

TOGETHER TOWARDS A MORE SUSTAINABLE BEAUTY

act beautiful

Our concrete **commitments**
and ambitions for the future



YVES ROCHER
FRANCE

“WE
HAVE
THE POWER
TO ACT.

EDITORIAL



From plant to skin – that's the path we've treaded daily at Yves Rocher, ever since our creation in 1959.

Since 2019, when we became "Mission-driven company"*, we have doubled down on this original mandate to make it our guiding principle.

This corporate status is a powerful gesture, exemplifying our determination to address the company's social and environmental impact on the same level as its economic success.

Through all our activities, we aim to "reveal, protect and transmit the power of plants".

To support this mission, we have established a roadmap of 10 concrete actions, with solid proofs, setting us on a path of continuous improvement.

From plant to skin it's also the path we've chosen to present this program and our CSR (Corporate Social Responsibility) ambitions for 2030.

We will be starting in the garden at La Gacilly, in Brittany – a highly symbolic place since it represents our history, our geographical roots and the proof of our constant and growing commitment to nature and the living world.

From our laboratory to our stores, passing through our factories, we will then share with you the challenges we face in our quest in becoming an even more sustainable and resilient cosmetic brand.

Then we'll stop in our customers' bathroom.

Because it's in the bathroom, where we all practice our daily rituals, that our responsible consumption choices answer our desires for a more conscious beauty.

But the road doesn't stop there: Yves Rocher wishes to open new paths.

Through the actions of our partner, the Yves Rocher Foundation, we have the opportunity to act collectively in favor of a world that is more respectful of the living. This is the path we are charting, with the help of all our stakeholders.

We are aware that the road ahead is long and far from linear. But we're determined to light the way to and continue this journey towards a more sustainable and responsible beauty.

Guillaume Darrousez

Chief Executive Officer, Yves Rocher

*Created under the French law (PACTE), this status commits us to officially pursue strong social and environmental objectives in our activity.

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COMMITTED TO PLAYING OUR PART

We are acting to take part in solving the major environmental and social challenges facing the world today.

6

TO LIMIT THE THREATS

To cap temperature rises at an average of 1.5°C by the end of this century, we need to halve global carbon emissions by 2030.

TO REPAIR THE DAMAGE

If the Earth is warming, it's almost 100% due to human activity.

TO PROTECT BIODIVERSITY

One million animal and plant species (out of 8 million listed) are threatened with extinction in the coming decades.

TO PRESERVE AGRICULTURE

If the planet warms by 1.5 to 2°C (an optimistic estimate), the amount of arable land will shrink eightfold, through forest fires, floods, heatwaves, droughts and the like.

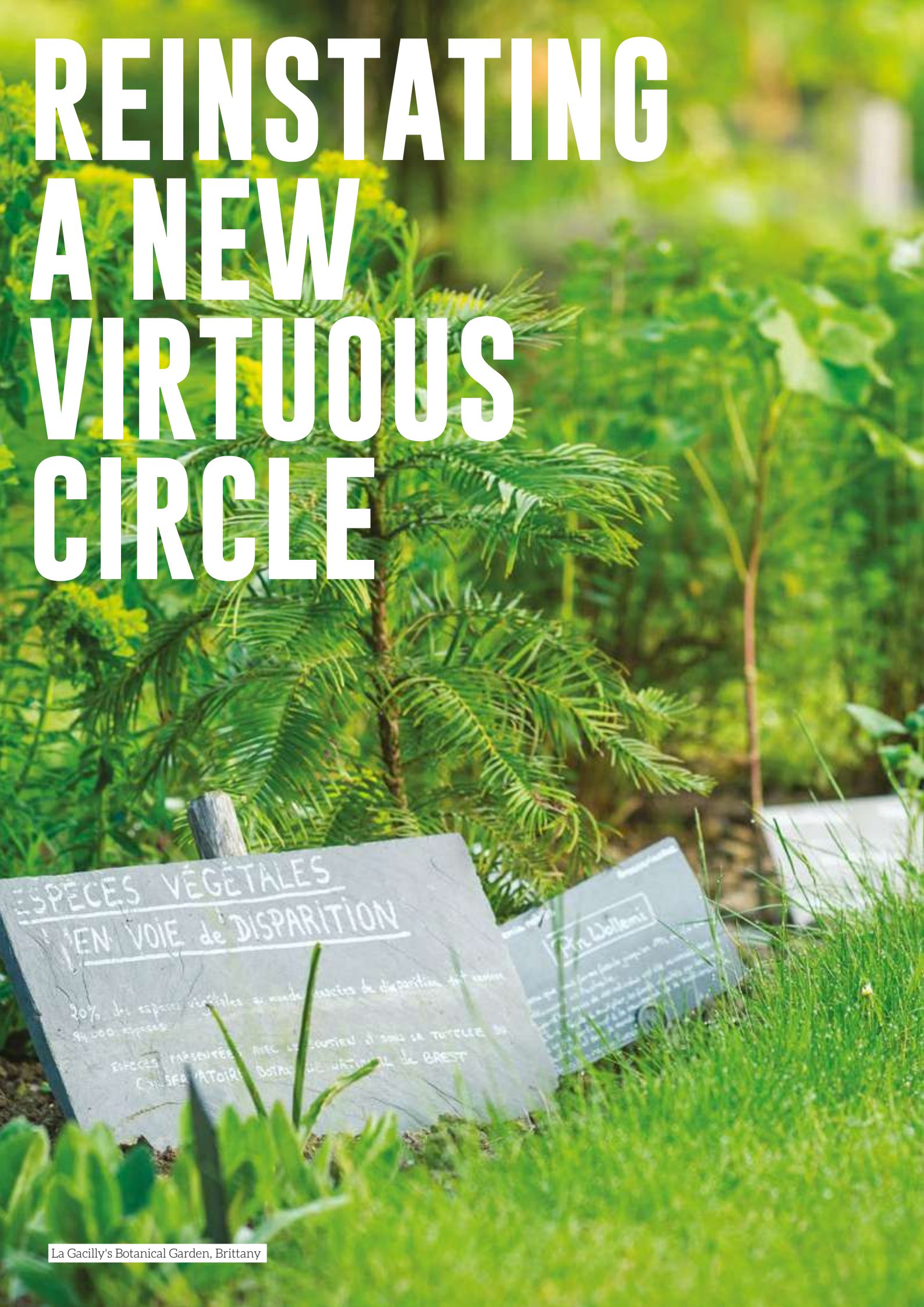
TO KEEP THE PLANET HABITABLE

Between 3.3 and 3.6 billion people (i.e. almost 1 in 2 human beings) are already affected by climate change.

Source: IPCC 2022-2023 (Intergovernmental Panel on Climate Change) and IPBES 2019 (Intergovernmental Platform on Biodiversity and Ecosystem Services) reports.



© Emmanuel Berthier



REINSTATING A NEW VIRTUOUS CIRCLE

Plants are essential to life on Earth: they are responsible for air quality and form the basis of the entire food chain. They are also the heart of our company's mission. By working to protect plants and biodiversity, we are helping to restore ecosystems, preserve soil and combat heat islands. This is a crucial lever in the fight against climate change.

