

**Wanting a better
world comes
naturally to us**

**Impact Report
2022-2023**





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

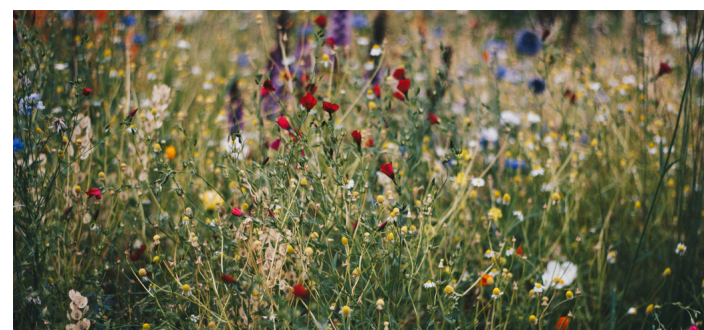
This is our Sixth Impact Report with which, as a Benefit Corporation, we continue to tell the story of our journey so far and our commitments for the coming years.



Highlights

01

GOOD PRACTICES THAT
BECOME GOOD DEEDS



02

A SAFER WORLD FOR
EVERYONE AND FOR THE
PLANET ITSELF



03

SUSTAINABLE PRODUCTS
COME FROM COMPANIES
THAT BELIEVE IN WHAT
THEY DO



04

IT'S TIME TO CHANGE
THE WORLD, TOGETHER



05

DIVERSITY IS OUR
QUALITY



MANIFESTO

Everything started from an idea: giving every woman the opportunity to choose an effective hair dye that respects their hair instead of aggressive and harmful coloring products. In **1970** we were the first to invent an ammonia-free formula using the synergy of plant extracts for excellent long-lasting results.

Herbatint was born.

Our goal is to promote a healthy lifestyle while supporting the concept of natural beauty that respects the world we live in. Social integration, transparency, and environmental sustainability are essential values to us.

We look forward to the future with certainty that our activities will contribute to creating positive dynamics that improve the quality of life for present and future generations.

We have been innovating to enhance natural beauty since 1970.

About us

Antica Erboristeria SpA Società Benefit specializes in hair products and is present in over 40 countries worldwide. Since 1970, the Herbatint flagship brand has been **synonymous with effectiveness and respect for the health of hair.**

In 2022, a year after its launch, our Herbatint Hair Touch UP--distinctive for its sustainable innovation of materials and product packaging--**won the 2022 Conai Eco-design call for ideas.** This was a proud moment for the Company and a testament to our commitment and direct contribution to the creation of a circular economy.

Our Company is committed to the research and development of innovative products to complement its current range while prioritizing sustainability initiatives. During this year, the Company outlined a strategic investment plan for the creation of a **GREEN LAB** to host the new **COSMOS ORGANIC** products, enabling us to meet the most challenging demands of the market.



About us

The pursuit of sustainable transformation and the urgent need to define a concrete and coordinated plan led us, together with 6 other founding members, to create a genuine alliance of B Corp leaders. The **B Beauty Coalition** is now enabled to create and nurture projects aimed at promoting systemic and lasting change in the beauty industry while improving its sustainability standards through collective action. Since January 2022, Antica Erboristeria has been a member of the Board of the B Beauty Coalition leading this mission of change.

With its **Campus powered by 100% renewable energy**, Antica Erboristeria is responsive to the energy crisis with a project that will allow it to increase its energy independence in the coming year. This also allows Antica Erboristeria to considerably reduce its energy needs thanks to the implementation of measures dedicated to optimizing its internal processes.



Herbatint Antica Erboristeria is among first 200 B Corp in Italy

About us

As a B Corp and Benefit Corporation, we support our Articles of Association with annual common benefit targets, ensuring every corporate project is consistent with our values and focused on sustainability.

At Christmas, we came together at the Company Headquarters with our families to celebrate the feeling of social responsibility that unites us. As part of an internal initiative, each of us contributed to our culture of sustainability by donating items to the **Comunità di Sant'Egidio** for the benefit of those who are in need. In doing so we followed our principle of "collect, select, recycle" that characterizes the concept of ecological solidarity.



Our values



Our products have drawn inspiration from nature for over 40 years. We seek to showcase the natural beauty of women by taking care of their hair. This is the spirit that continues to characterize our philosophy today. **Our products mirror our brand: simple and timeless** This emblemizes our heritage and expertise.

