



The Human Beauty Movement, PBC

Certified 2023

Driving down global CO2 emissions, strengthening communities, and regenerating biodiversity.

Cumulative CO2 reductions made through Offset Climate Certified® 25 metric tonnes (according to the EPA, it would take 29.2 acres of US forests an entire year to sequester this much CO2)

1 | Measured

Year measured: 2023

Total measured CO2e emissions: 4.977 metric tonnes

2 | Offset

Year offset: 2023

Offset amount: 25 metric tonnes CO2e (*more than 150% of measured emissions*)

Offset retirements: [Crow Lake 10 mT](#) | [SPLT 5 mT](#) | [Escuela de Minas 10 mT](#)

3 | Reducing

Reduction goals for 2024

Purchase refurbished electronics when possible / Partner with and purchase from companies demonstrating transparent environmental and social stewardship / Choose restaurants and food items demonstrating support for regenerative agriculture / Enroll in (encourage landlord to enroll in) renewable energy programs where available

4 | Engaging

Engagement goals for 2024

Customers: share certification details and encourage they explore for themselves

Vendors/Partners: educating about commitment to being Offset Climate Certified® and why it's a priority

Where The Human Beauty Movement, PBC supported independently verified CO2 reductions to mitigate their 2023 business emissions



SOUTH DAKOTA

Crow Lake is lowering the carbon intensity of electricity production in one of the US's top energy consuming states per capita—South Dakota.

Why it's important: demonstrates a successful and inclusive transition to renewable energy—including local community members and a not-for-profit electric generation and transmission cooperative.

Carbon Standard: Verra UN SDGs: 7, 8, 11, 13



COLORADO

SPLT is an accredited land trust leveraging carbon finance to acquire and preserve shortgrass prairie ecosystems in Colorado.

Why it's important: avoids land conversion to agriculture / commercial development and provides refuge for native wildlife including the swift fox, ferruginous hawk, burrowing owl, and mountain plover.

Carbon Standard: Climate Action Reserve UN SDGs: 13, 15



COLOMBIA

Escuela de Minas is a run-of-river hydroelectric plant lowering the carbon intensity of increasing electricity production in Marinilla, Colombia.

Why it's important: avoids the addition of fossil fuel intensive energy production, and increases the share of renewables as energy demand rises due to economic growth in the region.

Carbon Standard: Verra UN SDGs: 4, 7, 8, 13