

Good Ventures



GOOD VENTURES 2021

SUSTAINABILITY REPORT



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NOTE FROM OUR FOUNDER



I'm proud to launch our second annual impact report for 2021. We understand that we have an impact, both positive and negative, all the way from the way our ingredients are grown to the moment our products are used and the packaging (hopefully) recycled. We have divided our impact into 5 areas that we measure and report on and we are working towards the goals that we set to continue to reduce our impact. This year we have made real progress towards our mission of becoming a regenerative business by going carbon neutral and supporting a project that protects rainforests in the Amazon. We've also mapped our entire ingredient supply chain, become a living wage and living hours certified employer, gained our cruelty free certification and applied to become a b-corp (waiting for our assessment).

OUR VISION AND MISSION

Our vision at Good Ventures is to play our part in creating a more compassionate and conscious world.



Although we are still a small, family owned company, we can play our part in innovating and creating healthier and more sustainable products for our customers and supporting them in their wellness journey to help them achieve their health and ethical lifestyle goals. We also want to play our part in helping the beauty industry to evolve and to continually strive to be the most sustainable and ethical business we can be.

Our mission as a business is to **become regenerative**. Regenerative means our impact is not zero, it is actually positive: restorative for the planet and restorative for body and mind. We are looking for ways we can help to restore the natural world and put back more than we take out. This is a huge mission and we are continually taking small steps towards it. We also want to **support wellness** by creating the purest, most sustainable and most effective beauty products possible for our customers and supporting them in their wellness journeys. Finally, we want to be **consciously kind**. We want to shine a light on the 180 ingredients in our supply chain to ensure that there are no unethical practises we are unaware of. This is a huge project as beauty supply chains are not currently transparent, but something we want to be part of changing for the better.

Laura x

OUR MISSION



LEADING GREEN:

To help to promote sustainability in beauty by creating accessible and attractive eco friendly, ethical and organic products with no compromises. To lead the way in adoption of green and eco friendly packaging materials and set an example within our industry. To become a thought leader by educating customers and other stakeholders about sustainability issues in beauty and sharing our experiences with others.

BEAUTIFUL INSIDE AND OUT:

To help improve working conditions in developing countries where our ingredients are harvested and partner with community projects to raise income levels. To shine a light on the beauty supply chain with increased transparency to boost customer awareness about ethical issues within beauty.

WELLNESS FOR ALL:

To help our customers achieve the highest levels of wellness by removing toxins from their lifestyle. To offer accessible and affordable toxin free products with no compromises. To share our expertise on the benefits of a natural lifestyle with our customers and inspire them to connect with nature and practise mindfulness and self care to boost their mental wellness.

EVOLVING the Beauty Industry

Only 50%
of recyclable
packaging is
recycled on
average in the
bathroom, this
equates to
**30-40% of the
total landfill
waste in the
U.K.**



Where the Beauty Industry is Today

The beauty industry produces enormous amounts of waste, chemicals and carbon both directly and indirectly through its supply chain. Here is a snapshot of the beauty industry today:

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PRODUCING EXCESSIVE AMOUNTS OF WASTE

- 95% of beauty packaging is thrown out after just one use, and of those that are made of plastic, only 14% of plastic make it to a recycling centre.¹
- 50% of Brits don't recycle bathroom waste such as shampoo, conditioner and shower gel bottles simply because it's inconvenient. This equates to 2.7 billion plastic bottles hitting our landfills every year.²

CONTRIBUTING TO WATER SCARCITY & HARMFUL CHEMICAL PRODUCTION

- Water makes up about 70% of most beauty products; but if current water usage trends continue (142 litres a day for the average Brit), water poverty is set to impact 2/3rds of the population by 2025.³
- Oxybenzone, a chemical used in sunscreen, is destroying coral reefs around the globe. A single drop in six and a half Olympic-size swimming pools is enough to be harmful.⁴

NON-ETHICAL SOURCING OF RAW MATERIALS

- Used frequently in beauty products, the use of palm oil has been climbing steadily over the past 50 years. Of this, 85% comes from Malaysia and Indonesia, where it has aided local economies but at the cost of mass deforestation and labour and human rights abuses.⁵
- Human rights violations (including child labour) are commonly found in the production of cocoa, mica, shea butter, vanilla, copper, silk, carnauba wax and palm oil - all ingredients used by the

CLIMATE CHANGE

- From the production and transportation of raw ingredients to the manufacture and sale of consumer end-products, carbon intensive industry practises are contributing to climate change. Beauty companies have sought to tackle this by investing in carbon offsetting projects, such as tree planting schemes. However, we recognise that this is not enough.
- According to Rainforest Rescue, the conversion of a single hectare of Indonesian peatland rainforest to grow palm oil releases up to 6,000 tonnes of CO₂.⁷

