

# IMPACT REPORT

## 2023



Certified



Corporation



**This year we achieved our B Corp Certification, an absolutely amazing milestone for the Absolute Collagen team and one that means so much to me personally.**

This year, we've really strengthened our focus on Environmental, Social, and Governance (ESG) initiatives by setting up ESG groups within Absolute Collagen. These dedicated teams have played a crucial role in guiding us towards our sustainability goals, and I want to thank them all for the amazing work they've done so far.

As we look ahead to 2024, we will continue to refine our plans and explore new opportunities to further how we do better for the people and planet. One of our key initiatives over the past year, and one we will continue to focus on in coming years, is to partner with other B Corp certified organisations for our warehouse fulfilment operations. This ensures that the consumables we use align with our values and commitment to responsible sourcing.

We've also worked closely with B Corp certified suppliers to strengthen our supply chain. It's important to us that our supply partners share our dedication to ethical practices.

As well as these partnerships, we've taken significant steps to reduce our environmental impact too. This includes offsetting carbon emissions, incorporating sustainable materials in our packaging, and localising production within the UK to minimise emissions from transportation. Many of our team have helped reduce our impact too, by ensuring they travel to work using public transport every day.

Our amazing efforts have been recognised at the UK Customer Experience Awards 2023, where we proudly took home an award, thanks to our commitment to exceptional customer service and customer-centric culture.

As we continue our journey towards a more sustainable and responsible future, everyone at Absolute Collagen remains dedicated to making positive contributions to our community and environment.

Thank you for coming on this journey with us.

*Maxine Lacey*

Co-founder of Absolute Collagen



Here at Absolute Collagen, we create products that utilise the body's natural building block, collagen.

Our collagen products help support thousands of women on their journey to feeling their Absolute best.



Our purpose is to support women on  
their journey to invest in themselves  
and feel strong in their own skin.

After all, when we feel good,  
Absolutely anything is possible.

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At Absolute Collagen, we're big believers in doing the right thing, for both people and the world.

Becoming a B Corp was the next right thing on our journey.

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## **EMPOWER OTHERS**

We're not a skin-deep beauty brand. We're about building others up by giving them the tools and resources they need to be the best version of themselves.

## **BE ABSOLUTELY YOURSELF**

We believe that everyone should have the self-confidence to recognise your strengths and not let anything hold you back.

## **ACCEPT OTHERS**

We want to create a culture where people are encouraged to own who they are and accept others for who they are.

## **BE A PIONEERING SPIRIT**

We strive to lead the discussion and as the UK's No.1 collagen experts, be innovative and open to giving things a go without the fear of failure.

## **BE TRANSPARENT AND FAIR**

Not taking shortcuts, always being transparent and doing the right thing by others. We always try to make fair environmental choices.

## **NEVER A NUMBER**

No matter how big the business grows, we will always keep the personal, supportive and tight knit culture alive.

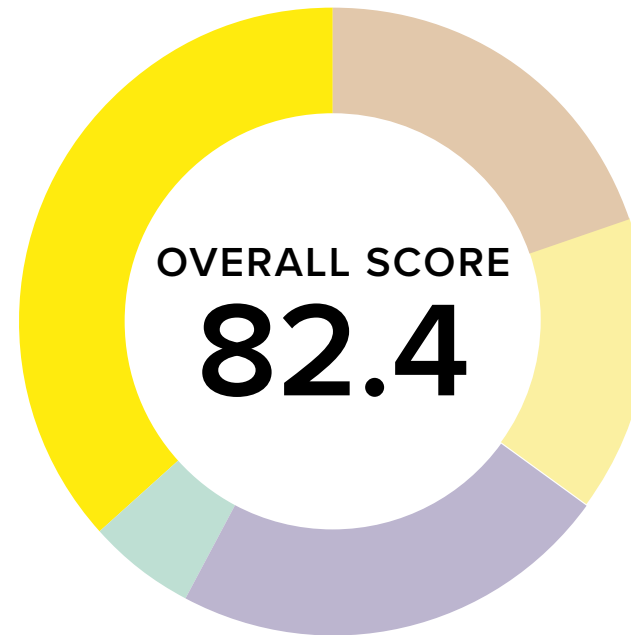
## **ALWAYS PRIORITISE EFFICACY**

Our team and products demonstrate an uncompromising commitment to delivering on the benefits and claims we make.