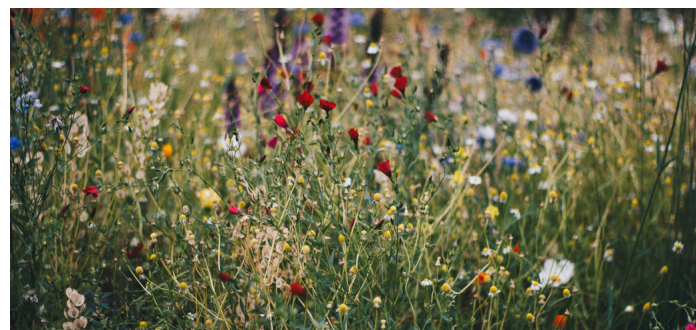
Herbatint has always been the most natural alternative in permanent coloring. Colors, nuances, and shades offer every woman the color that best expresses her personality; the art of creating the best result while respecting the health of the hair.



Our values

NATURE AND SUSTAINABILITY

Driven by our commitment to natural products, we use the purest raw materials in the pharmaceutical industry and carefully selected organic plant extracts. We promote animal rights and support the abolition of all forms of exploitation. Herbatint packaging is 100% recyclable.



RESEARCH AND QUALITY

Our innovations and research are driven by our passion and dedication. Our delicate, timeless, and finely balanced formulas are specifically designed to guarantee the safest and most natural alternative for hair coloring products.



EXPERTISE AND SPECIALISATION

Our unwavering commitment to enhancing the beauty and health of colored hair, coupled with our longstanding tradition built through years of perseverance and dynamism, fortifies the expertise that continually propels the production and promotion of our products.



LOYALTY AND TRUST

For us, honesty, trust, cooperation and mutual respect are synonymous with motivated staff, satisfied customers and products at equally affordable prices. Maximum transparency and superior quality form the basis of the relationships we establish.



Business as a positive force

We operate as a **B Corp** in a global movement committed to spreading a more advanced business paradigm, contributing to solving social and environmental problems on a daily basis. We voluntarily adopt the highest standards in our aims, accountability, and transparency while conducting a formal review that certifies our overall impact.

As a Benefit Corporation, we are proud to formally ally our specific common benefit objectives with our profit targets. The Impact Report has become a tool for outlining the progress we have made with specific objectives included in the Articles of Association and for sharing our targets for the new year.

Certified
B
Corporation



TRANSPARENCY
AUTHENTICITY
AWARENESS



In our envisaged world, we promote transparency, authenticity, and education so that these values become the fundamental core of relationships between people



1

Good practices
that become
good deeds



1



Our first objective is to promote transparency, authenticity, and education on issues related to natural cosmetics, new regenerative business practices, and the environmental impact of activities, while openly sharing challenges and opportunities as part of a continuous improvement process.



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

Through our activities we seek 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. We promote the values of the B Corp movement by using all means available to us, including the events in which we participate and the Impact Report we are publishing for the first time this year.

We are committed to managing the entire supply chain according to criteria of quality and sustainability in the selection of our suppliers, materials and technologies, and in our innovative mission to establish a **constant balance between product efficiency and the protection of the environment and consumer health.**

Inspirational story

#1



HERBATINT HAIR TOUCH UP – THE 2022 CONAI ECO-DESIGN AWARD

Herbatint Hair Touch-Up is a temporary solution that instantly conceals the regrowth of white hair in a practical and comfortable way. The innovative formula uses 93% ingredients of natural origin making it an ethical alternative that is also suitable for vegans. The precision brush uses fiber bristles that enable the application of the exact amount of product required, preventing the formation of clumps and guaranteeing fast drying.

The packaging is designed to be environmentally friendly: the tube is made from **74% post-consumer recycled r-PET plastic** that contains 10 ml of product. Rather than using a leaflet for instructions, they are provided directly on the **“talking box” made from recycled paper** in order to reduce paper consumption. The reduced size of the packaging has optimized the use of storage and transport logistics spaces. In addition, the decision to create a single multi-language pack for all export countries helps facilitate and simplify the organization of the warehouse.