PLANTS ARE CRUCIAL...

For over 6 billion of us, plants are part of our daily rituals. We use them in our food, in our personal care, and to stay healthy.

Being in contact with nature influences our physical and mental health, our behavior and our well-being.

In fact, the World Health Organization recommends at least 10 m² of green space per inhabitant.

Trees feed, warm and shelter us.

As they grow, trees capture CO₂ from the atmosphere and store it through photosynthesis. They are "carbon sinks".

...YET THEY ARE UNDER THREAT

Scientists have demonstrated that humans have seriously altered 66% of the planet's oceans and 75% of its land.* According to a scientific study from 2020**, 40% of plant species worldwide are now threatened with extinction, due to the expansion of agricultural areas, soil artificialization, pollution and global warming.

40%
OF PLANT
SPECIES ARE
THREATENED
WITH THE
EXTINCTION

THIS IS AN EMERGENCY

Yves Rocher's commitment to preserving the environment, biodiversity and life, in partnership with the Yves Rocher Foundation is part of a global strategic framework: Montréal Agreement on Biodiversity, signed in 2022 at the United Nations Conference on Biodiversity.

Its stated aim is to protect 30% of the planet's land and oceans by 2030. This could prevent the mass extinction of plant and animal species by that date.

*IPBES 2019 Report

**Kew Royal Botanical Gardens, "State of World's Plants and Fungi"

A HISTORICAL COMMITMENT

1975

Establishment of the La Gacilly's Botanical Garden

This unique facility is a symbol of our commitment to biodiversity, a site for scientific exploration and an educational tool.

1979

Creation of the "filière d'origine" (origin plant chain) at La Gacilly

Yves Rocher's signature plants are grown in the fields of La Gacilly, in Brittany, France.

1992

Jacques Rocher takes part in the 3rd Earth Summit in Rio

He brings a petition with over 200,000 signatures from customers wishing to save the rainforests.

1991

Yves and son Jacques set up the Yves Rocher Foundation

Their goal: to give back to the world of plants some of what we take from it.
The foundation has been recognized as a public utility since 2019.

1999

Our fields at La Gacilly are certified organic by Ecocert

The "Organic Agriculture" label recognizes a more sustainable form of agriculture that takes greater care of the soil and ecosystems.

2015

Jacques Rocher takes part in COP 21

The historic Paris Agreement, signed by 194 countries and the European Union, aims to limit global warming to 1.5 or 2°C by reducing greenhouse gas emissions.

2019

Groupe Rocher becomes "Mission-driven company"

The group's mission: to reconnect people with nature.
Yves Rocher also adopts this status. Its mission: to reveal, protect and transmit the power of plants.

2007

The Yves Rocher Foundation, for which Yves Rocher is a sponsor, creates the "PlantForLife" program.

Jacques Rocher thus pledges to plant a million trees, a rather audacious undertaking at the time. Since then, the Foundation has planted over 125 million trees worldwide.

2021

We are the first French brand to obtain UEBT certification

This certification, awarded by the Union for Ethical BioTrade to several of our plants at La Gacilly, is a recognition of our sustainable sourcing and farming practices.

2023

Launch of the Act Beautiful program

Concrete actions and ambitions for 2030 to commit collectively to a more sustainable beauty.

act beautiful

10 CONCRETE ACTIONS TOWARDS MORE SUSTAINABLE BEAUTY

DEMOCRATIZE NATURAL & SUSTAINABLE BEAUTY

THROUGH OUR PRODUCTS

act 1

FRENCH,
EFFECTIVE
AND PLANT-BASED
COSMETICS

act 2

MORE NATURAL
FORMULAS LIMITING
THE USE OF
CONTROVERSIAL
INGREDIENTS

act 3

NEW
BEAUTY HABITS
REDUCING
PLASTIC USE

act 4

CERTIFIED ORGANIC
PLANTS GROWN
USING
AGROECOLOGY

act 5

A MORE SUSTAINABLE
SOURCING
OF BOTANICAL
INGREDIENTS

act 6

SUPPORTING
THE ACTIVITIES OF
OUR AGRICULTURAL
PARTNERS

act 7

A MORE ENERGY AND
WATER-EFFICIENT
COSMETIC
INDUSTRY

act 10

MAKING
OUR DAILY LIFE
GREENER
TOGETHER

act 9

SUPPORTING
THE ACTIONS OF
THE YVES ROCHER
FOUNDATION

act 8

EMPLOYEES
ACTING FOR
THE PRESERVATION
OF NATURE

TAKING ACTION TO PRESERVE NATURE AND PLANTS

THROUGH COLLECTIVE
MOBILIZATION

THROUGH THE
TRANSFORMATION OF
OUR VALUE CHAIN



A VIRTUOUS ECOSYSTEM

OUR OPEN-AIR LABORATORY: THE BOTANICAL GARDEN



La Gacilly's Botanical Garden, Brittany

Established in 1975 by our founder Yves Rocher, the La Gacilly's Botanical Garden in Brittany is entirely dedicated to plant engineering and the preservation of endangered species. Member of an international knowledge-sharing network and open to the public, it has a scientific, ecological and educational function. Over 5,000 specimens are grown and studied across a two-hectare site.

IMPACT DRIVEN BOTANY

In this wide-scale living laboratory, a community of scientists is exploring, selecting plants with the best potential, experimenting with innovative cultivation practices and encouraging the preservation of living organisms.

"In the first area, plants are classified by use: there are plants dedicated to cosmetics and perfumery, but also plants for food, beverages, textiles or medicinal purposes.

In the second area, which serves as a test for all our other industrial sites, we let nature develop to encourage spontaneous biodiversity," explains agricultural engineer Cécile L'Haridon.

"The Botanical Garden fulfills three distinct functions: a scientific mission, a plant preservation mission, and an educational and awareness-raising mission by welcoming the public.

EDULIS: OUR NEW STAR PLANT

Botanical active ingredients are the plant-derived molecules responsible for the product's proven efficacy. La Gacilly's signature plants play a key role in our innovative skincare products. The latest addition to the Hydra Végétal skincare range is based on Edulis, a plant renowned for its highly effective moisturizing properties. Thanks to our agronomists, we have been able to determine the best growing and harvesting conditions to ensure an optimal level of active ingredients. Currently, **100% of our active ingredients come from plants.** This "naturalness" is our distinctive signature.



Cécile L'Haridon, Botany and Agroecology Manager

PRESERVING AND FOSTERING PLANT DIVERSITY

Since 2021, **our Botanical Garden has been awarded the EcoJardin label** for its ecological management promoting biodiversity.

It is also accredited as a "Jardin Botanique de France et des pays francophones", and is the only corporate garden to be **a member of BGCI (Botanic Gardens Conservation International)**, the world's largest network of botanic gardens.

We exchange seeds and genetic resources with 200 other gardens, so that we can work together to promote plant knowledge and conservation.

