

# ISADORA

## **SUSTAINABILITY REPORT 2022-2023**

Commitment, Consistency & Integrity

Please view digitally  
Not to be printed



## Our Purpose

We are a company that cares. This is to us, ultimately about empowering people to embrace their unique beauty.



## In the words of our CEO

In 2022, IsaDora took great steps ahead on our ESG journey. We want to ensure constant improvement by adding more depth to our scope when working with ESG. We have therefore embarked on a collaboration with **Position Green** – from only using the platform for mapping and now entering with three strong initiatives included in this year's report. Examples of those are:

- Sustainability target reporting
- ESG Academy
- Supplier Assessment survey
- Internal Survey

We will also put more resources behind the ESG agenda to ensure we anchor this on strategic level in our business.

Our products remain the center for our actions, and we have seen tremendous development and strong results and continue to further challenge ourselves. In 2024 we expect to be **100% Vegan Friendly**, which is a high ambition considering we started this journey in 2020 at around 40%.

At IsaDora we want to contribute and to improve. This goes for all the touchpoints we have with people, products, our brand, our suppliers, and the environment. We strive to be better every day and we are committed to do good. We have come far in a short period of time, and we strive to take it to the next level and minimize the footprint we make on this planet.

## Rasmus Helt Poulsen, CEO





## 2022 KEY HIGHLIGHTS

**93%** **vegan friendly**  
assortment achieved

**97%** phase out of **aromas**

**95%** phase out of  
**cyclic silicones**

**100%** All electricity covered by  
**renewable energy**

## OUR IMPACT AREAS

- Diversity & equality
- Corporate social responsibility
- Product safety
- Environmental impact

## We are IsaDora

We are a beauty brand that cares. To us, caring is the importance we place in empowering people from all walks of life, ages and ethnicity to embrace their unique beauty.

Our sense of care is also behind our concept of safe beauty, where products are created from the starting point of being kind to people and planet.

Our beauty products are created to enhance eyes, face, lips and nails and are developed to be of consistently high quality. Hence, they are cruelty-free, clinically tested and fragrance-free.

It is because we care that we make sure our products are safe even for the most sensitive skin types. We also provide a wide and ever-growing portfolio of vegan-friendly products.



## Commitment, Consistency & Integrity

As part of the UN Global Compact, IsaDora has pledged to operate responsibly and in alignment with universal sustainability principles. We will also take actions to support and actively engage with the society we operate in. Resting on the three cornerstones of commitment, consistency and integrity, we are working to push sustainability so that it is an integral part of our culture and the actions involving all our products. In this way, we hope to minimize the environmental impact on our precious planet.

We continue to measure our progress against the targets and priority Sustainable Development Goals (SDG) identified within our sustainable strategy. We focus our efforts on four critical impact areas:

- Diversity and equality
- Corporate social responsibility
- Product safety
- Environmental impact

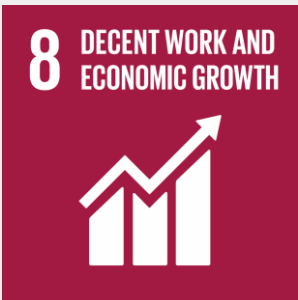


# Our Sustainability Program

IsaDora’s sustainability program consists of a number of commitments achieved in 2022, as well as strategies for 2023-2025. Our sustainability program, along with our commitment to ethics and policy for promoting diversity and inclusion, enable us to contribute to **three of the seventeen SDG defined by the United Nations**.

Material topics	Achievements 2021
Ingredient strategy	<ul style="list-style-type: none"><li>Reached &gt;93% vegan-friendly assortment</li><li>Updated Sustainability policy</li><li>Phased out cyclic silicones in multiple products</li></ul>
Packaging recycling	<ul style="list-style-type: none"><li>Launched full portfolio with Bower</li><li>Achieved 0,19% recyclability (Bower, Sweden)</li></ul>

Material topics	Goals 2023-2025
Ingredient strategy	<ul style="list-style-type: none"><li>Phase out aromas by end of 2023</li><li>Phase out cyclic silicones by end of 2023</li><li>Fully vegan-friendly portfolio by end of 2024</li></ul>
Packaging recycling	<ul style="list-style-type: none"><li>Reach 1% recyclability by 2024 (Nordics)</li></ul>





## Diversity & Equality

Diversity is essential to IsaDora and creating an inclusive organization and brand is core to our values, which is why we continue to work towards building a more inclusive business. We empower a confident, independent, honest community that nurture self-worth and set their own beauty standards and never compromise on quality, cost or themselves.