Inspirational story #1



HERBATINT HAIR TOUCH UP – THE 2022 CONAI ECO-DESIGN AWARD

Temporary Hair Touch-Up meets environmental, economic, and ethical sustainability criteria while taking into account the entire production chain, from manufacturing to marketing and disposal.

Herbatint Hair Touch Up took part in the **2022 CONAI Eco-design call for ideas** on the environmental sustainability of packaging and received recognition for the product's design and manufacturing choices with respect to the 3 LCA assessment impact indicators: **GWP** (Global Warming Potential or carbon footprint reduction), **GER** (Gross Energy Requirement, which measures the reduction of total energy used during the entire life cycle of the product/service) and **H2O** (Water consumption).

2022 Results

TARGET I

Plan at least one project with partners to increase the positive impact of the supply chain of Herbatint products. Organization of the international customer event and presence of B Corp communication



Organization of the international customer event 2022 “PEOPLE, THE HEARTBEAT OF HERBATINT” Martano, Puglia

The global pandemic has introduced many unique challenges that companies have never had to face before. After two years of managing and overcoming countless changes, Antica Erboristeria organized an **international event** with the **primary objective** of personally **reconnecting** with its international partners, re-establishing close and mutually beneficial human relationships, and reviving team spirit through activities designed to foster interaction, sharing, and **team building** with the support of **Nativa**.

**EMBRACE RADICALITY AND
EVOLUTION WILL FLOW.**

NATIVA

2022 Results

The place chosen to bring together the international Herbatint team and facilitate this “reconnection” was the **resort belonging to Naturalis BIO, a B Corp company and business partner:** an environment where nature, sustainability and organic and regenerative agriculture inspired discussions about strategic business issues, the evolution of global distribution and the exchange of best practices in a workshop and horizontal format designed to encourage sharing and interaction.

The game of **Rugby** and the analogy of the “Barbarians” were used to underline the importance of the connection between people in achieving successful results.



2022 Results

TARGET 2

Manage, together with other B Corp companies and B Lab Europe, the effective spread of the **NetZero Project** to decision makers, managers and professionals with the aim of improving the way organizations and companies positively impact on the climate.



Together with other B Corp companies (Davines, NWG Energia, Save the Duck, Garc, Fedabo, Nativa, and Too Good To Go), we produced a **set of guidelines** with the single goal of informing managers, decision-makers and professionals who have to develop an action plan to reduce the climate impact of their organization with the most up-to-date best practices and methodologies.



As part of the same project, we shared our experiences, examples of best practices and action plans that may be useful to those who wish to embark on a positive impact process in their business. We are proud that our work has been shared with **B Lab Europe**, which has given it wide visibility so that more and more companies and professionals take steps towards making a positive impact on the planet.

Pledges for 2023



We believe it is essential to provide information and training on social and environmental issues to increase people’s awareness of the need to take action to change the world.



This goal
is promoted by:

| 2023 ACTIONS | 2023 TARGETS |
|--|--|
| Involve stakeholders in the Company's social and environmental activities, and identify common areas of improvement to increase the positive impact of our projects. | Directly participate in at least two working groups focused on sharing and raising stakeholders’ awareness of positive impact projects. Identify at least one improvement action during discussions to enhance Herbatint's sustainability profile. |
| Promote education and actively collaborate with other companies on initiatives that have a concrete, positive impact on the planet and the community. | Take part in a joint project that has environmental or social benefits. |



SERENA
Marketing and Sales Director

**EFFECTIVE AND SAFE
TECHNOLOGIES**



“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 the generations to come”



2

**A safer world for
everyone and for
the planet itself**

2



Our second goal is to use increasingly effective technologies that are safer for consumers and for the environment, all through internal research, development projects, and collaborations.



Empowered by the experience we have acquired over the years, we look to the future with passion and a desire for innovation. By prioritizing continuous **Research and Development** activities inspired by **sustainable innovation** principles we form the basis of Herbatint's philosophy of enhancing natural beauty with delicate, finely balanced formulas that respect the environment and people. To us honesty, trust, cooperation, and mutual respect are synonymous with motivated staff, satisfied customers, and products at equally affordable prices.

Maximum transparency and superior quality form the fundamental core of the relationships we establish. We are committed to expanding our range of environmentally-friendly Herbatint products.



Inspirational story #2

THE B BEAUTY NAVIGATOR. A FREE DATABASE OF BEAUTY BETTER PRACTICE.