BIODIVERSITY LOSS

- According to a recent WWF report, wildlife populations have plummeted 68% since 1970 and continue on this trajectory. This is partly the result of unsustainable agriculture and deforestation.⁸
- The footprint of palm oil production is huge. Plantations to produce it account for 10% of permanent global cropland and have had a massive contribution to habitat loss.⁹
- Conventional farming causes biodiversity loss, soil erosion, and increased water pollution due to the use of synthetic fertilisers and pesticides. Many synthetic fertilisers come from burning fossil fuels, which contributes to the emission of greenhouse gases into the atmosphere. Synthetic nitrogen fertilisers contribute to an increase in nitrous oxide, a greenhouse gas 300 times more potent than carbon dioxide.

¹Ref: Beat the MicroBead

²Ref: Beauty Eco Conscious Products

³Ref: https://unesdoc.unesco.org/ark:/48223/pf000247153_eng

⁴Ref: <https://www.glamourmagazine.co.uk/gallery/waterless-beauty>

⁵Ref: NY Times

⁶Ref: Amnesty International report

⁷Ref: A 2018 report by Verisk Maplecroft

⁸Ref: <https://www.rainforest-rescue.org/files/en/palm-oil-download.pdf>

⁹Ref: WWF 2019

¹⁰Ref:<http://apps.worldagroforestry.org/downloads/Publications/PDFs/OP16401.pdf>

OUR IMPACT GOALS

Our long term ambition is to move beyond being sustainable to become regenerative as a business. This means putting more into the planet than we take out: restoring, revitalising and renewing the world around us, as well as the wellness of everyone who uses our products.

We have divided our impact into 5 areas we will measure and report on, and we have set goals for each area that we will work on to continue to reduce our impact.

ZERO CARBON

Go beyond carbon neutral towards Net Zero.

CLEAN CHEMISTRY

Keep our natural environment and our customers healthy with zero harmful chemicals or materials.

KIND TO ALL

Respect, be kind and give back to both animals and people as we do business.

ZERO WASTE

Reduce all of our waste to zero and become circular as a business.

PROTECTING BIODIVERSITY

Champion the preservation of forests and wildlife through sourcing of sustainable and organic raw materials.

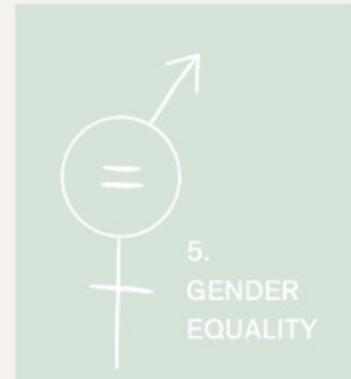


OUR IMPACT VALUES AND THE SUSTAINABLE DEVELOPMENT GOALS

Our Impact Values also contribute and are in synergy with the **Sustainable Development Goals** which aim to bring about meaningful, sustainable change through 17 global goals in the aim to make the planet a better place by 2030.

Impact Values:

- Zero Carbon
- Clean Chemistry
- Zero Waste
- Protecting Biodiversity
- Kind to all



ZERO CARBON

Go beyond carbon neutral towards Net Zero.

