



IMPACT REPORT

2021

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LETTER FROM OUR FOUNDERS

The idea for Plaine Products was born out of a desire to have less single-use plastic bottles in our showers. Starting a company was an experiment to see if other people were interested in having less plastic bottles in their showers. If given the opportunity, would they be willing to purchase reusable bottles and return them? Thus far that experiment has been successful and we've been able to expand as a company and add more products and opportunities for people to reduce plastic waste.

Since our founding in 2017, we've added new products, a new warehouse, and new people to our team. As we grow, we recognize that it's important to consciously communicate our core values to our collaborators, our customers, and our employees. With this in mind, we embarked on a journey to formalize these values this past year.

We started with a list of phrases we found we were repeating, like "progress, not perfection" and "sustainability." We also looked at our priorities, like transparency and empowerment, as well as goals we strive for, like inclusivity and environmental justice. Together with our employees, we cultivated a list of core values (below) that will guide us as we continue to grow and learn as a company.

2021 was another exciting year for Plaine Products, and we look forward to continuing the fight against plastic in 2022 and beyond. Thank you for being a part of this journey.



There's often a belief that it has to be either the economy or the environment, but our circular model is the perfect example of how it can be both.

Lindsey AND Ali

OUR CORE VALUES

PROGRESS, NOT PERFECTION

We recognize that we will never fully achieve zero waste and we want to meet everyone wherever they are on their low waste journey. Instead of feeling overwhelmed and shutting down in the face of waste and climate crises, we cheer every small change that individuals and businesses make towards a better world.

COLLABORATIVE

We recognize that we can't solve the problems of plastic pollution and climate change alone. We partner with advocates, like-minded nonprofits, and businesses in an authentic way to achieve real change. We choose community over competition.

INCLUSIVITY

We respect and honor the diversity of all individuals and strive to include them in all of our actions, through hiring, partnering and communications.

TRANSPARENCY

We are committed to being transparent, honest, and providing timely communication with customers & employees in all that we do including our ingredients, reuse systems, and sustainable business practices.

EMPOWERMENT

We work to empower customers to take positive action to reduce waste, with our own products and educational efforts around the plastic crisis. Additionally, provide the tools and autonomy to empower employees, both in the workplace and out in the world, to achieve our company's goal of less waste on the planet.

SUSTAINABILITY

From offering refillable, nontoxic, plastic-free products to cultivating a space that supports long-term relationships with our customers and employees, we operate with the goal of sustainability for our planet and our community.

JUSTICE

We recognize that environmental and climate justice can not come without social justice. We will speak out against corporate polluters. We must amplify the diverse voices that are educating us on environmental racism. We must continue to learn more and do more to fight for a better environment for everyone.

2021 PROGRESS SCORECARD

A LOOK BACK AT 2021

What progress did we make?

NEW WAREHOUSE



350K BOTTLES

350K

UNSCENTED LINE



PRINT ON BOXES



COMMUNITY



RETAIL PARTNERS



Opened our new warehouse!

In late 2020, we purchased an abandoned building to convert into our new warehouse and showroom! Our warehouse team worked extremely hard to ensure that **all materials from the previous building were sent to be reused or properly recycled!**

Diverted a total of 350,000 plastic bottles.

We didn't quite reach our goal of 400,000 bottles, but we're close! As of December 2021, we've diverted over **350,000 bottles** from our oceans and landfills. That's 112,000+ bottles this year alone!



Launched our full Unscented Line!

We were finally able to launch our highly requested Unscented Line! In February, we released our **Unscented Shampoo, Conditioner, Body Wash, and Body Lotion**, and in June, we expanded to our **Unscented Face Wash and Face Moisturizer**.

Print instructions on our boxes.

We're now **printing our instructions directly on our boxes, eliminating the need for our card inserts!** You may still see our older boxes with card inserts because we want to get as much use out of our existing boxes before they are recycled.



Launched our Plaine Community Spotlight Series!

In addition to increasing collaborations with BIPOC environmental activists and smaller creators, we've created a program to **highlight diverse members of our community** through video content. Check out our IG Reels and TikTok (@plaineproducts) to see their amazing videos!

