



# DESIRING A BETTER WORLD COMES NATURALLY TO US

Antica Erboristeria S.p.A. - Società Benefit  
**2018 Impact report**



**HERBATINT**<sup>®</sup>  
by ANTICA ERBORISTERIA

# MANIFESTO

Everything started from an intuition: giving every woman the chance to choose an effective hair dye that would still ensure healthy hair, as an alternative to the more aggressive and harmful colours.

It was 1970 when we first invented the ammonia-free formula, with the synergy of plant extracts, for an optimal and long-lasting result.

Herbatint had come to life.

Our goal is to promote a healthy lifestyle and support a concept of natural beauty respectful of the world we live in. We believe that social integration, transparency and environmental sustainability are essential values.

We look to the future confident that with our business we will contribute to creating positive dynamics aimed at improving the quality of life of current and future generations.

We have been innovating to enhance natural beauty since 1970.

*Using business as a force for good: we set this goal for ourselves in May 2017 and we have been committed to meeting it ever since.*

*In 2017 we decided to publish our first impact report, anticipating the adoption of the reporting system, as requested by our status as Benefit Company from this year on. So this is our second Impact report, with which we intend to illustrate our journey up to now and our commitments for the coming years.*

## ABOUT US

Antica Erboristeria was founded in Rome in the 1960s by Michele Albergo, a profound connoisseur of the beneficial properties of plants, and is now a company specialised in ammonia-free hair dyes in over 40 countries.

Herbatint, our flagship brand, was created in 1970 from the search for a hair dye formula that was both effective and respectful of hair's health.

We are a leading company in our industry and we manage the entire supply chain, from research and development to production, to marketing, always ensuring accurate checks at every stage of the cycle.

On January 2 2017, we moved to our new headquarters about 30 km north of Rome, which is home both to our offices and production plant. This move is another milestone in the global renewal process we started in recent years.

With our business we contribute to supporting a virtuous process and we believe that all the aspects related to social integration, transparency and environmental sustainability are deeply connected to a

forward-looking and thriving economic development. Our products offer delicate formulas inspired by nature with certified organic plant extracts that are created to offer a natural alternative for the most demanding consumers in terms of health and respect for the environment.

We believe diversity is an essential asset that, together with attention to technological development and the value of quality, guides processes and business activities day after day.

Thanks to our values, expressed as constant commitment, in 2016 we were awarded the important recognition of B Corp certification. The next step was the integration of our legal status with public benefit purpose, thereby becoming a Società Benefit in April 2017.

## OUR VALUES

*Our products have been drawing inspiration from nature and women's health for over 40 years. Our challenge is to enhance natural beauty by taking care of hair. This is the spirit that still characterises our philosophy to this day. Our products are like our brand, simple and timeless, a symbol of our heritage and our knowledge. Herbatint has always been the most natural alternative for permanent hair dyes.*

*Colours, nuances and shades to offer every woman the colour that best expresses her personality. A true art in creating the best result while respecting hair health.*



*The founding values of Antica Erboristeria are:*

#### **NATURE AND SUSTAINABILITY**

Our focus on naturalness drives us to use the purest raw materials from the pharmaceutical industry and carefully selected organic plant extracts. We are advocates for animal rights and support the abolition of all forms of exploitation. The packaging of Herbatint products is 100% recyclable.

#### **RESEARCH AND QUALITY**

Passion and dedication lead us towards innovation and research. Delicate and finely balanced formulas, perfected over time, are specifically designed to provide the safest and most natural alternative in hair colouring.

#### **EXPERTISE AND SPECIALISATION**

We have an unwavering commitment to beauty and the well-being of colour treated hair. This long tradition is enhanced over the years by dynamism and consistency, the know-how that day by day guides the production and marketing of our product.

#### **LOYALTY AND TRUST**

For us honesty, trust, cooperation and mutual respect mean motivated staff, satisfied customers and products at equally affordable prices. Full transparency and excellent quality are the core of the relationships we establish.



## **BUSINESS AS A FORCE FOR GOOD**

In April 2016 we were certified as a B Corp. Together with other B Corps, we are now part of a global movement that aims at promoting a more advanced business paradigm: through our business we actively choose to contribute to the resolution of social and environmental problems.

