

IMPACT REPORT

2022

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LETTER FROM OUR FOUNDERS

2022 was a challenging year for e-commerce companies across the board. After growth during the pandemic, the reopening of the world meant that people were shopping at local stores once more. While this was not great for our direct sales, Plaine Products was thrilled to see the increase and growth in refill and zero waste stores around the country. In 2020 our wholesale sales accounted for 17% percent of the company's revenue. In 2022 it was 20% and thus far in 2023 it is up to 26%.

In addition to growth in the zero waste retail space, Plaine Products is gaining entrance in the hospitality space, mostly from short-term rental (like AirBNB and VRBO hosts) and small hotels reaching out to us looking for ways to reduce plastic and still provide a quality guest experience. Here's an example of an email we received and why we're excited about our movement into this space:

"As a property manager overseeing multiple Airbnbs and hosting numerous guests, guest experience is crucial to us. However, the increasing waste generated by traditional shampoos and packages has raised concerns. I have been moving towards a more sustainable lifestyle personally and in my business. I believe that your hair & body wash can help us make a significant difference."

The goal of Plaine Products has always been to help move away from disposability and towards an economy that values reuse. As we work to grow we hope to inspire others to follow our lead and create a need for reuse infrastructure, which really just means bottle washers and storage. We're working towards a circular future, thank you for joining us on this journey and making it all possible.



Lindsey AND Ali

2022 BY THE NUMBERS



118,000+ plastic bottles diverted from landfills and oceans

New bottle designs that increase reusability



NEW!



2 new products: Hair + Body Wash & Deep Conditioner

43.08 tCO₂e amount of offset carbon emissions through We Are Neutral



Completed renovations and moved in to our new **Warehouse/Fulfillment/Bottle Washing** location - 10x bigger than our previous space

Partner with 260+ retailers to increase accessibility of Plaine Products



HOW WE OPERATE: THE IMPACT OF LOW TO ZERO WASTE

We continue to strive towards zero waste, both internally and externally by setting an example of a replicable circular economy. Our circular model of reusing and refilling our bottles means less packaging waste produced and less waste entering our landfills and waterways. In 2022 we have:

WASTE REDUCTION ACTIVITIES



- ★ Diverted over 118,000 plastic bottles from landfills and waterways, bringing this total to over 472,000 bottles since our founding in 2017.
- ★ Added new products: Hair + Body Wash, Deep Conditioner, and two new Hand Wash scents - Cherry Almond and Sweet Orange Patchouli.
- ★ Redesigned our bottles for better durability and even more reusability.
- ★ Moved into our renovated warehouse, complete with order fulfillment and bottle washing. By renovating, instead of demolishing and building a new warehouse, we were able to dramatically reduce construction waste.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



14 LIFE BELOW
WATER



15 LIFE
ON LAND



A LOOK AT OUR NEW BOTTLES



At the core of Plaine Products is our mission to eliminate single-use plastics and to increase our bottle reuse. In 2022 we introduced a new design for our bottles that increases their lifespan, resulting in even more reusability.

Why Focus on Bottle Reuse?

Plaine Products focuses on reuse to reduce plastic pollution and to avoid contributing to climate change. The reuse of our bottles avoids using virgin resources and prevents the use of additional energy to recycle and reshape old bottles into new ones. Additionally, Our aluminum bottles can be reused and recycled infinitely without quality loss and never need to end up in a landfill. For us, the more we reuse our bottles before we recycle them, the better.



New Bottle Printing to Increase Lifespan

We recycle approximately 20% of the bottles returned to us for reuse due to dents and chipping or scratching of the printed labels. Our new bottles are printed during the manufacturing process on the cylinder and then shaped, leading the print to be permanent.

New Labels to Enable Reuse of Older Bottles

The new printed bottles are available in our most popular products: the 16 oz. shampoo and conditioner in both Rosemary Mint Vanilla and Citrus Lavender. We hope to be able to transition our entire line of products to the permanent print bottle in the near future. In the meantime, we are adding labels to the rest of our products to match the look of our new bottles while ensuring that none of our current bottles go to waste! These new labels enable us to reuse the bottles with chipped printing that would have previously been recycled. This also allows for our older shampoo and conditioner bottles to be repurposed and the labels help protect the aluminum from small dents and dings!

HOW WE OPERATE: ACTING ON CLIMATE CHANGE

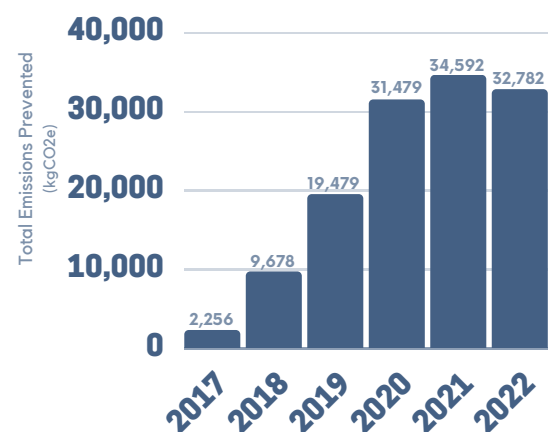
Plaine Products takes responsibility for our contributions to climate change by reducing our greenhouse gas emissions where we can, minimizing any negative environmental impacts, and offsetting our carbon shipping emissions to further reduce our carbon footprint. In 2022, with the help of our customers, we reduced our contribution to greenhouse gas emissions in the following ways:

CLIMATE ACTION ACTIVITIES

- ★ We grew our wholesale and retail partners to over 260+, increasing accessibility to sustainable products.
- ★ Our customers prevented the release of 32,782kg of CO₂e from being released by choosing Plaine Products over plastic bottled personal care products.
- ★ Our customers prevented 5.48 metric tons (12,080 lbs) of plastic from being sent to landfill. Equivalent to eliminating .110 metric tons, or 110 kg, of CO₂e from being released (assuming a 9% recycling rate.)
- ★ We offset carbon emissions of 43.08 tCO₂e from the transportation and distribution of our products through our partnership with We Are Neutral.
- ★ We completed the move to our new, renovated warehouse.

TOTAL EMISSIONS PREVENTED

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



OUR SUSTAINABLY RENOVATED WAREHOUSE

Plaine Products has grown a lot over the last few years, and we needed more space for storage, bottle washing, and fulfillment. With the importance we place on reuse in mind, we found an abandoned building that met our space needs and we took the time to redesign and renovate it sustainably. We could have ended up demolishing the building and starting fresh, but demolition creates a huge amount of waste and goes against our ethos of less waste in the world.

Reduce, Reuse, Recycle

The original building was an open warehouse with very little to remove. The original steel windows were replaced and we were able to recycle all the old doors, old steel, and other metals with a local recycler. Some structural steel was reused in creating new openings in the concrete block exterior walls. The exterior envelope of the building was saved with some minor changes and major repairs.



The interior was very simple and the configuration of work areas and warehouse spaces did not need to be changed much. We were able to work in space for our bottle-washing operation amongst the storage. We used heat and air conditioning components that are higher efficiency than is standard, including High-Efficiency heaters that are not commonly used in warehouse spaces. Lighting is all LED which makes energy use low.

In the Future

We have plans to add more insulation throughout the warehouse to reduce the energy needed to heat and cool the building. And one day, we hope to add solar! We are continuously modifying and tweaking operations at the warehouse to reduce our energy use, water use, and overall environmental impact.



OUR PARTNERSHIPS AND RECOGNITIONS

Partnerships

We are a proud member of 1% For the Planet, where we donate at least one percent of our annual sales to support non-profit groups with an environmental focus. In 2022, we donated over \$20,000 to the causes and organizations we believe in, including:

- Beyond Plastics, Plastic Ocean Project, The Story of Stuff, Plastic Over People Podcast, and Friends of the Environment.
- For our annual Give Back Friday event in 2022 we asked our community to help us decide which environmental nonprofit we should donate to and they chose Coral Restoration Foundation, Friends of the Earth, Urban Ocean Lab, and Blue Scholars Initiative.

Recognitions

- Named a "Technology Pioneer" by the World Economic Forum in 2022.
- Co-Founder, Lindsey McCoy, ranked in the Momentum100 Top Impact CEO Ranking. MO 100 Top Impact CEOs champion a new vision of capitalism, demonstrating that every transaction represents an opportunity to create positive outcomes for all stakeholders.
- 2022 Finalist for The Beauty Independent Beacon Awards - Sustainability Champion.



Plaine Products was selected from among hundreds of candidates as one of the World Economic Forum's "Technology Pioneers." The World Economic Forum's Technology Pioneers are early to growth-stage companies from around the world that are involved in the use of new technologies and innovation that are poised to have a significant impact on business and society. While a beauty company is an unusual choice, we were selected based on our work to eliminate single use plastic through our circular packaging model.

17 PARTNERSHIPS
FOR THE GOALS



MORE ABOUT THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Plaine Products recognizes the importance of the United Nations Sustainable Development Goals (SDGs) and has identified 8 out of the 17 goals that are most relevant and impactful to our business. The United Nations SDGs encompass a wide range of social, economic, and environmental topics and aim to create a better world for people and our planet by 2030.

To demonstrate our commitment to these goals, we have incorporated SDG icons throughout this report to highlight the direct link between our actions and the SDGs. In addition to the goals mentioned earlier, we also make significant contributions in other areas:

- **Clean Beauty:** We take pride in offering vegan, non-toxic, and biodegradable products. Our commitment to clean beauty ensures that our customers can make sustainable choices without compromising on quality or ethics.
- **Sustainable Packaging:** Our packaging is entirely free from plastic. We use 100% recycled materials for our boxes, which are designed to eliminate the need for additional fillers. Moreover, our packaging is durable enough to be reused an average of five times before it is recycled, minimizing waste and promoting sustainability.
- **Partnerships and Certifications:** Plaine Products is not only a Certified B Corporation but also holds certifications from esteemed organizations such as Leaping Bunny Cruelty-Free, PETA's Beauty Without Bunnies, and Think Dirty. We are proud members of the Women's Business Enterprise National Council, the Plastic Pollution Coalition, and our products are proudly Made in the USA.

Our goal at Plaine Products is to empower our customers to make sustainable choices in their everyday lives and actively contribute to the solution. By prioritizing the SDGs and incorporating sustainable practices throughout our business, we strive to create a positive impact on both individuals and the environment.

