

Facetheory

The  Sustainable 
 Skincare  StandardTM

B-Corp Impact Report
Published February 2025

Overall assessment

Areas measured



Becoming a B-Corp business means we meet the highest standards of social and environmental performance, transparency and accountability, measured across the following key areas:

- 1. Governance.** The Governance Impact Area evaluates a company's overall mission, engagement around its social and environmental impact, ethics and transparency.
- 2. Workers.** The Workers Impact Area evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.
- 3. Community.** The Community Impact Area evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.
- 4. Customers.** The Customers Impact Area evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.
- 5. Environment.** The Environment Impact Area evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable, its supply chain and distribution channels.

Our Impact Insights

The highlights



82.39

OUR 2022
CERTIFICATION
SCORE

97%

RECYCLE READY
PACKS

100%

VEGAN &
CRUELTY FREE
Peta & Leaping
Bunny Certified

100%

PRODUCTS HAVE
A 360 DAY MONEY
BACK GUARANTEE

100%

STAFF NOW HAVE
ACCESS TO
HEALTHCARE
BENEFITS

75%

STAFF HAVE
TAKEN PART IN
VOLUNTEERING
DAYS

This is our starting point - we are committed to continually reviewing how we can reduce our impact

Governance

Our highlight achievements to date



We are committed to supporting positive environmental impacts. One example is how we are targeting reducing waste to landfill with our recyclable packaging. **Over 97% of our range is recycle ready and we're working on the remaining 3%.**

We have legally committed to ensuring our social and environmental performance is part of our decision making as a business.

Our
score
today:
15.56

Customers

Our highlight achievements to date

Our customers mean the world to us! We wouldn't be here today without you so we have worked really hard to ensure you are always at the centre of how we run our business and decisions which we make. As a result, this is one of our strongest areas of our B-corp assessment and **we secured and incredible 94% of all points available in this part of the assessment!**

Some highlights which we're most proud of include...

We produce products which aim to improve skin health and wellness. Our sustainable formulation charter is designed with respect of the skin and planet in mind.

We offer a 365 day money back guarantee on 100% of our products - no questions asked.

Our customer service team are there for you whenever you need them to answer any questions you might have, offer bespoke tailored skincare advice and anything else which you might need help with. They are an incredible team and we are so grateful for them!

We take all of our customer feedback very seriously, have formal internal processes in place to monitor and review and we take all of this into consideration when developing new products or making changes to existing ones.



Our
score
today:
4.68

Workers

Our highlight achievements to date

We have improved our staff discounts scheme, encouraging more employees to talk about and use our products to help treat their own skin conditions.

We launched a company-wide private healthcare plan which enables staff to cover the cost of essential healthcare, such as opticians, dentists and other NHS services they may otherwise be unable to access.

We launched an improved HR platform which enables staff to view, review and comment on policies and as a part of this enables staff to access help, whenever and wherever they find themselves in the world.

We recognise the importance of flexibility to our staff and offer flexible, part-time and work from home options for employees.



Our
score
today:
18.32

Community

Our highlight achievements to date



To support the communities local to our facilities, we offer paid time off for community service and have hosted and organised company service days and over 75% of staff have taken part in volunteering to date. We're looking to increase this during the next year!

We are committed to diversity, equity and inclusion and ensure this included in our hiring practises.

We have a preference to purchase from local suppliers. For example, all our amber glass bottles are printed just 13 miles away from our manufacturing site.

Our
score
today:
23.57

Environment

Our highlight achievements to date

Our formulation charter ensures we challenge ourselves to minimise our impact on the environment - for example, we are 100% vegan, do not use silicones or any ingredients sourced from petrochemicals.

We support energy and water efficiency, and waste reduction programs at our facilities.

We are constantly looking at ways to reduce the volume of materials used in our products.

Our packaging is recyclable and we design our packaging to have less overall impact than common alternatives.

We have verified that there are no harmful toxins or hazardous waste in our supply chain.



Our
score
today:
20.26

What are we working on next?

Our current plan for the next stage of our B-Corp journey



We are already pretty proud of what we have achieved to date but we want to do more and have created a new B-Corp task force project team to ensure we are continuously moving forward in our journey to reduce our impact.

This year we are aiming to conduct a carbon impact assessment which will enable us to understand our business better and help us set new and challenging goals for improvement.

We plan to conduct a staff survey to understand what initiatives we want to support as a business and create a plan on how and when we could support them. For example, this might include doing more charity donations or more volunteering opportunities for staff. But before we can make a plan, we need to first understand what is important to our team!

We are reducing the size of some of our cartons to reduce the amount of card which we use every year.

We are switching to a new carton supplier who is also a B-Corp business. This change also has enabled us to switch the source of our card to FSC certified as a more sustainable choice.

But this isn't all...watch this space for more exciting B-Corp updates later in the year!