We voluntarily adopt the highest standards in terms of purpose, accountability and transparency with a formal review that certifies our overall impact. More than 70,000 companies in the world have measured themselves using the B Impact Assessment, the protocol used to measure business impact and only 2,500 in the world have managed to exceed the B Corp certified threshold of excellence. This result makes us proud.

A year later, in April 2017, we took a further step forward and we became a Società Benefit. A new form of company introduced in Italy in 2016, the only country outside the United States, with which companies formally commit to pursuing a public benefit purpose as well as profit. This new legal instrument creates a solid basis for aligning the mission in the long term and creating shared value.

As a Società Benefit, every year we issue, along with our financial statement, an impact report that sets out the progress in relation to the specific objectives included in the articles of association and shows the targets for the new year.

TRANSPARENCY  
AUTHENTICITY  
AWARENESS

## Good practices that become good deeds

*“In the world we imagine, we promote transparency, authenticity and full awareness, so that they become the basis of relationships between people”*



**Our first benefit purpose is to promote transparency, authenticity and education on issues related to natural cosmetics, new regenerative business practices and the environmental impact of companies, openly sharing challenges and opportunities in a path of continuous improvement.**

We believe in using business as a force for good, and that the good practices we choose to apply can become concrete actions to improve the quality of life of each one of us.

Through our business we want to contribute to the creation of positive dynamics, considering transparency and environmental sustainability as fundamental and essential principles for real and long-term economic growth. This is why we promote the values of the B Corp movement, values we have immediately begun to apply in many ways, including through the events we take part in and the impact report that we are publishing for the second time this year.

We are committed to managing the entire supply chain according to the criteria of quality and sustainability when selecting our suppliers, materials and technologies and in the innovative search for a constant balance between product efficiency and attention to protecting the environment and consumers' health.

## IMPACTFUL STORY: THE FORCE OF INTERDEPENDENCE



Among the many values shared by B Corps and Benefit Corporations, Interdependence was certainly the one that left the deepest mark in our business in 2017. In Italy, Europe and the rest of the world, every corporate event has been an opportunity to introduce the B Corp movement and the values we are promoting.

This way, taking part in national and international trade fairs, the training we hold within the company and the interviews or seminars we participated in have been excellent occasions to share our modus operandi with thousands of people.

This allowed us to increase our awareness and our commitment to making a positive impact on society and the biosphere, constantly aligning our long-term mission with the process of creating shared value.

Many companies in our network have embraced our mission and started their own journey to become a B Corp. This way, our network of business contacts has become an ecosystem of B Corp companies that speak the same language, share the same values and pursue the same goals, which must be at people's service.

Thanks to these many Interdependence experiences, during the B Corp Italy event in December 2017, we received an important award, the "Best for Italy 2017: Best B Corp Ambassador", which confirmed one of the principles we firmly believe in: "Our business must work for everyone, our interdependence will change the world!"

## 2017 RESULTS

**Target** - publish and promote the 2017 Impact Report on the corporate website.

**Action** - 2017 Impact Report both in Italian and English. Promotional means used:

- printing on FSC paper and distribution to the main stakeholders during the Annual Distributor Meeting and the Founders Meeting at the end of the year, both held at the company's headquarters in Rome
- publication and circulation through the corporate website (in English) and the local Italian website (in Italian) with the option of downloading the PDF file
- promotion of the publication through dedicated newsletters (in Italian and English) addressed to the entire corporate DB

**Target** - consumer survey and involvement of other stakeholders (at least 10 pharmacies and herbalist's shops, 5 suppliers) on the social and environmental performance of the company.

**Action** - stakeholder involvement through the following actions:

- training and information activities on the B Corp issues and on the company's ongoing projects (social, environmental and business initiatives)
- training of agents in Italy: 5 days at our headquarters (from July to December) involving representatives from 8 different regions
- training of international distributors: 1 annual meeting (April) that involved representatives from 17 different countries

## 2017 RESULTS

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- collaboration with 4 final-year students from top Italian universities to draft their final dissertations by answering questionnaires on the topic and sharing with them our experience as a B Corp
- consumer survey: during the year, we decided to postpone the implementation of the survey to the following year, envisaging the involvement of our final customers. The instrument will be used on an annual basis to capture the evolution of customers' awareness/perception of the company's social and environmental performance, as well as of the product

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**Target** - promote the B Corp theme and natural cosmetics at dedicated events (trade fairs, conferences, etc.).

