

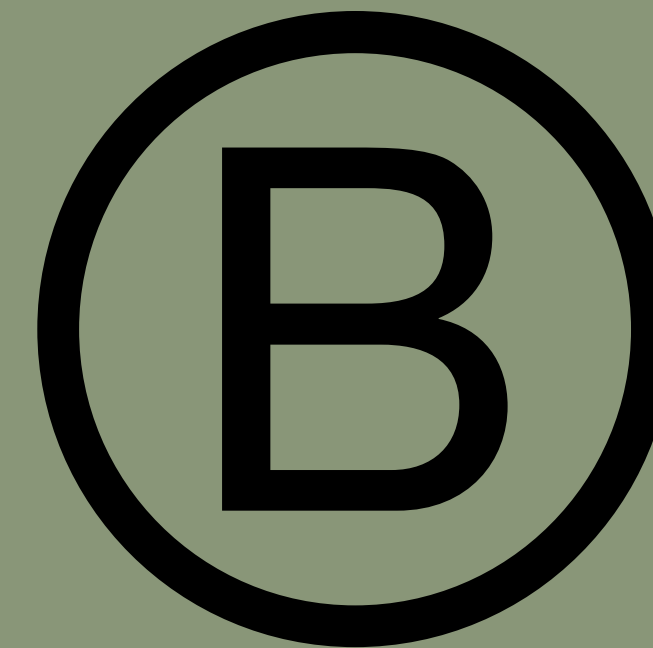


TFWA Asia Pacific

SUSTAINABLE FUTURES



Certified



Corporation

PROUD TO BE B CORP™

join us on our path to sustainable wellbeing

“We are immensely proud that Rituals is now a Certified B Corp™. We have always believed in using the power of business to bring wellbeing to both people and planet, and this is a huge recognition of our efforts. But this certification is only the beginning. From hereon, we’re committed to use our influence to make the luxury beauty industry a force for good. We hope you’ll join us on this important journey.”

RAYMOND CLOOSTERMAN

Founder & CEO Rituals Cosmetics





CLEAN, CONSCIOUS & CARING

"In everything we do as a brand we aim to nurture sustainable wellbeing for all."



CLEAN

MAIN GOAL

All personal care products are formulated >90% natural origin by 2023.



CONSCIOUS

MAIN GOAL

Zero Waste by 2025: By making every product either refillable, recyclable or made from recycled material.



CARING

MAIN GOAL

To inspire our customers to help navigate their journey of wellbeing, but also develop and support wellbeing programs in society and the youngest generation.



EARTH WEEK

join the refill movement



*buy 1 refill =
nurture 1 tree**



On Earth Day 2022, Rituals Cosmetics announced its biggest investment yet to support the wellbeing of the planet by **planting, protecting or restoring a tree for every refill sold.**

In collaboration with its partners, the brand aims to **grow 5 million trees** globally by the end of 2022. The initiative is part of Rituals' bigger Clean, Conscious & Caring strategy in which Rituals commits to reduce its environmental footprint.

**OUR COMMITMENT:
5 MILLION TREES IN 2022**