## **BE AN ABSOLUTER CHAMPION**

Everything we do at Absolute Collagen has our customers and employees best interests in mind.

# OUR B IMPACT SCORE



The B Corp certification and score is divided into five impact areas...



We're hugely proud of this score for our first impact report, but we're on a journey and will continue to improve this score. We aim for Absolute Collagen to have an impact score of 90 when we re-certify.



# THIS YEARS HIGHLIGHTS



Absolute Collagen is  
Great Place to  
Work-Certified!

We launched  
new products  
and updated  
existing products  
with sustainable  
packaging.



We welcomed  
loads of new faces  
to the Absolute  
Collagen family.



We launched 'Absolute'  
customer satisfaction,  
ensuring all our  
customers are 100%  
happy with our service  
and product.



We reduced our  
carbon footprint  
by an impressive  
**34.45%!**



# Governance

## OUR GOALS:

- We will continue to operate transparently & incorporate our ESG performance into our company records.
- We will ensure to deliver our ESG plan & commitments with appropriate resources.
- We plan to gain external accreditation through B Corp for our organisation to support continued trust in us by 2024.

## WHAT WE ACHIEVED:

- ☑ We gained B Corp certification.
- ☑ We've established ESG groups - we're so lucky to have a community of employees who are all dedicated to our sustainability journey.
- ☑ We received Cyber Essentials and Cyber Essential Plus accreditation for 2024.

## WHAT'S NEXT FOR ABSOLUTE COLLAGEN:

- ☐ We will continue working with our ESG groups, implementing our brilliant team's suggestions to become a more sustainable business.
- ☐ We will have our organisations accounts independently audited.
- ☐ We're working to have more metrics on our sustainability performance incorporated in our performance reviews.

# Absolute Collagen is a Certified B Corp

We are so proud that Absolute Collagen is officially a B Corp! Becoming a B Corp means so much for our team and our people.

Even though we've got our B Corp status, we won't be resting, quite the opposite! We will be continuing to build on all the good things we've done to get here, to keep improving Absolute Collagen as a business and employer, whilst reducing our environmental impact on the world.



# People



## OUR GOALS:

- Ensure everyone has access to and is aware of our employee health, safety & wellbeing program.
- Develop a working environment that nurtures, supports and grows our people's capability.
- Provide a living wage and additional benefits for all employees.
- Operate ethically, ensuring we continue to have a diverse and inclusive culture, recruitment processes and train our team on our principles.

## WHAT WE ACHIEVED:

- ☑ Absolute Collagen is officially a Great Place to Work-Certified™!
- ☑ Introduced our employee Wellness Wednesdays initiative.
- ☑ Absolute Collagen is officially Living Wage certified!
- ☑ We provided health and safety training for all employees.
- ☑ We provided 505 training hours for our employees.

## WHAT'S NEXT FOR ABSOLUTE COLLAGEN:

- ☐ All new Absolute Collagen employees will be welcomed to the family with an onboarding lunch.
- ☐ We have lots more training planned for our teams, supporting them to develop and grow over the next year.
- ☐ This year will mark our first ever 'Annual Employee Awards', allowing us to celebrate our people and the amazing work they do.
- ☐ We're launching a new initiative, Midday Motivators, which will see a range of mental health speakers come and talk to our teams.
- ☐ We're reviewing a learning platform for the team to help access a library of short training videos.
- ☐ We aim to increase the number of health & safety trained employees, specifically Mental Health First Aiders.



# PEOPLE

Training Days



Volunteering Days



EDI Lunch & Learn



63%

team members use public transport to commute to work on our non-WFH days.

800

total care bags donated to Birmingham Children's Hospital.

505

total team member training hours.

20

participants in the Great Birmingham Run.

7

Equality, Diversity & Inclusion lunch and learn events.

Birmingham Half Marathon



Birmingham Children's Hospital







Go Karting



Skincare Party

# Team Celebrations



Skincare Launch



Go Ape

# Community & Customer

## OUR GOALS:

- Continue our commitment to charitable causes and increase our current level of support in the community.
- Consumers will remain at the heart of what we do, we will engage with and use our resources to continue to support Absoluters (customers).