**Action** - informative and promotional activities, distribution of informative materials and promotion of B Corp issues during participation in national and international trade fairs specialising in the Pharma, Beauty, Organic and Natural sectors:

- national relevance (Italy): Cosmofarma (7-8 May, Bologna), PharmaEvolution (6-8 October, Catania), PharmaExpo (24-26 November, Naples)
- international relevance: Cosmoprof Worldwide Bologna (17-20 March, Bologna - Italy), Vivanness Nuremberg (15-18 February, Nuremberg - Germany), Cosmoprof Hong Kong (15-17 November, Hong Kong - Asia), Belleza y Salud (27 September - 1 October, Bogota - Colombia), Sana Bologna (8-11 September - Italy)

Namely, during Vivanness, the international fair dedicated to organic and natural cosmetics held in Germany, our Herbatint stand hosted a B Corp event held in collaboration with B Lab Europe, to introduce the certification to other exhibitors and visitors and to share the values of the movement together with the other B Corp companies at the trade fair. All those who took part in the event were invited to sign the B Corp Board or leave a comment on their experience as a B Corp.

## 2017 RESULTS

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**Target** - communicate actions with a positive impact (packaging, sustainability, environment, product safety, certifications, Benefit Company) in 50% of the corporate communications disclosed.

**Action** - our 2017 publishing plan placed a significant emphasis on information related to actions with a positive impact. Details of promotional and informative activities through:

- FB and Twitter corporate social media accounts (in English and Italian): in the monthly publishing plan, 4 posts out of 8 dealt with the indicated topics
- newsletter (in English and Italian): 8 out of 22 DEMs covered these topics
- news on the corporate website (in English) and on the local Italian website (in Italian): 5 news items out of 15 covered these topics
- articles published in trade magazines: out of 30 publications, 4 relaunched B Corp and environmental sustainability issues, 6 dealt with packaging and brand certifications. The remaining ones covered product benefits
- 4 interviews in trade magazines and radio programmes on B Corps in the US (June-July)

Participation in the internationally renowned PR event Editor Meet & Greet, held in New York by Beauty Made in Italy (November). The event promoted excellence, awareness and availability of beauty products made in Italy in the American market.

## 2017 RESULTS

**Target** - publish 2 newsletters a year on topics related to technological innovation adopted in the company.

**Action** - creation and transmission of 4 newsletters providing information about technological innovations:

- inauguration of the new headquarters
- “Best for Italy 2017: Best B Corp Award”
- publication of an article on the February 2017 issue of Bio&Consumi dedicated to the new headquarters of Antica Erboristeria
- achievement of the 2017 milestones (list of goals achieved in 2017)

## 2018 GOALS

**We believe it is essential to provide information and training on social and environmental issues to increase the awareness and the importance of doing something to change the world.**

2018 ACTIONS	2018 TARGETS
Involve and engage stakeholders on the company's social and environmental performance	Implement an initial informative action to involve first-level stakeholders according to the Herbatint engagement plan  Gather feedback for each specific type of stakeholder involved in the plan (distributors, employees, suppliers, customers, agents, company owners)
Promote the B Corp theme and natural cosmetics during dedicated events (trade fairs, conferences, etc.)	Devote an ad-hoc space to promote the topics indicated during all the events attended by the company
Communicate the most important actions (packaging, sustainability, the environment, product safety, certifications, Società Benefit) outside the company	Communicate actions with a positive impact in at least 30% of the corporate communications disclosed
Share with stakeholders the most significant results regarding the technological innovations adopted	Publish 2 technical newsletters for 2018

This benefit purpose has been assigned to



Serena  
Marketing  
and Sales  
Director

## A safer world for everyone, especially for itself

*“Through Research and Sustainable Development we contribute to creating effective and safe products for consumers and for the world, ensuring growth and innovation for us and for generations to come”*

# 2

**Our second benefit purpose is the use of increasingly effective technologies, safer for consumers and for the environment, through internal research and development projects and collaborations.**

With our strong experience consolidated over time, we look to the future with passion and desire for innovation.

Herbatint products offer natural and delicate formulas with certified organic plant extracts and are created to offer a natural alternative for the most demanding consumers in terms of health and respect for the environment. We believe that only thanks to a concrete commitment in R&D designed to integrate the principles of sustainable innovation can we move forward in the creation of increasingly safer and at the same time effective products.