Our collections of conservation plants include sagebrush, sweet-smelling pelargoniums and ancient Redon wheat. All these varieties are potentially better suited to tomorrow's climatic conditions.

We also work closely with schools and universities, including Université de Rennes in Brittany. In 2020, a first thesis was published on the impact of our mass-flowering flower fields on pollinators.

This is where our botanists, agronomists and phytochemists develop their expertise and enrich their knowledge of plants.

Our plants are our brand's innovation capital.

For 2030, we want to further develop this garden, which is the lifesource of our brand.



A VISIONARY AGRICULTURAL MODEL

Harvesting Chamomile Matricaria in our fields at La Gacilly



Our virtuous agroecological model follows in the footsteps of Yves Rocher, who has always fought to preserve the biodiversity and ecosystem of his native La Gacilly.

TOWARDS REGENERATIVE FARMING PRACTICES

From the Botanical Garden to our fields, La Gacilly is still home to our **9 signature plants**: Roman Chamomile, Matricaria Chamomile, Cornflower, Calendula, Ficoid: Ice Plant, Edulis, Nasturtium, Mint and Arnica. **Four new plants complete the picture in 2024**: Mallow, Lemon Balm, Verbena and Sedum.

Our **60 hectares of fields** are farmed with respect for the environment and the rhythm of the seasons, without using of pesticides, according to the principles of organic farming, and even beyond: those of **agroecology**, which emphasizes the harmony and complementarity of ecosystems. Wet meadows, hedgerows, pollinating insects and plant canopies help maintain the balance of biodiversity while ensuring the production of our signature plants. The clover canopy in Cornflower cultivation is a concrete example of soil protection and weed control. This visionary model is constantly enriched by research and experimentation, in a spirit of collaboration and exchange with our many partners in Brittany.

KNOWLEDGE SHARING AND CROP ROTATION

The pioneering **Bio & Climat program**, of which **we are co-founders, co-funders and co-pilots**, was born out of an observation: the farmers with whom we are in daily contact told us that they felt ill-equipped to face the challenges already posed by climate change.

We have therefore made funding available to

co-develop more resilient methods. Today, working groups, awareness-raising workshops and support in changing practices are available.

And since our aim is to optimize plant diversity, we lend our plots to partner organic growers to ensure crop rotation.

Finally, **we have made all our agroecology-related research open source**, sharing it with the farmer networks with which we are affiliated.

FROM LA GACILLY AND BEYOND

These knowledge-sharing reflexes and support for more sustainable practices extend far beyond our Breton soil: we support **7,200 agricultural partners** in their activities, with the aim of supporting even more in the years to come.

Take the shea tree, for example: exclusively exploited by women because it is considered sacred, this endemic West African tree is coming under increasing pressure from the intensification of human activity and climate change.

Since 2013, we've been funding a program that supports a community of **3,200 women in charge of fair trade organic plant chains**, called **"Groupements de Gestion Forestière"**.

Our action aims to help secure the long-term future of their farming practices while protecting biodiversity. We support them in implementing soil regeneration, agroforestry and beekeeping techniques, and diversifying their plantations.

By helping them develop other sources of income (such as peanut paste production) while acquiring training in other areas, we support the economic emancipation of women shea producers, making them more resilient.



Today, we create our products from plants harvested in La Gacilly and from more than 450 plant chains around the world. What we call the plant chain is the combination of a raw material, a supplier and a geographical origin. Ensuring more sustainable sourcing means optimizing our economic, social and environmental impact. We refer to the three pillars of sustainable development, throughout the entire process.

A GUARANTEE OF RESPECT AND ETHICS

At La Gacilly, our signature plant production sites have been **UEBT-certified** since 2021. In fact, we are the first French cosmetic brand to have obtained this highly demanding certification, attesting to the seriousness of our approach to consumers. The UEBT (Union for Ethical BioTrade) is an international non-profit association that sets and promotes best practices for sourcing natural ingredients in a way that respects biodiversity and is ethical towards women and men.

150 PLANT CHAINS CERTIFIED WORLDWIDE

In the same way, we are working to improve each of our supply chains. Currently, **more than 150 of our plant chains are certified by a third party.** These include the French label AB (organic agriculture), which certifies that production methods exclude the use of synthetic chemicals and GMOs, and preserve soil quality, biodiversity, air and water. The **Fair for Life** label, meanwhile, certifies the assurance of a fair and stable price and fairer trade relations for our local partners.

An iconic fragrance for the brand for 35 years, the Monoi supply chain is an example of the continuous improvement we are working on with our partners. Monoi is made from Tiare Tahiti flowers and Coprah. Tiare Tahiti and Coprah are grown in a traditional manner that respects biodiversity, with low pesticides and fertilizers inputs, and little to no irrigation. However, the aging population of Tiare growers, combined with a lack of passing down of techniques, has highlighted the need to support agricultural training in order to preserve this traditional know-how. Soil, water and biodiversity studies have also been financed to support the Tiare sector's transition to agroecology. These actions have helped energize the local economic and agricultural fabric.

For now, **65 of our plant chains are considered sustainable**, according to our standards based on the three pillars of sustainable development. We aim to **multiply this figure by 4** by 2030.



TOWARDS EVER MORE RESPECT OF THE LIVING WORLD IN OUR SOURCING

Tiare field, Tahiti

A VIRTUOUS ECOSYSTEM

KEY TAKEAWAYS



Over
5,000 plants
have been grown, scientifically
observed and studied since
the creation of La Gacilly's
Botanical Garden in 1975.



**13 AB and UEBT
certified plants**
grown in our **60 hectares**
of agroecological fields, to
regenerate soil and preserve
biodiversity.



These plants are included in
more than 1 in 2 products
in our portfolio.

BY
2030

18 plants
grown on **110 hectares of
fields**, in La Gacilly and the
rest of Brittany, thanks to
our agricultural partners.



More than
150 plant chains
worldwide, certified by an
external organization (AB,
UEBT, Fair For Life...).

BY
2030

More than
**250 sustainable plant
chains** externally-certified
(AB, UEBT, Fair For Life...)



More than
7,200 partners
supported in France
and around the world.

BY
2030

Maintain and develop
our network of partners.



All our active ingredients
are derived from plants
and integrated into products
with proven effectiveness.

BY
2030

All our skin, body and hair
care products contain at
least 1 active ingredient from
Brittany (*excluding Shea Butter and
Monoi products*).



The Yves Rocher House in La Gacilly, Brittany



FROM PLANT TO PRODUCT

Clémence De Longvilliers, Face and Body Care Laboratory Manager



NATURAL TRANSFORMATION

Monsieur Yves Rocher

Botanical Beauty, a new vision of cosmetics that draws effectiveness from the power of nature, is a concept that occupies a central place in our history: it was invented by our founder, Monsieur Yves Rocher, and has been our trademark since our creation in 1959.

By maximizing the use of ingredients of natural and plant origin, harvested using more sustainable agricultural practices, we limit the use of non-renewable resources and, by the same token, our impact on the environment.

To extend this approach to ingredient processing, Yves Rocher's phytochemists have developed a solvent-free eco-extraction process.

