

# UNEARTH BETTER WITH BOTANICS



## *2021 Sustainability Report*



# BOTANICS UNEARTH BETTER. FOR PEOPLE & THE PLANET.

Born in the heart of England in 1995 by heritage apothecary Boots, Botanics was created with the pioneering vision of creating natural, plant-powered products that don't cost the Earth. And to protect the earth as we do it. Fast forward to 2021 and our passion is still plants.

They power everything we do. We challenge perceptions of what's possible, unearthing the most powerful extracts to create natural solutions that really work; to enhance your skin and your wellbeing. All without compromise, to pursue a better tomorrow.

Here at Botanics, we believe in "Clean Clear Beauty" and are committed to being fully transparent about our products and business practises. That's why we will be releasing a sustainability report, every Earth Day in April, to share our progress and steps taken to achieve our sustainability goals. We believe in progress, not perfection - so if we need to do better, we'll admit it and let you know how we plan on doing it.

We can't wait to Unearth Better together.

## Team Botanics

About this report: The contents of this report cover 1st April 2020 - 31st March 2021.





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# OUR HISTORY

## *It's always been our nature to be nicer*

**1998**

We covered five categories from skincare/body care and hair care to bath, deodorants and men's...



**2002**

Botanics campaign focused on the concept of wellbeing and the relationship of body & mind harnessing the power of nature and science and taking inspiration from Mother Nature.



**2006**

The entire Botanics range was relaunched – with redesigned, colour-coded packaging across all ranges.

**2008**

We launched our baby range – “the natural choice for you and your baby”. All products were created to be mild and gentle, as well as hypoallergenic, pH balanced and packed full of active plant extracts and naturally derived ingredients.

All Botanics hairbrushes made with FSC certified wood to reduce the impact of Botanics' products on the environment, we also launched a gift set free from acetate & using recycled board.

**2013**

Green Tick study carried out to reduce Botanics products impact on the environment, making improvements across all product journeys. 25% PCR on average used in all of Botanics skincare packaging.



**2018**

Botanics own credentials printed on pack with vegan, Not tested on animals, sustainability commitment & Formulated without parabens on all packs.

**2020**

All beauty products are approved under the Cruelty Free International 'Leaping Bunny' programme. It is a globally recognised gold standard for cruelty free beauty products that goes above and beyond legal requirements.

**September 2020**

Botanics turns 25.



**1995**

Botanics launched with four skincare products, using natural extracts scientifically formulated to deliver the most effective natural skincare products. Two years in the making, this range, created to cater to plant-conscious consumers, combined sophisticated high-tech formulations using the most effective natural ingredients.

**2000**

Botanics was relaunched in collaboration with a world-leading botanical society. Branded “The Pure Power of Plants”, the products contained pure plant extracts combined with scientifically proven formulations, resulting in an efficacious range with real benefits.

**2005**

In collaboration with our botanists, we reviewed all plant extracts that we used to ensure they were free from unnecessary chemicals and ingredients of concern.

**2007**

Botanics worked with Carbon Trust & reduced the carbon footprint of the haircare range by 20%.

We launched our Organic Range with at least 80% certified organic ingredients and relaunched our face wipes made of biodegradable & compostable fibres.

**2009**

Botanics added Organic Cotton Wool to the range. Fairtrade certified, it was made entirely from cotton that had been farmed using traditional methods which naturally promoted wildlife and natural resource conservation.



**2017**

We adopted sustainability requirements for palm oil, wood pulp and paper. We also verified with our suppliers a level of traceability in each, including full declaration of source, certification levels and management.

**2019**

The Aromatherapy range launched with Botanics first 100% PCR Bottle. We launched our Men's range in 55% PCR packaging, removing all secondary packaging.

**2021**

Botanics releases its first-ever sustainability report to demonstrate its commitment to UNEARTH Better for people & the planet.

**THE FUTURE**

Striving to UNEARTH Better, for years to come.



