QUICK ROUND-UP OF WHAT WE'VE BEEN UP TO IN 2024:



- ☑ For our gifting range, we used a cardboard wrap to avoid creating specialist boxes that would increase our packaging use

Packaging isn't just about what customers see. It's about how products get packaged and shipped to us from manufacturers or suppliers.

- ☑ We switched the outer packaging of our Nail File from cardboard to LDPE, and removed the plastic outer completely. This has removed 46.7kg of single use plastic from our supply chain.



- ☑ We partnered with other B Corp organisations who took our protective cardboard layers (that sit between products to stop them moving in transit) and resold them at a discounted rate to other organisations. By doing this, we re-used 2177kg of cardboard and we saved recycling energy, supporting our 'reduce, re-use, recycle' ethos!

WHAT ELSE IS COMING IN 2025?

- ☐ We're working hard on 'Project Lightweight' - an initiative aimed at reducing the overall weight of materials used in packaging for our products, without compromising the customer experience.

“This year’s been another busy year at Absolute Collagen, and I’m so proud of what we as a business have achieved. We’ve continued to push ourselves further and in new ways through our sustainability agenda, because to us, every change matters - big or small.

We’ve taken positive steps in giving back to our community, building long-term partnerships with charities and sowing the seeds for further commitments into 2025. None of this would be possible without the dedication of our team and the support of our customers and partners.

Looking forward, we have some exciting plans to further solidify our governance position and sustainability credentials, which are sure to keep us growing and learning on this journey - we can’t wait to see where it takes us!

Thank you for being part of this journey with us. Here’s to many more years of positive impact and growth - *absolutely* together!”



Liane Kynaston

Head of Sustainability, Absolute Collagen



Let's connect together!

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