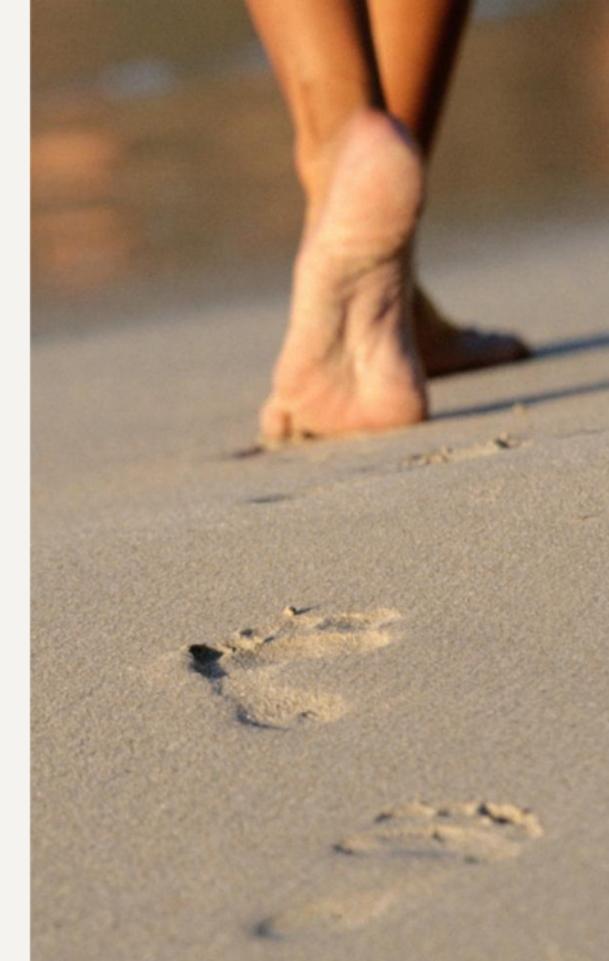
PROGRESS SO FAR

- We've measured our entire scope 1, 2 and 3 emissions this year relating to operational and corporate emissions, distribution and packaging.
- As a business we created and offset 296 tonnes of CO2 in total, which is equivalent to 571,201 miles driven by car and 352 economy flights from London to New York.
- Our packaging created 56 tonnes of CO2 which is the same as the yearly CO2-capture of 4,480 beech trees or 60,215 wash cycles.
- We conducted a detailed analysis of our 5 best-selling products and used the results to calculate our overall product carbon footprint. We noticed that transporting ingredients by air has a big impact on carbon emissions, so this year we'll be working hard to reduce the amount of ingredients we import via air freight, and focus instead on carbon-friendly alternatives like sea and land.
- Our workspace runs on **100% wind power** with **energy efficient lighting**, saving an average of 1 kg

- of CO2 for every kWh. That's **5.4 tonnes** of CO2 saved.
- In order to keep things local, **69% of all of our packaging is sourced from either in the EU or UK** to limit carbon emissions related to shipping.
- By using **60 certified organic ingredients**, an average of **3.5 tonnes of extra carbon dioxide/hectare** is sequestered by the soils they grow in compared to conventional farming.
- We manufacture our products by hand in our own studio in small batches which on average **reduces energy consumed during production and carbon generated shipping water within products.**
- We have planted an additional 21,533 trees this year as part of our Earth Day and Christmas campaigns. On Earth Day we promised to plant 2 trees for every order, and later this year for every Christmas gift set bought we promised to plant 1. We worked with Earthly to support their Eden Reforestation project in Madagascar.
- We now have 2 company electric

cars which helps to reduce our carbon footprint.

- By reducing the ingredients that are air freighted to us and reducing carbon intensive packaging materials we are working to reduce our impact even further.
- We offset our carbon footprint, making us Carbon Neutral
- We have offset 110% of our emissions with Earthly by supporting their BAM project in the Amazon Rainforest to prevent deforestation and avoid producing carbon.



GOALS ACHIEVED IN 2021

- Going Carbon Neutral! We have now measured our entire scope 1, 2 and 3 emissions including our 180 ingredient emissions and offset all of this with Earthly
- We switched all of our cartons to grass paper cartons which has saved 75% of CO2 emissions compared to the equivalent Kraft cartons.