# BOTANICS TODAY

## WHO WE ARE

Botanics creates accessibly-priced, plant-powered products that are good for your skin, your wellbeing and our planet.

Our sustainable, self-care solutions span across skincare, aromatherapy and bath & body, including accessories and tools, to upgrade routines to rituals.

## WHAT WE BELIEVE

We Unearth Better by harnessing the power of plants to deliver holistic benefits beyond beauty. All to pursue a better tomorrow; for people and the planet.

Our mission is to use the power of plants to help alleviate our mental health crisis, naturally.



## OUR LEAD COMMITMENTS

- ***Become 100% vegan by 2023***
- ***Become 100% recyclable / reusable packaging by 2025***
- ***Help 1m people benefit from ecotherapy in the next year***

## OUR CREDENTIALS

All of our skincare and beauty products are approved under the **Cruelty Free International** 'Leaping Bunny' programme.



All of our products are vegetarian\*. All but 5 are suitable for vegans\*\*. These skincare products contain beeswax that is certified organic.



All of our products are formulated without parabens, phthalates, SLS, mineral oils, petroleum, paraffins, DEA, TEA and formaldehyde donors.



Minimum 80% organic ingredients in our Organic range\*\*\*.



CERTIFIED ORGANIC INGREDIENTS

We use Forest Stewardship Council (FSC) certified cardboard packaging and FSC certified wood for our products and a minimum of 25% PCR content.



RESPONSIBLY SOURCED PACKAGING

\*No animal by-products/animal derived ingredients from animal slaughter  
\*\* No animal derived ingredients or by-products  
\*\*\* Based on ISO 16128.

# UNEARTHING BETTER *for the planet*





# OUR FORMULATIONS

*We commit to never compromising our world's wellbeing for yours.  
Our plant-powered products do good for people and the planet.*

## CRUELTY-FREE

We are 100% cruelty-free and against animal testing. All of our skincare and beauty products have been approved under the Cruelty Free International 'Leaping Bunny' programme. It is the only internationally recognised cruelty-free license that requires a supplier monitoring system to be implemented by the brand. The supply chain is checked for any sign of animal testing right down to ingredient manufacture level, so our customers are safe in the knowledge that the legitimacy of any cruelty-free claim is genuine.

## VEGETARIAN

All of our products are suitable for vegetarians\*. Five of our products contain organic beeswax and are therefore not suitable for vegans\*\*. These products are some of our most loved that have been around for decades. Our ambition is for all products to be suitable for vegans by 2023. All new product launches from 2018 are suitable for vegans.

## ORGANIC BEAUTY

As pioneers of organic beauty, our Organic franchise uses a minimum of 80% organic ingredients (following the ISO 16128 standard). The remaining content of non-organic ingredients are used to keep our products the way you love them.

## CLEAN CLEAR BEAUTY

Our stringent standards mean that our products are formulated without parabens, phthalates, SLS, mineral oils, petroleum, paraffins, DEA, TEA and formaldehyde donors. Any chemicals that are used in Botanics products are clearly displayed on our packaging and meet the requirements of our parent company's (Walgreens Boots Alliance) Global Restricted Substances List. Boots and Walgreens have the safety of their consumers and the environment at the heart of everything that they do. Both have grown from a pharmaceutical heritage and have long-established expertise in retailing, while Boots also adds unrivalled manufacturing expertise. Our HQ's chemicals experts use these multi-sector credentials to clearly identify and understand the safety impact that some chemicals may have and keep exceptionally close control of those that are used in our products. Our requirements go above and beyond standard legislative requirements, please contact us for a copy of our formulation guidelines.

\*No animal by-products/animal derived ingredients from animal slaughter  
\*\* No animal derived ingredients or by-products

## *UNEARTH BETTER...*

*Cut off the tops of tubes to finish every last drop of your products to reduce waste of the earth's valuable resources*

## WHAT'S NEXT?

### 100% vegan

We will discontinue or reformulate our vegetarian SKUs to achieve a 100% vegan brand claim by 2023.

