



# SUSTAINABILITY REPORT 2023

SOCIAL & ENVIRONMENTAL IMPACT

# 2023 AT A GLANCE



We are proud to be a **Certified B Corporation™**. Achieving this means we meet high standards of social and environmental impact and are committed to accountability, transparency and continuous improvement.



We are committed to reaching Net-Zero emissions by the year 2050. As a near-term target, we have committed to reducing **50% of our GHG emissions in intensity**, per unit euro gross profit, compared to 2021.



In 2023, **65% of our cosmetic products** contain 90% or more natural origin ingredients.



Thanks to our customers embracing our refills we have saved: **1,033 tons in materials**, **2,270 tons of CO2-eq** and **26.6 million litres of water**, in 2023 alone.



Rituals aims to make positive impact for people and planet. We're the founding partner and proud supporter of **Tiny Miracles** and **Super Chill**. Through our partnership with **Sacred Forests**, we also contribute to reforestation in Columbia.

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# INTRODUCTION BY RAYMOND

I am thrilled to present our latest Sustainability Report, showcasing our ongoing efforts to lower our environmental impact and improve people's wellbeing. As we reflect on the past year, it's evident that our dedication to these goals has not only fuelled our growth but also strengthened our impact on both local and global communities. Here are just a few highlights from the past year:

- We transitioned even more of our products to contain over 90% natural origin ingredients, for more info see pg. 25.
- Through our customers' continued support of our 'Buy 1 Refill = Grow 1 Tree' initiative, we were able to contribute 6.4 million euros to plant, protect and restore trees in vital forests across the world.
- We expanded our Mind Oasis concept to four new cities in Antwerp, Frankfurt, Paris, and Barcelona, providing sanctuary to nearly 35,000 customers seeking relaxation and escape from their daily routines.
- For the fifth year in a row, we were awarded top employer of the year.
- This year we launched our Global Retail Career Guide to support our store employees on how to develop in their frontline careers.
- Our co-designed bags and bracelets made by the women of Tiny Miracles had their most successful year. These products continue to provide communities in Mumbai with life-changing incomes.

*“We're determined to use our company as a force for good. We're at the beginning of this journey and we are learning to do better every single day”*

As we navigate the complexities of today's world, we are mindful of our impact as a beauty and wellbeing brand. That's why, we place our sustainability targets at the forefront of everything we do.

Our B Corp certification demonstrates our commitment to continuous improvement, though we recognise we are still early in our journey. We firmly believe in looking beyond the scope of our own business, to see where we can make a positive impact in the world. Together with our partner organisations, we are working to improve the balance in areas and causes that urgently need attention. This report reflects our collective efforts to move in the right direction.

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**Raymond Cloosterman**  
Founder and CEO

# OUR PRESENCE

*the world of Rituals*

# IN 90+ COUNTRIES



**1125**

Stores worldwide



**1**

House of Rituals  
flagship store



**3,000+**

Shop-in-shops



**5**

Body spas &  
mind oasis



**150+**

Cruise &  
ferry locations



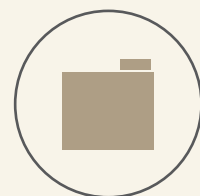
**19**

Stand-alone  
stores at airports



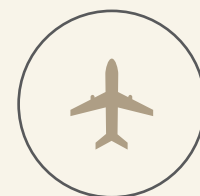
**600+**

Travel  
shop-in-shops



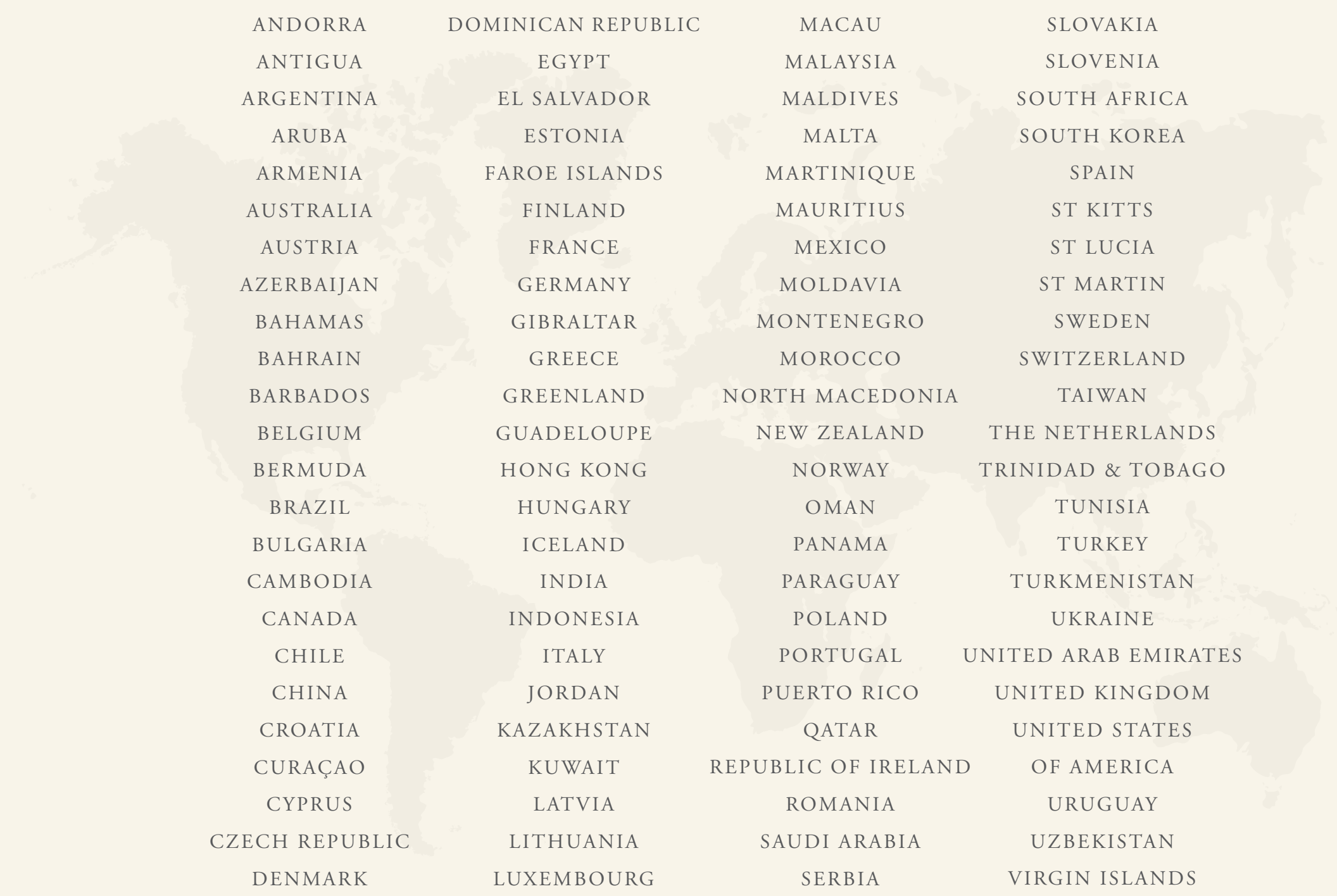
**3,000+**

Boutique hotels



**8**

Airlines &  
airport lounges



- ANDORRA
- ANTIGUA
- ARGENTINA
- ARUBA
- ARMENIA
- AUSTRALIA
- AUSTRIA
- AZERBAIJAN
- BAHAMAS
- BAHRAIN
- BARBADOS
- BELGIUM
- BERMUDA
- BRAZIL
- BULGARIA
- CAMBODIA
- CANADA
- CHILE
- CHINA
- CROATIA
- CURAÇAO
- CYPRUS
- CZECH REPUBLIC
- DENMARK
- DOMINICAN REPUBLIC
- EGYPT
- EL SALVADOR
- ESTONIA
- FAROE ISLANDS
- FINLAND
- FRANCE
- GERMANY
- GIBRALTAR
- GREECE
- GREENLAND
- GUADELOUPE
- HONG KONG
- HUNGARY
- ICELAND
- INDIA
- INDONESIA
- ITALY
- JORDAN
- KAZAKHSTAN
- KUWAIT
- LATVIA
- LITHUANIA
- LUXEMBOURG
- MACAU
- MALAYSIA
- MALDIVES
- MALTA
- MARTINIQUE
- MAURITIUS
- MEXICO
- MOLDAVIA
- MONTENEGRO
- MOROCCO
- NORTH MACEDONIA
- NEW ZEALAND
- NORWAY
- OMAN
- PANAMA
- PARAGUAY
- POLAND
- PORTUGAL
- PUERTO RICO
- QATAR
- REPUBLIC OF IRELAND
- ROMANIA
- SAUDI ARABIA
- SERBIA
- SLOVAKIA
- SLOVENIA
- SOUTH AFRICA
- SOUTH KOREA
- SPAIN
- ST KITTS
- ST LUCIA
- ST MARTIN
- SWEDEN
- SWITZERLAND
- TAIWAN
- THE NETHERLANDS
- TRINIDAD & TOBAGO
- TUNISIA
- TURKEY
- TURKMENISTAN
- UKRAINE
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- UNITED STATES
- OF AMERICA
- URUGUAY
- UZBEKISTAN
- VIRGIN ISLANDS

# A CERTIFIED B CORPORATION™

## Our B Corp Journey

Rituals became a certified B Corp in 2021. We are still very proud of this achievement and continue to strive for excellence in our environmental and ethical commitments.

## What is a B Corporation?

Becoming a B Corp means that we are recognised as a company that uses business as a force for good. B Corp is a highly respected certification and achieving this means we're part of a global community of businesses that meet high standards of social and environmental impact.

## How we achieved it

To become a B Corp, for-profit companies must prove they are using their power to build a more inclusive and sustainable economy. The certification process measures against credible, comprehensive, transparent, and independent standards of social and environmental performance. To pass, a company must undertake a 360-

evaluation, not only of their product, but the entire business. The rigorous assessment is split up into five categories: governance, environment, community, workers and customers. Within these sections a company can be rated on everything from environmental impact to giving back to communities and must outline their commitments to continuously improve in each area. Out of a total of 200, a company must score 80 points and we are very proud that Rituals scored 92.2. B Corp is more than just a certification, it's a community of like-minded organisations that all want to use their business as a force for good.

As a B Corp, we became part of the B Beauty Coalition in January 2022 and joined forces with other B Corps in the beauty sector. The coalition's vision is to deliver 'beauty for good' and allows us to come together as an industry and create a 'think-tank' to resolve common obstacles in the journey to reaching our environmental and social goals faster.

For more information about how we scored, please find our company in [the B Corp directory](#).



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# HIGHLIGHTS OF OUR B CORP CERTIFICATION

*The B Corp assessment is split up into five categories. Here are some of the key focus areas for our certification:*



## GOVERNANCE

We are publishing an annual sustainability report to ensure transparency around our social and environmental impact.

Company bylaws enshrine consideration for people and planet in business decisions.