We collaborate with influencers who challenge the standards of beauty, who are authentic in their storytelling and who uplift the conversation around empowerment and beauty. We choose to display diverse and inclusive imagery and are committed to reduce photoshopping.

We champion the beauty of diversity through the selection of models and ambassadors for our brand and products. The many faces of IsaDora celebrate all expressions of beauty that exist with different ethnic backgrounds, age and physical form. Our range of products capture individual needs and enable personalities to shine through with the power of makeup.

Since our inception, IsaDora has worked to uplift and empower women, through our brand and within our business. Today we are actively seeking to achieve gender balance throughout the workforce, and particularly in leadership where women's voices are not included enough presently.



5 GENDER  
EQUALITY







## Corporate Social Responsibility

Our commitment to sustainability is supported by a range of internal policies and procedures within our business operations framework. These include our Code of Conduct, Quality Policy, Workplace Safety Policy, Anti-Corruption and Bribery Policy, Personal Data Policy, Equal Treatment Plan and Partner Code Of Conduct.

### ■ Global Supplier Strategy

IsaDora has developed a Global Supplier Strategy that sets social and environmental requirements on our suppliers to uphold the standards we strive to achieve ourselves. These standards include product safety and quality, respect for human rights, fair and safe working conditions, and ethical and sustainable business practices. We are also establishing a stock management program to streamline our supply chain. To help achieve our goals, we developed a Code of Conduct in 2021 that we are focused on ensuring is implemented throughout our global supplier network in 2022.

### ■ Anti-Corruption and Bribery Policy

IsaDora takes all our anti-corruption obligations under applicable laws extremely seriously. This dictates all our dealings with suppliers, customers and the rest of the world, and demands that we exercise the utmost caution if offered benefits of various kinds for the purposes of developing contacts or promoting relationships.







### ■ Personal Data Policy

Privacy is recognized as a fundamental human right by the United Nations and in an increasingly digital world, this is upheld by GDPR regulations. IsaDora is fully committed to ensuring the right to privacy of people, as well as the privacy of business. This includes the right to be left alone or to enjoy freedom from interference or intrusion, including the right to have control over how personal information is collected, used, retained and disposed of.

### ■ Workplace Safety and Work Environment Policy

We value our employees and their wellbeing, and our workplace safety efforts are included as a natural part of our operations by routines for continuously examining, risk assessing, remedying and following up on our efforts. These efforts include regular internal safety inspections to examine the physical work environment. The efforts also include regular heart rate measurements, individual conversations and departmental meetings to examine the social and organizational aspects within the company.

### ■ Employee Engagement & Wellbeing

In order to harbor the wellbeing of our employees, we have implemented an external app-based tool that, through surveys, can track the wellbeing of our employees as well as measure and drive employee engagement. This allows us to gain insight and identify shortcomings and areas of improvement ensuring vital improvement.







#### ■ **Equal Treatment & Equal Pay Plan**

The overall goal of our equal treatment work is that all employees within IsaDora shall have the same opportunities, rights and obligations. No candidate or employee in our business shall be discriminated against on the basis of gender, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation or age. IsaDora practices equal pay for work to which equal value is attributed, without discrimination on grounds of sex or marital status.

#### ■ **Non-tolerance against abuse, discrimination and harassment**

IsaDora does not accept any form of abuse, discrimination or harassment. All business managers have been trained to be aware and interpret any signals of such behaviour. We view such behaviour very seriously and all occurrences will be discreetly investigated and promptly eliminated.





## Corporate Social Responsibility: FC Rosengård

Since 2022 IsaDora is in a partnership with FC Rosengård, a female football club that focus on strengthening young women's self-esteem, self-confidence, and position in society through activities that boost the players career and personal life. FC Rosengård has been engaged in "Football for life" since 2008, both in Sweden, and in South Africa.