As we move forward, we are committed to increasing our offer of organic products to offer an ever more environmentally-friendly range of products and to enhancing our R&D projects to stimulate innovation in the field of natural cosmetics.

## IMPACTFUL STORY: THE NEW DYE PRODUCTION SYSTEM

In 2017, we adopted a series of significant industrial innovations to improve both our technical efficiency and safety. Not only have we met the set deadlines, but we have also worked to streamline the new environments and systems and re-think the distribution of the areas devoted to individual industrial processes to maximise production efficiency by fully combining product quality and

personnel safety. We are pleased to have introduced a new dye production system entirely made of stainless steel, geared to our specific existing and future industrial needs. This is a state-of-the-art system, highly versatile from an industrial point of view and able to ensure quality and compliance on the product side, whilst ensuring ease of use for personnel.

## 2017 RESULTS

**Target** - add to our portfolio one or two products with an organic certification.

We chose to prioritise our certified organic hair care line Moringa Repair and launch its distribution abroad (Lithuania, Denmark, Czech Republic, Poland, Latvia, Malta, South Africa and Hong Kong). Therefore, new products with an organic certification have not been introduced.

The target for the introduction of new organically certified products has been moved to 2018 due to market dynamics.

**Target** - 10% increase in revenues from products with an organic certification.

The objective of increasing forecasted revenues was not achieved, as the launch of the organically certified Moringa Repair hair care line in Italy was postponed to 2018.

**Target** - launch at least one project in collaboration with a trade association for research and development.

**Action** - a partnership with Cosmetica Italia was launched for the purposes of technical regulatory development.

## 2018 GOALS

**We are increasing the production and marketing of organically certified products to provide our consumers with products that are increasingly delicate, effective and respectful of the environment we live in.**

### 2018 ACTIONS

Increase revenues generated by certified organic products

Collaborate with trade associations and/or companies operating in the sector for R&D

### 2018 TARGETS

Launch of organic lines on the Italian market and expected increase in revenues by 10%

Launch an Innovation Lab project with a panel of suppliers aimed at identifying innovations to improve the impact of products across the entire life cycle

This benefit purpose has been assigned to



Paolo  
Lab  
Manager

**A sustainable product comes  
from a company that supports  
what it believes in**

*"We want to become a virtuous example of attention and care for the world  
through the adoption of responsible attitudes and sustainable processes"*

# 3

**Our third benefit purpose is the constant improvement of the corporate sustainability profile through the development of sustainable innovation practices and processes.**

We select suppliers that apply sustainable approaches and have an environmental and safety certification. We work to promote the use of recyclable packaging and have chosen to only use cardboard from certified forests for our product packaging to promote responsible forest management. Also the choice to use non-disposable plastic bottles that can be fully closed again and allow for multiple uses is part of our decision to reduce unnecessary waste and its environmental impact, which also makes recycling easier through separate waste collection.

## IMPACTFUL STORY: THE NEW SUSTAINABLE PLANT

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One of the important elements of our global renewal program has been the creation of an innovative and modern work environment for our new headquarters inaugurated on 1<sup>st</sup> January 2017.

The new structure integrates, as best as possible, green technologies, including: the adoption of measures to save energy and water, reduce CO<sub>2</sub> emissions, improve the quality of the interiors, the materials and the resources used, the project and the choice of the site for a more efficient use of key resources compared to conventional buildings.

The design objective we have pursued has allowed for the creation of a environment that helps increase productivity, well-being and comfort for all workers. Covering the site with photovoltaic panels allows to produce enough energy to support the entire energy requirements of the offices.

The premises (LEED-certified in June 2018) are an even more tangible proof of our commitment to environmental protection issues.



## 2017 RESULTS

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**Target** - activate the plant for the production of photovoltaic energy on site.

**Action** - plant activated to provide the required amount of energy to all offices.

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**Target** - 10% increase in energy from renewable sources.

**Action** - contract to supply 100% green energy for the entire plant activated.

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**Target** - introduce water flow reducers in the whole structure.

**Action** - use of water flow reducers for the entire structure.

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**Target** - obtain the LEED Silver or Gold certification for production plants and offices.

**Action** - implementation of the requirements for obtaining the LEED Silver or Gold certification for both production plants and offices.

## 2017 RESULTS

**Target** - activate separate waste collection processes in the production area.

**Azione** - separate waste collection processes in the production area activated. Currently being designed to implement separate waste collection processes for offices as well.