Our code of conduct and whistleblower policy is communicated to all employees in a dedicated training module.



## ENVIRONMENT

We measure our carbon footprint and have committed to reduce our carbon emissions by 50% in intensity per euro gross profit by 2030, compared to our 2021 base year.

We have a large assortment of refills available. Compared to original products, our refills save on packaging materials.

65% of our cosmetic products contain 90% or more natural origin ingredients in 2023.



## COMMUNITY

With our Karma Day, all head office and Benelux office employees can volunteer 8 hours per year for charity.

Our Diversity Equity and Inclusion board and Ambassador Group initiate programmes to support our culture.

We proudly support the Tiny Miracles Foundation, Sacred Forests, War Child and the Super Chill Foundation.



## EMPLOYEES

We measure employee satisfaction, wellbeing, inclusion and engagement on a regular basis via our People Pulse Survey.

We have been awarded for our wellbeing programme, employee review process and career development journey.

We have a solid healthcare and retirement programme worldwide for employees at our shops and offices.



## CUSTOMERS

We treat our customer data respectfully and in accordance with the GDPR.

At Rituals we have a data security officer and cyber security team.

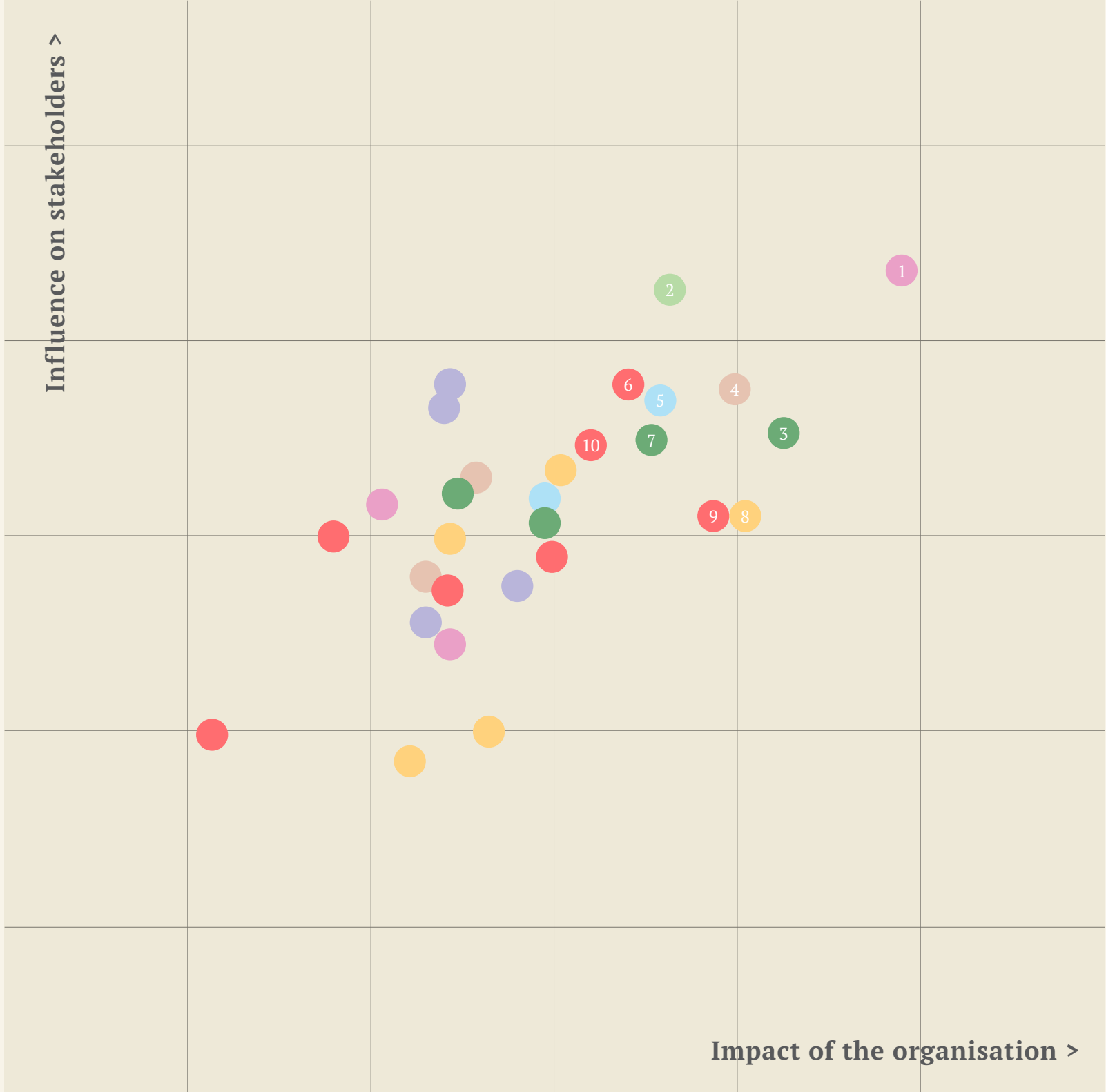
We actively involve customer feedback in our product development.

We create free wellbeing content for our customers in the form of articles, masterclasses, meditation and yoga sessions via our app, socials and online magazine.

# IMPACT MATERIALITY ASSESSMENT

In 2023 we mapped the most important ESG themes (environment, social and governance) with our internal and external stakeholders via a materiality analysis. The materiality assessment resulted in a series of themes that, according to the stakeholders, are relevant for Rituals. We analysed these results then discussed and validated them with our Board of Directors. Please find an overview of stakeholders included below and the outcome of the assessment on the right.

INTERNAL STAKEHOLDERS	EXTERNAL STAKEHOLDERS
Board & Management team	B2B customers
Innovation	Banks
Finance & Legal	Charities
HR	Customer panel
Marketing & PR	Knowledge institute
Sustainability	NGOs
Quality & Regulatory	Rating organisations
Works Council	Suppliers (direct & indirect)



- CLIMATE CHANGE**
  - 1 Reducing CO<sub>2</sub> footprint
- WORKERS IN THE VALUE CHAIN**
  - 2 Human rights in our value chain
- CIRCULAR ECONOMY**
  - 3 Circular packaging
  - 7 Plastic packaging
- BIODIVERSITY AND ECOSYSTEMS**
  - 4 Sustainable ingredients
- POLLUTION**
  - 5 Prevention of microplastics
- CONSUMERS AND END-USERS**
  - 6 Product transparency
  - 9 Wellbeing of customers
  - 10 Safe products
- OWN WORKFORCE**
  - 8 Wellbeing of employees
- BUSINESS CONDUCT**



# OUR MISSION TO BETTER THE BALANCE

From day one, wellbeing has been at the core of Rituals' DNA, however, in today's world, the need for improved wellbeing of both people and planet is universal and imperative.

We all want to leave the world a better and happier place for our children, compared to how we found it. To do this, balance must be restored. At an environmental level and at a personal and welfare level, when everything is balanced, life thrives.

When it comes to personal wellbeing, for over 25 years Rituals has been inspiring customers to find balance in life. Our assortment of soothing products encourages people to create moments of quiet and reflection in their day and through our free online content, we provide tips and tools for our customers and employees to improve their wellbeing.

Looking beyond our customer reach, we want to support the people and places in the world that need it most. From decreasing poverty to improving emotional resilience, we've partnered with organisations like War Child, Tiny Miracles, Sacred Forests and Super Chill which contribute to the resilience of vulnerable people and ecosystems worldwide.

In terms of environmental wellbeing, we recognise the impact we have as a global brand. Our refill solutions have already enabled us to reduce our carbon footprint, and we've put huge efforts into encouraging our customers to opt for these too. On top of this, we have committed to significant CO<sub>2</sub>-eq reductions across many areas of our business. The second half of this report details all our efforts in doing so.





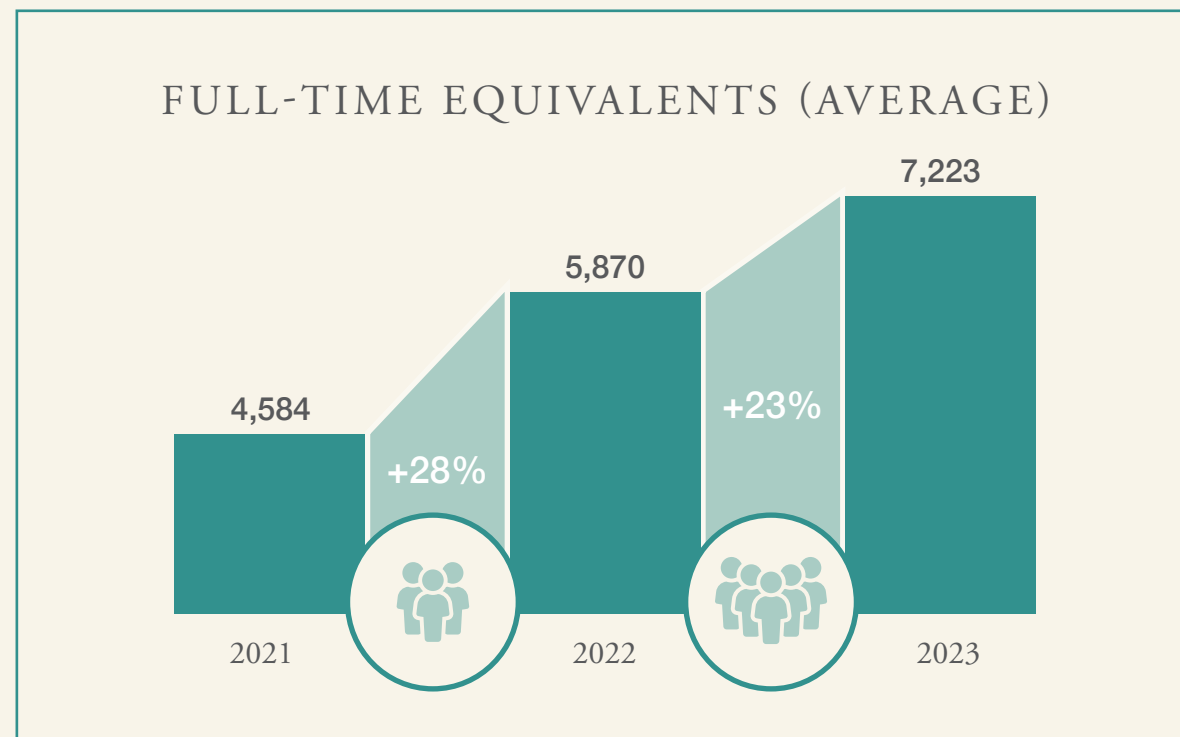
## SOCIAL IMPACT

It is our passion to help people find more balance in life. For 25 years, our products have helped to add small moments of happiness to our customers' day. On our path to becoming a wellbeing impact brand, the welfare of both our customers and wider, more vulnerable communities are extremely important to us too. We are on a mission to boost people's wellbeing. The next few pages will demonstrate all the ways we have helped to do that.