This patented technology brings out the best of plants in 5 energy-saving stages: crushing, pressing, decanting, clarifying and stabilizing.

Then comes the formulation stage.

In line with our convictions, our highly demanding formulation charter incorporates a maximum of ingredients of natural origin.

Today, we work with a palette of over 450 plant-based ingredients, and our formulas contain an average of 89% ingredients of natural origin.



act 2
MORE NATURAL
FORMULAS LIMITING
THE USE OF
CONTROVERSIAL
INGREDIENTS

C18:2

Mineral oils
are excluded
in favor of
biodegradable
vegetable oils

OUR BLACKLIST IS GROWING

Our formulation standards are very high: **no compromise on efficacy, skin safety or sensory appeal.**

This is why we sometimes use synthetic ingredients, such as gelling agents or preservatives, but always with safety guarantees for the health of users and while aiming at minimizing our environmental impact. Because we're determined to go even further in our approach, we've established a unique list of ingredients to be avoided in our formulas, some of which are still authorized beyond European regulations.

Our list of controversial ingredients is one of the most restrictive in the industry. In fact, we ban over 450 ingredients beyond European regulations, and limit the use of 5,000 ingredients in our products to the possible minimum.



PRV3

Synthetic
colourings
are replaced
by natural
colourings

SO₄²⁻

Sulfates were
removed from
all of our
shampoos by
2023

Si-O

Silicones have
been banned
from our hair
care products
since 2010



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Ecodesign*:

an approach that **reduces the negative environmental impact of products**, processes or services **over their entire life cycle**, while preserving their performance and effectiveness.

* As per the definition provided by Ademe, the French Environment and Energy Management Agency.

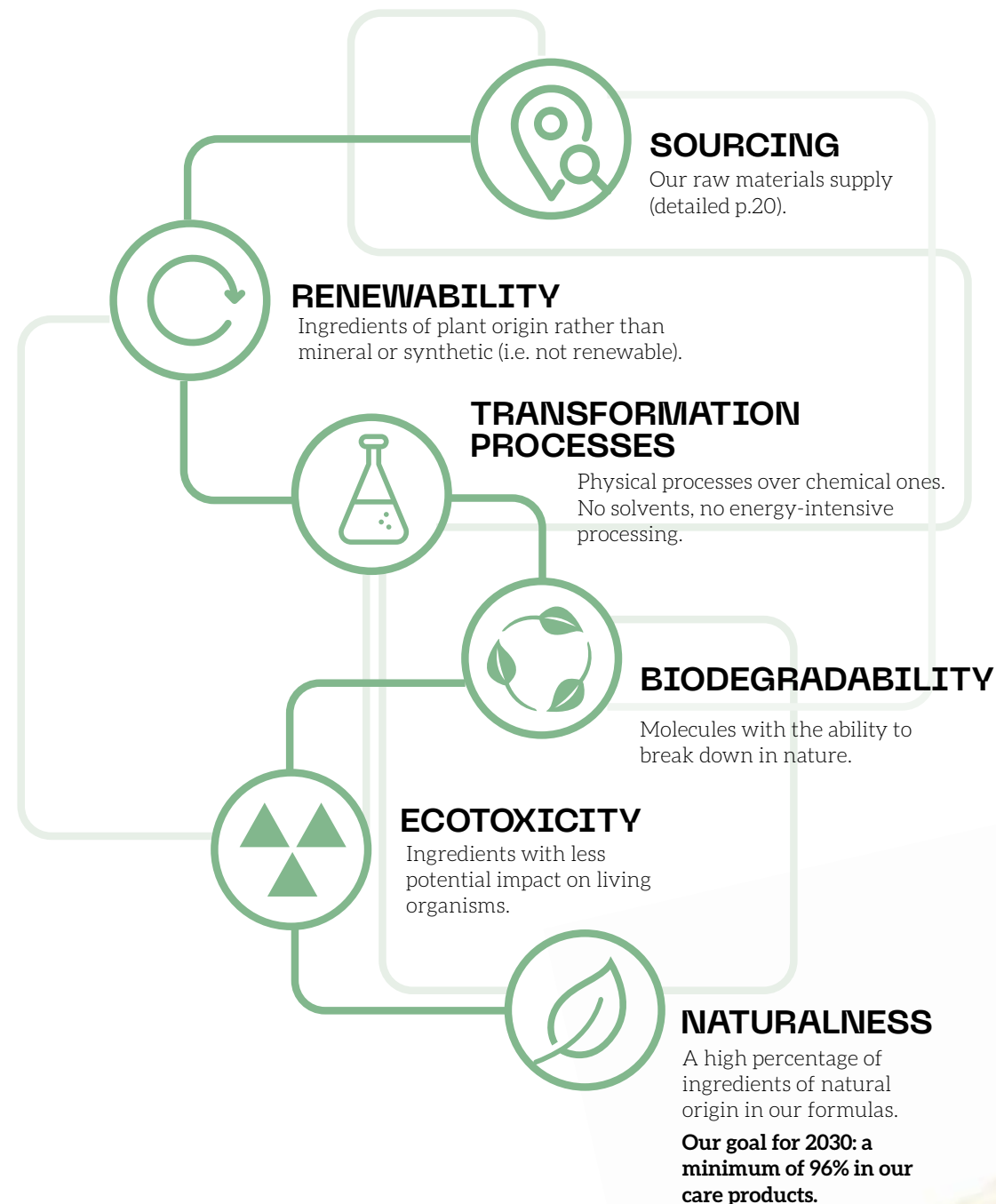
THE CHALLENGES OF AN ECODESIGNED FORMULA

A demanding scoring system:

Right from the formulation stage, our products are screened according to specific CSR criteria that assess their environmental impact.

For the product to be developed, the score obtained for each new formula must be higher than that of the previous formula.

OUR CRITERIA



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Packaging is foremost among the challenges of ecodesign, as it weighs heavily in the product's environmental footprint. In addition to the raw materials required for its manufacture, we must also take into account the waste it represents at the end of its life cycle.

"THE BEST PACKAGING IS THE ONE THAT DOESN'T EXIST!"

Claire Schmitt
Head of Product Development - Solid Cosmetics

In 2022, Yves Rocher became number 1 in France for sales of solid shampoos, both in terms of volume and value*. We sold **500,000 units of shampoo and 130,000 units of facial cleanser, which means that 400,000 customers** changed their habits for a more eco-friendly product. As an example, swapping a classic 300 ml product for a solid one, packaged in FSC-certified paper **reduces the CO₂ impact of packaging by a factor of 5**. And all this without compromising on efficacy and sensorial appeal, as shown by the 4.2/5 average score obtained by these products. We don't intend to stop there: **our goal is to reduce our use of plastic by 30% by 2030****.

A major step in this direction is our **Bain de Nature** refill, launched in early 2024. Among the first fully recyclable refills on the market, this 600-ml container is designed with **4 times less plastic** than the standard 400-ml shower gel.

Thanks to the strength of our Customer Relationship Management, which is at the heart of our business model, our popularity in France and our presence around the world, we have a key role to play in guiding the public towards these new consumption habits.

