

# THE BODY SHOP® OUR TARGETS BY 2020

**ENRICH  
NOT EXPLOIT™**  
(It's in our hands)



Double our Community Trade programme from 19 to 40 ingredients and help enrich communities that produce them



Ensure 100% of our natural ingredients are traceable and sustainably sourced, protecting 10,000 hectares of forest and other habitat



**75**  
MILLION  
SQUARE  
METRES

Build bio-bridges, protecting and regenerating 75 million square metres of habitat helping communities to live more sustainably

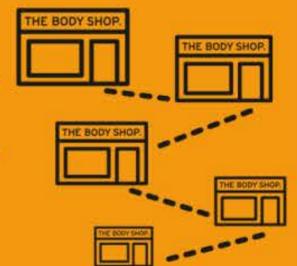


**HELP 40,000** economically vulnerable people access work around the world



Reduce year on year the **ENVIRONMENTAL FOOTPRINT** of all our product categories

Reduce the **ENVIRONMENTAL FOOTPRINT** of our stores every time we refurbish or redesign them



Engage 8 million people in our Enrich Not Exploit™ mission, creating our biggest campaign ever

**PUBLISH** our use of ingredients of natural origin, ingredients from green chemistry and the biodegradability and water footprint of our products



Develop and deliver **3 NEW SUSTAINABLE** packaging innovations

Ensure that **70%** of our total product packaging **DOES NOT** contain fossil fuels



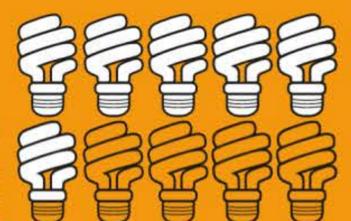
**INVEST 250,000 HOURS**

of our skills and know-how to enrich the biodiversity of our local communities

Develop an **INNOVATION PIPELINE** that delivers pioneering cosmetic ingredients from biodiversity hotspots and which helps to enrich these areas

**POWER 100%** of our stores with renewable or carbon balanced energy

REDUCE BY **10%** THE ENERGY USE OF ALL OUR STORES



**THE BODY SHOP**  
**ENRICH NOT EXPLOIT DEFINITIONS**

Term	Our Definitions
Access work	Bring workers into income-earning opportunities that support their household and increase financial stability
Bio-Bridges	Protected or regenerated wildlife corridors within damaged or threatened habitats that help animal species reconnect, enabling them and local communities to thrive
Biodegradability	A measure of the ability of bacteria or other living organisms to decompose the ingredients used in a product formulation
Biodiversity (or biological diversity)	The variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems. UN Convention on Biological Diversity, Art. 2.
Biodiversity hotspot	Any region that has at least 1,500 vascular plants as endemics (i.e. more than 0.5% of the world's plant life) AND has lost at least 70% of its original natural vegetation; that is to say it is a region that is both irreplaceable and threatened. (Myers et al. (2000) Biodiversity hotspots for conservation priorities. <i>Nature</i> , Vol 403, 853- 858. See also: <a href="http://www.cepf.net/resources/hotspots/Pages/default.aspx">http://www.cepf.net/resources/hotspots/Pages/default.aspx</a> and <a href="http://www.conservation.org/how/pages/hotspots.aspx">http://www.conservation.org/how/pages/hotspots.aspx</a>
Campaign	To create legislative or regulatory change by mobilising The Body Shop's customers, staff and public through a series of events and activities in an organized and active way towards a single defined goal which seeks to change the status quo. Activities include marches, protests, signing petitions, lobbying & advocacy, store events and raising public awareness.
Carbon balanced energy	Carbon balancing, or carbon offsetting is a process whereby an individual or company takes action to prevent the release of emissions elsewhere, or secures the absorption of atmospheric carbon dioxide of an amount that matches or exceeds their own unavoidable emissions which arise, for example, through business travel.
Community Trade programme	The Body Shop's independently verified fair trade programme through which we source ingredients and accessory items from expert producers in over 20 countries worldwide. The Body Shop works in partnership with its suppliers by paying fair prices, providing access to an international market and preserving traditional artisanal skills in areas with limited work opportunities. Together we also invest in community enrichment projects including environmental protection, education and healthcare facilities.
Economically vulnerable	Individuals or communities who are subject to lower levels of resilience when confronted by external stresses such as market dynamics, the climate change or social impacts which can result in families being pushed into poverty in a short space of time.
Environmental Footprint (Formulae)	A measure of the ecological impact of a formula across four indicators: ingredients of natural origin, ingredients from green chemistry, biodegradability and water footprint of a product or products.
Ingredient of natural origin	Cosmetic ingredients with greater than 50% natural origin. This can be defined by