## EMPLOYEES

At Rituals, we believe that personal growth and development is important for the long-term success of Rituals. After all, happy, healthy and balanced employees are the key to a sustainable business model. As such, the wellbeing of our employees is our utmost priority.

In 2023, our head office was awarded Top Employer in The Netherlands for the 5th year in a row. This award validates our philosophy: to create a meaningful workplace where ambition and happiness go hand in hand. We pride ourselves on the dynamic, soulful work environment we foster for our employees, allowing them to thrive professionally and personally, feeling both included and empowered.



At the end of 2023, our average full-time equivalent amounted to 7,223, which is a growth of 23% from last year.

## Global HR Program

Our Global HR wellbeing programme is specially designed to empower employees with tools that improve their emotional and physical health. Our aim is that all of our employees feel included, safe and supported at their workplace.

*“We want employees to experience what it's like working for a wellbeing brand. Our goal is for them to feel empowered and committed, and to help them reach their full potential, both professionally and personally.”*

**Sophie Linnarz**  
Global wellbeing manager



### Diversity, Equity & Inclusion

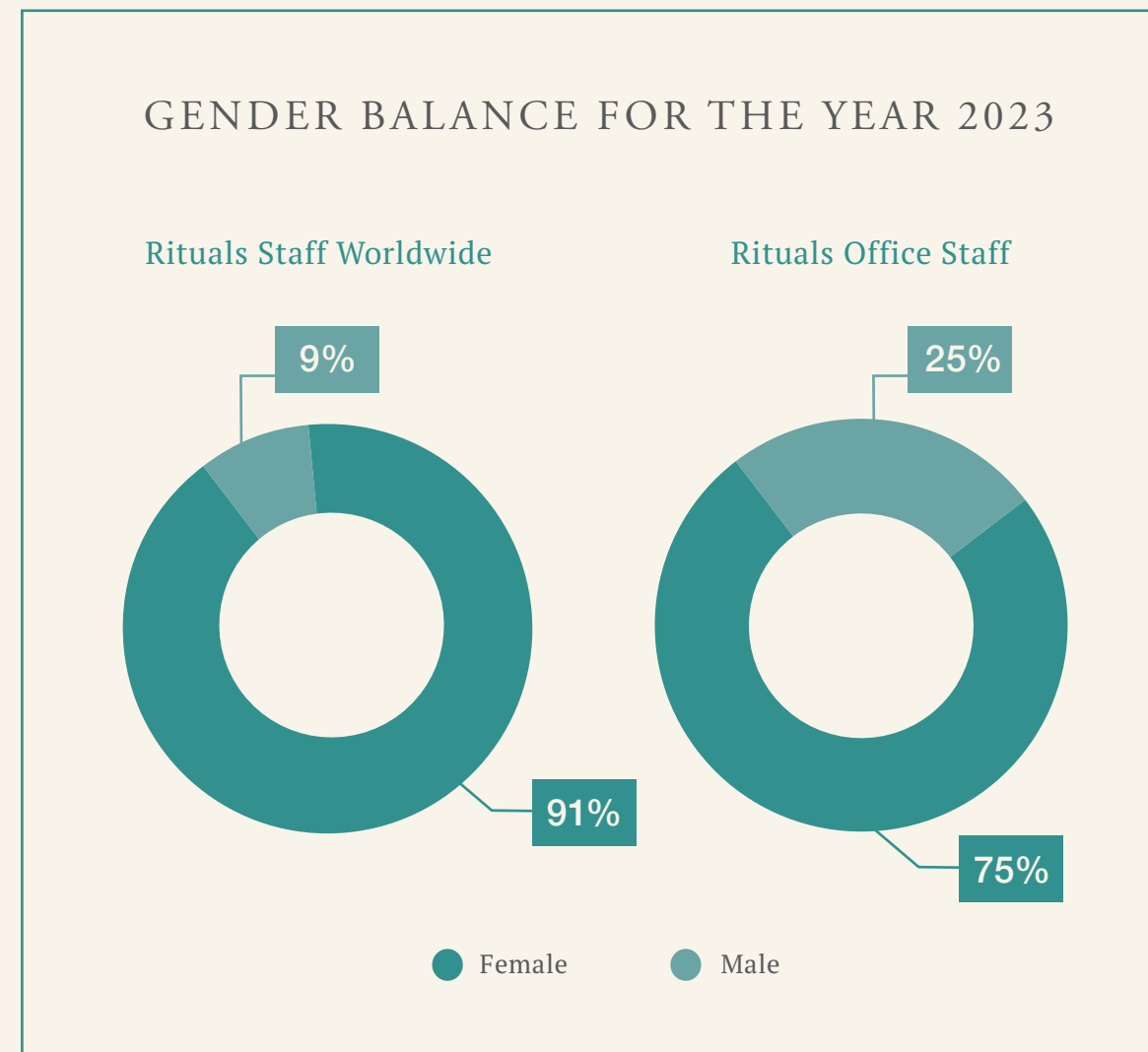
Rituals acknowledges the importance of diversity in a working environment. We recognise and welcome the value of diversity with respect to gender, age, race, ethnicity, nationality, sexual orientation, disability and omni culture. Gender diversity is key for the success of Rituals and as such we are proud to share that we reached our target of gender parity in the leadership team in 2023 (currently 48%). Our gender diversity policy and target ratios are in line with the Gender Balance in the Management and Supervisory Boards Act that came into force in the Netherlands. At Rituals, the leadership team is composed of the Board of Directors, the operational and creative management teams as well as the country directors. Together they form our Global Leadership Team.

Maintaining our gender diversity target will be achieved by putting a strong focus on recruiting and development strategies to enable more female candidates to select from that can enter the global leadership team.

Currently, our Board and Supervisory board is 16.67% women. Our aim is for this to be at least 1/3 female members and 2/3 male members.

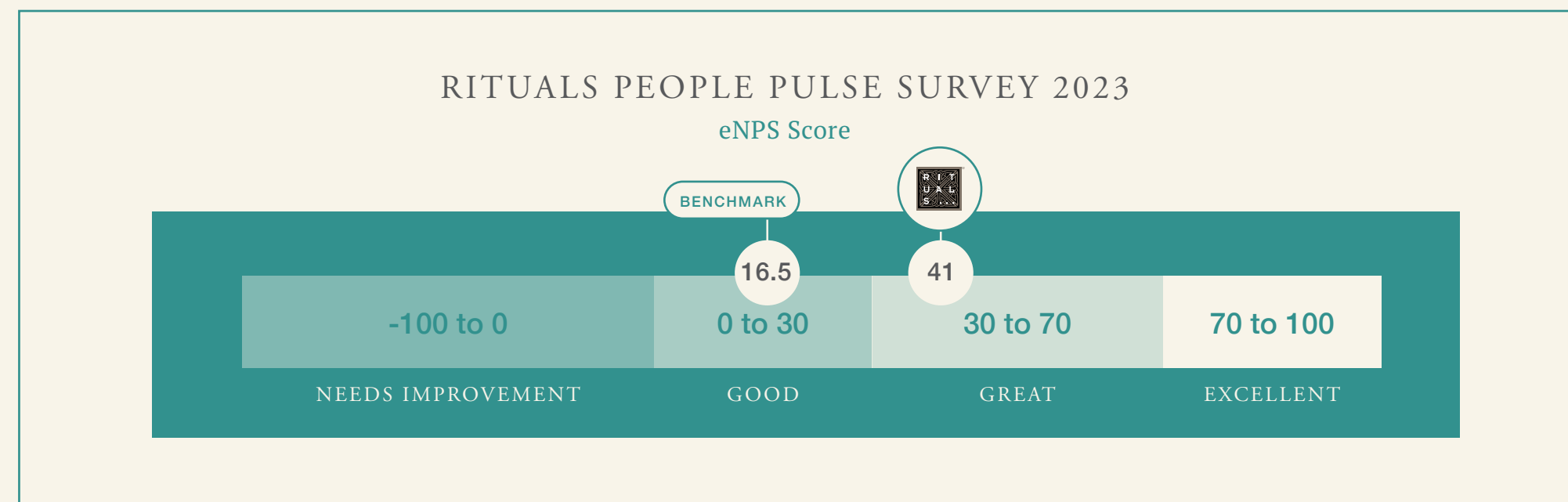
We always strive for sustainable employer brand awareness and engagement as well as recruitment. To do this, we have to hire capable talent whilst maintaining an environment that develops them in the long term. In retaining and empowering our employees, we create a soulful company culture that contributes to individual wellbeing and achieving success in our business.

We are proud of our employees' engagement on the topic of DE&I. Each month, we organise a global online Inclusion Talk with approximately 100 participants. We also have two ERG-Groups (Employee Resource Group) for LHBTQJ+ and Omniculture with a total of 127 active participants.



### Rituals People Pulse Survey 2023

The response rate of our People Pulse Survey 2023 was 81% and we are proud of the overall scores. On a scale of -100 to 100, we received an excellent eNPS score of 41. This is an increase compared to last year and indicates the loyalty of our employees and their likeliness to recommend Rituals as an employer. On employee engagement, we scored an average of 68%. After analysing the Rituals People Pulse feedback, we identified the following four key areas to focus on in 2024: compensation & benefits, communication, career development and wellbeing.



7.1  
WELLBEING  
score

8.6  
FEEL SAFE  
score

8.6  
GLOBAL INCLUSION  
score

8.6  
FEEL SUPPORTED  
score

### Leadership and career development

Career development is a key focus for us. We recognise its contribution to employee wellbeing, and this has also been highlighted as an improvement area in our most recent people pulse survey. That's why, this year, we launched our Global Retail Career Guide. This guide will provide support and advice on how store employees can develop and shape the next steps of their careers. A similar career guide for office workers is in progress and will be launched mid 2024. In 2023, we developed new leadership programmes for all levels of leaders within Rituals.

The pilot for our first Recognition Programme for store managers was launched in September 2023. 12 Shop Managers from the Nordic and UK/IE markets who have shown outstanding professional and personal growth were recognised for their contributions. The full rollout will take place in 2024 via two programmes. In total, we will have 34 store managers joining from France, Iberica, UK/IE, Poland, Italy, Benelux and Nordics.

This year, we also rolled out the first Young Talent Programme, which was received with great enthusiasm. Because of its success, we ran two groups in 2023, involving 36 young talents in total.

This included a mix of employees from different lines of business. Employees from both Local Head Offices and Central Head Offices participated in this high-energy development journey.

To enable all teams across Rituals to perform at their best, we offer a wide range of trainings and collaboration sessions, which are presented in our Team Compass. At the heart of this compass is maintaining our unique culture with a growth mindset, trust and FOAM behaviour (behavioral framework of Rituals' DNA). Based on maturity and needs of the teams, the right interventions can be selected.

This year we ran several team collaboration sessions involving over 170 employees. In 2024 we will develop more interventions and extend the offer to Local Head Offices via a train-the-trainer approach.

