BYBI

2021 CARBON REPORT

OUR 2021 CARBON FOOTPRINT

197 metric tonnes (tCO_2e)

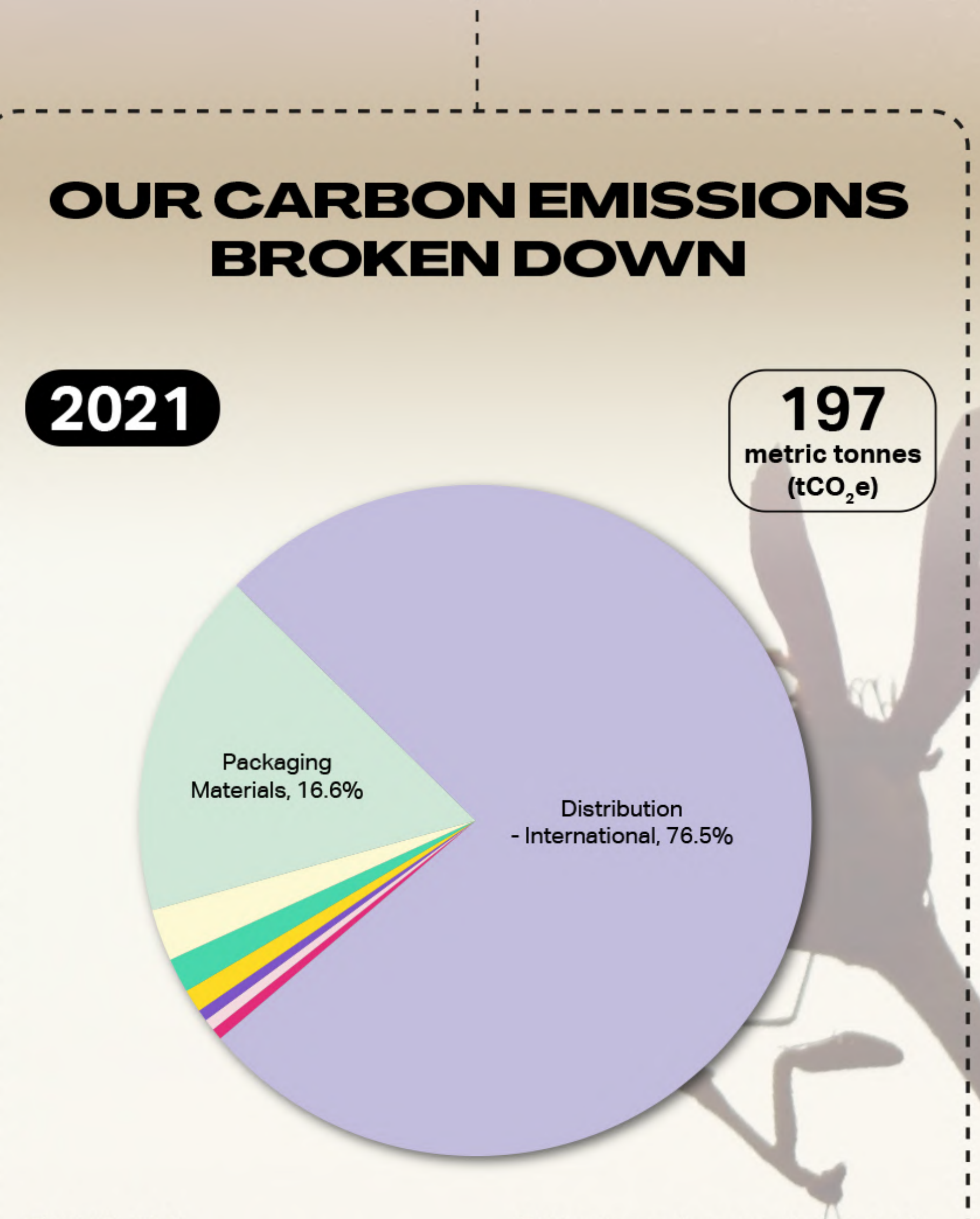
THIS IS **EQUIVALENT** TO

51 Return flights from London to New York

Or **488,000** miles driven by an average petrol-powered vehicle

Or powering **24** homes for a whole year

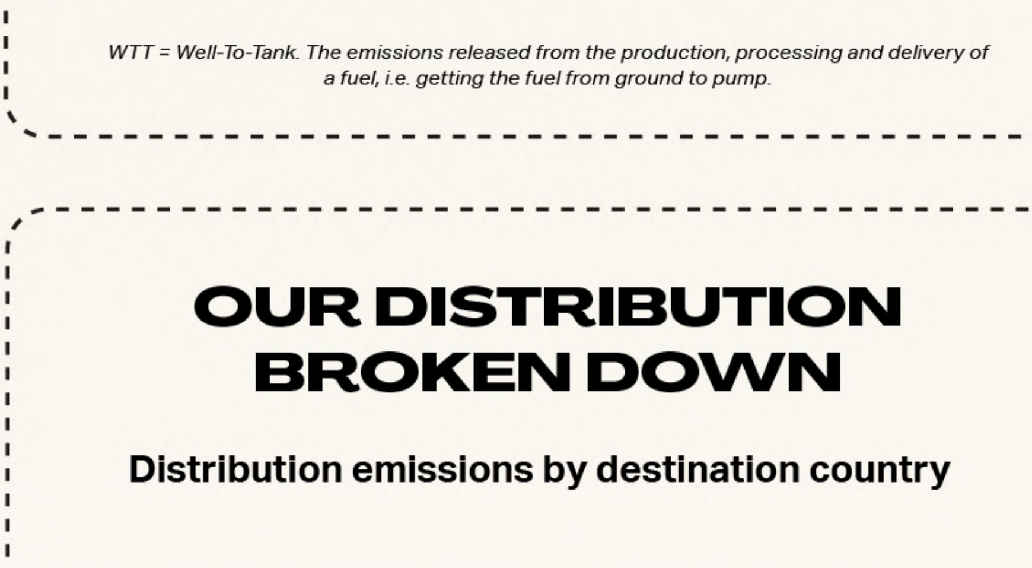
OUR CARBON EMISSIONS BROKEN DOWN



WTT = Well-To-Tank. The emissions released from the production, processing and delivery of a fuel, i.e. getting the fuel from ground to pump.

OUR DISTRIBUTION BROKEN DOWN

Distribution emissions by destination country



International distribution accounted for 77% of total emissions, in line with our expansion into the US & Target in January 2021.

OUR CARBON INTENSITY

kgCO2E ↓ 48%.

WE **REDUCED** OUR CARBON INTENSITY PER PRODUCT **BY 48%.**

The comparable emissions **decreased** from 0.65 kgCO2e/unit in 2020 to 0.34 kgCO2e/unit in 2021. This is our **biggest** achievement of 2021. Whilst our business has grown and we are producing more products than ever before, we have **almost halved** the carbon intensity of our products in a **single year**.

2021 – 2022 OVERALL CARBON FOOTPRINT INCREASED **BY 43%.**

Although our overall footprint in 2021 increased by 43%, BYBI grew 175%. We also launched into 1,800 doors, increasing our retail footprint by 2,400%. This scale of growth, paired with major international distribution challenges driven by COVID, meant that it would be almost impossible to reduce our overall footprint.

Whilst our target was to reduce overall emissions by 25%, we now recognise this is unrealistic. Moving forward to account for growth, we will be focusing on reducing the carbon intensity of our products as the key measure of success.

Leading decarbonisation experts BeZero Carbon used the Greenhouse Gas Protocol framework to calculate all sources of emissions from Scope 1 (direct) - 3 (indirect).

WHAT IS INCLUDED

PACKAGING

- Energy use, from gas & electricity, of all production of packaging materials used to house BYBI products including sugarcane and glass.
- The transportation of packaging to point of manufacture.

INGREDIENTS

- Energy use, from gas & electricity, of all production of raw materials (ingredients) used within BYBI products.
- The transportation of raw materials to point of manufacture.

DISTRIBUTION

- Transport of finished BYBI products to point of sale or customer, via sea, air or road.
- Internal shipping of BYBI products, i.e. to other BYBI facilities, influencers or partners.

OFFICE & LABORATORY

- Energy consumption from electricity use.
- Transmission & Distribution losses from electricity use.
- Waste from premises.
- Water and water treatment use.

BUSINESS TRAVEL

- Transport of any BYBI team members for work purposes via air, road or rail.

EMPLOYEES

- Energy consumption working from home.
- Transport from commuting, including well-to-tank emissions.