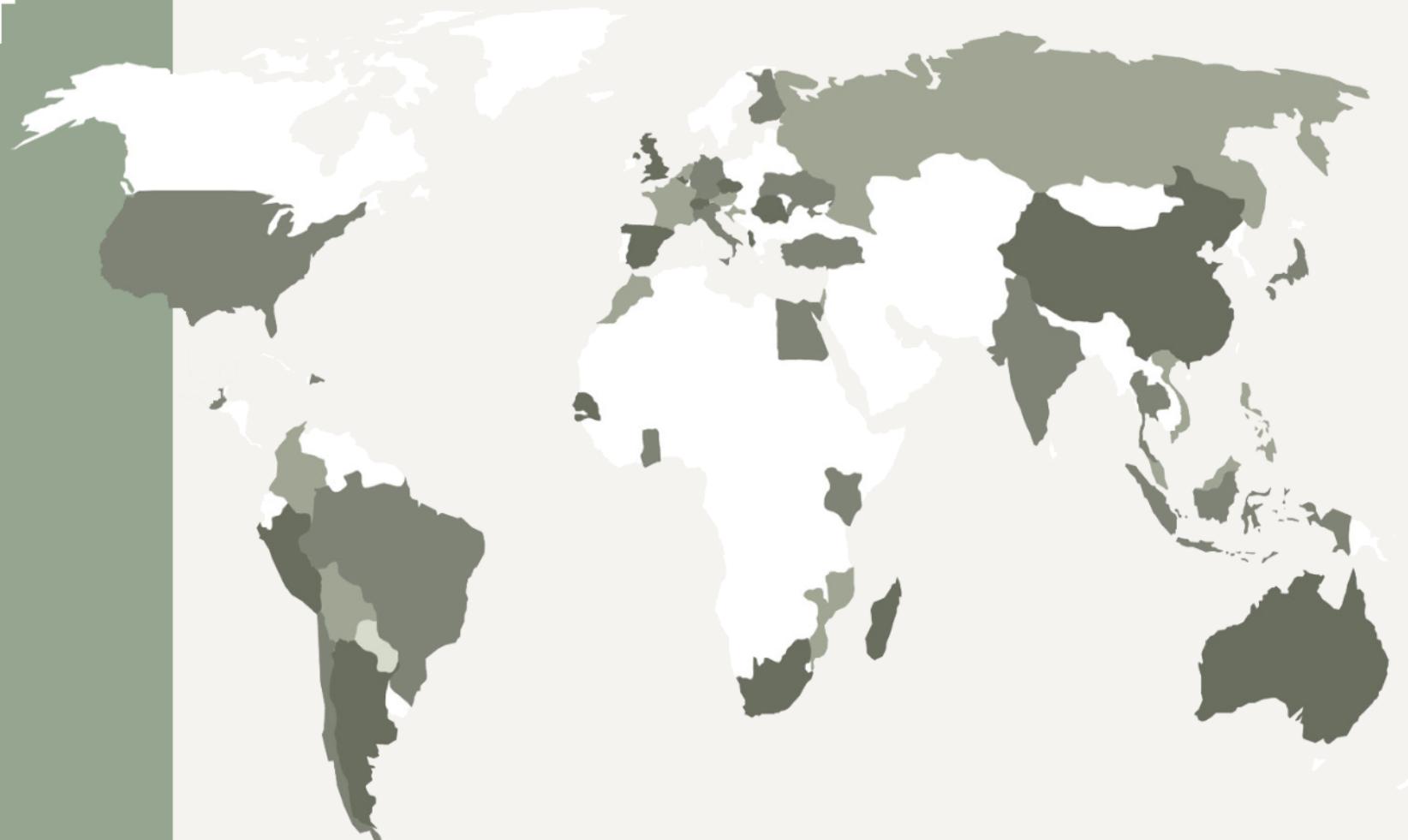
FUTURE GOALS

- Continue to source more packaging and ingredients locally and without air freight to reduce shipping emissions.
- Look at innovative product formats such as solid and concentrated products to reduce the emissions produced by transporting water.
- Agree a Net Zero pathway and look at other ways to reduce our carbon emissions further.

JOURNEY OF AN EVOLVE BEAUTY PRODUCT

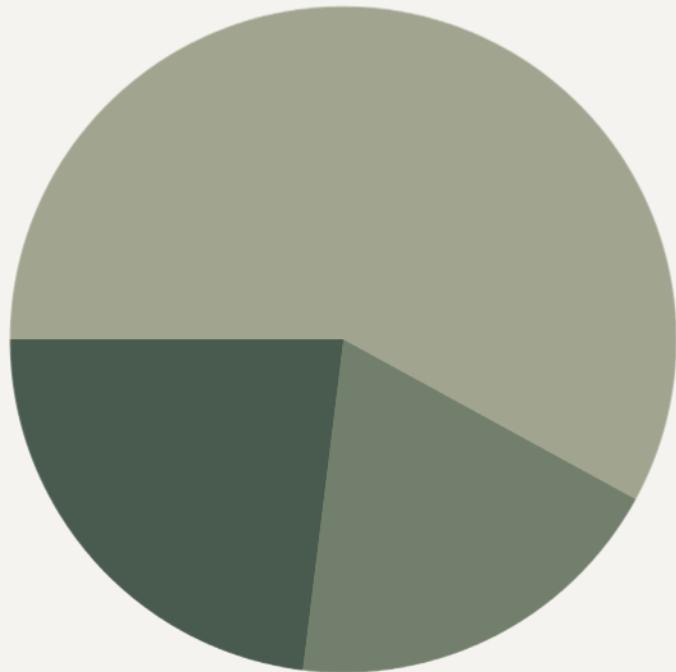
We have mapped our supply chain so we can understand what the full carbon impact is. Now this has been completed we can work to reduce it over time. In the meantime we are offsetting the direct carbon footprint caused by the energy we consume directly. We will give our customers total transparency, so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

See highlighted in green: the countries our ingredients are currently from (December 2021)



2021 EMISSIONS BREAKDOWN

Breakdown of total emissions:



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

Carbon emission for our top 5 products (gCO₂e):



Bio-Retinol Gold Mask:
404.14

=



19 cups of coffee



Hyaluronic Serum 200: 69.62



3 cups of coffee



Bio Retinol + C
Booster: 130



6 cups of coffee



Superfood Shine
Shampoo: 540

=



26 cups of coffee



Daily Renew Facial
Cream: 129.10



6 cups of coffee

ZERO WASTE

Reduce all of our waste to zero and become circular as a business.