Partnered with 185 retailers!

In order to increase access to our products, we are always looking to partner with more refill shops and hospitality locations. We've exceeded our goal of 150 partnerships and are currently working with **185 retailers** across the country!



HOW WE OPERATE: A LOW TO ZERO WASTE MINDSET

While true zero waste may never be fully achieved, we regularly strive for progress over perfection in everything that we do. Our circular model of reusing and refilling our bottles means we are producing less packaging waste from beginning to end, resulting in less waste entering our landfills and waterways. And less waste has a positive impact on the environment and communities most affected by the world's garbage and plastic pollution. In 2021, with our continuous goal of less waste, we have:

WASTE REDUCTION ACTIVITIES

- ★ Diverted over 120,000 plastic bottles from landfills and waterways, bringing this total to over 354,000 bottles since our founding in 2017.
- ★ Added a full Unscented product line.
- ★ Partnered with Pact Collective to take responsibility for packaging waste that can not be reused or recycled in local municipalities.
- ★ Printed instructions on the lids of all of our shipping boxes, eliminating the need for card inserts.
- ★ Added a "Refer A Friend" option to reward our loyal customers. When they spread the word about Plaine Products and share with their friends and family, friends receive \$15 off their first purchase and referers earn \$15 towards their next one.



pact

In 2021, we began partnering with **Pact Collective**, a nonprofit that works to recycle hard-to-recycle beauty and makeup packaging, and working with companies to move to more sustainable recycled and reusable packaging. Our plastic pumps are not accepted by most municipal recycling programs, and while they are designed to be reused over and over, Pact Collective allows us to recycle any broken or non-reusable pumps our customers may have. Pact works with specialty recycling partners to break down and sort the mixed materials of the pumps by hand. The sorted materials are then sold to end-buyers so they can achieve their highest and best use. Pact Collective is an important partner is helping us achieve a more circular economy.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



14 LIFE BELOW
WATER



15 LIFE
ON LAND



HOW WE OPERATE: ACTING ON CLIMATE CHANGE

Greenhouse gas emissions are the largest contributors to climate change and continue to grow year over year. The private sector needs to do more to combat climate change and Plaine Products is committed to doing all that we can as a small business to reduce our emissions and minimize our environmental impact on vulnerable communities. In 2021, along with our customers, we tackled our contribution to greenhouse gas emissions in the following ways:

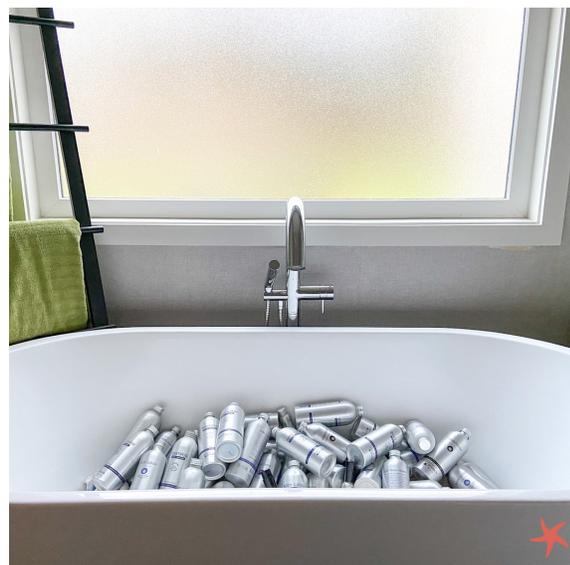
CLIMATE ACTION ACTIVITIES

We grew our wholesale and retail partners to over 185, increasing accessibility to sustainable products and eliminating the need for individual shipping.

We renovated an abandoned building converting it into our new warehouse and creating a packing, washing, and fulfilling location. Our warehouse team worked to ensure that all of the building materials were either reused, or donated to be reused, and unusable building materials were recycled.

Our customers prevented 5.25 metric tons of plastic from being sent to the landfill, which is the equivalent of eliminating .116 metric tons, or 116 kg, of CO₂e from being released (assuming a 9% recycling rate.)