CRADLE TO GRAVE CARBON FOOTPRINT

Product	Geographic Area	Net CO2e not rounded (kgCO2e/kg)	Net CO2e Rounded (kgCO2e/kg)	Net CO2e per Functional Unit
Milk Melt Cleanser	UK	2.66	2.60	0.3996
Milk Melt Cleanser	USA	3.15	3.20	0.4719
Crystal Clear Cleanser 150ml	UK	3.47	3.40	0.5207
Crystal Clear Cleanser 150ml	USA	4.00	4.00	0.5997
Swipe Clean Cleanser 150ml	UK	4.70	4.50	0.4700
Swipe Clean Cleanser 150ml	USA	5.32	5.50	0.5324
Bakuchiol Booster 15ml	UK	2.39	2.40	0.0359
Bakuchiol Booster 15ml	USA	2.87	2.80	0.0430
Balance (CBD) Booster	UK	23.44	2.40	0.3517
Balance (CBD) Booster	USA	24.01	2.40	0.3601
Strawberry Booster	UK	3.46	3.40	0.0518
Strawberry Booster	USA	3.98	4.00	0.0597
Blueberry Booster	UK	3.48	3.40	0.0522
Blueberry Booster	USA	4.00	4.00	0.0600
Eye Plump Moisturiser	UK	3.36	3.40	0.0505
Eye Plump Moisturiser	USA	3.84	3.80	0.0576
Face Base Moisturiser	UK	2.84	2.80	0.1702
Face Base Moisturiser	USA	3.33	3.40	0.1996
Bright Eyed Moisturiser	UK	4.73	4.50	0.0709
Bright Eyed Moisturiser	USA	5.22	5.00	0.0783
Bakuchiol Skin Restore Moisturiser	UK	3.08	3.00	0.1233
Bakuchiol Skin Restore Moisturiser	USA	3.57	3.00	0.1429

CARBON TRUST

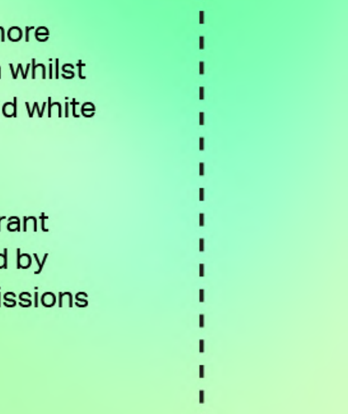
OUR CARBON MISSION

We have declared a **CRUSADE AGAINST CARBON.** Our goal is to become the world's **FIRST CARBON NEGATIVE BEAUTY BRAND,** using a process of sequestration and insetting to build a supply chain that actually absorbs more carbon than it releases, setting the standard for many more to come.

THE FIRST STEP? Creating the beauty industry's first truly carbon negative skincare product.

2022

GLOWCURRANT BOOSTER



THE WORLD'S FIRST CARBON NEGATIVE SKINCARE PRODUCT*

From cradle to gate, this pioneering product captures more carbon than it emits through its packaging and production whilst delivering a great glow to skin with blackcurrant seed oil and white willow bark that nourish, moisturise and brighten.

With an impressive -13g of CO2e per product, Glowcurrant Booster saves the equivalent carbon emissions created by charging an iPhone11 five times**. Its negative carbon emissions have been audited by the Carbon Trust.

**Due to its unique, first-to-market production methods. Glowcurrant Booster's carbon footprint is negative because it is made using low-carbon ingredients and sequesters carbon throughout its supply chain from cradle-to-gate. It does not rely on or involve any carbon offsetting.*

***Glowcurrant Booster UK product data (US product data = -5.9g of CO2e per product).*

2025

CARBON NEGATIVE

POSITIVE CLIMATE ACTION
ZERO CARBON

We are now building a proprietary supply chain that absorbs more carbon than it releases, through a process of reduction, insetting and sequestration. This will not rely on purchasing carbon credits.

We believe this is the only way that as a consumer brand, we can have a minimal impact on our environment and hope that by investing in building this supply chain we can provide a framework for other brands to be able to do the same, helping to reduce the beauty industry's contribution to the climate crisis.

We've given ourselves a deadline of 2025 which is an aggressive target. We pledge to keep our community updated with our progress along the way.

CARBON COPY US, WE ENCOURAGE YOU

A NOTE ON WHAT ISN'T INCLUDED

- Manufacturing process. BYBI products are produced using renewable energy and so our production processes' emission factor is 0.