



IMPACT REPORT

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OUR MISSION: A POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT

The last year and a half have been a collective wake-up call, urging us all to take a harder look at the racial, social, and environmental impact we have on the world around us. It is important to us at Plaine Products to not only reflect on our impacts as individuals, but to reflect on the role our brand can play in bringing about a more just world.

We've spent this time of reflection trying to deepen our understanding of the intersectionality of race and the environment. At Plaine Products, our dedication to a better environment is a dedication to a better environment for everyone. We recognize that environmental and climate justice cannot come without social justice, and we recognize that we cannot solve the climate crisis without first addressing inequality.

In 2020, we aimed to leverage our brand to cultivate a more equitable world in the following ways:

- Took part in the Intersectional Environmentalist Accountability Program, a curriculum designed to help businesses take a collective approach to sustainability and diversity through an intersectional lens.
- Shifted our Plastic Free July social and blog content to focus on highlighting the issue of environmental justice, specifically as it relates to plastics.
- Encouraged our followers and customers to vote with our "Why I Vote" campaign.

We understand that plastic pollution is an environmental justice and climate change issue. Our mission to remove plastic from your bathroom is not only to protect our oceans and waterways from plastic waste, but to benefit those communities most deeply impacted by plastic pollution. From the communities whose air and water and land are polluted through the production of plastics to the communities where plastic waste ends up, our responsibility to the global community stretches far and wide.

Plaine Products also continues to prioritize the alignment of our business operations with the United Nation's Sustainable Development Goals. Throughout this report, the an SDG icon will appear next to the related sections to illustrate how our actions are tied directly to these goals. You can find more information about the SDGs in the Appendix.

LETTER FROM OUR FOUNDERS

2020 was a rough year for all of us. The death, destruction, and damage that was caused... while I wish much were different, I can't wish all of it away. I learned so much about racial and social inequalities, the importance of environmental justice and intersectional environmentalism, and the power of activism and voting to enact change. I do believe change is coming, even if it's not as fast or as systematic as we might desire.

As a small business owner, we were feeling low about our powers to affect change. But then we realized we were falling into the same trap we urge our community to avoid. Not being able to do everything isn't an excuse to do nothing. Progress is better than perfection when achieving perfection means inaction.

So what can we do? We remain committed to our mission of removing single-use plastics from the bathroom and will continue to provide plastic-free, toxin-free, vegan products that are good for you and for the planet. We will continue to help reduce waste and plastic pollution, ours and yours, and to promote positive circular solutions.

Plaine Products is a part of the solution to the plastic problem, empowering consumers to make a more sustainable, lower waste choice.

We hope you'll join us in reducing waste, contributing to a future with less plastic and advocating for racial, social, and environmental justice.



**Progress is better
than perfection when
achieving perfection
means inaction.**

Lindsey AND Ali

2020 PROGRESS SCORECARD

A LOOK BACK AT OUR 2020 GOALS



Plaine Products



250K
SO CLOSE!

Divert a total of 250,000 bottles.

We didn't quite reach our goal, but we're very close! As of December 2020, we've diverted **over 238,000 bottles** from our oceans and landfills!

Purchase 100% of our bottles made from recycled aluminum.

Since our business is considered 'too small,' we haven't been able to convince our bottle manufacturer yet. **However, the more we continue to grow,** the more likely it is for us to tackle this goal!

SOON

CO₂ ✓

Provide option for carbon neutral shipping on our website.

We did it! With every shipment, we now offset the carbon emissions with the help of our new partner. **We Are Neutral** (at no additional cost to you!).

Switch from black pumps to white pumps.

It's official! Our products* now come with white pumps to **increase the recyclability** in the end. (*with the exception of our travel size lotion - we're working on it!)

Bucket ✓

Add a bulk refill option.

We're thrilled that we now offer our best selling **Rosemary Mint Vanilla shampoo and conditioner in bulk!** Bulk Rosemary Mint Vanilla body wash and body lotion are on the way!

Offer 3 more bathroom products and expand beyond the bathroom.

This year we introduced our **face toner, hair repair, beauty oil,** and one of our community's favorites, our **hand sanitizer!** We also added Rosemary Mint Vanilla to our hand wash line!

SOON

Tag ✓

Transition to a recyclable label backing.

Our label backings were one of the few items in the warehouse that were sent to the landfills, **but not any more!**

Print instructions on our boxes, eliminating the need for insert cards (less waste).

It's happening! We've printed instructions on about **35% of our boxes so far** and plan to complete the rest of our boxes in 2021!

ON OUR WAY!

HOW WE OPERATE: A LOW TO ZERO WASTE MINDSET

We work hard to achieve zero to low waste across all aspects of our business. Creating less waste has a positive impact on the environment and those communities most affected by the world's garbage and plastic pollution. We have reduced waste from entering our landfills and waterways, reduced the demand and production of single-use plastics, and reduced the amount of plastic "recycling" being shipped overseas in the following ways:

WASTE REDUCTION ACTIVITIES

Diverted over 238,000 plastic bottles from landfills and waterways.

Added 5 new products including Beauty Oil, Hair Repair, Face Toner, and Hand Sanitizer.

Added a bulk refill line.

Switched from black to white pumps to increase recyclability.

Switched to a recyclable label backing for our postage and return labels.

Began printing instructions on the lids of 35% of our boxes therefore eliminating the instructions insert card.



