



Monday, 27 March 2023

ALIANAZ Sustainable Consumption Pledge

ALIANAZ is committed to offering its consumers natural and affordable personal care products and cosmetics made with safe and highly natural ingredients. ALIANAZ has multiple decarbonisation strategies in place and is committed to reducing product waste by improving at all stages of the product life cycle. Through multiple initiatives, ALIANAZ is committed to reducing the carbon footprint of its products and leading the way in its industry. ALIANAZ aims to reach net zero carbon by 2040—ten years earlier than specified by the Paris Agreement. Keeping the circular economy as the core of the R&D strategy, ALIANAZ is taking multiple initiatives to develop products which will change the circular economy and urban landscape, some of which initiatives are reflected in this Sustainable consumption pledge.

Through taking this Sustainable consumption pledge, ALIANAZ commits to the following:

1. Identifying and reducing our carbon footprint by 15% annually until 2030, with 2022 used as a baseline year. We are using Greenhouse Gas (GHG) Reporting, and these figures are audited by a certified third party. The reduction will be implemented for example through:
 - **Transportation:** ALIANAZ aims to reduce the carbon footprint from all product transportation by 50% by 2025 and 75% by 2030. ALIANAZ is implementing optimising shipping methods by shipping only full pallets (less air being transported). ALIANAZ is also using and increasing the use of compact packaging to allow more products to be shipped in one pallet. In addition, ALIANAZ employees are encouraged to hold all meetings possible online and reduce the number of business trips unless strictly necessary.
2. Identifying and reducing our environmental footprint through:
 - **Due to its clean formula and sustainable packaging, ALIANAZ already has EU Ecolabel certification for 18 product groups (total number of products and how much they represent in the percentage of their overall sales or production) under both leave-on and rinse-off categories.**
 - By 2030 ALIANAZ aims to have 50% of their products (add target expressed in terms of the number of products) have EU Ecolabel or other sustainable third-party independent certification to ensure low environmental impact. ALIANAZ is among the first companies to acquire EU Ecolabel certifications in 2022 for leave-on cosmetic products. Apart from that, ALIANAZ started redesigning the entire product portfolio in 2021 to have a low environmental impact and fulfil high environmental standards throughout the product life cycle.
3. Increase circularity in our business activities. This will be done by using more recycled or sustainably sourced material, generating less waste and lower energy consumption in production processes), and designing and launching more products that are compact by design, contain less/no water and are made with sustainable ingredients. More specifically ALIANAZ circularity targets are:
 - **Less Waste:** ALIANAZ is in the process of implementing measures to reduce waste and promote the recycling of materials. Starting from 2023, all employees are encouraged to minimise printing; if necessary, company employees only print on recycled paper. ALIANAZ



is not using single-use plastic in office facilities, and the company is encouraging separate waste for recycling.

- **Sustainable Packaging:** In 2022 ALIANAz initiated moving to more sustainable packaging. The company now uses eco-friendly and recyclable materials to help reduce the waste from our products. In 2025 ALIANAz will implement at least 30% Post-Consumer Recycled (PCR) materials in total packaging vs 10% presently. By 2030 ALIANAz will eliminate plastic in all products.
 - **Education:** Little Green step is a charitable organisation sponsored by ALIANAz. The charity is working towards educating young schoolchildren and converting them into recycling change agents. Then they educate their parent's basic sustainable practices, like recycling and avoiding waste. The target for the charity is to educate 50,000 schoolchildren by 2030 on good recyclable practices.
4. Report our progress on the Sustainable consumption pledge targets annually through publication on the European Commission website.