**Target** - re-use at least 20% of secondary packaging materials for our main supplier.

**Azione** - in 2017 we developed a process to recover and reuse secondary packaging materials for our main supplier. The overall impact exceeds the 20% target.

## 2018 GOALS

**We will adopt innovative techniques and production processes to reduce our environmental impact: we believe that the best product for the consumer is also the best product to protect the natural environment around us.**

2018 ACTIONS	2018 TARGETS
Implement a system to monitor energy consumption and a plan to reduce it	Launch a system to monitor energy consumption in order to put in place a plan to optimise it.
Obtain the LEED certification both for production facilities and offices	Obtain the LEED Silver Certification
Extend separate waste collection to offices and raise awareness about the topic among employees	Implement separate waste collection processes for offices as well
Introduce hybrid/electric vehicles in the company's fleet	Introduce a hybrid/electric car in the company's fleet
Supply energy to charge electric vehicles	Install an electric charging column for electric vehicles

This benefit purpose has been assigned to



Settimio  
Technical  
Director

**It's time to change the world, together**

*"We have chosen to go far with those who share our vision of the world"*

# 4

**Our fourth benefit purpose is working with selected suppliers on quality and economic conditions, as well as impact and adherence to fundamental values.**

Our goal is to include in the supplier selection and purchase assessment process the preference for companies, products and services that produce added value at a social and environmental level. Indeed, in the selection process, we favor organisations that certify their quality systems (ISO series 9000 or similar) and provide products with certifications proving a lower impact (for example: for paper, FSC or PEFC certifications; for organic plant extracts, organic certifications or other certifications depending on the category of the goods).

True to the logic of interdependence between B Corps, a rewarding prerequisite on a like-to-like basis in terms of conditions is having the B Corp Certification, an added value which we believe is something important to support and promote.

Moreover, where there are informed management elements, we direct our collaborations towards local suppliers or companies who, like us, apply an informed approach to the management of diversity (in terms of culture, ethnicity, age, gender) and who apply it in the in-house staff management policy.

We favor sustainable products (e.g. with the FSC certification) also in the choice of auxiliary materials, for which we are committed to reducing consumption, while for the equipment, systems and furnishings we prefer virtuous purchases in terms of energy class and compliance with environmental requirements. Currently, 50% of our purchases come from two suppliers that stand out for their focus on sustainability.

## IMPACTFUL STORY: CLOSER CONTACT WITH B CORP SUSTAINABILITY VALUES AND THE LAUNCH OF THE LEED CERTIFICATION PROGRAMME FOR OUR PACKAGING SUPPLIER

During 2017, we had many opportunities to share with our main partners the commitment and values that guide our company. Several partners and friends have accompanied us during our growth process and have chosen to embrace our own values, also starting their own journey towards the B Corp certification. This commitment was also expressed

by one of our main suppliers who, by following our example, started a process to reduce the impact of its activities during the design of its company headquarters, which, like ours, will be implemented according to the criteria of the LEED certification (certification obtained in June 2018).

### 2017 RESULTS

**Target** - share the code of conduct when all new contracts and renegotiations are signed.

**Action** - the code of conduct, which will be formally set up in 2018, has been introduced to the main suppliers.

**Target** - self-assessment through the B Impact Assessment for 50% of suppliers (on total purchases).

**Action** - we achieved 25% of the target thanks to the launch of the BIA assessment for our packaging supplier. We are waiting to launch the same assessment process for our bottle supplier.

### 2018 GOALS

**We want to maintain long-lasting relationships with our suppliers, share sustainability objectives and build new business relationships only with those who have our same vision.**

#### 2018 ACTIONS

Create and share a code of conduct for suppliers that defines their responsibilities in terms of social and environmental performance

Monitor and evaluate the main suppliers through the use of the B Impact Assessment

Introduce the evaluation of new suppliers through the use of the B Impact Assessment

#### 2018 TARGETS

Introduce the code of conduct when all new contracts and renegotiations are signed

Finalise the BIA assessment for our main suppliers

Evaluate all new suppliers through the use of the B Impact Assessment

This benefit purpose has been assigned to



Pamela and Paola  
Purchasing  
Department

## Diversity is in our nature

*“Every person is a precious resource. We want everyone’s diversity and uniqueness to generate a community where everyone can express their potential as best as possible”*

# 5

**Our fifth benefit purpose is the promotion of cultural diversity by practicing an inclusive policy within the company and supporting projects with a positive impact on the local area and the community.**

We believe that the true value is shared value. For us, the only way of conducting business is to bring out the value of all the people involved and the context we operate in and is based on transparency and sharing.

