

# Sustainability & Conscious Consumerism

HOW TO BUILD TRUST BEYOND  
MARKETING CAMPAIGNS



Medik8

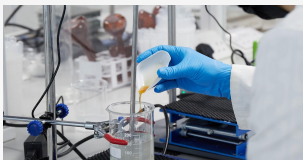
# Who is Medik8?



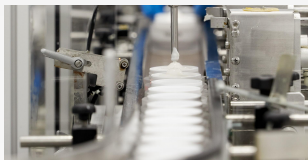
B Corp certified, Medik8, is a British dermatological skincare brand globally renowned for age-defying **Results without Compromise**. Borne from professional roots, our simple **CSA Philosophy** of vitamin C plus Sunscreen by day, and vitamin A (retinoids) by night is clinically proven to address 90% of skin ageing concerns.

# Medik8 Made

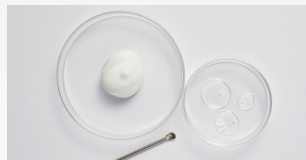
At Medik8, virtually everything is done in-house from our state-of-the-art ISO-certified production, warehousing and despatch facility just outside Aylesbury, Bucks.



PATENTED TECHNOLOGIES



MADE BY US IN THE UK



CONSIDERED  
INGREDIENTS



EFFICIENT OPERATIONS

When it comes to Sustainability,  
we have to meet consumers  
where they are

Medik8  
RESULTS WITHOUT COMPROMISE

# Sustainability is like broccoli



# Sustainability is like broccoli



# Sustainability is like broccoli



# Sustainability is like broccoli



# A reason to believe



Before any claims or marketing  
campaigns,  
**you must do the work**

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RESULTS WITHOUT COMPROMISE

# Medik8 Made, for Positive Impact

## MISSION

TO USE OUR POWER AS MANUFACTURERS TO REDUCE OUR NEGATIVE IMPACT ON THE PLANET AND NURTURE PEOPLE AND COMMUNITIES.

## PILLARS

WE ARE CARBON CHAMPIONS

- ENERGY & CLIMATE CHANGE

WE ARE RESPONSIBLE MANUFACTURERS

- RAW MATERIALS
- PACKAGING MATERIALS & TRANSPORTATION
- HUMAN RIGHTS & LABOUR STANDARDS (SUPPLY CHAIN)
- HUMAN RIGHTS & LABOUR STANDARDS (INTERNAL)
- OPERATIONAL WASTE
- WATER & EFFLUENTS

WE ARE PEOPLE & COMMUNITY ALLIES

- EDI
- EMPLOYEE ENGAGEMENT
- COMMUNITY & CHARITY

# Carbon Champions

- Removed all fossil fuels from our operations
- Generate clean electricity via our Innovation Centre solar array
- Powered by 100% renewable energy in the UK

## HIGHLIGHTS



## CARBON CHAMPIONS

### ● No fossil fuels

In FY24, we generated no direct emissions (Scope 1) from our Innovation Centre and Elstree headquarters, and no Scope 2 emissions (market-based). This was achieved by maintaining a 'zero fossil fuels on-site' approach - no company vehicles, no fugitive refrigerant emissions, and purchasing 100% renewable energy.

# Zero

DIRECT  
EMISSIONS

# Responsible Manufacturers

- We use recycled glass in all amber bottles, 100% PCR in professional range bottles, 50% PCR in all our white non-airless tubes
- We audited 400+ ingredients, mapping their supply chains to assess risks to biodiversity, water, and deforestation
- All our product suppliers have signed up to our Code of Conduct and we are conducting ethical risk assessments for all suppliers

## HIGHLIGHTS



## RESPONSIBLE MANUFACTURERS

### ● Circular Packaging

Total Moisture Daily Facial Cream was launched featuring our most circular packaging so far. It's recyclable, with 30% recycled content in the plastic components, and also comes with a refill pod option. By choosing a refill, our customers saved 8.3t of carbon and 4.5 tonnes of materials (based on sales vs parent product).

**8.3t**

OF CARBON  
AND 4.5T OF  
MATERIALS  
SAVED

# People & Community Champions

- We offer 2 paid volunteer days for every employee each year
- We match fund for employees fundraising
- We enable customers to donate on our UK and US websites to 4 worthy charities

## HIGHLIGHTS



## PEOPLE & COMMUNITY ALLIES

- We created more positive impact in the local community than ever before

£72k

DONATED

510h

VOLUNTEERED

# People & Community Champions

- We recruit locally as much as possible
- We are a Certified Living Wage Employer
- Reduced our Gender Pay Gap every year

## HIGHLIGHTS



## PEOPLE & COMMUNITY ALLIES

### ● Creating local employment opportunities

We are proud to employ a majority female workforce, not just in office roles, but also in production, warehouse and even in engineering.

