

BEAUTY KITCHEN

EFFECTIVE • NATURAL • SUSTAINABLE

2023 Impact Report





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Foreword

I have always loved beauty products, but it became exhausting trying to find truly effective products that took into account sustainable ingredients as well as packaging. So, with the clear mission of creating the most sustainable, natural and effective skincare products in the world, Beauty Kitchen was born. We acknowledge that beauty should not come at the expense of the planet and its people, so we ensured that every product reflected this ethos.

Our environmental initiatives, from promoting biodiversity to reducing carbon emissions where possible, are integral to who we are. However, our impact goes beyond environmental sustainability - we are greatly invested in supporting local suppliers, educating consumers about reuse, and partnering with multiple stakeholders to drive global social change.

Our efforts did not go unnoticed, as we were awarded B Corp certification in 2017. This was an immense milestone for us, which validated the hard work we put in to align with a global community of like-minded individuals dedicated to using their businesses as a force of good. Being B Corp certified is not just an honour, but it is also a testament of our ongoing commitment to accountability, transparency, and continuous improvement in all aspects of our operations.

This impact report is an opportunity to look back and appreciate all we have achieved as a team. As we move into the future, we will remain true to our values and mission to create positive change. We will continue to push boundaries of what is deemed possible within the beauty industry, and innovate. To our team members, partners and customers - thank you believing in our vision and for being part of this wild and incredible journey. Together we can redefine beauty standards and make actual positive difference.

FOUNDER *jo-anne chidley*



Our Mission

*be the world's **sustainable beauty pioneers**, while creating **effective and natural** skincare*



At Beauty Kitchen, We manufacture beauty products that are effective, affordable & with the greatest environmental & social benefit in mind, while meeting our partner's and customer's needed. We are dedicated to innovate natural beauty, and are passionate about fostering a community that values positive environmental impact and transparency. Through our dedication to this mission, we aim to inspire a global positive shift towards conscious consumption.

We are very proud to be the first high street beauty brand to become a B Corp in 2017.



OUR B CORP SCORE

B Corp certification is awarded to businesses that meet the highest standards of social and environmental performance, transparency, and accountability. We were first certified as a B Corp in the **2017**, with a score of **89.3**.

Since then, we made constant efforts to improve our business in all areas. These efforts were not left unnoticed and helped us significantly increase our score to **139.8** in **2021!**

Our next recertification assessment will be in 2024, where we are working towards improving our score even further!



- 139.8 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

IMPACT AREAS



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



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.



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



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.



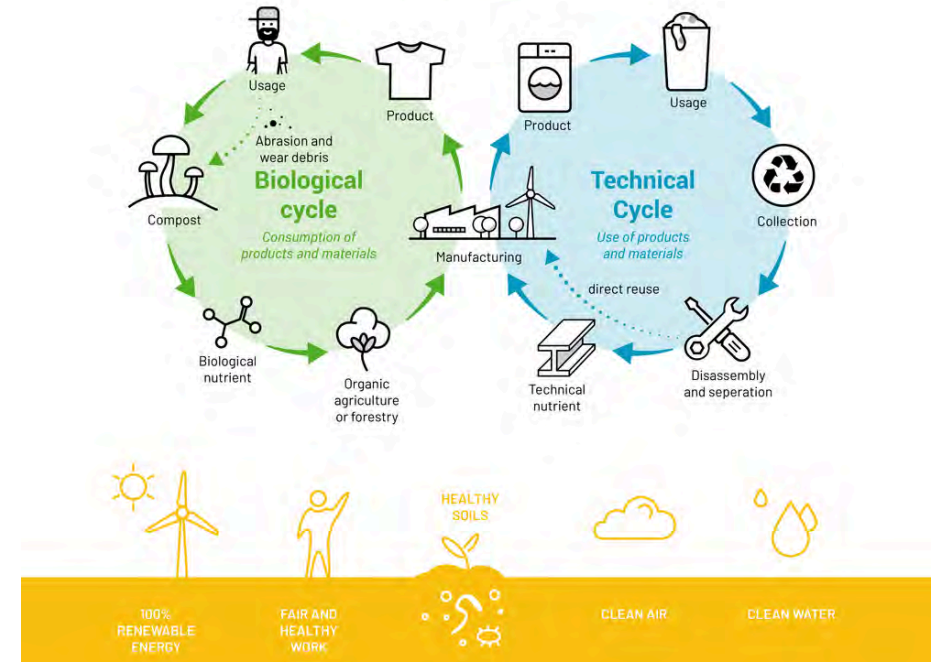


Impact Area: Governance

At Beauty Kitchen, our governance framework embodies our commitment to transparency, ethical practices, and stakeholder inclusivity, aligning with the core principles of the B Corp Certification