### % of natural ingredients

We will provide transparency on the percentage of natural ingredients in all of our products by 2022.

### chemicals list

We will conduct an annual audit of our formulation guidelines to ensure that we remain ahead of the curve when it comes to removing unnecessary chemicals and ingredients of concern.



# ETHICAL SOURCING & SUSTAINABILITY

*We champion clean clear beauty and continue to drive transparency for the products we sell in order to enable us to develop more sustainable products and ensure our customers continue to be provided with meaningful product sustainability and safety information.*

As part of our parent company Walgreens Boots Alliance, we seek to conduct our business activities in a way that reduces our direct and indirect impacts on the environment whilst promoting practises that help to protect the planet and support sustainability.

We are constantly working to improve our impact on the environment. Waste reduction and climate action are of utmost importance to us and wherever possible, we endeavour to reduce our carbon footprint and our impact on the environment with everything we do. We also hold our suppliers and partners to account for our own environmental standards.

We have a responsibility to respect human rights and this is a core part of our corporate sustainability mission. We are committed to respecting and upholding the dignity, wellbeing and human rights of every individual affected by our business activities including our customers, employees, workers in our supply chain and local communities. We do not tolerate, nor condone, human rights abuses in any part of our business and supply chain and will fully investigate any alleged breaches of human rights.

We will measure and report our progress which will be communicated annually in our Corporate Social Responsibility Report available on the WBA website.

## LEAD INGREDIENT SOURCING

- **Organic:** Our 100% organic Rosehip Oil is wild harvested from high in the Andes in Chile.
- **All Bright:** Our hibiscus originates from Burkino Faso, West Africa.
- **Simply Calm:** Our cannabis sativa seed oil (hemp) is dual sourced from Canada and The Netherlands.
- **Revive & Protect:** Our black tea is sourced from India.

## WHAT'S NEXT?

### CARBON FOOTPRINT

We will accurately measure our carbon footprint and provide transparency on our actions to reduce this by 2022.

### FULL ETHICAL AUDIT

We are working with our suppliers to audit our portfolio of products to ensure that:

- Our key ingredients are sustainably sourced to ensure we can fully monitor our environmental and social impact.
- Our shea is sourced from members of the Global Shea Alliance
- Our cocoa is not sourced from zones linked to deforestation
- Our mica is sourced from members of Responsible Mica Initiative
- Palm oil sourced for our products is RSPO (Roundtable on Sustainable Palm Oil) certified

We will release the results from our audit in our 2022 sustainability report.





# OUR PACKAGING

*Where possible, we strive to reduce unnecessary plastic and consciously design all our packaging, with reusability and recyclability in mind, as well as maximising the use of recycled materials.*

We already include 25% post-consumer recycled material (PCR) in our plastic packaging and we are working tirelessly to improve this. Our Peaceful Night Pillow Mist bottle is made of 100% PCR with no virgin plastic.

We do not use any carbon black ink to colour our plastic packaging, as this cannot be detected in the recycling process.

All of our paper and wood is 100% responsibly sourced as certified by Forest Stewardship Council (FSC).

74% of our product portfolio is already widely recycled\*. 100% recyclable / reusable packaging is a mandatory for all new products. We have already switched our Simply Calm and Revive and Protect moisturisers from plastic to glass jars. We have also discontinued our face wipes in order to remove single use, non-recyclable items from our range.

**UNEARTH BETTER...**

*Upcycle your beauty containers in to brush or plant pots!*



**UNEARTH BETTER...**

*Using our reusable cleansing pads for a year will prevent over 1,000 cotton pads going in to landfill.*

## WHAT'S NEXT?

### 100% recyclable/reusable packaging by 2025

We are happy to report that we are making progress to achieve this earlier.