PLASTIC REDUCTION: 30 YEARS OF HARD WORK AND INNOVATION

- 1993** First **refillable** witch hazel shower gel
- 2006** **Abolition of plastic bags in stores**, 10 years before imposed by French law
- 2009** First bottles made with **25% recycled plastic**
- 2017** Launch of **concentrated shower gel** (-50% plastic and -50% carbon emissions compared to a standard 400 ml shower gel)
- 2020** First **fully recyclable bottles** made from recycled plastic
- 2021** Launch of **0-plastic-waste solid shampoos**
- 2022** **-7% plastic** used versus 2019
+50% recycled plastic in our packaging
1 pack out of 2 being fully recyclable
- 2024** Launch, in February, of our **Bain de Nature refills** (which would enable a reduction in plastic consumption of 127 tonnes per year minimum*)

September will see the launch of a cosmetic coalition to test the success of returnable packaging in France.

*Based on our sales projections for eco-refills and refillable bottles for 2024, compared with the classic 400 ml bottle.

COMMITTED GESTURES

Solid shampoo



*Source: Kantar Worldpanel. Total Female buyers. Total year 2022. In volume and value.
**Versus 2019 in terms of tonnes of plastic



TOWARDS EVER GREATER CLARITY AND TRANSPARENCY

32



NO ANIMAL TESTING

Because respect for biodiversity – of both the plant and animal kinds – is at the heart of our approach, **we have banned animal testing for our products since 1989** (15 years before the current regulations).

With this in mind, we have decided in 2021 to suspend product distribution in mainland China, a country where cosmetics testing on animals is still widespread.



VEGAN ?

We have over **700 products formulated without animal ingredients or derivatives**.

We admit to still using honey and beeswax in certain products, for their sensorial appeal and because there is no vegan equivalent.

Nevertheless, vegan products already represent **88% of our portfolio**, and our aim is to increase this to over **90% by 2030**.



HELPING CONSUMERS MAKE CONSCIOUS CHOICES

Because we are committed to making our methods transparent and to helping our customers make the right purchasing choices, we took part in the construction of the Green Impact Index, an initiative only available in France for now.

What's it all about? It's a tool designed for all cosmetic & well-being companies, from very small businesses to major international groups, to assess the environmental and social impact of products, throughout their life cycle.

As with food products, thanks to a graded A to E rating, this methodology will enable consumers to choose their cosmetics and wellness products with full knowledge of the facts.



The tool, based on the AFNOR Spec 2215 methodology, was developed by the Green Impact Index consortium, of which Groupe Rocher is a member, and takes into account over 50 criteria (e.g. choice of raw materials, production methods, transport, impact of use and end-of-life).

Today, some 1,000 brands have joined the Green Impact Index collective, an inspirational cooperation model.

It is also a tool for continuous improvement, which we use internally with our partners and suppliers to develop products that increasingly reduce their environmental and social footprint.



Our solid conditioner, rated "A" by the Green Impact Index.

FROM PLANT TO PRODUCT

KEY TAKEAWAYS

"BOTANICAL BEAUTY"

A palette of over
450 plant-based ingredients

A blacklist of over
450 controversial ingredients, excluded from our formulas.

An average of
+93% natural ingredients in our face, body and hair care products.

BY 2030
+ 96% of ingredients of natural origin in all our care products.

CLARITY AND TRANSPARENCY



0 animal testing since 1989, i.e. 15 years before enshrined in law.



88% vegan products (formulated without ingredients or derivatives of animal origin).



90% vegan products.



A commitment to transparency

REDUCING THE PLASTIC IN OUR PACKAGING



-30% plastic use (versus 2019).



100% recycled plastic.



100% recyclable packaging.

A close-up photograph of a person's face and shoulder. The person has dark hair and is wearing a light blue garment. A white, textured mark is visible on their shoulder. The text "TRANSFORMING OUR PRACTICES" is overlaid in large, bold, white capital letters.

TRANSFORMING OUR PRACTICES

TOWARDS MORE FRUGAL INDUSTRIAL METHODS

Production site in La Gacilly, Brittany

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Since the vision of our founder in 1959, our brand has grown and traveled far beyond our Brittany stronghold: today, Yves Rocher has over **2,300 stores, more than 200,000 "social sellers"** (independent saleswomen on social media), and **over 20 million customers in 90 countries around the world.**

However, our commitment remains the same: **over 95% of our cosmetics are made in France, including 93% in our own factories in Brittany***. This is the Yves Rocher model: the durability of local industry.

LESS ENERGY- AND WATER-INTENSIVE PRODUCTION FACILITIES

The efforts we've undertaken since 2019 have already brought about real progress:

- Reducing our consumption of and dependence on fossil fuels, with a target of **85% renewable energy consumption by 2025.**
- Responsible water management at all our industrial sites through process optimization, particularly for tank washing, which has

enabled us to **reduce our industrial water consumption by 23%****.

ACCELERATING THE REDUCTION OF OUR DIRECT AND INDIRECT EMISSIONS

Thanks to these efforts, our La Gacilly production facilities have already **reduced their carbon emissions by 32%*****, and are well on the way to achieving the **ambitious target of -75% by 2030.**

At the same time, we are working with all our partners and suppliers to extend these efforts to the entire value chain and achieve **an overall 50% reduction in the brand's carbon emissions by 2030******.

These targets have been submitted to the SBTi (Science-Based Targets Initiative) in order to confirm their compatibility with the scientific recommendations needed to achieve the objectives of the Paris Agreement.

*We use European subcontractors for some of our make-up products (pens and powders) that require specific technologies. Less than 1% of our products are manufactured outside Europe (make-up accessories made in China and Korea).

** In cubic meters of water per ton of product compared to 2019.

*** Results at the end of 2022 versus 2019, in tonnes of carbon equivalent

**** As compared to 2019, in tonnes of carbon equivalent, scope 1,2,3

BREAKDOWN* OF THE BRAND'S CARBON EMISSIONS

37%
PRODUCTS
22% packaging
15% ingredients

23%
SALES POLICY
14% paper mail
9% gifts

20%
TRANSPORTATION

9%
**POINTS OF
SALE**

11%
EVERYTHING ELSE
Employee travel/commutes,
tertiary sites, etc.



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* Breakdown in % of scope 1,2,3 carbon emissions based on the brand's 2022 carbon footprint, excluding non-production purchases.



OUR SALES POLICY: PRESERVING RELATIONSHIPS, REDUCING THE IMPACT



Yves Rocher store at La Défense, Paris.

The customer experience is one of Yves Rocher's hallmarks: thanks to a strategy based on relationship marketing, we have been able to establish valuable, long-term bonds with our customers.

Our highly effective loyalty program involves regular communication, promotional offers and customer gifts. Today, we're looking to improve this model in order to reduce our impact on the environment, while preserving the quality of the relationships we've nurtured.

CUSTOMER GIFTS — A CENTRAL ISSUE

Gifts are a way of rewarding our customers, who in turn are very attached to this practice. Our aim: to continue rewarding customers while reducing the environmental impact of these gifts.