Our governance structure is designed to ensure accountability and integrity at all levels of the organization, acknowledging that a sustainable future depends on balancing both profit and purpose.

We recognise that a traditional linear models are not sustainable, and we are committed to driving a shift towards **circularity**.



At Beauty Kitchen, we believe that circularity is the way forward and collaboration between stakeholders is key.

In 2022, we said that a circular economy is only viable if all parties play their part. Since then, we have partnered with various stakeholders to ensure this happens.

One example of how we are pushing for circularity in our business is by the creation of Reposit (formerly Re), to help make returnable packaging accessible to all.

Pure Source Collagen: Next Generation Pro-Collagen Skincare

In 2023, we launched the first two items of our Pure Source Collagen range.

We derived our breakthrough SPi4™ Complex, a powerful blend of four pure & potent signal microalgae, which are encapsulated in olive oil and cultivated in bio tanks that mimic the ocean's natural environment. This powerful microalgae complex works to enhance the body's natural collagen production and rejuvenate ageing skin from the inside & out.

In addition to being a great product, we took it a step further and launched it in fully asset tracked Reposit approved packaging. This allows for customers to easily return their product and earn rewards.





Impact Area: Environment

As a pioneer for sustainable beauty, our commitment to the environmental is integral to our mission and operations. We prioritize sustainable practices across all aspects of our business, from product formulation to packaging.

In 2023, we worked hard to continue the **#ReuseRevolution** with  (formerly Re).

Reposit is a returnable packaging platform that offers a **commercially, operationally** and **environmentally** scalable, data driven platform. This is done by using smart returnable standardised packaging and leasing it as a service. This creates a consumer centric returns and rewards platform.

While keeping our governance goal of helping the transition to reuse in mind, we offer and have expanded our reuse system to other businesses such as **MARKS&SPENCER**

This year, our partnership with Marks & Spencer saw the launch of their Refilled Homecare range with the Reposit packaging across six stores. This first phase greatly exceeded expectations, We are delighted to announce that in 2024 we expect to launch in many more stores!

Additionally, alongside our friends at City to Sea, we were able to conduct extensive consumer research which brought invaluable insights about customer behaviour and their motivators towards using returnable packaging.

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In partnership with



How it Works

Purchasing an item

Customers can choose from 10 pre-filled, own-brand homecare products including, laundry detergents, fabric conditioners cleaning sprays and washing up liquids. The initial purchase includes a £2 cost for the returnable bottle, which can be returned to store after use.



Washing the Packaging

Once at the Beauty Kitchen warehouse, returned packaging is scanned, sorted and prepared for washing. Using our medical grade washing facility, all packaging units are washed and disinfected ready for reuse.



Returning an item

Once finished, customers can return their empty packaging at any store with a return point.

Once at the store, customers can scan the QR code at the bottom of the packaging where they will be redirected to the Reposit WebApp to receive a £2 voucher to be redeemed at M&S stores.





Impact Area: Community

We acknowledge that one of the primary goals of a business is to generate sales, but we strive to use this as a force of good by leveraging our operations to create positive environmental and social impacts within our community. Our commitment extends beyond producing effective sustainable products; We are committed to educating and empowering our customers and partners to make sustainable and ethical choices through transparent communication about our ingredients, sourcing, and production processes.

In 2023, we proudly contributed to 12 different charity organisations which align with our values of social equity and community development.



OneKind is a UK-based animal welfare organization committed to ending animal cruelty and exploitation. It advocates for stronger animal protection laws, promotes compassionate treatment, and works on wildlife conservation, farm animal welfare, and ending animal testing.