*Football for Life Sweden is dedicated to using the power of football to promote the emotional and physical health and wellbeing of girls. This makes the sponsorship a perfect fit for IsaDora with their grounding principle of enhancing everyone to embrace their unique beauty.*

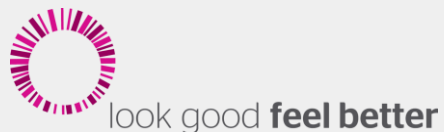
In November 2022, we arranged an event at Beyond Us together with FC Rosengård and Football for Life. The theme was self-esteem, confidence, and social status of young women through positivity, inspiration, and encouragement for everyone to find their true potential. We brought inspiring women from both the football club and Isadora to the forefront as role models for the girls. A few of our employees presented and shared their personal stories and journeys. It was an afternoon filled with honest and empowering women and in the end, the girls attending left us inspired.



## Corporate Social Responsibility

### Look Good Feel Better

IsaDora joins the ranks of leading Swedish brands as a proud member of Look Good Feel Better (LGFB). This humanitarian program offers free courses on skin care and makeup to women who are being treated for cancer. The program stands close to our hearts as it embodies what IsaDora is passionate about, namely empowerment. We sponsor makeup courses, conducted both in person and online, with products selected to suit the particular needs of LGFB participants. The aim is to help these women feel empowered and more like themselves through a simple morning routine that every woman can relate to – applying makeup.





## Charity Projects 2022

We are proud to work together with organizations such as Operation Aid, Giving People and Lions. During 2022 we donated in total 165.000 SEK to their valuable work.

**Operation Aid** is a charity that helps Ukraine and focuses mainly on identifying the most urgent needs, raising funds and procuring, and delivering humanitarian aid and medical equipment to Ukraine.

**Giving People** is a charity helping children living in poverty or exclusion.

**Lions** is one of the worlds biggest charity organizations dedicated to serve multiple global volunteers.

**70.000 SEK Operation Aid**

**90.000 SEK Giving People**

**5000 SEK Lions**





## Product Safety



Fragrance  
free

### FRAGRANCE FREE

None of our products contain artificial fragrances - most common allergens. We use only high-quality ingredients, and by being completely fragrance free our products are suitable for all skin types.



Ophthalmology  
tested

### OPHTHALMOLOGICALLY TESTED

All of our products are tested for safe use around the eyes under the supervision of eye specialists. So, whether you wear contacts, glasses, or have sensitive eyes you can trust our products too.



Clinically  
tested

### CLINICALLY TESTED

Your health comes first, so, all our products go through strict clinical (non-animal) testing complying with international regulations.



Cruelty  
free

### CRUELTY FREE since 1983

Non-animal testing has been the core of our business since day on in 1983. We've never tested our products on animals, nor do we ask third parties to, and never will.



Vegan  
friendly

### VEGAN FRIENDLY

We always choose synthetic or vegetal options over animal ones where possible. Our range of vegan-friendly products is continuously developing and growing.

## Product Safety

IsaDora provides a complete listing of ingredients on every product packaging. We are also continuously update our Internal Ingredient Policy, and strive to use sustainably sourced, natural ingredients as much as possible.

At the close of the defined year, IsaDora successfully phased out aromas in multiple products and broadened our vegan-friendly range of products by over 90% in 2022.

We stay ahead of legislations and work to minimize the use of ingredients that could potentially cause adverse effects on human health and on the environment.



## Product Safety

We have implemented **ISO 9001:2015 – Quality management systems** in order to strengthen our standards of quality and enhance customer satisfaction by going beyond their expectations. This supports our efforts at achieving sustained, continuous improvement in quality as well as our assurance of conformity.

To achieve consistently high-quality cosmetics, we have implemented **ISO 22716:2007 – Cosmetics – Good Manufacturing Practice (GMP)**. This also further supports our efforts in offering our customers uncompromisingly safe and reliable products.





## Asthma Allergy Nordic certification

In 2022 we have proudly extended our collaboration with Asthma Allergy Nordic, introducing a new product in our Hypo Allergenic family – Hypo Allergenic Eyeliner, the first eyeliner in the world to be certified by AAN!

### What it is:

Long-lasting eyeliner for extra sensitive eyes certified by Asthma Allergy Nordic.