In 2023 we also launched the SOUL team. This is a community of 120 senior managers & leaders, who play a crucial role in building a stronger and more professional organisation while maintaining our unique entrepreneurial culture. We organised two events in 2023, where we fuelled these leaders

with inspiration, relevant training and moments to connect across departments. At the end of each event, we created commitments to take action on an individual, team and organisational level.

### Global People Academy & Goodhabitiz

With a combination of online classroom sessions, face-to-face training, and GoodHabitiz on-demand courses, we've created an extensive and flexible range of development opportunities that will support our employees in achieving their goals. We believe training, combined with on-the-job learning and feedback from colleagues, is the best way to develop skills and grow in a career.

### Rewards

The 2023 reward strategy spurred the introduction of a system-driven approach for the annual compensation review, resulting in less manual work, fewer exceptions and more focus on gender equity. The newly developed retail reward strategy is being implemented in the Netherlands.

After listening to the needs of our shop employees regarding scheduling and role differentiation, in 2023 we introduced Workplace Flexibility for shop employees. This has provided them with the opportunity to adapt their working hours to their personal needs.



### Health management

In the Netherlands, we work with dedicated company doctors and case managers to deal with the sickness and sickness prevention of our employees. By working on decreasing illness rates, we hope to improve the overall health of our employees, both physically and mentally. To support employees with stress-related issues, we are working with dedicated coaches and providers, such as Liselotte Betist, Happy Brains Clinic and OpenUp. We also recently added coaching in financial budgeting via Equip and organised two Mum-back-at-Work trainings, to support young parents balance their work and family duties.

### Physical wellbeing

We encourage physical exercise as part of a healthy lifestyle and offer our employees in The Netherlands discount on Onefit and ClassPass memberships for subscriptions on local workout classes. An average of 309 employees used this to have access to a variety of workouts. Next to that, we want to ensure that our employees eat healthily, so we provide free fruit and offer a daily healthy lunch buffet at a minimum cost for employees. So far, we have catered over 100,000 of these healthy lunches.

### OpenUp

In 2023 we continued the cooperation with OpenUp initiative, offering office employees access to psychologists as and when needed. OpenUp is now active in the Netherlands, Belgium & Poland and 8% of the employees in these countries are making use of the OpenUp consultants. Examples of some of the reasons people contact OpenUp are stress and anxiety, relationships, and self-confidence. In the DACH region and in the Nordics we offer the same support, but with other providers.

### We Are Rituals

In 2023 we launched our internal wellbeing community “We are Rituals” for head office employees. Our goal is to develop this initiative further and make it accessible for all employees in the future. The purpose of this community is to inspire and support our employees with activities that help to balance body, mind & soul, develop their own personal growth and contribute to society. Just a few examples of what We are Rituals has been responsible for organising are our Karma Days, weekly online meditations, inspirational sessions, newsletters and weekly content via our screensavers. For 2024 we are developing an internal platform where employees can find all our wellbeing content in one place.

### Karma Days

*Do good and good will come your way.*

At Rituals, we value our employees, the people around us, and the environment we live in. The Ritual of Karma cultivates a desire to live positively, and practice kindness. Inspired by this concept, we offer our office employees one volunteering day per year, so employees can take the time to spread kindness to the people and environment around us. This Karma Day not only boosts employee wellbeing, it also gives back to the various local communities.

Corporate volunteering has been proven by lots of scientific research to improve employees’ wellbeing and sense of purpose, and increase productivity, engagement and retention.



A survey among our employees showed that everyone felt fulfilled after their Karma Day. Here’s what a few of them had to say:

*“It’s really helpful for our team building and at the same time, it’s great to give back to the community.”*

*“I really like it: to go outside, meet real people you usually don’t meet and to do something practical, it’s a nice change from my everyday work.”*

*“We did our Karma day with a large group of colleagues and we all felt a great sense of togetherness. I felt like I did something really good that day and since then, I have looked into helping the cause we supported again.”*

In 2023, more than 2,000 Karma hours were registered by employees from head office and DACH. We know that even more colleagues used their Karma Day but didn’t register them in our system, so it’s likely that the exact number is a lot higher. Not only did our colleagues give their time to support more than 14 local NGOs (e.g. Stichting Het Vergeten Kind, Make a Wish and Cordaan) but we also donated 15,311 products to charity.

### InspiRituals 2023

In 2023, we organised two ‘InspiRituals’ sessions for our employees. During these inspirational sessions, experts from varying fields share their stories and eye-opening insights. In February we organised the session *Awareness: How to thrive in your 2023* with Liselotte Betist (EMDR therapist & stress and burn-out specialist). She taught our employees practical and accessible tools to help them take responsibility and control over their wellbeing. In August, we organised an InspiRitual about Pride & LGBTQIA+ insights with expert-speakers which spurred interesting discussions among colleagues. The day after, we participated with a boat at the Canal Pride Event.



## CUSTOMERS

Through our brand philosophy ‘The Art of Soulful Living’ we provide our customers with inspirational material to help improve their wellbeing. Each year, we spotlight different themes from our wellbeing compass. In 2023, these five themes were: Awareness, Reflection, Joy, Love and Gratitude. Via expert masterclasses, magazine articles, meditations and social posts, we provided our customers with easy tips and tricks that they can use to boost all of these themes in their lives. At the end of 2023, we had 3,819,000 followers across all of our social channels, we had 4.2 million users on our app and over 21 million customers are signed up to receive our newsletters. Across all of these different channels, our wellbeing content has a huge reach.

### Online Magazine ‘The Art of Soulful Living’

Via our website and app we provide many tools to take good care of one’s body, mind and soul.

100

WORKOUTS  
(69,808 sessions)

63

MEDITATIONS  
(94,469 sessions)

62

ARTICLES  
(435,264 sessions)

170

FOOD RECIPES  
(174,205 sessions)

6

MASTERCLASSES  
(98,636 sessions)

*How to be you, Energy, Mindfulness, Joy, Happiness and Sleep*



## Mind Oasis

We believe that improving personal wellbeing comes as a result of finding balance in our minds. To be able to fully relax the mind, it’s important to breathe consciously, rest well, and be present in the moment. To provide people with a place to do this and escape from the hectic pace of every day life, we’ve developed a unique space called our ‘Mind Oasis’. The first of its kind, this innovative sanctuary for relaxation offers three unique experiences. All designed to help our customers unwind and recharge their minds and body, these treatments combine the wisdom of ancient techniques with the power of science. We developed three techniques, focused on breathwork, brainwave entrainment, and a floating hydro massage. These practices have all been shown to help reduce stress and anxiety, improve sleep quality, and enhance overall wellbeing. On Trip Advisor, 387 people gave a five-star review of our Mind Oasis.

This year, we opened up a new Mind Oasis in Antwerp, Paris, Frankfurt, Barcelona and Berlin. With these new additions alongside our Mind Oasis in Amsterdam, in total, we have helped 33,956 customers to relax in 2023.

## RESPONSIBLE SOURCING

At Rituals, we work closely with our suppliers on the development of our products. In addition to screening our suppliers' social and environmental performance at the start of a contract, we also engage with our key suppliers on these matters during our collaboration. With suppliers representing 75% of our total spend, we do this through product development guidance, supplier assessments, and by collecting environmental data.

Our Supplier Code of Conduct already included social and labour standards such as no use of forced, child or clandestine labour, as well as a safe environment and compliance to environmental regulations. In 2023, we decided to update our Supplier Code of Conduct to include more topics and requirements. Special emphasis was put on topics such as DE&I, animal welfare, climate change, biodiversity, and risk assessment. At the moment, in preparation for CSRD, we are reviewing our Supplier Code of Conduct, an update will be shared in next year's report. Our suppliers are expected to adhere to and apply the updated social and environmental standards indicated in our renewed Supplier Code of Conduct. Any breach of conduct or violation of the

supplier code of conduct by our suppliers or their subcontractors will result in a review and possible termination of the business relationship.

During 2023, we also updated our Responsible Sourcing policy. The main change is that in addition to EcoVadis, we have broadened the scope of risk assessment to include SEDEX (Supplier Ethical Data Exchange).

The main difference between EcoVadis and Sedex is that EcoVadis is an environmental, social and governance (ESG) rating to assess the sustainability performance of a company. It provides a scorecard indicating a score and/or a medal depending on the assessment results. This scorecard allows us to monitor sustainability performance and encourage improvement for suppliers. SEDEX on the other hand, focuses more on identifying, managing, and assessing social and environmental supply chain risks. A key component of SEDEX is the SMETA (SEDEX Members Ethical Trade) audit, which is an industry-known auditing methodology, used primarily to evaluate suppliers for social and ethical topics.

By using Sedex and EcoVadis as part of our Responsible Sourcing Policy we have a more thorough view of our supply chain and our suppliers.

### Sedex

In 2023, we partnered with SEDEX to identify and manage ESG risks in the supply chain and comply with legislation. We onboarded and performed a risk assessment of our supplier base, based on the nature of their business, location and other risk factors.

In case of high risks suppliers, we are performing SMETA or compliance audits to ensure the mitigation of those risks and strive for continuous improvement together with our partners.

With the outcomes of these audits, we work with our suppliers to ensure they address the findings from the audit immediately and take the necessary corrective actions to manage issues and work on continuous improvement.

### EcoVadis

As part of our responsible sourcing practices, we use EcoVadis as a supplier assessment platform to analyse significant suppliers' environmental, social and governance (ESG) practices and to encourage an ongoing supplier relationship based on continuous improvements. The EcoVadis assessment is one of the most renowned evaluation tools, which entails an extensive survey of the suppliers' practices on environment, labour & human rights, ethics, and sustainable procurement.

Currently, we have 113 suppliers onboarded. EcoVadis' evidence-based assessments provide a score ranging from 0 to 100. On average, our onboarded suppliers score 60 points. As you can see on the diagram on the next page, out of the suppliers which are currently onboarded on the platform, 21% score platinum or gold, 31% score silver, 22% score bronze and 17% below bronze. In addition, 9% have recently been onboarded and are currently in the assessment process. In the last few years, at a minimum, we have required our onboarded suppliers to score a bronze medal in their EcoVadis assessment. In addition, we've also set all our direct product manufacturing suppliers the goal of reaching a silver medal in their 2023 EcoVadis assessment. This goal has rolled out into 2024. When a supplier scores below a bronze medal or is not performing according to our requirements, we consider them to be at risk and require them to make significant improvements within six months. By 2025, we have aimed for all of our onboarded suppliers to achieve at least a silver medal in their EcoVadis assessment, and gold for our top tier 1 suppliers. However, given the change in EcoVadis scoring method in 2024 and our ongoing work on Sedex and human rights in the value chain, we are reviewing our EcoVadis goals and expect to update them to reflect our work around those topics.