## WHAT WE ACHIEVED:

- ☑ Completed community feedback outreach and research through surveys and questionnaires.

- ☑ Entered the Customer Service Awards 2023 to showcase our 'Absolute' customer satisfaction initiatives.
- ☑ We dropped over 800 care bags to Birmingham Children's Hospital and did lots of fundraising.
- ☑ We supported an ocean rower on her training and journey to launch in 2024.
- ☑ We sent personalised, surprise loyalty gifts to over 1,000 existing customers through our supportive community group.

## WHAT'S NEXT FOR ABSOLUTE COLLAGEN:

- ☐ Continue to develop our network of partnerships with local Birmingham charities that are close to our hearts.
- ☐ We will continue to work with The Princes Trust.
- ☐ We have partnered with CoppaFeel!! to help spread their life saving message about checking your chest regularly.
- ☐ We'll be hitting the road again, with another team already training to run the Great Birmingham Run again later this year.



# Glowing Reviews



We really do everything possible as a brand to ensure complete satisfaction for our customers, both with service and product. That's why we're so proud to share some of our thousands of positive reviews...

**RA** Rachel  
2 reviews GB



8 Nov 2023

## AC Journey

Started on the AC journey about 5 months ago after hearing Maxine's story and seeing other women "glow" when using it. I can certainly tell a difference in my skin - face and neck. I want to try the face creams next and hope it makes me look 21 again 😊

**MN** Mrs Nicola Martin-Brown  
24 reviews GB



Invited

6 Feb 2023

## Product FABULOUS

Customer service, fabulous, customer service beyond fabulous and product I simply wouldn't be without. I've been a customer from well over 2 and a half years. FABULOUS

**KA** Karen  
10 reviews GB



13 Nov 2023

## Fantastic company

Fantastic company. I've been using the products for eight months and they really work. The website is easy to navigate and subscriptions are so simple to amend/update. I've had to call the contact number once when I messed up my order and they answered straight away at 8.30am in the morning and sorted it all out within a few minutes. The Facebook page is super supportive and active too. A real example of the standard products and services should be!

**TB** Tracey Brookes  
10 reviews GB



16 May 2023

## LOVE

LOVE. LOVE.LOVE. The liquid drinks are pleasant & the serum doesn't leave you face feeling tacky.

The results even after a couple of weeks are noticeable, It's given me so much more confidence & encouraged me to adopt a better face care routine.

On line support have always been quick to assist & are attentive.

# Surprise & Delight

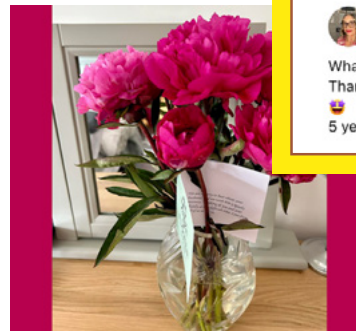
Every month, we send a 'surprise and delight' gift to one of our Absoluter community. Our private Facebook group has a community of over 11,000 Absoluters, all supporting each other through their own journeys. This group gives us profound insights into diverse experiences, from joyous milestones to overcoming tough times.

Whether celebrating a top contributor, becoming a Nan, marking a milestone, or coping with challenges, each story resonates deeply. Our customer service team chooses one Absoluter every month and sends a personalised note with a surprise gift, from flowers to vouchers or curated hampers, to bring joy and comfort to our cherished Absoluters.



 **Hazel Turner**  
December 21, 2022 · 🌟

What a lovely surprise and on a day that I really needed it. Thank you Maxine & the team 🥰



 **Deborah Page**  
June 11 · 🌟

Thank you , Thank you so much to [Absolute Collagen](#) ❤️!!  
Having had a very stressed out few weeks - I arrived home Friday ( an 8 +hour flight from Canada) to find these beauties on my doorstep !!  
The peonies themselves are stunning 🌸 - But it's the incredible kindness behind this wonderful gesture which literally brought tears to my eyes 🥹  
At a time when I have been feeling quite overwhelmed this lovely gesture means much more than you realise 🥰❤️



 **Jackie Padget**  
December 31, 2022 · 🌟

What lovely surprises 🌸🥰  
Thank you so much AC, for my loyalty gift 🥰 & the beautiful flowers I received, for my 60th 🥰  
5 years of AC 🥰🥰🥰

# Environment

## OUR GOALS:

- We are trying to make all packaging recyclable or refillable by 2030.
- Create all products with a responsible, ethical and sustainable approach.
- Control and reduce Absolute Collagen's impact on the environment.