Our customers prevented the release of 34,592kg of CO₂e from being released by choosing Plaine Products over plastic bottles for their personal care products.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION

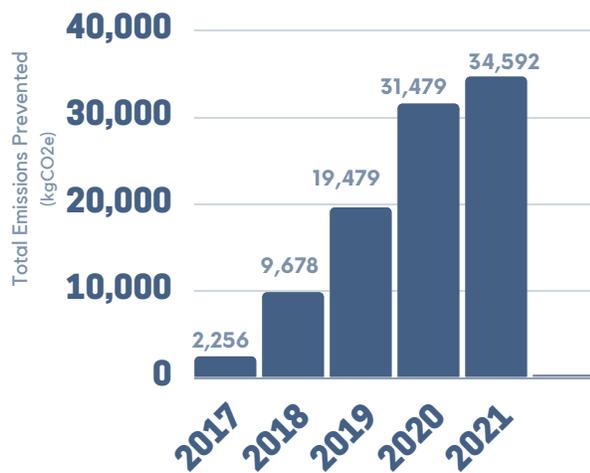


Carbon Neutral

We offset 100% of our carbon emissions from shipping!

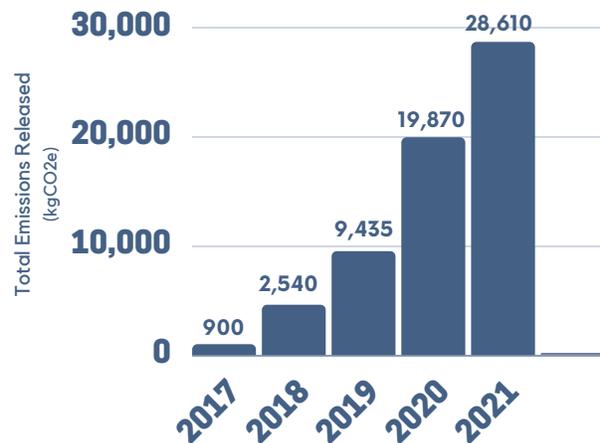
TOTAL EMISSIONS PREVENTED

Plaine Products helps reduce CO2 emissions by offering an alternative to single-use plastic



TOTAL EMISSIONS RELEASED & OFFSET

Emissions released from the transportation and distribution of our products and then offset through We Are Neutral.



For the last 3 years, we have partnered with **We Are Neutral** to offset our carbon emissions and further reduce our carbon footprint by achieving carbon neutrality on all of our shipments. In 2021, we emitted 28.61 tCO2e from the transportation and distribution of our products. By taking responsibility for our carbon footprint, We Are Neutral then creates and supports carbon offset and reduction projects. These carbon offset and reduction projects include providing energy upgrades for low-income families, indigenous tree plantings, invasive species removal, and landfill methane capture, among others.



Offsetting 28.61 tonnes of CO2e per year is equivalent to:



6.20 cars taken off the road



1,084 incandescents switched to LEDs



473 tree saplings grown for 10 years

HOW WE OPERATE: ACCESSIBILITY, DIVERSITY, AND INCLUSIVITY

In 2021, we made a concerted effort to create content and products that showcased and spoke to the diversity of our customers. We launched our "Plaine Community Spotlight" series on social media, where we highlighted numerous customers to showcase different hair types, genders, ethnicities, abilities, and more. We also leveraged social media to share our favorite Black, LGBTQIA+, AAPI, and women-owned businesses with our followers.



Additionally, we added new products to address the diverse needs of our community. In 2021, we added a full unscented line to our offerings. This unscented line makes Plaine Products accessible to those with sensitive skin, allergies, preexisting conditions, or hypersensitivity to smells. Our Unscented line includes full and travel size Shampoo, Conditioner, Body Wash, Body Lotion, as well as Face Wash and Face Moisturizer. The products are formulated with the same natural and toxin-free formulas as our other products, without any essential oils.