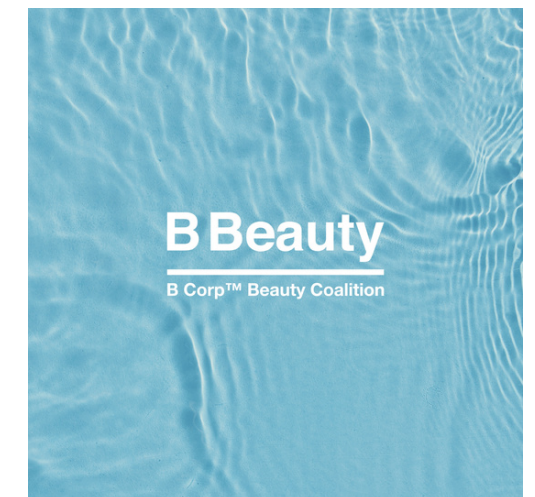
The B Beauty Navigator is the world's first openly-available online library of sustainability guidance in beauty packaging, ingredients and logistics. Published by The B Corp Beauty Coalition, a collective action initiative of over 60 B Corps committed to working together to change the beauty industry for good.

BBeauty
Navigator

bcorpbeauty.org/b-beauty-navigator

HERBATINT'S CONTRIBUTION TO THE BEAUTY COALITION AND SUSTAINABLE TRANSITION

In 2022, Herbatint actively participated in the various working groups of the **Beauty Coalition**, assuming key responsibilities at several Governance levels, namely participating on the **Board and the Steering Committee**. Almost a year after its creation thanks to the synergies with other international B Corp companies in the Beauty industry, the **Beauty Navigator Tool** was launched during B Corp Month: an **open-source database** designed for beauty companies and shoppers who want to know more about sustainability best practices, virtuous procedures, and guidelines on the selection of ingredients and packaging design. All visitors can download the reported results free and anonymously which forms an increasingly closer link between beauty, sustainability, and transparency.



2022 Results

TARGET I

Complete the switch to the new Herbatint Permanent formula on all markets and define new Cosmos Organic Haircare product lines

In 2022, the switch to the **new Herbatint Permanent formula** was finalized in all countries. An outstanding landmark achievement that allowed us to further innovate the Herbatint formula with ingredients of natural origin and low environmental impact.



In the same excitement, we also defined all new Herbatint developments that will enable us to complete our Haircare range in 2023 with **Herbatint Cosmos Organic lines** with specific functions: detoxifying and hydrating shampoo as well as frizz-control and hydrating treatments and a restructuring mask.

2022 Results

TARGET 2

Introduce at least one new measure to improve the sustainability of Herbatint packaging



Herbatint packaging includes information on the actions carried out to streamline the use of the product. In 2022 the packaging was supplemented with graphics and information to inform consumers about the end of life for the product and how to properly recycle all materials. This stems from the **LCA (Life Cycle Assessment)** performed on our products and will be continued by other innovations in materials and package sizing in the future. As evidenced by our Herbatint Hair Touch UP product, **our packaging will continue to become increasingly more environmentally friendly** by using recycled materials and reducing paper size and consumption which have a positive impact on both transport and logistics management.

Pledges for 2023



We will produce and market more healthy, top-quality products. Not just out of respect for the people that use them, but also for the health of the planet and the environment in which we live.



This goal
is promoted by

| 2023 ACTIONS | 2023 TARGETS |
|--|--|
| Increase the number of Herbatint products that have intrinsic characteristics in line with the Company's values and are capable of responding to the demands of the market in an innovative and sustainable way. | Launch of the new Herbatint Cosmos Organic lines with innovations and elevated sustainable impact in the choice of both ingredients and packaging. |
| Improve the sustainability of Herbatint products. | Finalize a new LCA to define all measures to be implemented to reduce the environmental impact of the entire Herbatint Permanent line. |



PAOLO
Lab Manager

**SUSTAINABLE BEHAVIOURS
AND PROCESSES**

“We want to become a virtuous example of care and love for the world through our adoption of responsible behaviours and sustainable processes”

3

**Sustainable products
come from companies
that believe in what they
do**

3



Our third goal is the constant improvement of the Company's sustainability profile through the development of sustainable innovation practices and processes.