# ecovadis

## ASSESSMENT THEMES



Environment



Labour & Human Rights

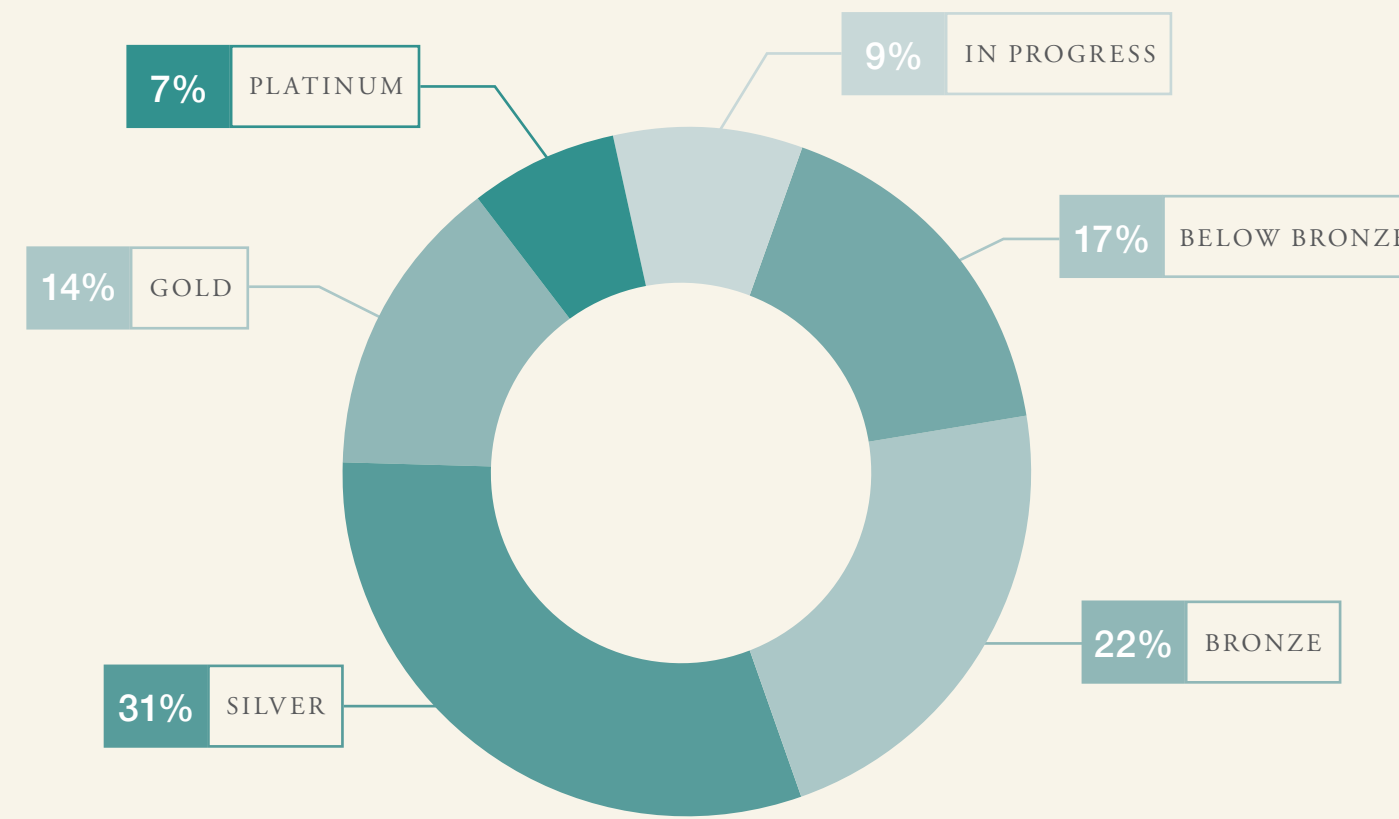


Ethics



Sustainable Procurement

## SUPPLIER SCORING BREAKDOWN





## IMPACT PARTNERS

### Tiny Miracles

Rituals is the founding partner and proud supporter of Tiny Miracles since 2011. This pioneering, B Corp-certified organisation has an important mission: to find a scalable solution to end poverty and inspire others to do the same. They take a holistic approach, aiming to improve people's wellbeing and create better lives for generations to come. The end goal is to enable one million people to get out and stay out of poverty. Rituals enables Tiny Miracles to pursue their mission by giving financial support to the foundation and ordering the products they produce. In 2023, Tiny Miracles delivered 1,108,600 bags and 233,012 bracelets, which created steady work for the communities. The foundation provided life-changing income, healthcare and education for almost 650 women: a first step in breaking the cycle of poverty.

The orders of co-designed Rituals bags and bracelets not only create work for the women, the foundation provides an empowering environment and resources that enable them to stitch a better future for themselves and their families. Thanks to the extra financial support Rituals gives to the Tiny Miracles Foundation, they were able to develop 8 community centres in the outskirts of Mumbai, reaching more than 5,000 people. All communities use the same programme with tools based on a 5-pillar approach: healthcare, education, skills training, awareness and social fabric. These tools help ensure independence and dignity, alongside a stable income and a job at Tiny Miracles or at one of their partner organisations. Illiterate mothers, who lived on the streets are now able to earn a decent wage and rent apartments. Girls are entering higher education and mothers are investing their savings in property for long-term income. All of this shows that poverty can be eliminated within one generation: a lot of these mothers know that their own children will never be dependent on Tiny Miracles like they were.



*"I don't think there are many others like this partnership. It's enabled us to experiment and find a way that works, so we can create livelihoods for people with consistent work. Rituals doesn't just say 'hey, make the bags, we'll talk about it on social media and goodbye'. It's really an ongoing collaboration, we've been innovating together for 10 years. We can discuss new projects, for example, to help women who cannot sew bags, such as the bracelets we've just created. If you really want to make impact, you need to inspire others to do the same, and so we invite other companies to come and see what we do together."*

[GO TO WEBSITE](#)

**Laurien Meuter**  
Founder of Tiny Miracles



## War Child

Since 2012, Rituals has contributed to War Child with a wide range of support: from product donations, to financial support, to exchanging knowledge and expertise. In 2023, Rituals' contribution was worth more than € 300,000 which enabled War Child to help around 3,125 children in areas of war.

The Earthquake in 2023 in northwest Syria came on top of twelve years of war, poverty and conflict. The impact it had – and still has – is enormous. Families lost all their belongings, loved ones and the last ray of hope for a better future in just a few minutes. Children could not understand what kind of nightmare they had ended up in – again. Partly thanks to the Rituals donation, War Child was able to teach the children to deal with this major tragedy step by step. War Child does this in different ways, combining psychosocial support, protection and education. They have developed a TeamUp and education program.



*“The TeamUp programme is a great example, it’s a play and movement-based intervention that really supports children’s psychosocial wellbeing, and has been implemented in 30 additional countries through other organisations. The children join in all kinds of fun activities but behind all those activities, are learning goals. I’ve often seen children separated because of the war, all of a sudden, they are put against each other. These activities help them to reconnect to each other and let go of emotion. You actually see a change happening in the children and gradually it’s like therapy.”*

**Ernst Suur**  
Managing Director of War Child

*“We strongly believe that mental health and wellbeing is not something that you do separately. In order to promote wellbeing, you cannot just address one need. So we truly work on an integrated programme where it’s a package of services; education, child protection, mental health, psychosocial support. All these things combined really support the wellbeing of the child. But in order for the child to feel all this, you have to widen your circle a bit to work with their caregivers, too. It’s about addressing the needs on different levels in order to achieve that positive impact.”*

**Flutra Gorana**  
Regional Director for Middle East, War Child

## Amsterdam Marathon

Rituals employees contributed to War Child by fundraising and running the Amsterdam Marathon in October. In total, 333 employees ran and Rituals doubled the amount that was raised. This meant we handed over a cheque of € 80,000.

## Wake up for War Child

Every Rituals employee was provided with matching HEMA pyjamas and, in November, during a special organised event to hand over the Marathon cheque, the entire office wore the pyjamas to work. It was a huge success to increase the internal engagement and next year another War Child pyjama day is on the agenda. The extra income has also been essential to take quick and independent action during emergencies such as the outbreak of violence in Sudan and Gaza, among others.

*“We can always count on Rituals. So when emergencies happen, whether it’s a war or an earthquake in one of our programme countries, Rituals is there. They’re always stepping up and that gives us a lot of confidence. It’s nice to have a partner that you know you can lean on, and you don’t even have to ask.”*

[GO TO WEBSITE](#)

**Ernst Suur**  
Managing Director of War Child



**Super Chill**

Rituals is the founding partner and exclusive sponsor of Super Chill, an organisation on a mission to help young children develop mental resilience. In 2023 Super Chill has developed a free, easy-to-use app for kids aged 6 and above. Using fun, accessible exercises inspired by yoga, meditation, mindfulness and breathwork, the app teaches children to identify and express emotions and deal with difficult situations. In 2024, the app will be launched for parents and caregivers in Europe. Their mission is to reach 10 million children and help build a future generation of emotionally resilient kids.

[GO TO WEBSITE](#)



A vibrant, multi-colored advertisement for the Super Chill app. The background is a gradient of purple, pink, and green. In the top left corner is the Super Chill logo. The main text, in large, bold, black letters, reads "VOOR EEN FRIS EN RUSTIG KOPPIE" (For a fresh and calm cup), with "ONTDEK DE APP" (Discover the app) in white text on a yellow background below it. To the right, a young girl in a pink and orange outfit is shown in a playful pose. On the left, a smartphone displays the app's interface, featuring a colorful dog with wings and the text "ELKE OEFENING WIL DOEN?" (Every exercise will do?). The phone screen also shows a small exercise video and the word "ARMEN" (Arms). Hand-drawn doodles like a smiley face, a heart, and a squiggle are scattered around the text.



# ENVIRONMENTAL IMPACT

Reducing the environmental impact of our business is a constant priority of ours. In any decision we take, aspects like GHG emissions, are at the forefront of our considerations across our entire value chain. To do so, we measure, monitor, and initiate improved practices throughout our operations, from supply chain and manufacturing to packaging and logistics.

## CLIMATE

### Our carbon footprint

As per our first sustainability report published in 2021, we have been tracking our carbon footprint according to the Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard. According to the GHG Protocol the scopes are defined as follows:

#### SCOPE 1 DIRECT EMISSIONS

576 Co<sub>2</sub>-eq in metric tons

For Rituals, this relates to the natural gas used in our head offices and stores, company-leased vehicles, and refrigerant leakages. These are the emissions directly coming from our own or controlled sources of our operations.

#### SCOPE 2 INDIRECT EMISSIONS

1,163 Co<sub>2</sub>-eq in metric tons (market-based method)

For Rituals, this relates to the district heating and electricity used for our head offices and stores. These are the indirect emissions coming from purchased electricity, heating, or cooling.

#### SCOPE 3 ALL OTHER EMISSIONS

176,262 Co<sub>2</sub>-eq in metric tons

For Rituals ingredients, product packaging, purchased goods and services, product manufacturing, transport, and distribution, use phase<sup>1</sup>, employee commuting, operational waste, product end-of-life and franchises.

<sup>1</sup>Including only direct energy use from our products and excluding indirect energy use from rinse-off products, such as energy to heat water, etc.

