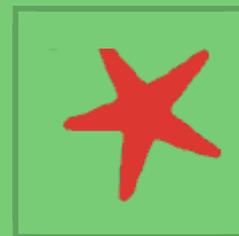


# Plaine



# Products

## 2017 Sustainability Report



# TABLE OF CONTENTS

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<i>Letter from the Founders.....</i>	<i>3</i>
<i>About Plaine Products.....</i>	<i>4</i>
<i>Sustainability Overview.....</i>	<i>5</i>
<i>Energy.....</i>	<i>6</i>
<i>Waste.....</i>	<i>8</i>
<i>Sustainable Sourcing.....</i>	<i>9</i>
<i>Sustainable Packaging.....</i>	<i>10</i>
<i>Certifications and Partnerships.....</i>	<i>11</i>
<i>Looking to the Future.....</i>	<i>13</i>

# LETTER FROM THE FOUNDERS

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*Plaine Products was founded to help solve the plastic problem. Globally, we produce 300 million tons of plastic waste every year, 78% of which is NOT reclaimed or recycled. 8 million tons of plastic ends up in the ocean every year. By 2050 there could be more plastic than fish in the ocean. A material that lasts for thousands of years doesn't make sense for single-use bottles.*

*After two years of research, we launched Plaine Products to offer an easy solution. Vegan products in aluminum bottles that can be returned to be sterilized, refilled and reused. Not only does Plaine Products make it easy to reuse, but the very existence of our products creates awareness and reminds people to more carefully consider the sustainability of their choices when making a purchase. Unlike plastic, when aluminum is recycled there isn't quality loss, so it's just recycled right back into more aluminum. It's a closed loop system. Eventually there will be no need for more virgin aluminum to be mined. When plastic is recycled it is downgraded, so it has a limited life span before it ends up in a landfill.*

*In 2017, we launched our business with three products. Since then, we have added five travel size products, body lotion, hand wash, face wash, face moisturizer, and a new scent to our line of shampoo and conditioner. Each month our business has grown, and we hear from people that they want more options.*

*Plaine Products is the culmination of our life experiences. Our late father was a small business entrepreneur throughout his life, a part of his family's tradition, and our mother shared her love of the ocean and travel with us and our children. We researched natural products until we found some whose quality amazed us while staying true to our rule of being chemical-free. We run all of our ingredients through the Environmental Working Group's database to make sure they are safe and non-toxic.*

*We've tried and personally approved all of our products. Not only do we use them, our kids and husbands use them, along with our extended family and friends. Our mantra as we head towards this packaging revolution is progress, not perfection. We hope to continue improving our sustainability efforts and reducing our carbon footprint as the years go on!*

*Lindsay AND Ali*

**LINDSEY MCCOY & ALISON WEBSTER**



# About Plaine Products



Founded in 2017 by two sisters, Lindsey and Ali, Plaine Products seeks to reduce the amount of plastic in the world. It is a family-owned business that produces all-natural beauty and personal care products in reusable containers on a per-item or subscription basis. The product line includes: shampoo, conditioner, body wash, hand wash, body lotion, face wash, and face moisturizer. All products are made with vegan ingredients and are packaged in recycled aluminum bottles. In addition to using vegan ingredients, our products are also cruelty-free and biodegradable.

How does it work? Customers order products and when they are running low on their product, they order a refill. For subscribing customers, the refills are mailed automatically. Once the refills arrive, the customers switch the pumps

over to the new bottles and send back the empty bottles in the box that they received, with shipping paid for by the company. We then clean the bottles and refill them with product to send to additional customers.

The use of aluminum bottles was a conscious choice, since aluminum can be better recycled, as compared to plastic. There is no quality loss when aluminum is recycled, allowing the constant recycling and reuse of the material. Plastic, on the other hand, is downgraded every time it is recycled, and it will eventually end up in a landfill. Ever since the company's launch in 2017, the customer base has continued to grow from month-to-month. Plaine Products plans on continued expansion of partnerships and products and is always open to comments and suggestions from its customers.



# SUSTAINABILITY OVERVIEW

Sustainability is at the core of our company. The purpose of Plaine Products is to provide non-toxic, quality products in sustainable packaging. Our main objective is to reduce the consumption of single-use plastic. Even when consumers recycle a plastic bottle, only 10-20% of it can be recycled successfully. The plastic that is recycled is downgraded into a lower form of single-use plastic. Eventually, that plastic ends up in a landfill or in our oceans, where it pollutes our environment for hundreds, or even thousands, of years.