	<ul style="list-style-type: none"> <li>- Molecular weight</li> <li>- Renewable carbon content</li> <li>- Other means by assessing the starting material and the chemical/biological processes used for chemical modification.</li> </ul> <p>Approved modification methods are defined by the ISO standard. As per International Organisation for Standardisation (2016) <i>ISO 16128-1:2016: Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients and products. Part 1: Definition for ingredients</i>. Geneva: International Organisation for Standardisation.</p>
Ingredients from green chemistry	Ingredients obtained through manufacturing processes that reduce the use and generation of chemicals which are hazardous to the environment. Green chemistry principles are based on the original publication by Paul Anastas and John Warner. Anastas, P. and Warner, J. (2002) <i>Green Chemistry: Theory and Practice</i> . Oxford, Oxford University Press.
Natural ingredient	<p>Cosmetic ingredients obtained from plants, micro-organisms or minerals, if obtained from these materials by</p> <ul style="list-style-type: none"> <li>- Physical processes (e.g. harvested, drying, distillation, pressing)</li> <li>- Fermentation reactions that occur in nature, producing molecules which occur in nature</li> <li>- Other extraction procedures, such as solvent extraction, without intentional chemical modification. In this case the solvent used must be defined as natural (or water) to allow the final ingredient to also be classified as Natural. As per International Organisation for Standardisation (2016) <i>ISO 16128-1:2016: Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients and products. Part 1: Definition for ingredients</i>. Geneva: International Organisation for Standardisation.</li> </ul>
Product category	High level groupings of formulations that share some commonality of function, formula structure or architecture.
Product packaging	Primary (bottle, cap, label) and secondary (boxes/Cartons) packaging. Excludes tertiary (Packaging required to get product to store, none passes to consumer) packaging, bags and accessories.
Fossil fuels	Underground hydrocarbon deposits such as petroleum, coal, or natural gas, formed over millions of years from the accumulated remains of ancient plants and animals. They can be used as fuel and/or, in the case of some derivatives of crude oil, to make plastic.
Pioneering cosmetic ingredient	An ingredient that will add a value to our product by giving better proven cosmetic benefits for example by using a new technology that concentrates the active compound in the raw material, and by bringing newness (e.g. is an ingredient relatively unknown to the cosmetics industry)
"Protect" in the context of Bio-Bridge in Vietnam	In the first instance, the securing of a 30 year lease of the target area of threatened land by our local partner. This is to enable conservation activities to commence while lobbying activities are carried out which aim for the permanent legal protection of the area as a nature reserve. Conservation activities address the specific threats to the area of illegal logging and poaching. They include setting up local patrol teams to prevent logging and poaching, raising awareness of importance of preserving natural environment and resources with local communities. Some planting may take place in areas adjacent to the forest impacted by Agent Orange but the forest will regenerate largely on its own through the measures described here.

<p>"Protect" in the context of Bio-Bridge in India</p>	<p>Working with local community land owners within identified elephant corridors in the Garo Hills to encourage them to designate the land as Village Reserve Forests (VRFs). The key threat to biodiversity in this area is 'jhumming' (slash and burn farming) which destroys key wildlife habitat. When land is cleared, crops are planted but because soil quality is poor, crops can only be sustained for two or three years. After this time, a new area is cleared, thus enlarging the cleared areas and reducing the available area for flora and fauna. The threat of poaching is present but has been well managed by the introduction of patrol teams.</p> <p>Elephants in particular suffer from destruction of their habitat and often end up using other more dangerous routes including across drainage ditches and railway lines where they can become stuck, and occasionally through areas which bring them into conflict with humans. Designation of land as a VRF imposes certain legal restrictions on the land which will mitigate these key threats. Farming and the grazing of livestock is prohibited on VRFs so vegetation will over time regenerate and be able to be used by elephants and other species as the ecosystem recovers.</p> <p>Land becomes a VRF when a community's proposal is approved by the district council. As part of encouraging communities to propose their own land to become a VRF, the programme ensures communities receive benefits from the project which are greater than the lost opportunity and/or cost of the land set aside as a VRF. Incentives are designed to improve quality of life and provide employment opportunities. These combined measures reflect an integrate approach, aiming to achieve both positive social and environment impact.</p>
<p>"Protect" in the context of forests and other habitat as part of our sustainable sourcing of natural ingredients</p>	<p>preserve or improve a natural habitat threatened or affected by natural or man-made causes</p>
<p>Redesign</p>	<p>A complete store refit, where purchase orders have been raised for the necessary materials and as part of an approved rollout program.</p>
<p>Refurbish</p>	<p>A full refit of at least one category or section refit of a store, where purchase orders have been raised as part of an approved rollout program.</p>
<p>Regenerate</p>	<p>Actions resulting in forest recovery including the forest regaining quality, growing taller and gaining mass via natural regeneration or minimal assistance, examples of actions include clearing invasive species, weeds.</p>
<p>Renewable energy</p>	<p>Energy generated from solar, wind, biomass, geothermal sources. Renewable energy excludes nuclear energy.</p>
<p>Skills and Know How</p>	<p>The application of time, skills and/or knowledge of The Body Shop employees and franchise partners, during paid work time to support charities or local communities under The Body Shop's volunteering programme.</p>