As a B Corp that has made **sustainable development part of its corporate growth process**, our mission is to respect our planet and all forms of life. The Business Impact Analysis and improvement management guide the sustainable development of our Company and allow us to define actions, projects, and the development of new products in a circular way.



Inspirational story #3

HERBATINT OPEN DOORS

On Saturday, December 17, 2022, **the Herbatint sites opened their doors to staff, their families**, and their pets for a Christmas get-together: it was an opportunity for employees to share their daily routine in the workplace with their loved ones, take a tour, and get to know each other better. The younger children had fun with organized group games, food trucks and many other surprises! It was fantastic to meet up outside of work and get more involved in transversal and synergic projects in the community. As part of a joint initiative, each of us contributed to nurturing our culture of sustainability **by donating items to the Comunità di Sant'Egidio** for the benefit of someone else who needed it more, in doing so, we followed the principle of “collect, select, recycle” that characterizes the concept of ecological solidarity.



2022 Results

TARGET I

The launch of a system to monitor
energy consumption and the
implementation of a plan to reduce it



The studies to identify a solution for the integration of the **energy** consumption monitoring and **efficiency system across the entire Herbatint Campus** were completed at the end of the year. A project was developed together with our partner Harpa Italia to standardize data from all environments in order to define **energy strategies in line with the ISO 50001 and LEED certification procedures** and ensure, following a data collection and analysis phase, the proactive management of all Herbatint processes and utilities in the future.

A simple and intuitive data processing interface gives us a complete and up-to-date view of the energy environment in real time, enabling us to define the next common benefit targets.

2022 Results

TARGET I

Participation in the CONAI 2022 Eco-design project for packaging in the circular economy with at least one Herbatint branded product.

Herbatint Hair Touch Up took part in the **2022 CONAI Eco-design call for ideas on the environmental sustainability of packaging** and received recognition for the product's design and manufacturing choices with respect to the 3 LCA assessment impact indicators: GWP (Global Warming Potential or carbon footprint reduction), GER (Gross Energy Requirement, which measures the reduction of total energy used during the entire life cycle of the product/service) and H2O (Water consumption).



Pledges for 2023



We 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.



This goal
is promoted by:

| 2023 ACTIONS | 2023 TARGETS |
|--|---|
| Launch a system to monitor energy consumption and implementation of a plan to reduce it. | Definition of performance indicators and a strategic action plan to measure the improvement of the environmental profile of Herbatint processes. |
| Promote a sustainable project for Herbatint services or products. | Expansion of the photovoltaic system with the aim of increasing the energy independence of the Herbatint Campus, which is already entirely powered by 100% green energy, to over 60%. |



SETTIMIO
Technical Director



SELECTED
SUPPLIERS

“We have chosen to join forces with those who share our vision of the world”

4

It's time to change the
world, together

4



Our fourth goal is to work with suppliers selected not just for economic and quality reasons but also on the basis of the impact they generate and their underlying values.



Herbatint is faithful to the concept of **interdependence among B Corporations** and regards the possession of B Corporation certification as a key prerequisite, proof of the added value we believe must be supported and promoted.

Herbatint prioritizes partnerships with **local suppliers** and companies which, like us, adopt an **informed approach in the management of diversity** (in terms of culture, ethnicity, age, gender) and apply it to their internal HR management policy.



2022 Results

TARGET I

Establish an agreement or Code of Conduct to govern relationships with Herbatint's main suppliers

We intensified our collaboration with B Corp suppliers, such as Sales and Puntopack, with whom we defined innovative developments in our standards of conduct on eco-packaging issues.

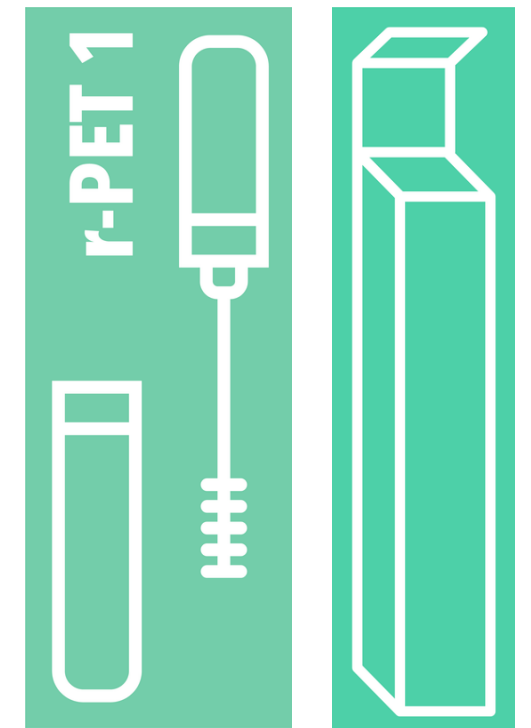


2022 Results

TARGET 1

Add at least one low-impact solution to our main supplies (bottles or boxes)