Plaine Products' method and products were designed to be part of the circular economy in which nothing is wasted. From the vegan ingredients, to the aluminum bottles, and the packaging made from post-consumer waste. This report dives deeper into the different areas of environmental sustainability within our company. Specifically, how we have limited our greenhouse gas emissions, reduced waste generation, and increased the use of sustainable sourcing and sustainable packaging in our products.



Only

1 in 5

people consistently recycle items from their bathroom.



By 2050, there will be

more plastic than fish

in the ocean unless we make a change.

# ENERGY

## Greenhouse Gas Emissions

Greenhouse gas emissions refer to the release of greenhouse gases, such as carbon dioxide, into the atmosphere. These gases can have both warming and cooling effects on the atmosphere, and the

combined effect is one of the leading drivers of climate change. Anytime a product is manufactured, greenhouse gases are emitted due to the extraction of raw materials and the energy used.

## Emissions Compared to Alternative Shampoo Products

The manufacture of one kilogram of plastic shampoo bottles emits six kilograms of carbon dioxide into the atmosphere. Since we reuse our aluminum bottles for each customer, we do not need to manufacture a new bottle every time there is an order. In 2017, we sold over 10,000 bottles of product. By eliminating the need to produce 10,000 new plastic

shampoo bottles, our products sold in FY 2017 prevented the creation of 27,000 kilograms of carbon dioxide. This is equivalent to the emissions generated from the consumption of over 3,000 gallons of gasoline, or the emissions created by driving more than 65,000 miles.



The purchase of Plaine Products rather than plastic shampoo bottles in 2017 had the environmental impact equivalent to driving

**65,000**

fewer  
miles

# ENERGY

## Transportation and Distribution

In 2017, we sold over 10,000 bottles of products, including both full-size and travel-size bottles of shampoo, conditioner, body wash, and body lotion. Due to the nature of our business model, every product sold had to be shipped to the individual consumer. For that reason, we calculate the carbon footprint of our transportation and distribution so that we could see where improvements could be made. The shipment of our products generated 900 kilograms of

carbon dioxide, which has the same environmental impact as consuming 101 gallons of gasoline. We are already on track to double our sales for 2018. Due to our company's growth, we expect the emissions generated by our transportation and distribution to increase. In order to ensure that our operations are as sustainable as possible, we use the US Postal Service, which is already making trips in to these neighborhoods, so no additional trips are made.



10,000

bottles shipped in 2017 for an average of

1,200 miles.



This is the environmental equivalent of using

101 gallons of gasoline

# WASTE

## Emissions from Recycling

Greenhouse gases are also emitted when products are either sent to landfill or are recycled. When products are recycled, fewer greenhouse gases are emitted. According to a recent study by National Geographic, only 9% of all plastic is recycled. Since we reuse our aluminum bottles, nothing is being sent to landfill. If we assume a 9% recycling

rate for plastic shampoo bottles, then our products sold in 2017 prevented 90 kilograms of carbon dioxide from being emitted to the atmosphere due to consumers sending their plastic shampoo bottles to a landfill. This has the same environmental impact as not burning 100 pounds of coal.

## Packaging Waste

We strive to prevent the creation of unnecessary waste during the packaging process. For example, we pour our products directly into the bottles that are shipped to customers. This means that there are no intermediary containers used between production and consumption.

We also reduce the amount of waste we generate by reusing

the boxes that we mail our products in. Once they have been used a few times, we recycle them rather than sending them to landfill. We do, however, send the back of mailing labels to the landfill, as well as the strappings from our bulk shipments. We are actively seeking ways to reduce these pieces of waste we send to the landfill.



The shampoo bottles thrown out every year in the US could fill

**1,164**  
football fields

Our reusable bottles prevent the disposal of waste equivalent to burning

**100**  
pounds of coal



# SUSTAINABLE SOURCING

## Vegan Ingredients

We have ensured that all of our ingredients are safe, chemical-free, non-toxic, and are naturally found in nature. As a result, all of our ingredients are vegan and non-GMO. They are free of sulfates, parabens, phthalates, and palm oil.

Since our products are cruelty-free, that means we never test our products on animals, and they are free of any animal by-products. In addition, every ingredient and formula is cleared through the Environmental Working Group's database. Our products are healthier for your body because of our focus on sourcing high quality ingredients.

Our main ingredient is Aloe Vera Extract, which contains 75 nutrients.

The natural ingredients we use make our product of a higher quality than alternative personal care products, and they are products you can feel safe using on your children.