Sustainably sourced	<p>An ingredient is considered sustainably sourced when it is traceable to known geographical origin(s) and when the cultivation and harvest activities have been assessed and managed so that anything taken from the area of origin is eventually regrown/replaced. This is done by following these steps:</p> <ul style="list-style-type: none"> <li>• Collection of information for each natural ingredients: Botanical name, country, method of cultivation or harvesting</li> <li>• Automated check of all the following information</li> <li>• Access and Benefit Sharing (ABS) compliance; we check a country's legal status in relation to the Nagoya Protocol and regulations in place</li> <li>• Labour and Climate risk; we use Maplecroft to assess risks related to poverty, gender equality, life on land, worker rights and climate actions"</li> <li>• Conservation status; we check the IUCN Red list to assess the conservation status of biological species which could be impacted</li> <li>• Trafficking risks; we check for compliance with the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES) wild harvested plant</li> <li>• These checks result in a risk rating that helps us to consolidate a mitigation plan accordingly, and work in partnership with the supplier</li> </ul>
Traceable	Starting material is traceable to country of origin, known botanical name and cultivation method
Water footprint	<p>A measure of how much water is needed to dilute the formula so that it would have no foreseen adverse effect on the environment, measured in m3 per gram of formula. Sometimes referred to as Grey Water.</p> <p>The water footprint does not take into account Green Water (the water used to irrigate/produce an ingredient) or Blue Water (water consumed when product is used)</p>

## THE BODY SHOP

### ENRICH NOT EXPLOIT INDICATORS

	Enrich Not Exploit Target	Indicators
<b>1</b>	Double our Community Trade programme from 19 to 40 ingredients and help enrich communities that produce them	Number of Community Trade ingredients for which a purchase order has been raised
<b>2</b>	Help 40,000 economically vulnerable people access work around the world	Number of economically vulnerable people who have been given access to work
<b>3</b>	Engage 8 million people in our Enrich Not Exploit mission, creating our biggest campaign ever.	Number of signatures on The Body Shop's Forever Against Animal Testing petition
<b>4</b>	Invest 250,000 hours of our skills and know-how to enrich the biodiversity of local communities	Number of hours volunteered by The Body Shop employees and The Body Shop franchise employees in paid work time
<b>5</b>	Ensure 100% of our natural ingredients are traceable and [...]	Number and percentage of natural ingredients whose feedstock is traceable to country of origin at minimum
	[...] sustainably sourced,	Number and percentage of natural ingredients meeting The Body Shop's definition of 'sustainably sourced'
	[...] protecting 10,000 hectares of forest and other habitat.	Number of hectares of habitat that has been protected as a result of The Body Shop's sourcing of natural ingredients in that area
<b>6</b>	Reduce year on year the environmental footprint of all our product categories	Category averages of biodegradability (%), water footprint (tonnes), % of ingredients of natural origin, number and % (of formula) of materials derived from green chemistry, measured against the previous year's scores every year, starting in 2015.
<b>7</b>	Publish our use of ingredients of natural origin, ingredients from green chemistry, and biodegradability and water footprint of our products.	N/A. Publishing commences 2017
<b>8</b>	Develop an innovation pipeline that delivers pioneering cosmetic ingredients from biodiversity hotspots and which helps to enrich these areas.	Number of ingredients: whose feedstock is traceable to a biodiversity hotspot; and that help protect biodiversity; and which are not currently used by The Body Shop; and which are relatively unknown in cosmetics industry, and which have proven cosmetic benefits.
<b>9</b>	Build Bio-Bridges, protecting and regenerating 75 million square metres of habitat,	Number of square metres of habitat protected and regenerated in target areas
	helping communities to live more sustainably	N/A. Activities commence 2017

10	Reduce the environmental footprint of our stores every time we refurbish or redesign them	<p>1. A reduction in the LIST (Low Impact Sustainability Tool, a resource of the Buildings Research Establishment (BRE)) score of stores that have been refurbished or redesigned</p> <p>AND</p> <p>2. A reduction in the average energy usage per year per store (global level) in kWh</p> <p>Measurement of the overall target uses a binary system and weights both of the factors equally in the absence of more detailed information to carry out a detailed weighting. This means that in order to claim a reduction in environmental footprint, there must be a reduction in both metrics. This target will be assessed at a global level only.</p>
11	Develop and deliver three new sustainable packaging innovations	<p>Number of product packs which:</p> <p>1. Use a new technology (in the cosmetics sector), OR use existing technology in a new context, OR obtain a packaging material from a source previously uncommercialised for the cosmetics industry</p> <p>AND</p> <p>2. Have a measurable reduction in environmental impact against comparable The Body Shop products using L'Oréal's in-house sustainability measurement tools</p>
12	Ensure that 70% of our product packaging does not contain fossil fuels	Amount of non fossil-fuel derived material in product packaging by weight (PCR (post-consumer recyclate) is categorised as non fossil-fuel-derived.
13	Power 100% of our stores with renewable or carbon-balanced energy	<p>1. Percentage of stores running on renewable energy</p> <p>2. Number and percentage of stores carbon balancing</p>
14	Reduce by 10% the energy use of all our stores. <b>By end 2016</b>	Total energy use of all The Body Shop stores in kWh