



**Lab**  
**Global**

# Xavier Creative House

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Disclosure Report

Date Submitted: November 9th, 2023



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## Disclosure Materials

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire that B Lab deems relevant for public stakeholders, then, as a condition of their certification, the company must:

- 1) Be transparent about details of the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue
- 3) Demonstrate that management practices are in place to avoid similar issues from arising in the future, when necessary.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit and integrity of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to a background check by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

**This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company**



# Disclosure Questionnaire

## Industries and Products

	Yes	No
Please indicate if the company is involved in production or trade in any of the following. Select Yes for all options that apply.		
Animal Products or Services	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Biodiversity Impacts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Chemicals	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Alcohol	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Firearms Weapons	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Mining	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Pornography	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disclosure Tobacco	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Energy and Emissions Intensive Industries	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fossil fuels Gambling	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Genetically Modified Organisms	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Illegal Products or Subject to Phase Out	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Industries at Risk of Human Rights Violations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Monoculture Agriculture	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Nuclear Power or Hazardous Materials	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Payday, Short Term, or High Interest Lending	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Water Intensive Industries	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tax Advisory Services	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Outcomes & Penalties

	Yes	No
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Breaches of Confidential Information	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Bribery, Fraud, or Corruption	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company has filed for bankruptcy	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Consumer Protection	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Financial Reporting, Taxes, Investments, or Loans	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Labor Issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Large Scale Land Conversion, Acquisition, or Relocation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Litigation or Arbitration	<input type="checkbox"/>	<input checked="" type="checkbox"/>
On-Site Fatality	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Penalties Assessed For Environmental Issues	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Political Contributions or International Affairs	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Recalls	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Significant Layoffs	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Violation of Indigenous Peoples Rights	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>	<input checked="" type="checkbox"/>



## Practices

	Yes	No
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company prohibits freedom of association/collective bargaining	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Company workers are prisoners	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Conduct Business in Conflict Zones	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Confirmation of Right to Work	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does not transparently report corporate financials to government	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Employs Individuals on Zero-Hour Contracts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Facilities located in sensitive ecosystems	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ID Cards Withheld or Penalties for Resignation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No formal Registration Under Domestic Regulations	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No signed employment contracts for all workers	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Overtime For Hourly Workers Is Compulsory	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Payslips not provided to show wage calculation and deductions	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	Yes	No
Sale of Data	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tax Reduction Through Corporate Shells	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers cannot leave site during non-working hours	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers not Provided Clean Drinking Water or Toilets	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers paid below minimum wage	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workers Under Bond	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<a href="#">Other</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Supply Chain Disclosures

	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Child or Forced Labor	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Negative Environmental Impact	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Negative Social Impact	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other	<input type="checkbox"/>	<input checked="" type="checkbox"/>



# Disclosure Questionnaire Statement

Disclosure Questionnaire Category: Clients in controversial industries

<b>Topic</b>	Clients in the Pharmaceutical industry on an ongoing basis.
<b>Summary of Issue</b>	<p>Xavier Creative House (XCH) is a healthcare marketing agency specializing in pharmaceutical, biotech, and medical device brand management. The agency focuses on internal corporate brand marketing as opposed to global crisis management, reputation management and public relations.</p> <p>The company's marketing services can be offered to clients in any industry, yet the healthcare sector is the company's area of specialization.</p> <p>Regarding its fee structure, XCH has a standard rate card, although some rates may be negotiated on an individual basis under a Master Services Agreement.</p>
<b>Size/Scope of Issue (e.g. \$ financial implication, # of individuals affected)</b>	100% of the company's revenue is derived from pharmaceutical, biotech and medical device sectors
<b>Impact on Stakeholders</b>	<p>Companies serving clients in controversial industries have the potential to further the negative social and / or environmental impacts of the controversial industry.</p> <p>B Lab has flagged the involvement of companies with clients in controversial industries as a material issue and new standards will be created to address possible risks related to this matter.</p>
<b>Implemented Management Practices</b>	<p>Xavier Creative House seeks to work with companies that share its values and contribute to the advancement of life sciences and healthcare products that provide better outcomes for patients and healthcare professionals.</p> <p>XCH has certified with Veeva, a Public Benefit Corporation (PBC), to ensure compliance with regulatory requirements for marketing materials. The collaboration with Veeva ensures that XCH's marketing materials align with regulatory requirements, maintaining both transparency and accountability. XCH continually engages with Veeva in audits and quality checks to foster responsible marketing practices that respect the delicate balance of information dissemination within the pharmaceutical sector.</p>