### UK Plastics Pact

We are proud to be part of the UK Plastics Pact through our parent company, WBA. This world first initiative brings together businesses, the government and NGOs to tackle plastic waste.

### Recyclability Transparency

All new packs will carry the UK "On Pack Recycling label" symbol

We are in the process of updating our online platforms to ensure full transparency on recyclability by product. For queries in the meantime, please contact us.

### Plastic Alternatives

We will continue to identify alternative packaging solutions for our products including glass, wood, aluminium and fabric.

### Increase PCR content

Where plastic is the best packaging solution for our products, we will ensure a minimum of 50% PCR content.

### Reusable formats

We will continue to launch products that reduce waste including packaging with secondary use and ban single-use products.

\*Based on UK requirements

# UNEARTHING BETTER *for people*





# POWER OF PLANTS

The power of plants is Botanics' central philosophy that inspires everything we do. We have explored the Earth to select the best botanicals and ingredients, for healthier looking skin that's nurtured by nature.

Not only are plants proven to help enhance your skin but they have been used by civilisations for millennia to enhance mind, body and soul. That's why we are committed to using the power of plants in your skincare rituals and beyond to help you achieve a better balance in life.

Many of our products already include adaptogen and Ayurvedic ingredients such as rosemary, aloe vera and hemp. Plus there are more to come... Used for thousands of years, these herbal heroes have both physical and mental wellbeing benefits that help promote balance in this manic modern world.

We also add plant-powered fragrances to our formulations to enhance the overall experience and upgrade routines to rituals for mindful moments. These however are added at very low levels to avoid any skin irritations.

## WHAT'S NEXT?

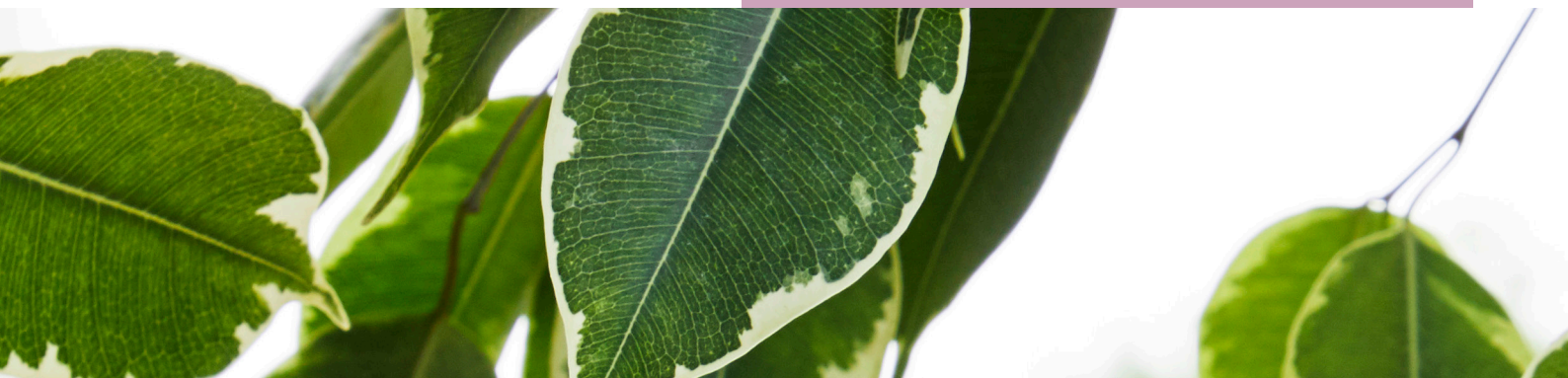
Botanics has been powered by plants since 1995. We will continue to unearth the world's most effective plant extracts that are proven to deliver holistic wellbeing benefits.

We are planning some exciting new launches and content to continue on our mission.



