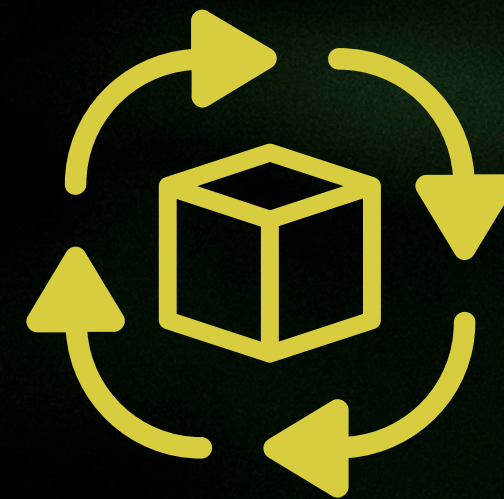


SUSTAINABILITY SPEAKER

SERIES S3



**SUSTAINABLE BUSINESS AND
FAIRTRADE SUPPLY CHAINS**



November Promotion: 20% OFF Enjoy & Live Skincare products. Promo Code: LOHAS20

FREE Shipping on Purchases over \$75.


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Clean, Organic Ingredients for
Healthy, Glowing Skin

Enjoy & Live Skincare Kit for Every Skin
Type

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 enjoyandlive

 enjoyandlive Mi propósito 🌿

Mi propósito inicia cuando fui becado en Corea del Sur 🇰🇷, que al ser un país muy avanzado en cosmética era muy difícil hallar productos 100% Naturales.

Al regresar a Ecuador me decidí en la misión de revelar secretos ancestrales de belleza al mundo, y en mi búsqueda me apasioné por la biodiversidad de semillas y plantas naturales que existen en la Amazonía 🌿 y los Andes 🏔️ ingredientes únicos que contienen innumerables beneficios para la piel y que no habían sido presentados al mundo. Así empezamos el viaje de Enjoy&Live acompañado del objetivo de aportar al medio ambiente 🌿 incentivando la reforestación de árboles nativos como el cacay y demostrando las propiedades para la salud de tu piel al mundo como la Guayusa 🌿 el Sacha Inchi y la Quinoa.



Es nuestro mayor compromiso que te sientas fabuloso y natural con tu piel, para lo cual te brindamos fórmulas innovadoras y orgánicas capaces de restaurar la epidermis. ¡Queremos que resplandezcas en tu mejor versión!

Nuestro objetivo es trascender como marca y crecer de manera sostenible y respetuosa con el medio ambiente. Por ello usamos empaques reciclables y estamos de camino a ser Zero Plastic. •

Utilizamos **ingredientes únicos seleccionados a mano** que contienen propiedades regenerativas profundamente potentes. • Nuestros productos se fabrican **sin procesos de calentamiento o hidrogenación severos** que puedan afectar al contenido nutricional de nuestros ingredientes. • Las plantas se mantienen en su base fresca y nativa, por lo cual sus pulpas y semillas producen efectos regenerativos, exfoliantes y curativos que solo la naturaleza nos puede brindar. En Enjoy&Live **nos proveemos** de la materia prima **directamente de las comunidades indígenas** Waylla Kuri en la Amazonia y de los Andes de Sur-América. Con nuestros productos apoyas el desarrollo de estas comunidades. Además, nuestro principal ingrediente, el Cacay, proviene de un árbol amazónico con el cual las comunidades están reforestando la Amazonía y capturando grandes cantidades de carbono de la atmósfera. ¡Compramos el resto de ingredientes a asociaciones con certificación de comercio justo!



FAIR TRADE PARTNERS: Juan Cueva, Enjoy & Live



SACHA INCHI

What is Sustainability?

Definition Aligned with UN's 17 Sustainability Goals

meeting the needs of the present without compromising the ability of future generations to meet their own needs.





Sustainable development requires an integrated approach that takes into consideration environmental concerns along with economic development. ...

CORPORATE SUSTAINABILITY (ESG)

There are three pillars of sustainable investing: environmental, socially responsible, and governance.

INVESTMENT BY COMPANIES

The social responsibility pillar consists of practices that benefit the company's employees, consumers, and the wider community.

The Environmental Pillar

Many companies are focused on reducing their carbon footprints, packaging waste, water usage, or other damage to the environment. Besides helping the planet, these practices can also have a positive financial impact.

Did you know that in 2020 alone, investors put \$51 billion into Environmental, Social, and Governance Funds (ESG).



LIFESTYLE OF HEALTH AND SUSTAINABILITY

CLEAN CONCIOUS BEAUTY MARKET



The Evolution of Beauty: From Green to Clean to Conscious

CLEAN BEAUTY

US-focused trend, influencing into Europe.

Ethical and environmental priorities are critical

It is 360° consumer-centric with the buyer aware of and responding to their own needs, and those of the environment around them.

4 KEY CONCEPTS

Natural. contain at least 95% of raw materials of natural origin

Organic. cannot grow with pesticides

Vegan. do not contain animal-derived ingredients.

Cruelty-free. not tested on animals. A cruelty-free product may contain animal-derived ingredients

SOURCE: **Where does it Start?**

THE AMAZON JUNGLE AS A MODEL





WOMEN LEAD
SUSTAINABLE
AGRICULTURE





THE CLEAN CONSCIOUS MARKET



Why Consumers Care

Sources in appendix

Over **120 billion units** of plastic packaging are used by the cosmetics industry annually. As much as 70% of this plastic waste isn't recycled.⁽⁹⁾

Scented goods (many of them personal care products) emit the same amount of chemical vapors as car emissions.^(10, 11)

Of **70,000** cosmetics products listed on the Environmental Working Group's database, only **1,250** do not carry chemicals of concern.^(12.1)

The US has banned **11** chemical cosmetic ingredients. By comparison, the EU has banned **1,328**.^(12.2)
5

\$1.5 trillion Wellness Market (CLEAN BEAUTY)

BALANCE PROFIT WITH MISSION & VALUES



FEELING GOOD

consumer interest and purchasing power presents opportunities across markets. But it starts with asking your suppliers Qs

- REDUCE CARBON EMISSIONS
- RECYCLABLE CONTAINERS

Source. contain at least 95% of raw materials of natural origin

Process. Cold Pressed

Transport.

Packaging.



NET
ZERO

**Net Zero emissions and sourced
100% renewable electricity globally
for its direct operations.**

59%

consumers are interested
in trying new products from clean
brands

CREATING BALANCE



'Sustainable' Snapshot

Size

\$22B by 2024
(#141 on today's Fortune 500)

\$54B by 2027
(#60 on today's Fortune 500)

Growth

10% for natural

vs.

3.8% for global beauty

(6,7,8)



Shipping!



Making Your Voice Heard

Measure and manage the carbon emissions of their shipping, as well as design more sustainable packaging:

Carbon impact analysis

UPS carbon neutral shipping

Supply chain optimization analysis

UPS co-innovation workshops

Eco Responsible packaging program

Packsize on-demand packaging¹



WE CAN LEARN FROM EACH OTHER

- Ask Qs
- Be Creative
- Share Best Practices
- Balance For-Profit Model with Sustainability



CREATIVE IDEAS

CONTINUE
THE CONVERSATION



THANK YOU

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STARTS FRIDAY, NOV. 18

40% DISCOUNT

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