PROGRESS SO FAR

- We have measured our plastic consumption and partnered with Repurpose Global to invest in projects that remove twice as much plastic as we purchase from the planet to **become Plastic Negative**.
- We now offer zero plastic refills for all of our 100ml products as part of our **Dump the Pump campaign**. This year we managed to save over 2000 plastic pumps from going to landfill.
- 100% of our glass packaging, plastic bottles and lids and paper cartons are recyclable. Unfortunately curbside recycling does not collect plastic pumps and sprays in most countries at present.
- 63% of our packaging contains some recycled content, up from 60% in 2020.
- Producing in small batches means that we never send unused products to landfill (as is sometimes the practice with conventional beauty companies). Our outlet store ensures that even short dated products are not wasted.
- Once again we said hello to Slowvember. Slowvember is a campaign that we created to

campaign that we created to help combat the rushed and unconscious purchasing pushed by Black Friday and sales ongoing in November. We hold a month-long sale so customers do not feel rushed to purchase, and encourage taking time to think about what you buy in order to reduce waste of unwanted materials.

- Two of our Christmas sets used our new mushroom based packaging which helped to take our sustainability ethos one step further. Made by Magical Mushroom Co and their Mycelium technology, this revolutionary packaging is fully biodegradable, recyclable and compostable, providing us with eco-friendly and renewable packaging which can be recycled and regrown time and time again.

GOALS ACHIEVED IN 2021

Working with our retail partners to offer bulk refill schemes in order to encourage a circular way of using beauty products. We now supply 5L bulk of products in refill schemes with a number of partners. We are also launching our bulk refill products online so our customers can enjoy a circular way of using our products too.



FUTURE GOALS

Only 50% of Brits recycle bathroom waste. In 2022 we plan to work with our customers to help them recycle more of their products at home by launching a bathroom bin campaign to make it easier to store used recyclable packaging.

Switch more of our packaging to contain recycled content.

We are still looking for a completely eco friendly solution for sample sachets but it isn't currently available. The sample sachets we currently use are the greenest option on the market and use 40% less plastic than conventional sachets. They are also much greener than the 5ml plastic pots we used to use, however we are always looking for a greener and more sustainable option.

We've always chosen to use the most sustainable packaging available. Now, to take it further, we're aiming for **our entire range to be circular**, where we reuse, recycle and regenerate everything.

We are aiming to launch solid products by the end of 2022 and we are working on concentrated products so we don't need to ship water around.

OUR THOUGHTFUL PACKAGING



GRASS PAPER PACKAGING

In 2021 we switched our cartons from FSC Kraft paper to our new fully compostable grass paper packaging.

Around 120 billion units of packaging are produced each year by the global cosmetics industry, and we're excited to lead the way in reducing some of the waste produced with our cutting edge grass packaging.

- Requires 97% less energy during the creation process than traditional wooden pulp packaging
- Made with up to 40% natural grass fibres
- Produces 75% less CO₂ emissions than wood pulp
- Not only FSC certified and recyclable, but also completely compostable in your home compost bin
- 99.9% saving in water usage compared to standard wood pulp

MUSHROOM PACKAGING

A range of our Christmas gift sets came in our brand new mushroom-based packaging which takes our sustainable packaging ethos one step further.

Made by Magical Mushroom Co and their Mycelium technology, this revolutionary packaging is fully biodegradable, recyclable and compostable. Mycelium is the vegetative structure of mushrooms, which has provided a sustainable and home compostable alternative to more traditional packaging.

This Mycelium packaging provided us with an eco-friendly and renewable resource which can be recycled and regrown time and time again.

CORN STARCH PELLETS

To protect our products in their boxes we use shredded recycled cardboard and paper which is also fully recyclable.

We also use biodegradable packing peanuts made from corn starch to protect products when they're on their way to you. These dissolve under running water which means zero waste.

KIND TO ALL

Respect, be kind and give back to people and animals as we do business.

PROGRESS SO FAR

- As well as creating beauty products, we share lifestyle information on mindfulness, meditation and beauty rituals to support the wellness of our customers both physically and mentally.
- We employ over 40 people from 12 different nationalities. Everyone is paid a living wage and we do not use zero hours contracts.
- The majority of senior roles are held by women with women making the vast majority of our team at Evolve.
- All of our products are vegan and we have achieved Vegan Society certification for 37 of our products indicating that no animal was used in either the testing or production of the product and its ingredients.
- Our products are made without animal testing.
- We only use fairly traded Mica (as there are ethical issues in this supply chain)
- Launched a wider variety of more inclusive shades of our Climate Veil Tinted SPF.
- We commit to making all our social

including people from various backgrounds, cultures and ethnicities.

- We work with a wide and diverse range of influencers in order to represent all genders, ethnicities and bodies.
- We are also developing an inclusive interview process in order to ensure everyone is given an equal opportunity in joining and onboarding our team.