In 2023, **over 60% of gifts distributed are beauty products manufactured in our La Gacilly plants.**

For the rest of our support material gifts, we follow a responsible gift charter incorporating CSR criteria to limit their environmental impact and support our vision of more responsible beauty. For example, we limit the use of plastic, replacing it with recycled or natural materials, and favor objects that are sustainable and ecodesigned throughout their life cycle.

FEWER PROMOTIONS AND REVISED PRICING

Reducing our carbon footprint also means redefining the way we connect: by offering customers **an experience refocused on our brand expertise** rather than on promotional offers, we're getting back to basics and fully reconnecting with our brand differentiation.

This is the forward-thinking approach of our Canadian subsidiary, which has reworked its entire commercial policy in full transparency towards its customers. Voted 2nd best in-store customer experience in Québec by the WOW 2024 study, this subsidiary is paving the way for new practices.

RECLAIM, RECYCLE, DONATE

Because our responsibility doesn't stop at the store door, we also take into account where our products and sales tools end up, even after they've been used. Since 2021, we've been implementing a major program **to collect non-recyclable elements in conventional sorting channels.**

Recycling bins have been set up in 641 French stores. The result? **Over 2 tonnes of make-up packaging and 160 tonnes of paper** from our promotional mailings were given a new lease on life by our recycling partners. This practice is now being deployed in more than half the countries in which we operate retail outlets!

Following an anti-waste logic since 2018 and in compliance with the AGECL law, our unsold products are systematically offered to associations recognized as being of public utility, such as Dons Solidaires.

THE BATHROOM

RECONCILING SUSTAINABILITY WITH A DESIRE FOR BEAUTY

For over 100,000 years and across all societies, our desire for beauty and self-care has remained unchanged. Beauty is part of our individual and collective identities. While deeply personal, this beauty is sometimes subject to social injunctions and environmental concerns. How can we continue to take care of ourselves without compromising our care for nature and all living things?

Since its creation over 65 years ago, Yves Rocher has promoted natural, uncompromising beauty. A virtuous beauty that is respectful of life in all its forms.

We continue to defend this vision today: a beauty synonymous with pleasure, yet mindful of the impact of products on the environment.

In line with everyone's efforts on behalf of the planet, the bathroom – the nexus of daily rituals – becomes the centerpiece of our commitments.

A FEW TIPS

- 1 Turn off the water while soaping up
- 2 Limit your shower to 5 minutes – just long enough to listen to your favorite song!
- 3 Lowering the water's temperature is good for the skin and saves energy!

TAKE A SHOWER, NOT A BATH

BATH	SHOWER
200 l of water*	15 l / minute*

*on average, source: FEBEA

EMBRACE SOLID COSMETICS

Shampoos, conditioners, cleansers and facial scrubs...
Zero plastic waste, all the effectiveness!

SWAPPING DISPOSABLES WITH REUSABLES

Use *washable wipes* instead of cotton pads to remove makeup.

Choose *eco-refills*



USE LEAVE-IN PRODUCTS

To reduce your water consumption



RECYCLE IN THE BATHROOM AS WELL

66% of French people practice waste sorting

But only 1 in 3 sort their cosmetic waste

Source : CITEO

DAILY ECO-GESTURES

TRANSFORMING OUR PRACTICES

KEY TAKEAWAYS

MORE SUSTAINABLE MANUFACTURING METHODS



95%
of our cosmetics are
made in France.



93%
of them in our own factories
in Brittany.



-23%
in industrial water consumption
at the end of 2022*.



-30%
industrial water
consumption*.



-32%
reduction in CO₂ emissions at our
La Gacilly facility at the end of
2022*.



-50%
Global CO₂ emissions*.

All our CO₂ reduction ambitions have
been submitted to the Science-based
Target Initiative (SBTI).

* Compared to 2019

** Since 2021



IN OUR STORES

160 tons of paper
collected.**



Collection bin for packaging
not covered by selective
sorting > recycling of
2 tons of make-up
packaging**.



LEADING THE WAY

As a public utility Foundation,
we want to blaze a trail in favor
of solidarity and working
together for nature.
For us, mobilizing Yves Rocher
teams and customers represents
a huge lever for action, bringing
very real hope.

Marie-Anne Gasnier
Managing Director,
Yves Rocher Foundation



FROM FEELING TO TAKING ACTION

Training, raising awareness and taking action: these are the three stages of internal mobilization at Yves Rocher.

First comes **training**, through e-learning modules, so that all employees can master the "Act Beautiful" impact program.

Then we **raise** awareness on the importance of preserving the living world, through a board game, nature walks and conferences. These act as daily reminders of the brand's mission.

Last but not least, we **take action** through a key project that is a true source of pride internally: nature conservation expeditions, a unique opportunity for all our employees to devote one day a year to a local nonprofit.

These initiatives are the fruit of a long-term partnership with the Yves Rocher Foundation. To implement them, we rely on a vast network of ambassadors in our subsidiaries around the world, who are very active in the field.



OUR GREEN LEADERS, SOWERS OF SEEDS

"Green Leaders" are ambassadors in our stores and sales network: they extend our positive impact through concrete, regular actions.

As an example, 2021 saw an initiative gaining momentum within our Italian subsidiary. 90 retail beauty advisors and 300 area managers from the "social selling" network have already been mobilized.

Two inspiring examples:

Giorgia, a Retail Trainer, gives a second life to uniform T-shirts by personalizing them.

Marilia, a Social Selling Area Manager, organized a walk to raise awareness of biodiversity preservation, in collaboration with the Worldrise organization.

Because those who sow seeds deserve to be seen and celebrated, the Biodiversiday Prize, created for the 60th anniversary of the Yves Rocher brand, rewards the social and environmental initiatives undertaken on an individual basis by our retail associates in France and Belgium.



NATURE IN THE GENES

"My father Yves Rocher and I shared a desire to make a commitment to the preservation of nature. That was over 30 years ago.

Since then, in every corner of the world, we've been working hand-in-hand with communities and organizations involved in projects with strong social and environmental impacts.

Many pivotal relationships were forged: with Wangari Maathai, Cacique Raoni, Jean-Philippe Beau-Douëzy and Sylvie Monier, the driving force behind our PlantForLife program, as well as the 500 Terre de Femmes laureates and partner associations with whom we plant and preserve trees.

It's the positive energy of the collective and the strength of commitment that make the Yves Rocher Foundation so special. In these tumultuous times, this kind of momentum is key to meeting the challenges identified by the IPCC, and thus becoming more resilient.*

Our financial support is necessary, but we offer more than that. We share our knowledge and expertise and, in turn, learn from our partners, while respecting local communities and the diversity of cultures and territories.

The people we work with are inspiring and passionate. By sharing their stories and the challenges they face, we can help light the way for those wishing to embark on this adventure.

Taking action is a wonderful antidote to the prevailing eco-anxiety.

A commitment to nature is the greatest adventure of all!"