## WHAT WE DID:

- ☑ Started purchasing from fellow B Corp Certified organisations for consumables used in our Warehouse Fulfilment operations.

- ☑ Started a sachet recycling scheme, with nearly 1,000,000 sachets already returned and recycled!
- ☑ 646.76 tCO<sub>2</sub>e Carbon Emissions offset since 2021.
- ☑ Updated packaging to include 30-100% PCR (post consumer recycled) content, or change materials to be fully recyclable.
- ☑ Used FSC cartons for over 98,000 units!
- ☑ Found new suppliers that are only using RSPO and high naturality ingredients, according to ISO16128.

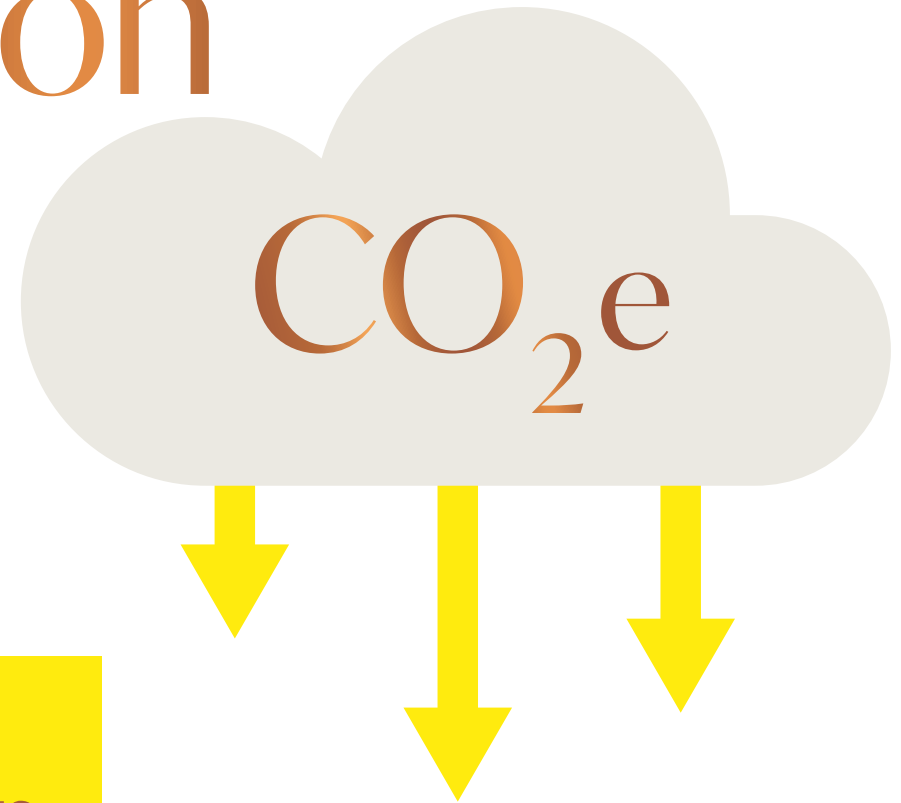
## WHATS NEXT FOR US:

- ☐ Continue to work with our supply chain to understand and improve our impact on the environment.
- ☐ Continue to refine our purchasing plans and work with other B Corp Certified organisations to become as sustainable as possible.
- ☐ Our Carbon Footprint analysis will expand further into our product chain, helping us gain even more extensive knowledge on where we can make improvements with suppliers.



# Let's talk Carbon Emissions

We have already made huge progress in reducing our carbon footprint, and will continue to do everything possible to improve our environmental impact. Ensuring our practices are beneficial for the wider community and minimising environmental damage are two of our biggest company objectives.