GOALS ACHIEVED IN 2021

- Certifying an additional 12 of our products with the Vegan Society
- Obtained the **Leaping Bunny Certification** in order to externally verify all ingredients have not been tested on animals and animal welfare has been prioritised during the making of Evolve beauty products
- Achieved **Living Wage employer accreditation**, committing us to pay the real Living Wage or real London Living Wage to all of our direct employees and regular third party staff. We believe that our employees deserve a wage which meets everyday needs, beyond the basic Government national living wage.¹²
- Achieved **Living Hours employer accreditation**, committing us to offer contracts to our team that reflect the hours they work for us, and to offer 4 weeks notice of any changes in shift.

FUTURE GOALS

- Certify the remaining of our products with the Vegan Society
- For total transparency on workers rights, we are going to map out our entire supply chain from field to factory by the end of 2023.
- We want to build relationships with every tier of our supply chain to replicate the strong relationships we have with our first-tier suppliers in order to build a more resilient and healthy supply chain.

STORIES OF OUR SUPPLIERS



COCONUT PARTICLES IN OUR RADIANT GLOW FACE MASK

Supplier: Lehvoss

Country of origin: Sri Lanka

Their story:

"The exfoliating coconut particles we use come from cultivated coconut fruit. The shells used are a manufacturing by-product of the food industry, meaning that nothing from the fruit goes to waste. Harvesting the coconut does not require cutting down the tree, however when the tree is too old it and it no longer bears it will then be cut. But any cut tree is replanted."

MONOI OIL IN OUR TROPICAL BLOSSOM BODY POLISH AND TROPICAL BLOSSOM BODY BUTTER

Supplier: Kerfoot

Country of origin: Tahiti

Their story:

"The monoi oil is obtained by infusing flowers of Gardenia taitensis in coconut (*Cocos nucifera*) oil, and the flowers of Gardenia taitensis are obtained with an ethical method. They are harvested by hand in small batches, which are used to produce the extract used for the monoi oil in small volumes. This extract is later delivered to another facility where it is used to fabricate the product. The coconut is also produced in a sustainable way, where trees are replanted and reused via a crop cycle to reduce any environmental impact."



CACAY OIL IN OUR SUPERFOOD 360 SERUM AND MULTI PEPTIDE 360 MOISTURE CREAM

Supplier: Infinity

Country of origin: Columbia

Their story:

"Production of the oil is carried out in partnership with local communities to provide employment opportunities and income for harvesting and processing of the nuts. To help preserve the species, Kahai are also reforesting an area of 5,000 hectares which consisted predominantly of Cacay trees previously before being deforested to graze cattle and to use the wood for fuel; this also creates new employment opportunities and generates income for extremely low income families in the Amazon rainforest including fair trade."

PROTECTING BIODIVERSITY

Champion the preservation of forests and wildlife through sourcing of sustainable and organic raw materials.

THE PROBLEM

Trees are one of the earth's most invaluable resources, converting carbon dioxide into precious oxygen, improving air quality and climate, conserving water, preserving soil and supporting wildlife. As a major consumer of cardboard and paper packaging, the global cosmetics industry is contributing to the loss of 18 million acres of forest per year. Palm oil, used in 70% of personal care products, is another major source of deforestation and biodiversity loss. While destroying the habitat of already endangered species like the Orangutan, Pygmy elephant and Sumatran rhino, this forest loss and the conversion of carbon-rich peat soils to make way for palm plantations also throws out millions of tonnes of greenhouse gases into the atmosphere each year, contributing to global warming.

PROGRESS SO FAR

- All of our cartons use FSC certified grass paper
- We have reduced our use of ingredients that contain unsustainable palm oil. In total, only 1 of our ingredients still contain palm oil that has yet to be certified for sustainable palm oil production. This ingredient is only used within one product in our range.
- Around 60 of our ingredients are organically grown, 30 of our products are COSMOS organic certified and 6 are COSMOS natural certified. This means these products do not use synthetic fertilisers, pesticides, herbicides, or fungicides to grow their produce. The lack of pesticides in growing organic products enhances biodiversity by up to 50% more than conventional farming.
- We are partnering with Earthly to offset our carbon footprint by investing in the BAM project in the Amazon Rainforest that prevents deforestation.

GOALS ACHIEVED

- This year we have achieved a number of the goals we set out in our last Sustainability Report including:
- Switching from paper cartons to FSC certified grass paper which swaps fast growing grass for slow growing wood
- An additional 5 products are now COSMOS organic certified.