Jacques Rocher
Chairman, Yves Rocher Foundation

IPPC : Intergovernmental Panel on Climate Change

HEROINE OF THE RIVERS

SUNGAI
WATCH

© Sungai Watch

act 9
SUPPORTING
THE ACTIONS OF
THE YVES ROCHER
FOUNDATION

Kelly Bencheghib
Winner of the 2023 Yves
Rocher Foundation - Terre
de Femmes Award

Since 2001, with the Terre de Femmes Award, the Yves Rocher Foundation has been rewarding heroines working to protect biodiversity and change the world. From the slums of Nairobi to the Amazon rainforest and right here in France, 500 women have already been rewarded.

Kelly Bencheghib is one of them: with her Heroine of the rivers, Sungai Watch, this woman of conviction works in Bali to rid rivers of plastic waste.

PROUD OF OUR ROOTS

© Marine Leroy

Marine Segura
Head of the PlantForLife
program, Yves Rocher
Foundation

« Through the PlantForLife program, we're working towards a living, sustainable world. Seeing the concrete impact of projects carried out by our partners in the field makes me optimistic: garden forest in the Netherlands, agroforestry in Togo, reclaiming hedgerows in France. There are many solutions for preserving nature and building more resilient, supportive communities. »

The PlantForLife program focuses its actions on three environments: forests, agricultural areas and urban areas, with the mission of supporting those who are greening the planet.

A FOUNDATION OPERATING IN 45 COUNTRIES



Over
125 MILLION
trees planted



71
NGOs supported



Over
ONE MILLION
PEOPLE mobilized

act 9
SUPPORTING
THE ACTIONS OF
THE YVES ROCHER
FOUNDATION

Yves Rocher is the main sponsor of the Yves Rocher Foundation, which works to regenerate forests and preserve ecosystems around the world.

DEVELOPING AGROFORESTRY

We restore trees and hedgerows to farmers' fields, enabling them to live and feed their communities while preserving local biodiversity.

RESTORING FORESTS

We support forest restoration, management and development projects.

ECUADOR

In Sarayaku, a 200 km-long border made of flowering trees to protect 135,000 ha of primary forest from oil exploitation.

FRANCE

With the "Fonds pour l'Arbre", co-created with Afac-Agroforesteries, the Yves Rocher Foundation is perpetuating a time-honored practice to meet the vital challenge of replanting hedgerows in France.

By 2050 : 750,000 km of hedges planted.

NETHERLANDS

A nursery-forest intended to feed the population and cultivate the land more sustainably, without encroaching on biodiversity.

The aim is to grow as many species of trees and plants as possible.

ITALY

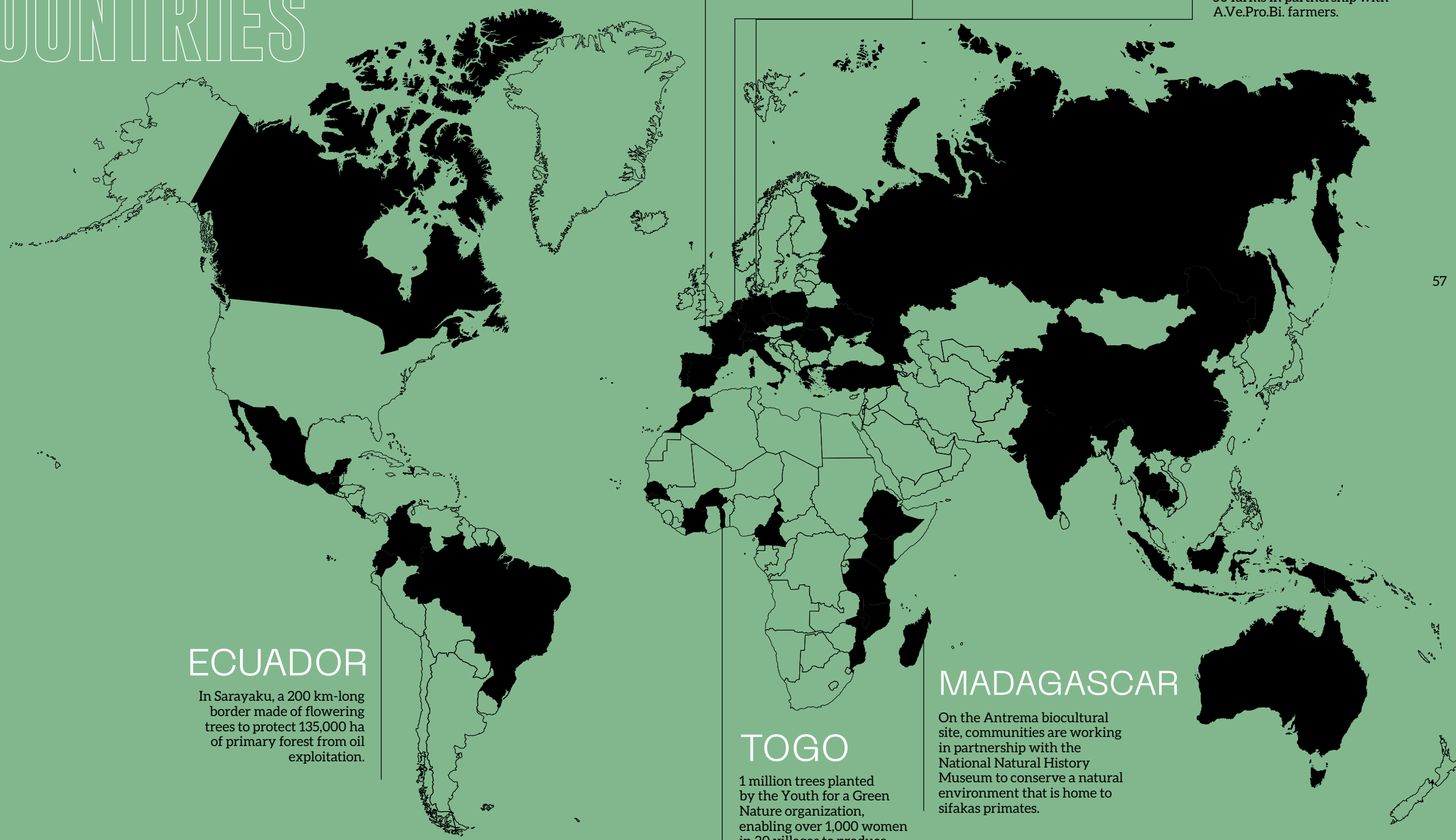
38,000 trees for hedges rich in 52 plant species useful for biodiversity and pollination, and more sustainable agriculture on 50 farms in partnership with A.Ve.Pro.Bi. farmers.

MADAGASCAR

On the Antrema biocultural site, communities are working in partnership with the National Natural History Museum to conserve a natural environment that is home to sifakas primates.

TOGO

1 million trees planted by the Youth for a Green Nature organization, enabling over 1,000 women in 20 villages to produce 5 tonnes of healthy vegetables for families.



Our ambition is to rally a community that is committed to defending nature and plants.