Because our products are free of sulfates, parabens, and toxins, they are much softer on colored hair than typical shampoo, and they are more effective for those with sensitive skin. Besides being safe for your body, our ingredients are also safe for the environment.

Our products are also biodegradable, which means they don't cause any environmental damage when they go down the drain.

**Our Products  
are Free of:**

Sulfates,  
Parabens,  
Phthalates  
Palm oil

**Our Products  
Are:**

- Vegan
- non-GMO
- Designed to biodegrade
- Color-safe
- Baby-safe
- Hypoallergenic
- Cruelty Free
- Single-use plastic-free



Aloe is our  
first and  
main  
ingredients

# SUSTAINABLE PACKAGING

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## Boxes

The two main sustainable components of Plaine Products are the aluminum bottle and the box that the products are shipped in. The boxes are currently sourced from EcoEnclose, which produces boxes made from a mix of 95% post-consumer waste and 5% post-industrial waste. This means that the boxes are made with no virgin materials. These boxes are sturdy enough for customers to use to ship back their empty bottles to be refilled.

## Plastic-Free Tape

In addition to the aluminum bottles and custom-designed boxes, we also use plastic-free tape. This tape is made out of paper and a natural adhesive. This allows us to recycle and re-pulp

Because of their durability, we are able to use the boxes for at least two rounds of customers before they are recycled. The packaging is also more sustainable since the boxes are designed to fit our 16 oz bottles, which alleviates the need to add fill in the form of plastic bags or peanuts. The travel size bottles do not fit as perfectly, but they are shipped using recycled paper as fill. We are continually updating and improving our box design.



Eliminating plastic from our shipped boxes and tape means

less  
plastic in  
the  
ocean



# CERTIFICATIONS AND PARTNERSHIPS

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## B Corp Certified

We are a certified B Corporation as of January 2018. In order to achieve this certification, we needed to score 80 points or higher on the B Corp Assessment, which is administered by the non-profit B Lab. We scored 83 points when we took the assessment in our first year. We are thrilled to have scored high enough to earn certification in our first year of operation. We expect our score to increase as we continue to grow and expand. This certification demonstrates our commitment to B Lab's high standards of social and environmental performance, accountability,

and transparency. Through this designation, we have proven that our business model seeks to solve a pressing social or environmental issue. In addition to promoting environmental stewardship, our company also makes strides to solve social issues as well. For example, our business model helps strengthen the economy because research shows that the reuse and remanufacture of materials creates 8-20 jobs per thousand tons of material as opposed to the 5-10 jobs per thousand tons of material created by traditional recycling.



There are

2,564

Certified B  
Corporations

across 140  
industries and  
50 countries

Plaine  
Products is  
one of

17 B Corps

in Ohio



# CERTIFICATIONS AND PARTNERSHIPS

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## Leaping Bunny Cruelty Free

As a company certified by the Leaping Bunny standard, we have proven that our products are not party to animal testing of any kind and that our supply chain is monitored to ensure that no animal testing occurs at any stage of the manufacturing process.



## 1% for the Planet

As a member of 1% for the Planet, we have pledged to donate 1% of sales either through a monetary donation, employee volunteer time, or product and service donations. 1% for the Planet connects us with a nonprofit partner to make sure that our donations are making a positive environmental impact.



## Think Dirty App

Think Dirty is an app that seeks to inform consumers about the cosmetics industry by providing ratings for different products. These personal care products are rated on a scale of 0-10, with 0 representing no "potentially toxic" ingredients. We have been given a rating of 0, demonstrating the safety and quality of our products.



# LOOKING TO THE FUTURE

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## Future Goals & Initiatives

### **Waste:**

-Buy 100% recycled aluminum bottles by 2022

### **Energy:**

-Prevent 6 kg CO2 per kg of plastic from being emitted by selling 25k/100k bottles by 2018/2022

-Produce 2 new bathroom products by 2019

-Produce 2 new products beyond the bathroom by 2020

### **Transportation:**

-Increase our number of retail partners to further reduce our carbon footprint. 15 retail partners by 2018, 100 by 2019

-Implement a carbon neutral shipping option

### **Employees:**

-Support a distributed workforce with sustainable practices in home offices

-Support employee volunteering efforts

### **Society:**

-Participate in 1% for the Planet

-Financial support of 5 Gyres, the Plastic Ocean Project, and Friends of the Environment Plastic Programs

-Start & run a nonprofit to support straw-free movements (Strawfree Cincy)

### Goals met in 2017:

-10,000 bottles saved from landfills

-Added 10 retail partners

-Joined 1% for the Planet

-Leaping Bunny certification

-B Corp certification