The packaging of Hair Touch UP is made up of **74%** post-consumer recycled **r-PET plastic** and contains 10 ml of product. Rather than enclosing a leaflet, the instructions are provided directly on the “**talking box**” made from recycled paper, in order to reduce paper consumption. In the same vein, the Herbatint team is working on all the developments of the new Herbatint Cosmos Organic lines.



Pledges for 2023



We want to maintain transparent and long-lasting relationships with our suppliers and construct new business relationships only with those who share our values.

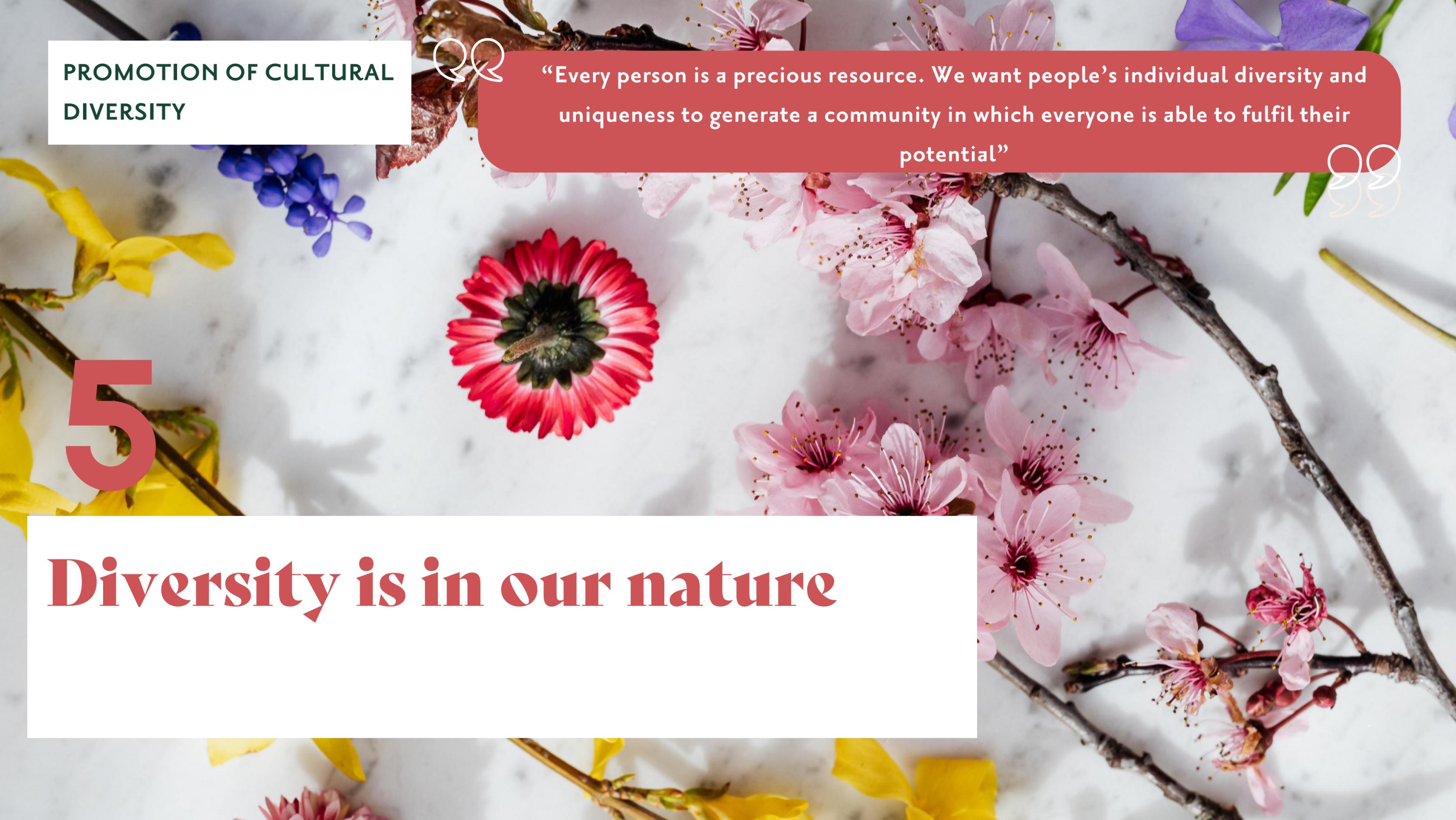


| 2023 ACTIONS | 2023 TARGETS |
|--|--|
| Produce and share a Supplier Code of Conduct, which defines suppliers' responsibilities in the area of social and environmental performance. | Establish an agreement or Code of Conduct to govern relationships with Herbatint's main suppliers. |
| Identify synergies and innovative low-impact solutions in collaborations with suppliers. | Transition to 100% recycled plastic also for the Herbatint Permanent line. |

This goal
is promoted by:



PAMELA E PAOLA
Purchasing Office



PROMOTION OF CULTURAL
DIVERSITY

“Every person is a precious resource. We want people’s individual diversity and uniqueness to generate a community in which everyone is able to fulfil their potential”

5

Diversity is in our nature

5



Our fifth goal is to promote cultural diversity by adopting an inclusive policy within the Company and supporting projects with a positive impact on the local area and community.



We believe that true value is shared value. For us, the only way of conducting business is to **tap into the potential of all people involved**, and the context in which we operate. This is based on rules of transparency and sharing.

As such, the three pillars on which our business is founded are:

Community – respect for human rights, work, and everyone’s needs and expectations, with the aim of capitalizing on diversity.

Environment – not just the place where we do business but also the context in which we live. This translates into sustainable choices and the protection of the common good.

Communication – open dialogue and transparency with all stakeholders to understand and take account of each other’s needs.



5



Our fifth goal is to promote cultural diversity by adopting an inclusive policy within the Company and supporting projects with a positive impact on the local area and community.



We believe our success is associated with the professional approach and sense of belonging of the people who work with us. For this reason, principles of **diversity and inclusion** are commonly found in our Code of Conduct. 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): today our quota stands at 20% and we are committed to maintaining it.

We prioritize **permanent contracts**. In order to ensure the full and active contribution of new employees from the beginning and facilitate integration and induction into the Company, we provide an initial mentoring phase for all new hires.