Several volunteer customers have already had the chance to take part in tree planting or to spend a day in La Gacilly. In 2024, customers will also be invited to attend the Yves Rocher Foundation - Terre de Femmes Awards Ceremony. This is one way for us to reinforce the sense of belonging to this community we hold so dear.

As soon as they join our loyalty program, our customers have the opportunity to plant a tree in France, via the Yves Rocher Foundation. More and more customers are choosing to plant a tree rather than another reward, which now accounts for 6% of loyalty rewards! That's great news for us.

We're also working on a series of community initiatives that will be launched as early as 2025, enabling each and every one of us to do our part.

**HANDS
IN THE SOIL,
FEET ON
THE GROUND**



"Today I understood the importance of planting tree species that are suited to the local ecosystem.

Having never planted trees before, I found it fascinating to learn how."

Rozenn, winner of an Instagram contest

"We took part in the planting of a 150-tree hedge in collaboration with a local organization in the Paris region. Some of us dug, while some of us planted...The vibe was amazing.

When I went home, I told my grandchildren that each little tree will grow and bring something precious to men, women and nature. Since then, I have been getting involved with bee protection organizations in my local community."

**Florence,
a randomly drawn customer**



LEADING THE WAY

KEY TAKEAWAYS

INTERNAL MOBILIZATION: TRAINING, AWARENESS- RAISING AND CONCRETE ACTION



All our employees are given training on the environmental challenges of our mission to "reveal, protect and transmit the power of plants".



6% of loyalty rewards in France are converted into trees, planted by the Yves Rocher Foundation.



100% of our staff involved on the field on a volunteer basis with a local nonprofit working to protect nature.



390 "green leaders" committed ambassadors in our stores and sales network.

DEDICATED TO NATURE AS A SPONSOR OF THE YVES ROCHER FOUNDATION

BORN IN
1991

33 years of existence and support from the Yves Rocher brand.



more than 500 committed women supported worldwide (Terre de Femmes).



Initiatives in over
45 countries.



Over
125 million trees planted and protected.

BY
2030

150 million trees planted and protected.



KNOWLEDGE IS POWER!

For those who wish to deepen their knowledge of the topics covered, here is a non-exhaustive – and totally subjective – list of suggestions from the Impact team. Please note: we do not have any partnerships with the authors mentioned.

WATCH

DON'T LOOK UP

Feature film written and directed by Adam McKay (2021)

Where is the world headed when denial prevents the truth from circulating? This post-apocalyptic fable is an instant classic.



CAPTAIN FANTASTIC

Feature film written and directed by Matt Ross (2016)

Self-sufficiency or normal life? Between the two, one family has to choose...

PRINCESSE MONONOKE

Animated film by Hayao Miyazaki (1997)

The forces of nature were already at war in ancestral Japan during the Muromachi period.

DEMAIN

Documentary directed by Cyril Dion and Mélanie Laurent (2015)

With a resolutely optimistic tone, the documentary introduced millions of viewers to environmental issues – and potential solutions (English subtitles available).

ANIMAL

Documentary directed by Cyril Dion (2021)

The documentary follows teenagers Bella and Vipulan as they take stock of our relationship with living things (English subtitles available).

LISTEN

DRILLED

Amy Westervelt

Criminalizing the environmental effort is a difficult technique to deconstruct, but this podcast succeeds.



THE CLIMATE QUESTION

A BBC podcast that answers the questions you've never asked, such as: "why is climate change fuelling tension in the Arctic?" or "could solar farms in space power Earth?" ... But also: "Can climate change ever be funny?"

HOW TO SAVE THE PLANET

by Alex Blumberg and Ayana Elizabeth Johnson

To help put things in perspective from a scientific point of view.

GREEN WAVE

It is short (15 minutes) and interesting as it covers all kinds of topics, from feminism to housing and insecurity, but always with a "green filter".

THE CLIMATE JOURNEY

A podcast that we like as it brings up solutions instead of focusing on the disasters.



READ

DOUGHNUT ECONOMICS: SEVEN WAYS TO THINK LIKE A 21ST CENTURY ECONOMIST

By Kate Raworth (2018)

This is where the doughnut was born! That visual framework for sustainable development is now used by economists worldwide to explain our planet's boundaries, with the complementary concept of social boundaries.

THE HIDDEN LIFE OF TREES

Essay by Peter Wohlleben (2015)

More than a million copies sold worldwide have revealed the sensitivity of plants to the general public. An ode to the magic of living things.

THE MINISTRY OF FUTURE

By Kim Stanley Robinson (2021)

A fiction on how climate change will affect us all – and a Barack Obama favourite.

DOWN TO EARTH : POLITICS IN THE NEW CLIMATIC REGIME

By Bruno Latour (translated into English in 2018)

In this essay, the French philosopher and sociologist takes more of a political angle to explore ecology, from Donald Trump to Brexit.

HOW EVERYTHING CAN COLLAPSE

By Pablo Servigne et Raphael Stevens (translated into English in 2020)

What if our civilization were to collapse? The two authors try to answer this question without fear and even with a bit of optimism: what if collapse was not the end but the beginning of our future?

EVERYDAY ACTIONS

You haven't taken part in the **Climate Fresk** yet? There's still time to sign up...

And if you want to go even further, why not try your hand at the **biodiversity collage**?

www.fresquedelabiodiversite.org/en.html

"**Ma petite planète**" is a fun app to download, to take part of a challenge

You've been looking for a trigger, to start taking action? "**The Week**" is what you need: the group experience helps you realize what's coming and what you can do about it.





February 2023: our Impact and CSR team at a tree-planting event in Courances, Essonne.



GIVING RISE TO SOLUTIONS

65

We are fortunate to work for a company that has remained true to its mission for over 65 years: to create a path from plant to skin, with respect for nature.

A truly transformative journey, punctuated by the progress we've proudly presented in these pages, but also by daily obstacles. We are well aware of the seriousness of these stakes, as they are a direct reflection of the environmental and social challenges facing the world.

The Impact and CSR team's mission is to create solutions. Like thousands of little sparks, these initiatives will spur action towards a world that is more respectful of all living things. We pay attention to these sparks, listen to them, encourage them and help them grow.

We strongly believe that companies can be a lever for systemic change. And our company, Yves Rocher, can rely on teams all around the world who are determined to find solutions. Everyday, they are making meaningful choices and necessary sacrifices towards our vision of beauty.

But we're fully aware that to make a real difference, we need to act collectively. We need to move away from a purely competitive model, and choose the path of cooperation by building bridges between worlds: businesses, public authorities, civil society, universities, NGOs... We firmly believe in the power of the ripple effect in accelerating change.

So thank you to all those who are joining us on this long journey. The adventure is just beginning.

Alexandra Ferré
Impact and CSR Director

This book was printed in small quantities and distributed more widely in its digital version.
Thank you for taking care of it and sharing it with others to extend its useful life.
Please also remember to dispose of it in a recycling bin when it is no longer of use to you.

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WE
HAVE THE
DUTY
TO ACT.”

Bris Rocher
Chairman of the Board,
Groupe Rocher



YVES ROCHER
FRANCE