## UNEARTH BETTER...

*Our plant-powered essential oils are 100% natural. They can be applied directly to skin, used in a diffuser or as a bath additive. You can even add a few drops to the inside of your face mask.*



# ECOTHERAPY

We've always believed in the power of plants to unearth better for our skin, now we want to show how they can help us unearth better wellbeing too.

We believe in the power of plants to help alleviate our mental health crisis, naturally.

We inspire everyone to get outdoors and to get green-fingered at home so we can all have a better tomorrow. **Let's Grow Together**

## THE STATS



- Every year, one in four of us will experience a mental health problem; hundreds of thousands of people are struggling to cope with these issues (Mind, 2020).
- A study of 1,000 UK office workers found that almost 40% spend a maximum of just 15 minutes outside, excluding their commute to work, and an additional 22% spend a maximum of 30 minutes outside (Ambius, 2020).
- In the UK, more than half of adults (60%) said their mental health got worse during lockdown (Mind, 2020).
- 45% of people have increased time spent in nature since Covid and one third said they were noticing more nature when outside. (The People and Nature Survey, 2020).

## WHAT IS ECOTHERAPY?

Also known as "nature bathing", ecotherapy is the name given to a wide range of treatment programmes which aim to improve your mental and physical wellbeing through doing outdoor activities in nature (Mind, 2015). Nature-based activities, such as gardening and farming, have been used as part of mental health treatments around the world for centuries.

## WHY ECOTHERAPY?

Today's busy lives can have a significant impact on our mental and physical wellbeing. However spending time in nature is proven to have positive benefits on wellbeing.

Nature has wonderful health-promoting properties: reducing the stress hormone cortisol, heart rate, depression, anxiety and frustration

## WHAT'S NEXT? LET'S GROW TOGETHER

We will be creating more content to educate people on the benefits of ecotherapy and inspire everyone to get outdoors in nature.

This is still an under-researched area therefore we will work with our partners to generate more insights and awareness to ensure more than 1m people benefit from the holistic health benefits of ecotherapy in the next year.



A study found exposure to trees, the sky and birdsong in cities improved mental wellbeing. The benefits were still evident several hours after the exposure (Mintel, Come and Learn Happiness 2019).





*We are committed to pushing ourselves further to Unearth Better for all individuals. We acknowledge that we need to do more to champion diversity, equity and inclusion (DE&I) in Botanics and beyond in order to pursue a better tomorrow for everyone.*

## OUR PEOPLE

We are committed to building a truly diverse team that complements the amazing talent that we already have at Botanics, working with human resources to attract, recruit and retain diverse talent.

We are working with our Business Resource Groups, and our Global Inclusion Council to make sure that we are gaining the diverse perspectives of our employees; that these perspectives are shared, actively listened to and ultimately used to inform our plans.

## OUR PRODUCTS

We work with our suppliers and research partners to ensure that we are testing products on a diverse and inclusive set of participants so we are confident that products are truly suitable for all skin types and tones. We have discontinued the production of our All Bright Radiance Balm to deliver on this promise.

## OUR COMMUNITY

We ensure a minimum 50% BAME (Black, Asian, Minority Ethnic) representation across user generated content, influencers and publications

We ensure that all skin tones and types are reflected in all our content to truly reflect our diverse customer base.

## ECOTHERAPY

We understand that certain communities such as BAME (Black, Asian, Minority Ethnic) are disproportionately affected by mental illness and less likely to seek and receive treatment. We believe that everyone can and should benefit from the power of plants to enhance their holistic wellbeing. In 2021/2, we will work with our partners to ensure our research and activities benefit those most vulnerable.



# GET IN TOUCH

Got a question or want to share some feedback?  
We'd love to hear from you. Send us an email  
[Contact.Botanics@boots.co.uk](mailto:Contact.Botanics@boots.co.uk)  
DM us on Instagram @botanicsuk



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RESPONSIBLY SOURCED  
PACKAGING



SUSTAINABILITY  
COMMITMENT