UNICEF is a global organization dedicated to promoting and protecting the rights and well-being of children. They provide humanitarian and developmental aid to children worldwide with a mission is to ensure every child has a safe, healthy, and happy childhood.



IFAW is a global non-profit dedicated to rescuing and protecting animals and habitats. It focuses on wildlife conservation, anti-poaching, marine protection, and preventing animal cruelty, aiming for a sustainable and compassionate world.



In 2021 and 2022 we were awarded the Best for the World: Community **consecutively**. We now have **two** impactful business models - **community and environment**. This shows how a consumer led business can positively support both the planet and its people.



Impact Area: Workers

At Beauty Kitchen, our employees are the heartbeat of our commitment to ethical and sustainable practices. We highly value every individual part of the team, and we prioritise their well-being through fair wages, safe working conditions, and opportunities for professional growth and development.



In the UK there are different wage rates. We pay our employees the Real Living Wage - which accounts the calculation according to the cost of living, which is above the government minimum.

**HEALTH
&
SAFETY**

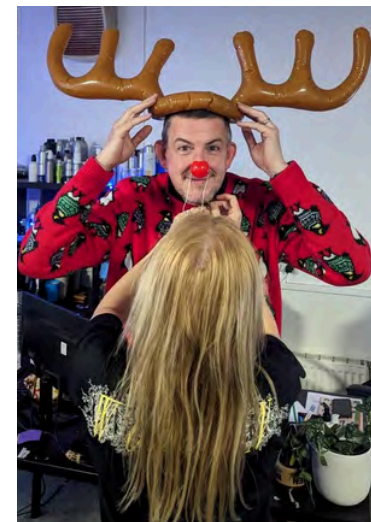
In the UK, healthcare is provided by the government through the NHS. However, we offer all our employees health and life insurance

In 2023, we employed three new permanent team members from three different countries!

- Marketing Coordinator
- Project Executive
- Product Manager



Our Team Over the Year





Impact Area: Customers

At Beauty Kitchen, our commitment to our customers is central to our mission and aligns with our dedication to creating a positive impact. We are dedicated to building trust and transparency by providing exceptional products that are not only effective but also environmentally sustainable and ethically produced.

We actively seek and value customer feedback, using it to continuously improve our offerings and service. Our commitment to customer satisfaction is reflected in our return processes.



We are proud that the majority of our products are certified by both Vegan and Leaping Bunny, which affirms our commitment to ethical and cruelty-free practices. These certifications reflect our commitment to ethical, cruelty-free, and sustainable beauty practices, allowing our customers to trust that our products align with their values of kindness and environmental stewardship.



Last year in 2022, we were actively engaged with the B Corp Beauty Coalition & Sustainable Beauty Coalition, to educate consumers on how to spot and avoid greenwashing, and to collaborate with other businesses to use business as force for good.

In 2023, we took this a step further where Jo Chidley, our founder, became Co-Chair. By collaborating with these organisations, we share knowledge on sustainable practices, ethical sourcing, and the environmental impact of beauty products. Our goal is to inspire a collective movement towards a more sustainable and ethical beauty industry, where customers are well-informed and engaged in making a positive difference.

Making Returnable Packaging Accessible for All

We are dedicated to making returnable packaging accessible to all our customers, reinforcing our commitment to sustainability and reducing waste. We have designed our packaging to be easy to return and reuse, offering convenient return options through our partnerships with various retailers and online platforms. Our goal is to simplify the process for our customers, encouraging them to participate in our circular economy initiatives. By providing incentives and clear instructions, we ensure that everyone can effortlessly return and refill their beauty products, significantly reducing single-use plastic waste. Through these efforts, we aim to make sustainable practices an integral and accessible part of everyday life for all our customers.



Thank You!

Check out our partner organisations who are working towards circularity, along with our certification partners.

B Beauty
B Corp™ Beauty Coalition



MARKS &
SPENCER



wrap



UK Research
and Innovation



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WHO'S
2023 *who*
in Natural Beauty

#5
on
the
list

2022/23
P.E.A.
AWARDS

Winner
for
2023