### Data improvements

Every year we work on improving our data collection processes and data quality, especially for our scope 3 but also some aspects of scope 1 and 2. In 2023, we kicked off a data clean-up project focusing on improving the data quality and collection process for the energy use in our stores and head offices. As a result, we improved the quality of our energy data and collection process. However, this exercise showed that we still have room for improvement, and we expect 2024 energy data to have improved in quality.

Furthermore, for scope 3, we undertook recalculations using improvements in data and methodology to better estimate emissions in this category. Scope 3, by nature, presents more challenges in terms of data collection and accuracy given that scope 3 activities relate to operations not owned by reporting companies. Therefore, because of this scope 3 recalculation and data clean-up project for scope 1 and scope 2, our 2021 and 2022 carbon footprint numbers have been updated.

We acknowledge that improvements in the data quality and methodology have resulted in changes in our carbon footprint values. As a consequence,

we need to recalculate our emissions for previous years. Within carbon accounting, this is part of the process and as a company, we will not let perfection get in the way of progress, especially for a topic as crucial as climate change. We will transparently communicate the changes in our data and its effect on our emissions reporting.

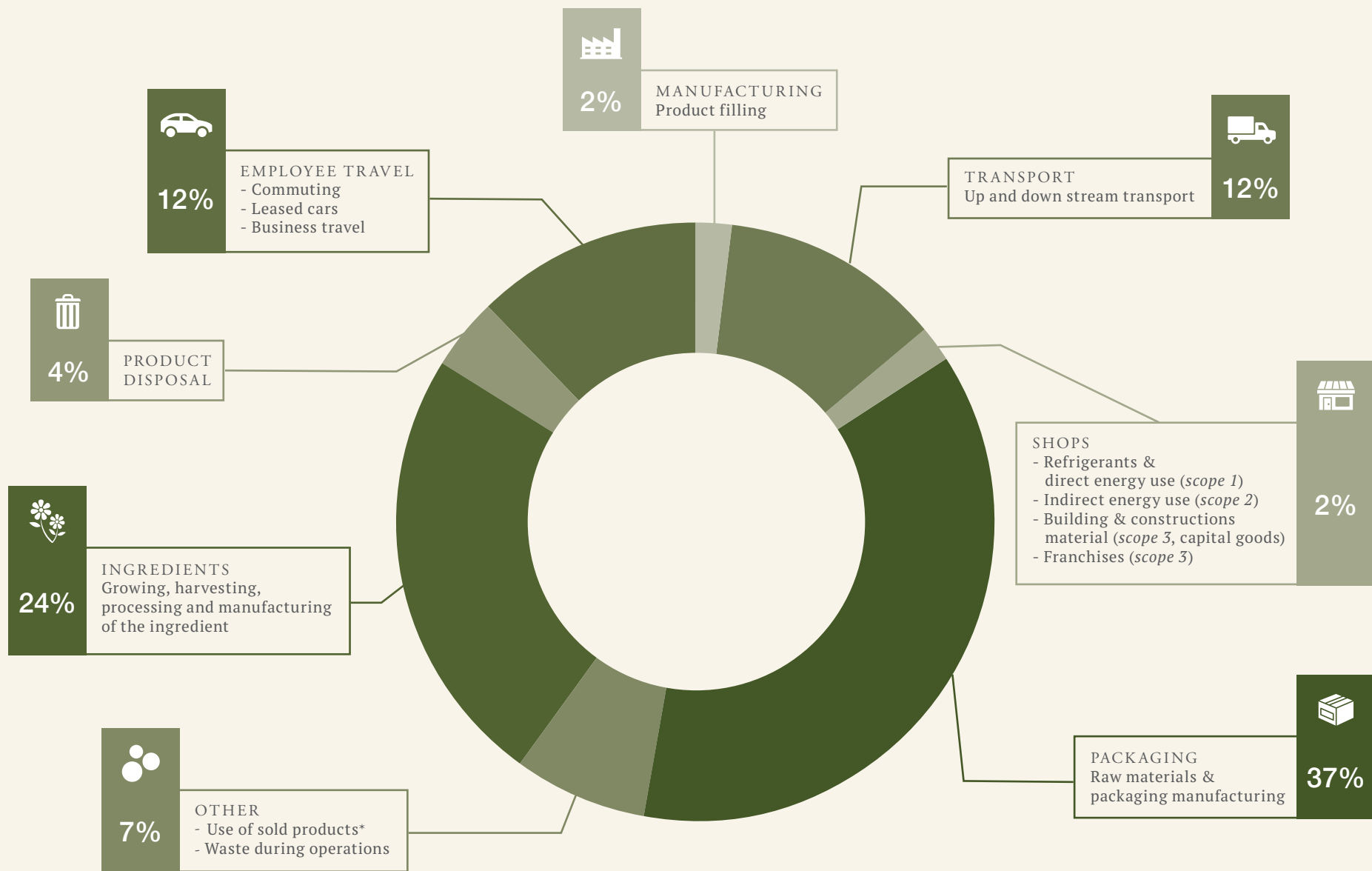
The figure on the next page shows the impact per scope and theme for 2023. As the visual on the next page shows, our greatest impact lies in scope 3 emissions. The biggest contributors to our scope 3 footprint are ingredients (42,467 tCO<sub>2</sub>-eq.), packaging (67,808 tCO<sub>2</sub>-eq.), followed by transport (21,356 tCO<sub>2</sub>-eq.). Quantis, an external sustainability consultancy, verified our GHG emissions estimations by reviewing our 2023 results, assumptions, and emission factors.

Our total carbon footprint increased in 2023, compared to 2022 in absolute numbers. This is mostly explained by the fact we are a high growth company. Moving forward and as a fast-growing company this will remain a challenge for us. However, this should not be an obstacle

for us committing to reduce our carbon emissions by 50% in intensity by 2030, with the goal of reaching Net-Zero in 2050.



## BREAKDOWN OF OUR EMISSIONS



\*Including only direct energy use from our products and excluding indirect energy use from rinse-off products, such as energy to heat water, etc.

### On Scope 1 and 2

#### Stores and offices

We aim to make more responsible choices throughout our fast-growing organisation, including in our stores and offices. The energy used in our stores and offices together with the refrigerants used in our stores' HVAC systems (scope 1 and 2) accounts for 0.5% of our total carbon footprint. Even though this is not where our largest carbon impact sits, given that we have direct influence in our stores and offices, we aim to make improvements in these areas. We ensure that our stores are equipped with the latest LED lights available and good working air conditioning that our maintenance team is checking regularly. We train our shop employees on implementing more conscious behaviour to operate our stores and we are constantly checking if there are any new developments that we can implement to improve our energy efficiency in our stores and offices. As the type of electricity we use does make a significant impact on our carbon footprint, for our stores and offices we continue to procure electricity from renewable sources in the countries where we currently operate or countries we enter. We do this either via renewable electricity contracts or by purchasing a guarantee

of origins (GoO) from wind and solar energy when it is not possible due to running contracts or national regulations. In previous reports, we communicated that by 2026, we would achieve a 10% reduction in energy use per sales m<sup>2</sup> (compared to our baseline of 2021) and that once this goal would be reached, we would set a new reduction goal in compliance with our Net-Zero goal to reduce the energy consumption of our stores. We are revisiting that 2026 goal, because of the results of our data clean-up project on our energy data (i.e. poor data quality). We are, however, exploring ways to achieve energy reduction, for example, by installing smart meters in a large number of our European stores to test energy efficiency and reduction measures to achieve our Net-Zero goal.

Although we have had primarily LED lights in our stores for many years, in 2023, with the help of our supplier, we explored transitioning to an LED light with less kWh per light but with the same light intensity. Next to this, our light supplier will refurbish our current lights from our stores to reuse them in our other stores. We also changed to recycled aluminium for the rails our light spots hang on instead of virgin aluminium.

**On Scope 3**

In 2023 we carried out an analysis to assess the impact of the construction materials and furniture used in our stores. We did this to be able to better estimate the impact of our stores using activity data instead of spend data. The execution of this project allowed us to set-up a data collection process and understand the carbon hotspots in the materials we use in stores. As a result, we have identified high CO<sub>2</sub>-eq-impact materials and are adapting our roadmap on how to switch to materials with a lower CO<sub>2</sub>-eq-impact or change our designs to decrease the environmental impact of our stores. For example, by making our furniture more modular so it can be recycled or reused more easily and implementing this in our design guidelines.

Amongst all the projects above we are also finalising a clause to add to all our lease agreements that contains the obligations of the landlord and tenant on how to contribute/collaborate on multiple sustainability topics. For example energy efficiency, waste management and maintenance of the leased property and it's surroundings.

We are also exploring a tracking system to have more insight on the journey of our furniture and how often it is re-used.

Given that our ingredients and packaging as well as transport contribute significantly to our GHG emissions, they will be further explained in the following subsections.



**Our ingredients and packaging**

During 2023, we transitioned even more of our cosmetics and home care assortment to contain formulas with >90% natural origin ingredients. Please see pg. 25 for more information on the specific products. During the redevelopment of these products, we prioritised the selection of more natural and lower carbon impact ingredients which led to an increase in natural content and a decrease in our formulas' carbon footprint.

In 2023 we have increased the percentage of recycled (PCR) aluminium for shower foam and body lotion mousse packaging to 99%. In addition, as it is the case with ingredients, we have identified other carbon reduction levers and will be working in 2024 to set them on a roadmap as part of a new product development process and a bigger climate transition plan for the company.

We also researched different tools that could help drive decision-making for our packaging choices. By the end of 2023, we started using the SPICE tool to perform life cycle assessments on the packaging of our products and are already using these impact results.

**Warehousing & distribution**

Rituals' logistics footprint is based on long-term partnerships with logistics partners that offer scalable European solutions for warehousing and transport. Our products are mainly manufactured in Europe. Our warehouses run a crucial role in facilitating efficient receipt of full truck loads from our suppliers into mixed pallet sales orders to our stores and customers by inserting our shipments into 3PL managed groupage networks that allow Rituals to make use of scale of the market. Rituals engages with its logistics partners to actively seek initiatives that reduce environmental impact and contribute to our Net-Zero commitments. We are confident that we can establish meaningful and sustainable collaboration with them, and that they can help us achieve our goal.

14% of our carbon footprint currently accounts for the transportation of our products to our stores, customers and wholesale partners. We had originally set ourselves a goal of reducing our relative transport footprint (CO<sub>2</sub>-eq/€ gross sales volume) by 10% by 2025, compared with 2020. Same as for our stores' energy reduction goal, this transport goal was established before our Net-Zero commitment. So, once this goal is achieved, our new goal will be to reduce the impact in accordance with our Net-Zero commitment.

Since 2020 we have worked to reduce the impact of our supply chain activities. In 2023 we have opened a new German business-to-business warehouse that delivers to our German stores and wholesale partners. In 2024 we will investigate the opportunities to re-use secondary packaging into void fill for our Ecom fulfilment. We will also align with transport partners to investigate more sustainable long distance transport solutions. With all our suppliers, we will be working to establish concrete actions on how to achieve carbon reductions.