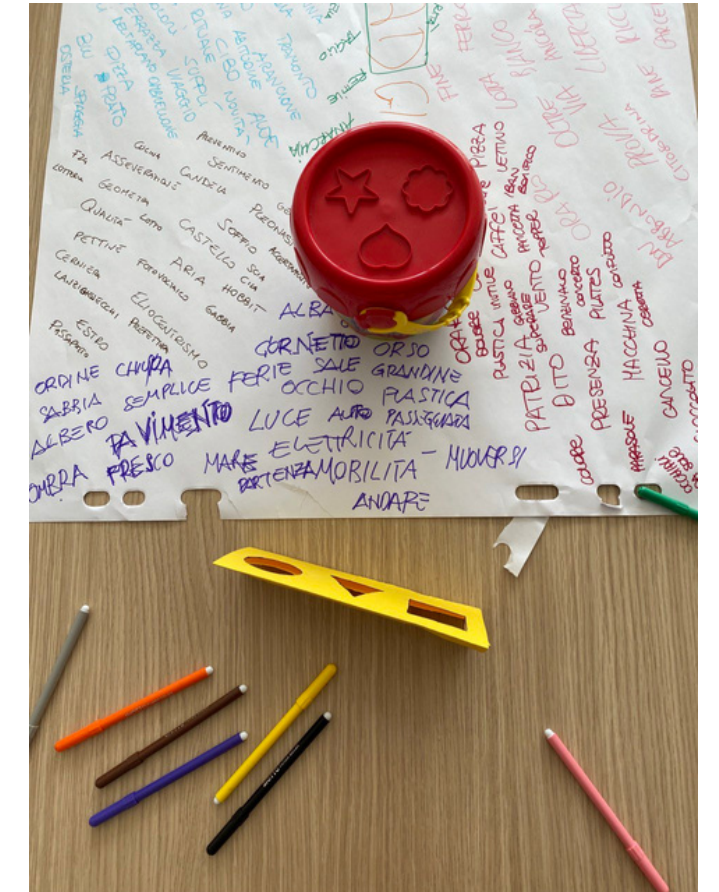
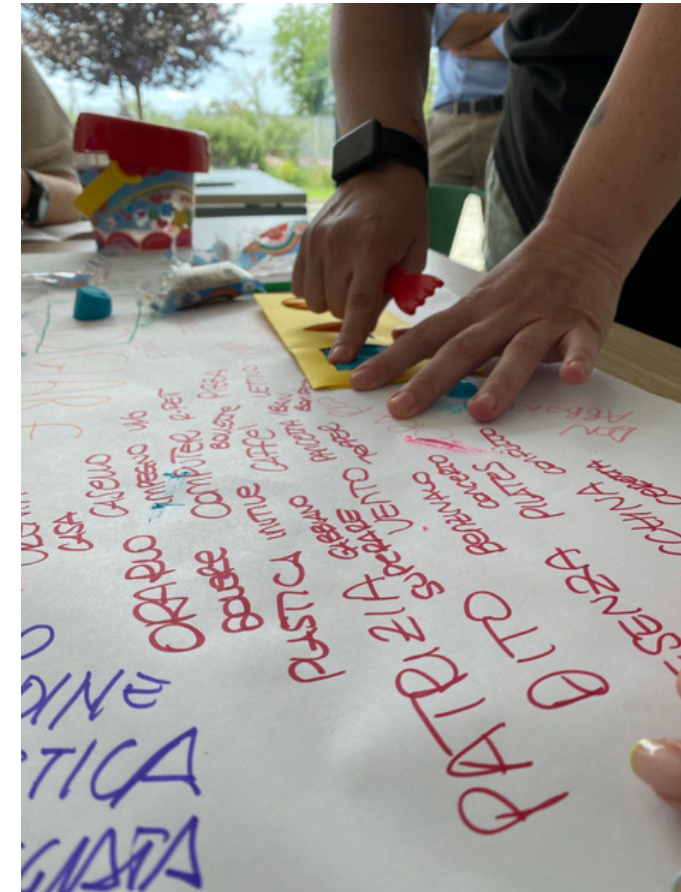
5



Our fifth goal is to promote cultural diversity by adopting an inclusive policy within the Company and supporting projects with a positive impact on the local area and community.



We also promote **training initiatives** for all staff to ensure the development of appropriate professional skills and provide all necessary updates. We ensure that the aptitudes and abilities of every team member are enhanced. With the move to the new site, we have redesigned the spaces to become areas that actively engage our employees and associates and, in the future, our customers. One of the projects hosted here is the **Academy**, a space and program dedicated to training and continuous professional development that will also be open to the community in the future.



2022 Results

TARGET I

Engage Herbatint employees to increase their sense of belonging.

Herbatint opens its doors to its employees and their families for an enjoyable day in each other's Company. A popular decision with **more than 95% of staff and their families showing their approval by participating in the “Herbatint Open Doors”** on December 17, 2022.



2022 Results



SANT'EGIDIO

TARGET I

Carry out a value-sharing activity on B Corp, social and environmental mission issues

As part of a joint initiative, each of us contributed to nurturing our culture of sustainability **by donating an item to the Comunità di Sant'Egidio** for the benefit of someone else who needed it more, in doing so we followed the principle of "collect, select, recycle" that characterizes the concept of **ecological solidarity**.



Pledges for 2023



Our employees play a key role and we are committed to ensuring that each one of them perceives the Company as a community where the work of one person depends on and supports the work of others and where our results depend on everyone’s contribution.



2023 ACTIONS

Strengthen the training programme to enhance skills and improve team spirit.

Plan value-sharing activities on B Corp, social and environmental mission issues.

2023 TARGETS

Calendar of dynamic and experiential training days for managers and all employees to strengthen soft skills and team building.

Organize an environmental awareness day, involving all staff.

This goal
is promoted by:



BENOIT
CEO



SINCE

1970

HERBATINT®