FUTURE GOALS

- Switch all of our palm oil to sources that are certified by Roundtable on Sustainable Palm Oil which is a guarantee that they are sustainably harvested and reduce the use of palm oil derived ingredients.
- Certify our remaining products COSMOS organic and natural
- Move from organic to regeneratively farmed ingredients

SUPPORT HEALTHY SOILS & WILDLIFE

Soils are sustainability's underdogs yet they are a crucial ecosystem that supports and gives birth to all of the amazing ingredients we have in our products. Conventional farming methods damage soil health but organic farming means farmers do not use any form of synthetic fertilisers, pesticides, herbicides, or fungicides to grow their produce which limits the damage caused by agriculture and results in better soil quality and reduced pollution from pesticide or fertiliser run-off. Organically grown ingredients contribute to enhancing biodiversity by up to 50% compared to conventional farming because of the lack of pesticides and wider variety of plants and pollinators.¹³ Organic farmland also sequesters more carbon - on average 3.5 tonnes extra for every hectare - making it a useful instrument in the fight against climate change.

CLEAN CHEMISTRY

Keep our natural environment and our customers healthy with zero harmful chemicals or materials. Be water stewards and protect our oceans

PROGRESS SO FAR

- Our COSMOS certification is an independent verification of the purity of our products. All of our formulas are screened for questionable and harmful ingredients, pollutants, synthetics and harmful chemical processes. We have COSMOS Organic certification for 32 of our products and COSMOS Natural certification for 6 of our products.
- We do not use any GMO or nano particles in our products as part of the COSMOS standards.
- We do not use any synthetic sunscreens in our products which can damage aquatic life. Instead we use the mineral based zinc oxide as a sunscreen.
- Using organic ingredients wherever possible reduces the use of harmful chemicals within fertilisers, herbicides and pesticides that are used to grow our ingredients.
- We have never used microbeads in our products, we use upcycled particles from coconut shells and organic sugar grains instead.
- We only use PET and PP plastics in our packaging (and often use glass)

our packaging (and often use glass) as this plastic does not produce harmful byproducts in contact with our products.

GOALS ACHIEVED IN 2021

- **We have COSMOS certified organic and natural certification for 38 of our products, and we're continuing to make progress.**

FUTURE GOALS

- **95%+ of products COSMOS certified organic and natural by the end of 2023.**



OUR OVERARCHING GOALS



THOUGHT LEADERSHIP:

We would like to share our journey and our future sustainability plans with our customers and the beauty industry to help shape the sustainability debate and show what is possible.

TRANSPARENCY:

Completely map out our entire supply chain by 2023 in order to understand where, how and when ingredients are being farmed, processed and shipped to the Evolve warehouse. By 2023, have information on who has grown the ingredients within the products they have purchased. Go beyond carbon accounting and track other metrics such as total water usage and waste across our operations by 2023. We are also working alongside Provenance to enable supply chain and impact transparency with integrity. This will allow customers to see 'proof points' on our website, which will serve as a trusted and informative way to prove product claims regarding supply chain materials, people, places and processes.

B CORP CERTIFICATION:

We have submitted our B Corp application and by early 2022, we are hoping to become a certified B Corp. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

WORDS FROM OUR COMMUNITY

HIGHLIGHTS:

- Over 66k followers on Instagram.
- More than renowned brands:
Green People, Cowshed, Sunday Riley, La Mer, Emma Hardie
- #1 organic search result* on Google for 'organic skincare', #3 'natural skincare' and #1 for 'organic hyaluronic acid'
- Over the past year our Instagram following has grown 20%. 98% of customers give 5 stars, coming from over 1000+ reviews.

*As of December 2021.

DAILY DETOX FACIAL WASH, 'LOVE THIS CLEANSER'

"Why didn't I find this sooner?! I've been using this for a few weeks now and can't believe the difference in my skin. It cleanses the skin without drying it out. It's gentle but effective and has a nice fragrance. My skin has a glow and feels so smooth. Since using it I've had no breakouts. I also love the packaging and the ethos of this company. This by far is the best cleanser for my skin that I have ever used." - Vicky



RADIANT GLOW MASK, 'PURE BLISS!'

"This face mask is pure bliss. It's one of the first products I tried from Evolve Beauty, after one of the free consultations with a skincare expert. I have very sensitive skin, which usually reacts to any product I use, but this mask just leaves my skin smooth and incredibly soft. And it smells incredible. I've since tried (and gifted to friends!) so many products from the Evolve range. They are simply the best."
- Florence

SUPERFOOD 360 SERUM

"Have used this for a little while now. I have dry skin and this, under my night cream is wonderful. No cream residue after application and no dry tight skin in the morning. Would say that I changed to Evolve some time last year after using well known other products for years and this is certainly, in my opinion, better.

The fact that it is also much cheaper is a bonus but not the main reason for change. Its natural products and seems to be really good for my skin along with all the other products that I now use. Well done all and I am thoroughly delighted with everything" - Mel



MULTI PEPTIDE 360 MOISTURE CREAM, 'SO LOVELY AND FRESH'

"I have been using this cream morning and night for the past 2 weeks and absolutely love it.

The texture is so velvety and rich that only a small amount is required as it covers so well, leaving my skin feeling softer and revitalised. The smell is also lovely which is another plus.