### Business travel

As a business, we continue to make decisions with a carbon impact when it comes to travel. Therefore, we have updated our travel policy to reduce our amount of business travel and have set the requirement that for a radius of 500 km from Amsterdam or any departure city, employees are required to use ground transportation, when feasible rather than utilising air travel. The aim is to minimise our carbon footprint by reducing emissions associated with short-haul flights within Europe. Furthermore, employees have access to booking tools that allow them to easily identify the most sustainable transportation options available, including details such as carbon emissions associated with each choice. While we minimise unnecessary business travel, we are still exploring and entering new markets and collaborating with suppliers, making it hard to completely avoid travelling at times.



### Our race to Net-Zero

In mid-2022 we announced our Net-Zero commitment, as a result of us following the standard developed by the Science-Based Targets Initiative (SBTi). This was an effort to set a carbon reduction goal for the company that would be in line with the Paris Agreement's targets of limiting the global temperature rise to 1.5°C.

As a long-term term-target, Rituals is committed to reaching Net-Zero emissions by the year 2050 compared to 2021, which is our baseline year. As a near-term target, we have committed to reducing 50% of our GHG emissions in intensity, per unit euro gross profit, compared to 2021.

We have submitted our targets to the SBTi for validation and are awaiting our turn for validation. We expect to have our targets validated by mid-2024. Once this has happened, we will communicate these targets. In next year's sustainability report, we expect to communicate more specifics on our plan and progress to achieving our near-term target.

Working on our Net-Zero journey means we might find new carbon reduction actions or that previously identified actions are not as feasible as we thought, and therefore our plan will have updates along the way. We believe this is part of the decarbonisation process and it does not diminish the commitment we made. We are currently working on updating our Net-Zero near-term plan and we expect to share more on this at the beginning of 2025.

This commitment is certainly important, and in cooperation with our business partners, suppliers, and other collaborators, we know we can make it happen and it is our responsibility as a company to have a robust climate strategy to ensure we can achieve our targets.

## INGREDIENTS

In 2020, we developed our own impact assessment tool – the Clean & Conscious Tool – to monitor the environmental impact of our products. This tool allows us to measure the impact of our products across different environmental impact categories and assign an overall score to each product. While this overall score is valuable as an overview of our portfolio, we have seen that working with absolute data works better in decision-making.

All our cosmetic products are dermatologically tested: not on animals, but on willing human volunteers. We assess the biodegradability of our top rinse-off ingredients to determine their impact on the environment when washed down the drain.

We use the Green House Gas Protocol to measure the carbon emissions of our ingredients using activity data. Through this scientific methodology, we analyse the impact our ingredients make from cradle to gate. To calculate the percentage of natural origin ingredients, we use the ISO16128 standard. The percentage indicates the content of ingredients from nature that retain more than 50% of their natural state after processing, including water. We currently track the basics for our top-selling products, such as feedstock

material, origin of sourcing and certifications. we are in the process of developing more extensive sourcing metrics for the future.

### Natural Origin Ingredients

Natural ingredients are at the heart of our formulas, and we strive to use natural origin ingredients wherever possible. In some cases, synthetic ingredients are still the best option for product safety, usability, and environmental impact. Natural fragrance oils such as rose oil require a large amount of land, water and pesticides to produce aromatic oils in sufficient quantities to meet the demand of cosmetic and fragrance companies worldwide. This puts huge demand on our planets natural resources and uses agricultural land and water which could otherwise be used to grow food crops. Fortunately, these fragrance notes can be replicated using synthetic molecules specifically designed to recreate the beautiful rose fragrance without putting pressure on our planets natural resources and food supply chains. When possible, we use this technology in place of natural ingredients where this is available and we identify a crop to be very land, water or pesticide intensive. We continue to monitor the industry for technological advances and aim to move to

natural origin ingredients wherever possible.

In 2020, we committed to the reformulation of all in-scope products to ensure they contain at least 90% natural origin ingredients by 2023. Following a few years of extensive research, exploratory innovation and product reformulation, we can share that 89% of our in-scope products are currently natural origin. As a global wellbeing brand and Certified B Corporation, we firmly believe in transparency and accountability, consequently, we'd like to report that due to our high standard for quality and product performance, we found it essential to prolong our development and testing phase of our latest innovations. For this reason, some of our final in-scope products will be launched slightly behind the goal deadline, throughout 2024. We will continue to assess the feasibility of increasing the natural origin content of the few remaining products.

### What's next for natural origin?

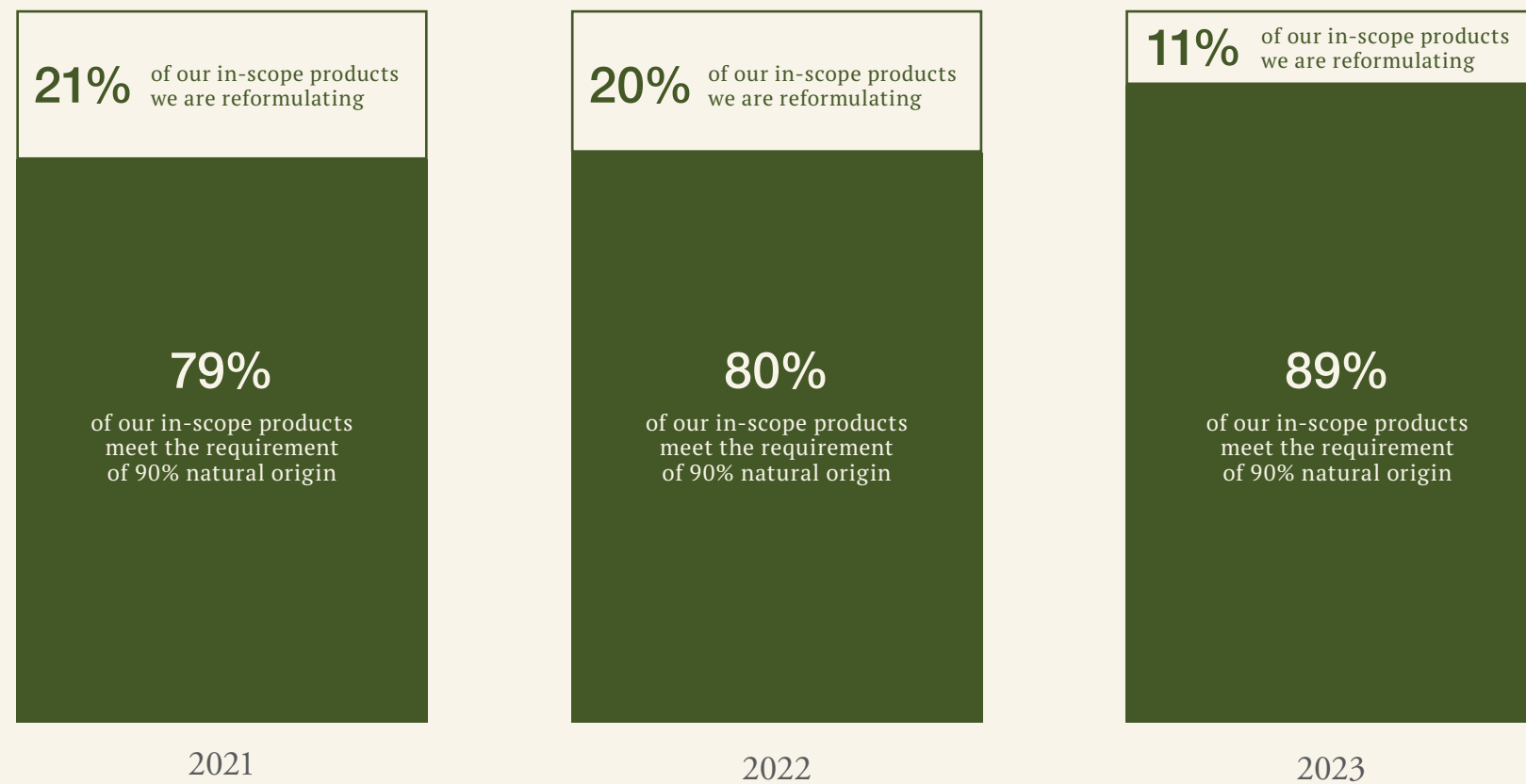
As we approach completion of our natural origin ingredient goal, we have reflected on the success of the project to determine our next steps. Natural origin ingredients are a key ingredient in all our cosmetic, home and air care products and we continue to strive to incorporate these into

OVERVIEW OF IN-SCOPE PRODUCTS	
>90% natural origin	Products to be improved
Bath foam	Shower foams <i>remaining variants – launching in 2024</i>
Body cream	
Body lotion mousse	Shower oil <i>launching in 2024</i>
Body scrub	
Candle	Hair oil
Conditioner	The Ritual of Jing – Pillow & body mist
Dry oil	The Ritual of Jing – Hair & body mist
Fragrance sticks	The Ritual of Mehr – 2 Phase bath oil
Hair & body mist	
Hand balm	
Hygienic hand gel	
Hand lotion	
Hand wash	
Home perfume spray	
Shampoo	
Skincare	
Shower foam <i>Ayurveda, Hammam, Karma</i>	

our new developments going forward. To ensure natural origin ingredients remain at the centre of our innovations, we aim to continue reporting the natural origin content of our cosmetic products. In 2023, 65% of our cosmetic products contain 90% or more natural origin ingredients.



## PRODUCTS WITH AT LEAST 90% NATURAL ORIGIN INGREDIENTS



### Out-of-scope products

For two reasons, a few of our personal care products are not in scope for this objective.

Firstly, our high level fragrance products. As fragrances fully derived from natural origins have a high environmental impact, as growing, harvesting, and processing the crops is water and carbon intense. Therefore, for our high fragrance products such as Eau de Parfum, car perfume, cartridges and USA fragrance sticks and spray, synthetic fragrances are currently still the more sustainable choice. Secondly, for some of our products we use a combination of natural origin and synthetic ingredients to secure optimum protection and product performance. This list includes: shave foam, sun care, antiperspirant spray and stick, make-up and our Elixir Collection. We continue our innovation efforts to develop more sustainable options for the future.

### Microplastics

Many years ago, we decided not to use microbeads in any of our products, due to the accumulation of microplastics in our oceans. Instead of microbeads, we use natural alternatives such as sea salt, sugar, pumice (volcanic rock) and bamboo. However, in recent years, there has been debate over what other substances are considered microplastics. For example, some cosmetic and personal care products can contain dissolved and gel-like synthetic polymers – also called ‘liquid plastics’, these in particular have been a part of the debate. Which substances are considered microplastics varies in the definitions used by experts and independent organisations. We currently assess all our collections, to make sure they are in line with the most recent European Chemical Agency (ECHA) guidance.

### RSPO

Palm oil-derived ingredients offer a multitude of product benefits – they act as surfactants which create the foam in our products, emulsifiers which hold water and oils together and emollients to give our products their pleasant skin feel. Palm oil is also a high-yield crop which creates more oil per area of land than other vegetable oils.