3 GOOD HEALTH AND WELL-BEING



6 CLEAN WATER AND SANITATION



OUR PARTNERSHIPS AND RECOGNITIONS

Partnerships

As a member of 1% For the Planet, we donated over \$30,000 in 2021 to the causes and organizations we believe in, including:

- Beyond Plastics, an innovative, nationwide environmental project with a mission to end the crisis of plastic pollution. They are a catalyst for action on policies that reduce plastic production and use, promote alternatives, and require companies to take responsibility for their waste.
- Upstream Solutions, a nonprofit who sparks innovative solutions to plastic pollution by helping people, businesses and communities shift from single-use to reuse.
- and 5 Gyres, Lonely Whale, Plastic Pollution Coalition, and Plastic Ocean Project.

Recognitions

- Received an overall B Impact Score of 89.9 as part of our B Corp Recertification process. Recertification takes place every 3 years, and indicates that Plaine Products meets a set of high standards of social and environmental performance, accountability, and transparency.
- Received a Real Leaders Impacts Award which recognizes leading social and environmental impact businesses around the globe.
- Earned 1st Place for Face Oils for our Beauty Oil in the CertClean 2021 Clean Beauty Awards.
- Named Fan Favorite Reuse Company in the inaugural REUSIES



*In 2021, the first-ever awards show for the Reuse Movement was launched. The Reusies celebrates the pioneers, the trailblazers, the innovators, and game-changing heroes who are developing a better way than throw-away, advancing systemic change and co-creating a world where we can get what we need and want without all the waste. The inaugural Reusies received nominations and submissions from over 1,200 leading startups, environmental activists, and community leaders in the United States that are growing the reuse movement. The Fan Favorite Reuse award was based 100% on public vote.



LOOKING AHEAD TO 2022 AND BEYOND

Plaine Products is committed to eliminating single-use plastic and combating the problem of plastic pollution in our oceans and waterways. Looking ahead, we have set the following goals for 2022 and beyond.

ONGOING GOALS

- Achieve 500,000 bottles diverted from landfills and waterways
- Increase our retail partners to 230+, providing greater accessibility to our products

INCREASE PRODUCT LINE WITH MORE OPTIONS FOR AVOIDING PLASTIC

- Expand our availability into Hospitality venues, in order to address the large amounts of plastic waste generated by hotels, event venues, and other hospitality organizations.
- Increase product line offerings so customers have access to plastic-free replacements for more of their current personal care products.

IMPROVE AND INCREASE DIVERSITY

- Continue to promote REUSE through supporting other reuse companies and using our platforms to continue education on circular economy and the importance of reuse.
- Partner with advocates, like-minded nonprofits, and businesses to realize action around reducing single-use plastics and less consumer waste.
- Celebrate individual actions against plastic pollution through the #ProgresswithPlaine campaign
- Advocate for and encourage voting for plastic-free policies and related advocacy actions
- Continue to highlight and support BIPOC environmental activists, influencers, and small content creators through the Plaine Community Spotlight series and other avenues.

MORE ABOUT THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Plaine Products has identified 8 of the 17 United Nations Sustainable Development Goals (SDGs) that are most relevant and material to our business where we can make a difference. The United Nations SDGs, ranging from social, economic, and environmental topic areas, were developed to "build a better world for people and our planet by 2030."

Throughout this report, the SDG icons appear next to the related sections to illustrate how our actions are tied directly to these goals. In addition to the SDGs highlighter on previous pages, we also have impacts in other areas. Including:

- **Clean Beauty:** All of our products are vegan, non-toxic and biodegradable.
- **Sustainable Packaging:** Our packaging is completely plastic-free. Our boxes are made from 100% recycled materials, engineered to eliminate the need for additional filling, and are durable enough to be reused 5 times on average before they are recycled.
- **Partnerships and Certifications:** We are a Certified B Corporation, and certified as a Leaping Bunny Cruelty-Free, PETA's Beauty Without Bunnies, and Think Dirty company. We are also certified by the Women's Business Enterprise National Council and a proud member of the Plastic Pollution Coalition.

Plaine Products aims to give our customers the power to make more sustainable choices in their everyday lives and be part of the solution.