Indeed, the three pillars on which we build our business are:

- Community - respect for human rights, work, everyone’s needs and expectations, enhancing diversity
- Environment - in which we not only do business but also live, which translates into sustainable choices and protection of the common good
- Communication - an open dialogue and transparency with all stakeholders to understand and value each other’s needs

We are deeply convinced that any deviation from a fully responsible business management has a negative knock-on effect on all the parties involved and therefore also produces a negative impact on the business itself. On the other hand, creating value for the company and the community generates a virtuous circle where everyone can thrive.

We believe our success is grounded in the professional approach and sense of belonging of the people who work with us.

## PROMOTION OF CULTURAL DIVERSITY

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This is why diversity and inclusion are key in our code of conduct and are deeply rooted in our values. From a practical point of view, we are committed to maintaining a fair balance between men and women at all levels of the company and to hiring people from disadvantaged groups (immigrants, refugees, asylum seekers): our share is currently 20% and we aim to maintain it.

We favor permanent contracts and to immediately ensure a full personal contribution and favour integration and the introduction in the company, we have an initial induction in place for all new employees, to provide an opportunity to talk both with parties inside and outside the company.

We also promote training initiatives for all staff to ensure the development of relevant professional skills and the necessary refresher courses to make sure we focus on the inclinations and abilities of all team members. With the transfer to the new premises, we have redesigned spaces to actively involve employees, collaborators and customers in future. One of the projects hosted is the Academy, a space and a program dedicated to training and continuous professional development.

We also offer opportunities and solutions to improve the quality of life of our employees and their families.

## IMPACTFUL STORY: THE GOOD PRACTICES IN THE NEW HEADQUARTERS

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On 1<sup>st</sup> January 2017, we moved to the new company headquarters. The design of the new plant started immediately with the aim of creating a healthy environment, capable of contributing both to greater productivity and better health and comfort levels for all workers.

We chose the best logistical solution for all employees through an internal survey. All staff members were actively involved in the project, and several visits were organised to the new site under construction where everyone was able to see the various stages of construction. Each one of us saw the development of the work environments, green areas and break and leisure areas we live in every day. The project was carried out according to the initially established schedule and standards.

To better meet the needs of employees, the working hours in the new headquarters have been adapted; starting half an hour earlier makes it easier for them to go home to their families at the end of the day.

An additional benefit package was also activated and includes daily restaurant vouchers and a health insurance policy for all employees.

Together with the local Municipality, we have also launched a public transport service for all employees, who today can count on a direct connection between the nearest train station and the company headquarters.



## 2017 RESULTS

**Target** - at least 80% of employees is "satisfied" or feels "involved" according to a survey on: the climate in the company, satisfaction, enhancement of diversity and inclusion in the company, involvement in projects with a positive impact for the local area or the local community (e.g. volunteering).

The survey was postponed to the following year in order to understand the impact of the many interventions that were activated in conjunction with the relocation of our headquarters in January 2017.

**Target** - create 2 value-sharing activities on B Corp issues, a social and environmental mission.

**Action** - in 2017 we carried out: 1 Annual Distributor Meeting (April 2017) and 5 days of Training for Italian Agents (from July to December).

**Target** - activate a municipal transport system to make employee transport more sustainable.

**Action** - we activated the municipal transport service to connect the industrial district with the railway station. The stop is in front of the entrance to the headquarters.

## 2018 GOALS

**Our members of staff have a central role and we are committed to ensuring that each one of them perceives the company as a community where the work of the one person depends and supports the work of others and the result depends on everyone's contribution.**

### 2018 ACTIONS

Gather feedback from employees through a survey on: the climate in the company, satisfaction, enhancement of diversity and inclusion in the company, involvement in projects with a positive impact for the local area or the local community (e.g. volunteering)

To plan value sharing activities on B Corp issues, a social and environmental mission

### 2018 TARGETS

Conduct the survey and reach a "satisfied" or "involved" value for at least 80% of employees

Create 2 value-sharing activities on B Corp issues, a social and environmental mission

This benefit purpose has been assigned to



Benoit  
CEO

## IMPACT MEASUREMENT

To measure the impact of our company, we use the international B Impact Assessment standard. In 2016, we reached the excellence performance threshold for the B Corp certification, 80 points.