This means that palm derivatives offer land efficiency and multifunctional skin and product benefits which are difficult to replace. Coconut oil is the prime alternative, given its similar fatty acid profile and its cleansing proficiency – yet transitioning from palm to coconut derivatives would place the same demand on a less efficient crop resulting in an increased burden on our planet’s resources elsewhere. Despite being a highly efficient crop, palm oil cultivation still has significant environmental and social impacts, including deforestation, habitat destruction and biodiversity loss. We are sensitive to the issues and complexity surrounding the responsible sourcing of palm oil. We support the initiatives of the Roundtable on Sustainable Palm Oil (RSPO), a non-profit organisation that unites stakeholders from the palm oil industry to develop and implement global standards. Therefore, we engage with our suppliers to transition to 100% certified sustainable palm oil source (RSPO). In 2023, 98% of the palm oil and palm kernel oil derived ingredients used in our products were from this certified sustainable source (RSPO).

[GO TO WEBSITE](#)



## PACKAGING

### Circularity & resource use

We are committed to designing all our packs to be refillable, recyclable\* or made with recycled materials by 2025. With every product we develop, we work to create packaging that is optimally fit for purpose in terms of functionality, use of resources and environmental impact. To do this we are:

- Designing our new products in line with our 3 R principles
- Motivating our customers to purchase refills over original products
- Encouraging our customers proper recycling\* after use.

The CO<sub>2</sub>-eq impact of a product’s packaging is often a significant part of the total impact of a product. Therefore, our packaging is assessed by The LCA Centre, an independent research institute, which works according to the forensic life-cycle assessment (LCA) method. This helps us to understand the environmental impact of our current and future packaging solutions, possible alternatives and to make rational decisions on all materials that we use. To reduce the impact of our packaging, we follow the principles of the 3 Rs: Reduce, Recycle, Refill.

Additionally, in 2023 we started using the SPICE tool. Having this tool in-house helps us assess the environmental impact of different packaging within the product development phase and advises on which packaging options have a lower environmental impact.

*“We want our products to be luxurious, but at the same time made using as little packaging as possible. To find this balance, we’re on a constant journey of innovation and improvement.”*

\*Recycling is subject to local policies and facilities.

**Emma Olde Bijvank**  
Head of Sustainability

**Reduce**

*Fewer materials, less waste, better for the planet*

Our refill concepts are not our only effort to reduce our material use. For example, our mini travel gift sets have been improved by removing the plastic window, sticker and additional inlay. Reducing the amount of materials for this packaging and improving the recyclability\* at once. Secondly, the carton box of our trial sets have been improved with a new design, reducing 40% of the carton used. These examples show how we work on both visible and invisible packaging reductions and we will continue to look for ways to further reduce packaging across our entire assortment.

**Recycle**

*Keeping materials in the loop*

Last year, we transitioned our body lotion mousse packaging from virgin aluminium to a minimum of 99% post-consumer recycled (PCR) aluminium. Furthermore, we increased the percentage of PCR aluminium for our iconic shower foams from a minimum of 75% to a minimum of 99%. Over the coming years, we will also change our other aluminium packs e.g. anti-perspirant sprays and

hair care items. Using recycled content in products diverts waste from landfills, conserves natural resources, lowers carbon emissions and saves energy for the production of product packaging.

Virgin plastics are newly manufactured plastics made from natural resources that have never been processed before, while post-consumer recycled plastics are reprocessed from previously used plastic consumer products and made into new plastic packaging materials. In 2023, we introduced our body lotion & body mask bottles using recycled plastic (>95% PCR PET).

See our current list in the table below. This has allowed us to save 1,005,289 kg of virgin plastic in 2023 alone. The next step, is to transition our white PET jars and bottles in >70% of post-consumer recycled PET to have our full PET portfolio made out of PCR PET by the end of 2025.

In 2023, we further expanded on our journey of mono-material tubes by changing our caps from PP to PE of our retail items, which improves the recyclability\* of these items and therefore reduces waste.

CONTAINERS MADE OUT OF 95% RPET		TO BE TRANSITIONED
Bath crystal	Hand gel	The Ritual of Sakura
Bath foam	Hair & body mist travel	Laundry
Body cream	Home spray	White body cream jar
Body lotion	Kitchen hand balm	White body lotion bottle
Body mask	Kitchen hand wash	White body scrub jar
Bath oil	Kitchen hand wash refill	White home spray bottle
Body scrub	Milky bath	White shower oil bottle
Cleansing foam	Shower oil	
Dish wash		

\*Recycling is subject to local policies and facilities.

**Refill**

*Products designed to be used over and over again*

We are on a mission to make beautiful refillable products that are optimally designed to use over and over again. By refilling the original product, you use less packaging, while being able to enjoy our luxuriously designed products. We have introduced refill options for our body creams, hand soaps, fragrance sticks, skincare, shave cream and car perfumes. In 2023, our refillable products and corresponding refills made up just over 24% of our sales. Overall sales of refills grew by 19% compared to 2022, and this is a trend we are actively encouraging. We are continuously working on broadening our refill assortment and assessing which products have the potential to become refillable in the future. To incentivise our customers to opt for refills over new products, we introduced our ‘Buy 1 Refill = Grow 1 Tree’ campaign in 2021 where we have committed to planting, protecting, or restoring one tree for every refill sold. Another way to introduce our consumers to our refill concept is by improving our duo gift sets from two original products to one original + one refill product. Thanks to our customers embracing the refill concept, we are using less of the planet’s resources compared to the original products. In 2023 alone, we saved:



While this is a good start, we’re always striving to find more solutions and ways we can improve them further. But the message is clear: fewer materials = less waste going to landfills.

# REFILL SAVINGS PER PRODUCT

*Resources saved with Rituals refill collection.\**



\*Based on refilling your product five times compared to purchasing six original products. For car perfume, this is based on the use of one original pack and two refill packs, in place of three original packs. This is external verified research conducted by The LCA Centre.

## IMPACT PARTNERS

### Buy 1 Refill = Grow 1 Tree

To reverse the effects of the climate crisis, as a society, we need to rebalance our relationship with nature. Tropical rainforests are the most biodiverse, rich ecosystems in the world and they are also the largest climate mitigators – that’s why we need to protect them. Since 2021, we have been planting, protecting and restoring a tree for every refill sold. From Kenya, to India, to Colombia, the trees growing in these locations will not only help to absorb masses of carbon from our atmosphere and keep our soil healthy, but they also act as protective barriers. In 2023 we focused on our partnership with Sacred Forests in Colombia.



### Sacred Forests, Colombia

Sacred Forests is an innovative conservation enterprise focusing on the conservation and rewilding of Indigenous protected forests. They recognise the essential connection between Indigenous communities and their ancestral territories. Rainforests are known to be one of the most effective ways to mitigate climate change and conserve biodiversity. The Indigenous land that the Sacred Forests is helping to conserve is home to some of the world’s most lush and biodiverse rainforests, making their efforts to reclaim, reforest and protect this land even more important.

For two thousand years, the Indigenous Arhuaco community has lived in harmony with these rainforests of nearly one million hectares, which to outsiders marks the planet’s highest coastal mountain range and to the Indigenous is simply “the heart of the world”. Sadly over time, a lot of this land has been taken from them due to activities like logging and mining. To ensure this protection for future generations, Sacred Forests aims to make the Sierra Nevada a World Heritage Site. According to the IUCN, it is one of the most irreplaceable places on earth..

Rituals has created a long-term partnership with Sacred Forests to help protect high-integrity forests in Colombia. High integrity forests are forests with a healthy, undisturbed ecosystem and native biodiversity. They sequester large amounts of carbon, making them vital in our fight against climate change.

The objective of the partnership is to reclaim, plant and protect a total of 8.220 million trees on 8048 hectares of the Arhuaco Territory.

The Arhuaco community is actively engaged in every aspect of the project. Building the community’s capacity is a crucial component, enabling the Arhuaco to monitor the development of their forest rewilding activities, and report on the progress. The locals on the ground are keeping check of the progress, using satellites to monitor the land. Additionally, comprehensive land use, biomass, and carbon maps are being developed in 2024.

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*“We want to accomplish two things: One - help protect the most important Indigenous forests on earth. Two - find new ways to express what is ‘Sacred’. The forests we are helping to preserve are truly sacred for their Indigenous owners. I think here in the West, we need to be reminded about the deeper values of our relationships with nature. The Arhuaco are tuned to every corner of the Sierra, and their observations reach back over centuries. We want to help the Arhuaco community protect their land in their own way, because we understand that they are the best guardians of the forests. It’s not just them who need the forests either, they are vital to the world for our global nature and climate balance. To succeed with their mission, the Indigenous Peoples need legal security, real-time defence and a sustainable economic model. They also deserve cultural recognition and autonomy. Rituals and Sacred Forests support the Arhuaco on all these fronts. Our Partnership with Rituals has allowed us to envision a new level of scale for the conservation of Indigenous land.”*

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**Aart van Veller**  
Co-founder of Sacred Forests



*“Our communities face many challenges that are not of our own making, from the threats to our lands to climate change. Protecting the forest is important to us and has always been. In many ways, this is who we are: forest stewards. We Arhuaco, we consider the earth as the mother and the rivers, the blood that runs through her veins. So for us, taking up the role of guardians and preserving the Sierra is an expression of our identity and heritage. With Rituals and Sacred Forests, we have already been able to return 1,732 hectares of sacred lands that are ours by law, but have been taken away by force, back under our stewardship. We take this stewardship very seriously. And we are investing a lot of our own work and resources as well. The Arhuaco people have already planted more than 300 thousand trees in areas that are part of the famous Jaguar corridor or in the three watersheds of Aracataca, Fundación and Ciénaga. We believe this collaboration will allow both sides to learn about the best ways to protect and restore the forests and express the sacredness of wild nature.”*

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**Aty Mejía Torre**  
Spokesperson for Asoarhuaco  
(the Indigenous association of Arhuaco growers)





## LOOKING FORWARD

*"Since Rituals was founded, the purpose of our products has been inspiring people to find more balance in life. Helping people to find happiness in the smallest of things will always be our passion, but today, it's not just our customers that need to find more balance, it's our entire planet. We believe the future of brands lies in taking greater responsibility and using business as a force for good, in every aspect. Our dream is to become a wellbeing impact brand. That's why, looking forward, we are rethinking the way we do business. In the year 2024, we will launch the 10% Profit Pledge. This is a guarantee that we will use 10% of our annual net profit\* to support causes that improve the wellbeing of people and planet. This is a huge commitment and one we invite other companies to take as well, so that together, we can try to create systemic change across the industry and help to better the balance."*

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**Niki Schilling**  
Chief Impact Officer

\*From 2025 onwards, we commit to spend 10% of our net profit of the previous year (e.g. in 2025, we commit to spend 10% of our net profit of 2024) to support causes that improve the wellbeing of people and planet.



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