HOW WE OPERATE: ACTING ON CLIMATE CHANGE

Climate change continues to escalate, and we continue to recognize that the private sector plays a large role in combating climate change. As greenhouse gas emissions are the largest contributors to climate change, we are committed to reducing our emissions and the environmental impact of climate change on vulnerable communities. In 2020, Plaine Products and our customers addressed our carbon emissions in the following ways:

CLIMATE ACTION ACTIVITIES

We grew our wholesale and retail partners to over 100, increasing accessibility to sustainable products and eliminating the need for individual shipping.

Our customers prevented the release of 31,479kg of CO₂e from being released by choosing Plaine Products over plastic bottles for their personal care products.

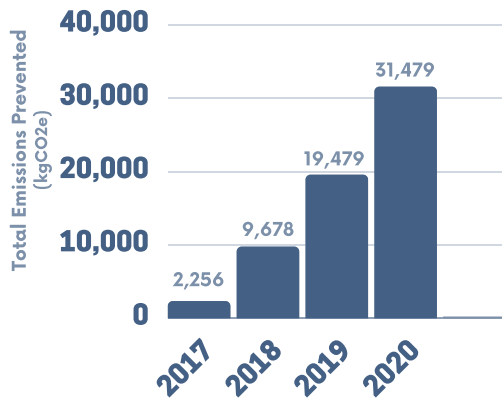
Our customers prevented 4.7 metric tons of plastic from being sent to the landfill, which is the equivalent of eliminating .105 metric tons, or 105 kg, of CO₂e from being released (assuming a 9% recycling rate.)



In 2020, while we emitted 18,026 kg CO₂e from the transportation and distribution of our products, our customers also prevented the release of 31,479kg of CO₂e from being released by choosing Plaine Products over plastic bottles for their personal care products. We recognize that our emissions continue to increase each year with increased sales. To address this, we've partnered with We Are Neutral to offset our carbon emissions and further reduce our carbon footprint. In 2020, we achieved carbon neutrality on all of our shipments.

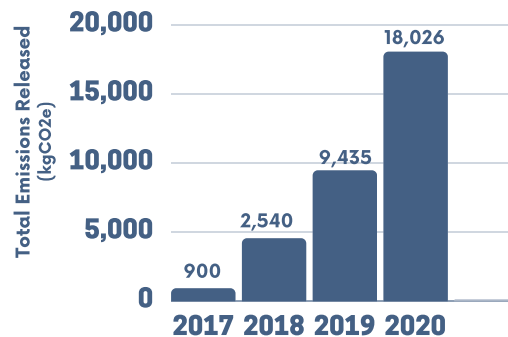
TOTAL EMISSIONS PREVENTED

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 our relationship with We Are Neutral.



We Are Neutral focuses on community-based carbon offset and reduction projects, including providing energy upgrades for low-income families, indigenous tree plantings, invasive species removal, urban agriculture, composting, landfill diversion, landfill methane capture, fuel efficiency tune-ups, and environmental education. These projects are located as close to the off-setter as possible and are impactful, hands-on experiences for people to better understand their connection to natural resources. Offsetting Plaine Product's 2020 shipments is equivalent to taking 4.30 cars off the road, replacing 753 inefficient light bulbs with LEDs, or planting 329 trees (and having them grow for 10 years!)

100%

We now offset 100% of our carbon emissions from shipping!

OUR PARTNERSHIPS



As a member of 1% For the Planet, we donated over \$25,000 in 2020 to the causes and organizations we believe in, including:

- Louisiana Bucket Brigade, an organization that works with communities neighboring state oil refineries and chemical plants to address air quality issues, and their fight against Formosa Plastics.
- Lonely Whale and their work to change behaviors and raise awareness around single-use plastic.

We donated 100s of our travel-size products to Donate Beauty, an organization that partners with beauty brands to deliver products to frontline healthcare heroes.



One of the biggest highlights of 2020 was committing to sustainability and diversity through an intersectional lens by participating in the inaugural Intersectional Environmentalist Accountability Program. While this work is ongoing, we are dedicated to building an intersectional future that addresses environmental and social justice and we stand in solidarity with Black, Indigenous + POC communities and the Planet.

ADDITIONAL HIGHLIGHTS

Beyond the highlights presented on previous pages, we also continue to have huge impacts in other areas, including:



01 — Clean Beauty

Vegan, toxin-free, biodegradable products. All of our products are vegan and nonGMO and are free of sulfates, parabens, phthalates and palm oil. Always.



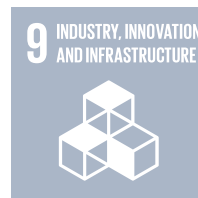
02 — Sustainable Packaging

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. We also seal our boxes with paper tape made with natural adhesive. This ensures that your entire box can be recycled at the end of life!



03 — Certifications

Plaine Products is 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.



LOOKING AHEAD

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 2021 and beyond.

ONGOING GOALS FROM 2020

- Transition to recycled aluminum bottles
- Print instructions on box lid to eliminate the need for additional packaging
- Achieve 400K plastic bottles diverted from landfills
- Partner with 150+ retail stores to increase access to our products

INCREASE PRODUCT LINE WITH MORE OPTIONS FOR AVOIDING PLASTIC

- Launch Unscented products line
- Add additional products like deep conditioner and hair gel
- Add products to appeal to male demographic
- Increase bulk line to work with refill shops and hospitality locations

IMPROVE AND INCREASE DIVERSITY

- Highlight and support BIPOC environmental activists and small bloggers

Plaine Products aims to provide our customers with the power to make more sustainable choices in their everyday life and be part of the solution. We thank you for your continued support in our efforts to contribute to the SDGs.

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