Our complete B Impact report certified by B Lab is available at:  
[www.bcorporation.eu/community/antica-erboristeria-spa](http://www.bcorporation.eu/community/antica-erboristeria-spa)

Certified



Corporation

Thanks to the integration of improvement actions achieved in 2017, we have reached a score of 92.6 points, which will be verified by B Lab in view of our certification envisaged in 2018.



## Antica Erboristeria SpA B 2018 IMPACT REPORT

	COMPANY SCORE	AVERAGE SCORE*
<b>Environment</b> Local area, office, facilities, energy, water, materials, emissions, waste, suppliers, distribution, transport	15.6	7
<b>Employees</b> Salaries, benefits, training, management, communication, work environment, health and safety at work	18.6	18
<b>Community</b> Creation of employment, diversity, inclusion, civic engagement, donations, local involvement, suppliers, distributors, workforce development	41.8	17
<b>Governance</b> Mission, commitment, corporate responsibility and transparency	15.7	6
<b>Total score</b>	<b>92.6</b>	<b>55</b>

80 out 200 is eligible for certification

\*of all businesses that have completed the B Impact Assessment

\*total includes the customer area not applicable for Antica Erboristeria

## THE FIGURES OF OUR IMPACT IN 2017

### Business

			
<b>€9,5M</b> turnover	<b>3M</b> units produced  75% + certified suppliers 50% + local suppliers	<b>Organic line introduced in</b> <b>8</b> <b>new foreign markets</b>  (Lithuania, Denmark, Czech Republic, Poland, Latvia, Malta, South Africa and Hong Kong)	<b>5</b> days of training in Italy  <b>17</b> representative countries during the annual meeting

# Business

			
<p><b>8</b> trade fairs</p> <p>Cosmofarma PharmaEvolution PharmaExpo Cosmoprof Worldwide Bologna Vivaness Nürnberg Cosmoprof Hong Kong Belleza y Salud Sana Bologna</p>	<p><b>30</b> publications</p> <p>on the topic of B Corps, environmental sustainability, packaging and certifications</p>	<p><b>B CORP</b> launch of projects with <b>Dikaio</b>, <b>Natura&amp;Benessere</b> and <b>Nativa</b></p> <p>Antica Erboristeria becomes a <b>Benefit Corporation</b>, May 2017</p>	<p><b>4</b> awards</p> <p>2017-2018 Victoire de la Beauté, France Beauty Creator 2017, Poland Best Haircare Platinum Award, Canada Best for Italy: Best B Corp Ambassador, Italy</p>

# Community

	
<p><b>50% +</b> more women on the board of directors</p> <p><b>40% +</b> more female employees</p>	<p><b>21%</b> of employees come from chronically underemployed communities</p>

# Environment

	
<p><b>100%</b> of offices powered with a photovoltaic system Energy used 78 GJ (0.26 GJ*)</p> <p><b>100%</b> Green energy for production</p>	<p><b>130t</b> (0,43 t*) CO<sub>2</sub> emissions avoided</p> <p><b>42t</b> (0,14 t*) CO<sub>2</sub> emissions (scope 1 and 2)</p>

\* per 10,000 units produced

# Environment

		
<b>450m<sup>3</sup></b> (1.5 m3*) Rainwater recovered and used for irrigation purposes	<b>178<sub>t</sub></b> (0.59 t*) Waste disposed of <b>15%</b> Recycled waste <b>20% +</b> Reuse of secondary packaging materials for the main supplier	<b>NEW HEADQUARTERS</b> <ul style="list-style-type: none"><li>- photovoltaic system</li><li>- less water used</li><li>- lower CO<sub>2</sub> emissions</li><li>- interiors: choice of sustainable materials</li><li>- outdoors: 25% more green areas</li></ul>

\* per 10,000 units produced

“If you want to go fast, go alone. If you want to go far, go together”

Our journey as a Benefit Corporation has just begun. We started it to ensure an even more decisive alignment of our business to our mission. We believe we are on the right path to create a prosperous future for us, for the community we operate in and for the world. We want to make everyone feel involved in our new challenge, which we are sure will take us far.



**HERBATINT®**

by ANTICA ERBORISTERIA