**65**

NEW ROLES CREATED  
IN AYLESBURY,  
ELSTREE AND NEW  
YORK CITY

Don't ask consumers to take  
your word for it -  
**get verification**

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RESULTS WITHOUT COMPROMISE

A collection of Medik8 skincare products including tubes of scrub, recovery cream, and glycolic acid, a glass dropper bottle, and a gold bottle of 'PRESS & GLOW' serum, all arranged on a white background with green eucalyptus leaves.

# Medik8 is Proudly Certified B Corp™

Led by B Corp principles, we offer results without compromise and always strive for a positive impact on the world around us.



The background of the slide features a dark grey gradient with a pattern of light grey hexagons of varying sizes and orientations, creating a honeycomb-like structure.

**Communicate** simply and  
credibly

**Medik8**  
RESULTS WITHOUT COMPROMISE

# Simple, easy to understand sustainability credentials

Home · Crystal Retinol®

**CRYSTAL RETINAL®**  
Award-winning Age-Defying Vitamin A Night Serum [Full Details](#)

★★★★★ [7597 Reviews](#)

**BENEFITS** Renew · Firm · Smooth

**SIZE: 1 TUBE (30ML)**  
#100 uses per tube [Strength Guide](#)

CRYSTAL RETINAL 1 (Native) | CRYSTAL RETINAL 3 (Beginner) | **CRYSTAL RETINAL 6 (Recommended)** | CRYSTAL RETINAL 10 (Advanced) | CRYSTAL RETINAL 20 (Expert)

ADD TO BAG

3 payments of £15.00 at 0% interest with **Klarna** [Learn more](#)

18+ | 18+ only, subject to status.

**Sustainability Claims** [PROVENANCE](#)

**SEE REAL REVIEWS**

Crystal Retinol 6 | Crystal Retinol 3 | Crystal Retinol 20

Reveal younger-looking skin with just 1 tube of Crystal Retinol. Our iconic vitamin A night serum is clinically proven to visibly smooth stubborn wrinkles, brighten dark spots, decongest and firm your skin - without irritation.<sup>(1)</sup>

Crystal Retinol contains retinAL; a next-generation vitamin A which acts 11x faster than standard [Read More](#)

**SUSTAINABILITY CLAIMS**

Provenance provides confidence for sustainability claims; helping to prevent 'green-washing' and empowering conscious consumers to purchase in line with their values. Provenance 'Proof Points' are all third party verified and evidenced through supply chains.

- Living Wage Employer** [Verified](#)
- B Corporation** [Verified](#)
- Carbon Measured** [Evidenced](#)
- SBTi Approved Targets** [Verified](#)
- Made in Britain** [Verified](#)
- Renewable Energy** [Evidenced](#)
- Donates to Charity** [Evidenced](#)

Product Brand

Powered by **PROVENANCE**

# Strict regulations



Enable consumers to  
**get involved**

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RESULTS WITHOUT COMPROMISE

# Enable impact, easily

The screenshot displays a mobile shopping cart interface. At the top, there is a close button (X) and the title "YOUR BAG". Below this is a black banner with the text "Earn points on your order". A notification bar states "Congrats, you have free shipping". A progress bar shows the cart total as £0 on the left and £25 on the right. The main item is "CRYSTAL RETINAL 6", shown with a product image, a quantity selector set to "1", and a "Remove" link. The price is listed as "£69". Below the product is a section titled "AT NO EXTRA COST TO YOU, CHOOSE YOUR IMPACT" with the subtext "Select a charity and 1% of your purchase will be donated for you." This section contains four buttons with icons: a person, a horse, a tree (which is highlighted in black), and a person with a plus sign. At the bottom, a "SUSTAINABILITY" section is powered by BEAM, showing a progress bar for "Fund the planting and maintenance of 190 urban trees via Trees for Cities" which is "49% funded".

# Inform, to enable the right actions

## Packaging Recycling Guide

Did you know that only 50% of bathroom packaging is recycled? As a brand, we have to play our part by making our packaging recyclable - we're still working on a few challenging formats. But in the meantime, many of our products already come in recyclable packaging in most of the UK. So we've put together this handy guide to help you put the right thing in the right bin and make sure that what can be recycled gets the best chance to be turned into something new.

### A few golden rules before you start:



#### Ensure there is no product residue

Even as little as 10% of the formulation left inside a tube or jar can hinder recyclability. You can part-out tubes to take out that last bit of product (to your own benefit too) and then rinse. Don't worry about drying them.



#### Remove pumps from bottles

Pumps are not currently recyclable because of the small metal springs inside that can damage the machines in the processing facilities. Where possible, remove them from the bottles. Pipettes are made of mixed materials that are not easy to separate.



#### Leave pipettes on glass bottles & recycle

Small, even if made of recyclable materials, will fall through the machines in the recycling facilities. But, if left on the main packaging, they will get separated and recycled in the correct material stream. This also goes for travel size products.



How will you serve your  
broccoli?

Medik8

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