**CARBON EMISSION  
OFFSET TOTAL SINCE  
WE STARTED OUR  
JOURNEY IN 2021 -  
646.76 TCO<sub>2</sub>e**

Importantly, whilst we've offset our inevitable emissions, we've worked hard on initiatives we can control to reduce our emissions, ensuring we partnered with companies that provide 100% certified renewable energy to power our offices.

**WE REDUCED OUR  
CARBON EMISSIONS  
BY OVER 34.45%  
FROM 2021 TO 2022**

To achieve this, we've partnered with ClimatePartner to calculate our company carbon footprint and offset our carbon emissions by supporting third-party carbon offsetting projects across the world.



Our company direct operations are carbon neutral.

We hope to go further and are working with our supply chain to ensure emissions through our supply chain are also offset and reduced. In 2023 our biggest UK supplier actually also took offset steps and offset all their operations Scope 1, 2 and partial scope 3 emissions

# Packaging

Let's have 'the chat'. We get it, we're using plastics in some of our packaging. We hear you and we've already started working behind the scenes to try and ensure **all of our packaging is recyclable or refillable by 2030.**



## COLLAGEN SUPPLEMENT

Since our supplement is food-based, it's crucial to make sure our collagen product stays fresh, maintains quality, and is safe for people to use. The main things affecting how well it keeps are how we seal it and what materials we use for our sachets. Right now, we use a combination of plastic and aluminium layers for our sachets, which does a great job of protecting the contents and keeping them fresh and safe. However, it's important to note that while our sachets can be recycled, flexible plastic recycling isn't currently available kerbside in the UK. Plus, the other material options we've looked into aren't recyclable. We're actively searching for more eco-friendly packaging options. To tackle these issues in the meantime and show our commitment to sustainability, we run a scheme where our customers can send back their used sachets to us for recycling completely free of charge.



## HAIRCARE

Our haircare bottles are fully recyclable in most household waste (once rinsed) and are 30% PCR (Post-consumer recycled content).



## SERUM

Our serum bottles are glass which can go into household recycling (once rinsed). The pipette on our current serum bottle is not recyclable because it is a fully fused element. We've tested different dispensers but due to the consistency of the liquid, and feedback during customer testing, the pipette we currently use is the best option for product usage. We are continuing to look for new options!

## SKINCARE

Our skincare packaging is made using several materials and we've worked with our suppliers to make sure they meet our goals as best as possible.

The outer carton is fully recyclable and can be recycled in most household kerbside recycling schemes.

The plastic disc that features on top of skincare products is an important component in order to protect the formula from exposure to air and light. It is fully recyclable when the product is finished (once rinsed).

The jars and lids for our skincare are not currently recyclable. We've explored and continue to explore more ways to make our skincare packaging more sustainable. We are also looking at options to make them refillable in the future.

Our eye cream packaging is all fully recyclable (once rinsed).



## OUR RECENT REBRAND

Back in late 2022, we decided to give the Absolute Collagen brand a refresh, which included new packaging for our supplements.

We absolutely love our new packaging and have just finished a phased launch. We decided to do a phased launch to save us having to throw away and waste any existing stock. Such huge amounts of wastage are not environmentally friendly, so we opted for a phased launch to help reduce our impact.

## OUTER PACKAGING

All of the outer packaging used on Absolute Collagen products is fully recyclable, and where possible, is letterbox friendly to reduce the chance of missed deliveries and second delivery attempts required. While our mailer bags are not kerbside recyclable, they can be recycled at major supermarkets along with other flexible plastics. This is a crucial aspect of our commitment to reducing our carbon footprint and environmental impact.



↓  
**17%**  
less cardboard





Thank you for taking the time to read our first ever B Impact Report.

This year marked a significant milestone for us here at Absolute Collagen, achieving B Corp Certification and embracing a deeper commitment to Environmental, Social, and Governance initiatives has been a huge achievement for us.

We've made strides in sustainability, community engagement, and ethical business practices, all thanks to the dedication of our team and the support of our customers and partners.

As we look to the future, we're excited to build upon the foundation we've laid, continuing to innovate, collaborate, and lead by example. Our journey towards a more sustainable and responsible future is just the beginning, and we Absolutely cannot wait to see where it takes us!

Thank you for being part of this journey with us. Here's to many more years of positive impact and growth together!





Let's connect together!

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