	<p>XCH has partnered with Living Carbon in their Hybrid Poplar Afforestation project, focusing on responsible carbon dioxide removal from the atmosphere.</p> <p>In addition, the XCH Code of Conduct &amp; Ethics is based on the XCH Core Values, the company's 2050 pledge, and incorporates the Sustainable Development Goals (SDGs). It is a condition for starting and maintaining a business relationship with XCH. Clients are expected to comply with XCH's standards regarding fair trade, financial and accounting practices, physical and emotional safety, free choice of employment, environmental legislation, and materials. These principles include ethical business practices, social responsibility, and environmental protection.</p> <p>XCH regularly undergoes third-party audits conducted by EcoVadis and CyberVadis, ensuring full compliance with relevant environmental legislation, ethical marketing standards, and cybersecurity.</p>
<b>Reports</b>	<ul style="list-style-type: none"> <li>• <a href="https://www.veeva.com/br/content_partners/xavier-creative-house/">https://www.veeva.com/br/content_partners/xavier-creative-house/</a></li> <li>• <a href="https://xaviercreative.com/sustainability/">https://xaviercreative.com/sustainability/</a></li> <li>• <a href="https://aclymate.com/climate-leaders/xavier-creative-house">https://aclymate.com/climate-leaders/xavier-creative-house</a></li> <li>• <a href="https://www.sju.edu/news/xavier-creative-house-ceo-sunny-white-09-mba-pays-it-forward-future-leaders">https://www.sju.edu/news/xavier-creative-house-ceo-sunny-white-09-mba-pays-it-forward-future-leaders</a> ]</li> <li>• <a href="https://xaviercreative.com/pressreleases/how-xch-promotes-employees-to-step-into-their-power/">https://xaviercreative.com/pressreleases/how-xch-promotes-employees-to-step-into-their-power/</a></li> <li>• <a href="https://www.inc.com/profile/xavier-creative-house">https://www.inc.com/profile/xavier-creative-house</a></li> <li>• <a href="https://xaviercreative.com/pressreleases/xch-named-to-inc-s-2022-best-in-business-list/">https://xaviercreative.com/pressreleases/xch-named-to-inc-s-2022-best-in-business-list/</a></li> <li>• <a href="https://www.pm360online.com/elite-2023-environmental-champion-jennifer-blossom-beddingfield-of-xavier-creative-house/">https://www.pm360online.com/elite-2023-environmental-champion-jennifer-blossom-beddingfield-of-xavier-creative-house/</a></li> <li>• <a href="https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;cad=rja&amp;uact=8&amp;ved=2ahUKEwiKj6-NpNKAAXUUSjABHfz9DxoQFnoECDEQAQ&amp;url=https%3A%2F%2Fgreenbusinessbureau.com%2Fbusiness-function%2Fmarketing-sales%2F&amp;usg=AOvVaw3rCReKo58LRMn4WfFDk-YV&amp;opi=89978449">https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=&amp;cad=rja&amp;uact=8&amp;ved=2ahUKEwiKj6-NpNKAAXUUSjABHfz9DxoQFnoECDEQAQ&amp;url=https%3A%2F%2Fgreenbusinessbureau.com%2Fbusiness-function%2Fmarketing-sales%2F&amp;usg=AOvVaw3rCReKo58LRMn4WfFDk-YV&amp;opi=89978449</a></li> <li>• <a href="https://www.bizjournals.com/philadelphia/news/2022/06/30/highest-employers-2022-micro-category-winners.html">https://www.bizjournals.com/philadelphia/news/2022/06/30/highest-employers-2022-micro-category-winners.html</a></li> <li>• <a href="https://www.bizjournals.com/philadelphia/press-release/detail/7749/Xavier-Creative-House">https://www.bizjournals.com/philadelphia/press-release/detail/7749/Xavier-Creative-House</a></li> </ul>



### Management Comments

"In an age where the complexities of health are intricately interwoven with everyday existence, we at XCH stand as a beacon of integrity and transformative influence within the sphere of healthcare marketing. Recognized by B Corp as operating in a 'controversial industry', we break through traditional confines, embedding ethical marketing into the tapestry of pharmaceuticals, biotechnology, and medical devices. We are fully dedicated to fostering advancements in human health by partnering solely with ethical companies in the pharmaceutical, biotech, and medical device sectors. This unwavering 100% commitment reflects our deep-seated dedication to directly influence human well-being. In choosing our clients and projects, we do so with a deliberate focus on those that meet our high standards for social responsibility and positive health outcomes. Our narrative is one of innovation fueled by conscience; with every campaign, we channel our passion into advancing medical science and enhancing patient care.

Our ethos is a steadfast commitment to good, embodied through sustainable operations that reflect the highest principles of B Corp's standards. In our quest for environmental stewardship, we diligently reduce our carbon footprint, choose recycled materials, and partner with those who share our vision for sustainability. These efforts underscore our dedication to an environmentally sound business model, a commitment that is infused in our innovative campaigns.

Transparency is our guiding principle, fostering trust by ensuring our marketing strategies are rooted in ethical practices and supported by scientific evidence. This assures that the benefits of medical products are conveyed with precision and honesty, placing patient education and well-being at the forefront of our mission.

Our initiatives go beyond traditional marketing—we extend our influence into community health programs and patient advocacy, asserting ourselves as an agent of social responsibility. We embrace the diversity of patient identities, crafting campaigns that resonate across a broad spectrum, ensuring inclusivity and representation in a sector where every individual's health journey is acknowledged.