It was important for me to find a company that specialises in 'cruelty free' beauty products, and I am so glad I found Evolve. Will be purchasing again." - Paula

OUR BELIEFS & VALUES

We believe that wellness is the natural state we evolved to be in, in harmony with nature. We know that nature often knows best and that working with our skin and body not against them is the healthiest way to be.

We believe that people are inherently good. Most people want to do the right thing most of the time and that we can help people be more conscious of their impact on others and on the planet by improving transparency and storytelling.



WHAT ARE OUR VALUES?

We would like to share our journey and our future sustainability plans with our customers and the beauty industry to help shape the sustainability debate and show what is possible.

INTEGRITY

We are radically transparent about our business and products. We independently verify and certify all of our claims and we do our homework. We are nice people to be around, we play fair and we always tell the truth.

CREATIVITY

We believe in the old adage that necessity is the mother of invention. When we were tiny, we learned to solve problems creatively with very few resources. Some of that scrappy approach has made its way into our DNA and we like it.

COMPASSION

We genuinely care about our customers, our team, our suppliers and our world. We want to be of service to the best of our abilities by making the finest natural products and packaging them in the most eco-friendly way possible.

COMMITMENT

We have an amazing team of passionate people who love what they do and share our values. We are all deeply committed to making the finest, healthiest and most eco friendly beauty products in the world.

CONSCIOUSNESS

We understand that our impact as a business stretches all the way through our supply chain from where our ingredients are grown to where our packaging is hopefully recycled. Our aim is to make this impact as positive and healthy as possible and move from sustainable (less bad) towards actually helping to regenerate our world.

APPENDIX

FOREST STEWARDSHIP COUNCIL CERTIFICATION

“FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits.”¹⁴

EARTHLY

“Earthly is the most effective way for businesses to invest in the fight against climate change. Our science-backed natural solutions help you balance your carbon impact – and go beyond, to become climate-positive. And our immersive platform makes it easy for you to see and share your positive impact.”¹⁵

GET LIVING WAGE CERTIFICATION

“The real Living Wage is the only UK wage rate that is voluntarily paid by 7,000 UK businesses who believe their staff deserve a wage which meets everyday needs - like the weekly shop, or a surprise trip to the dentist.”

“Over 250,000 employees have received a pay rise as a result of the Living Wage campaign and we enjoy cross-party support. We have a broad range of employers accredited with the Foundation including 2/5 of the FTSE 100 and big household names including Nationwide, Google, Brewdog, Everton FC and Chelsea FC.”¹⁶

LEAPING BUNNY CERTIFIED

This certification certifies no animal testing was adopted during cosmetic product manufacturing.

Animal Testing is “all testing of finished Cosmetics and/or Household Products, or any one or more Ingredients or formulations used in manufacturing or production of such products in which whole non-human animals are the test subjects, including without limitation, fish, amphibians, reptiles, birds, and non-human mammals. Animal Testing excludes in vitro tests or tests conducted completely with human volunteers.”¹⁷

ROUNDTABLE ON SUSTAINABLE PALM OIL

“Ensures the credibility of palm oil sustainability [claims by businesses], all RSPO members that take legal ownership and produce or handle RSPO-certified sustainable oil palm products need to be RSPO certified. At the heart of this process are the RSPO Principles & Criteria.”¹⁸

B CORP

“Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.”¹⁹

NET ZERO

“Net zero refers to a state in which the greenhouse gases going into the atmosphere are balanced by removal out of the atmosphere. The term net zero is important because – for CO₂ at least – this is the state at which global warming stops. The Paris Agreement underlines the need for net zero, requiring states to ‘achieve a balance between anthropogenic emissions by sources and removals by sinks of greenhouse gases in the second half of this century’”²⁰

COSMOS CERTIFICATION:

NATURAL

“The COSMOS NATURAL signature is available for products that comply with the COSMOS-standard in all respects but do not meet the required minimum organic percentages as specified in the COSMOS-standard.”

ORGANIC

“The COSMOS ORGANIC signature is available for products that comply with the COSMOS-standard in all respects and contain the required percentages of organic ingredients as specified in the COSMOS-standard.”²¹

¹⁴Ref: <https://us.fsc.org/en-us/certification>

¹⁵Ref: <https://earthly.org>

¹⁶Ref: <https://www.livingwage.org.uk/what-real-living-wage>

¹⁷Ref: <https://www.leapingbunny.org/about/corporate-standard-compassion-animals-standard>

¹⁸Ref: <https://rspo.org/certification>

¹⁹Ref: <https://bcorpulation.net>

²⁰Ref: <https://netzeroclimate.org/what-is-net-zero>

²¹Ref: <https://www.cosmos-standard.org/cosmos-certification>

Good Ventures