### What it does:

- Lining and defining eyes without smudging
- Longwearing, water resistant and quick drying
- Gives a precise line and a high-pigmented result



## Environmental impact: Position Green Platform

Position Green is a data driven platform which assists us in streamlining processes to gain increased traceability, efficiency and consolidation. In this way, IsaDora is able to improve visibility of insights for decision making, ensuring compliance and achieving proactivity.

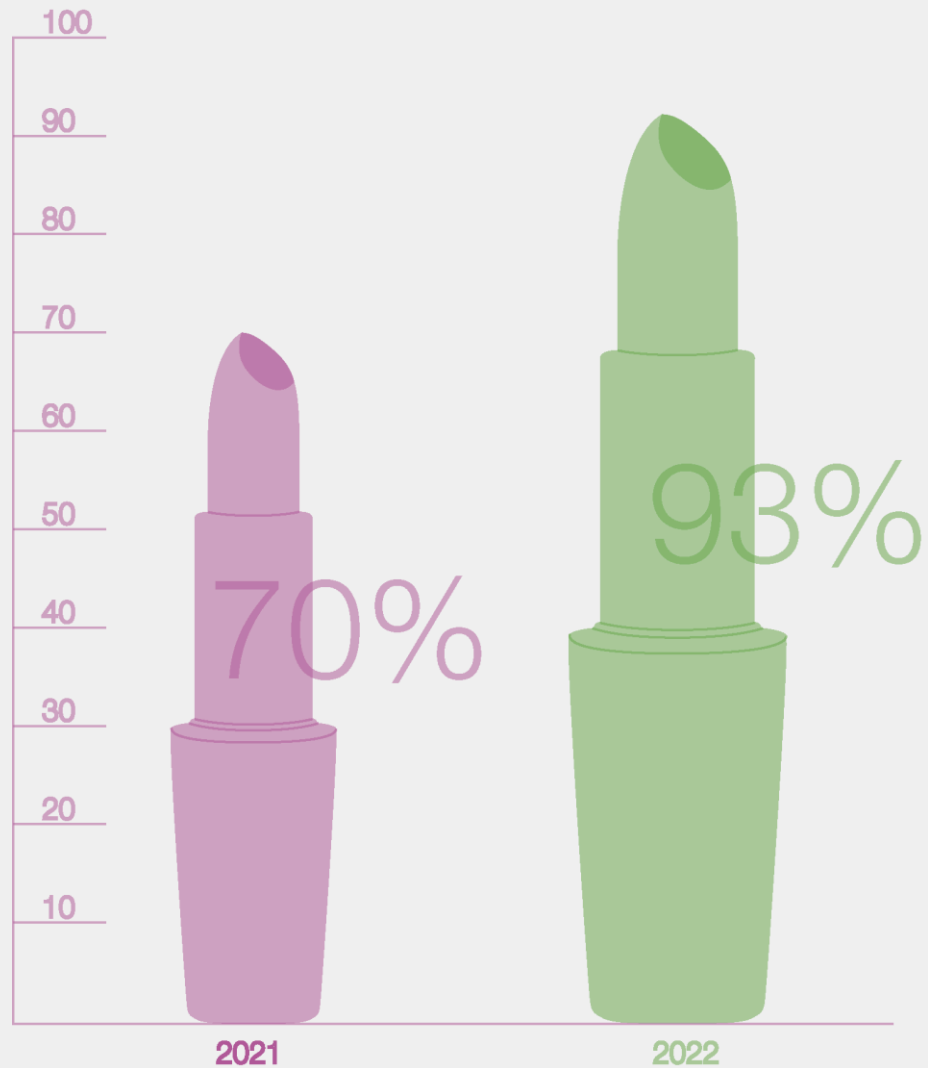
During 2022 our collaboration scope grew to include more projects and initiatives beyond Sustainability target reporting:

- **ESG Academy** which helps IsaDora employees deepen the knowledge on specific ESG areas and develop new skills in key areas.
- **Supplier Assessment survey** with the aim to assess, review and improve current supplier base and further develop Supplier Strategy based on this evaluation.
- **Internal Survey** – will be launched in 2023 as a follow-up of the Supplier Assessment.

ISADORA x **Position Green**



## Percent of Vegan-friendly products in product portfolio per year 2021 - 2022



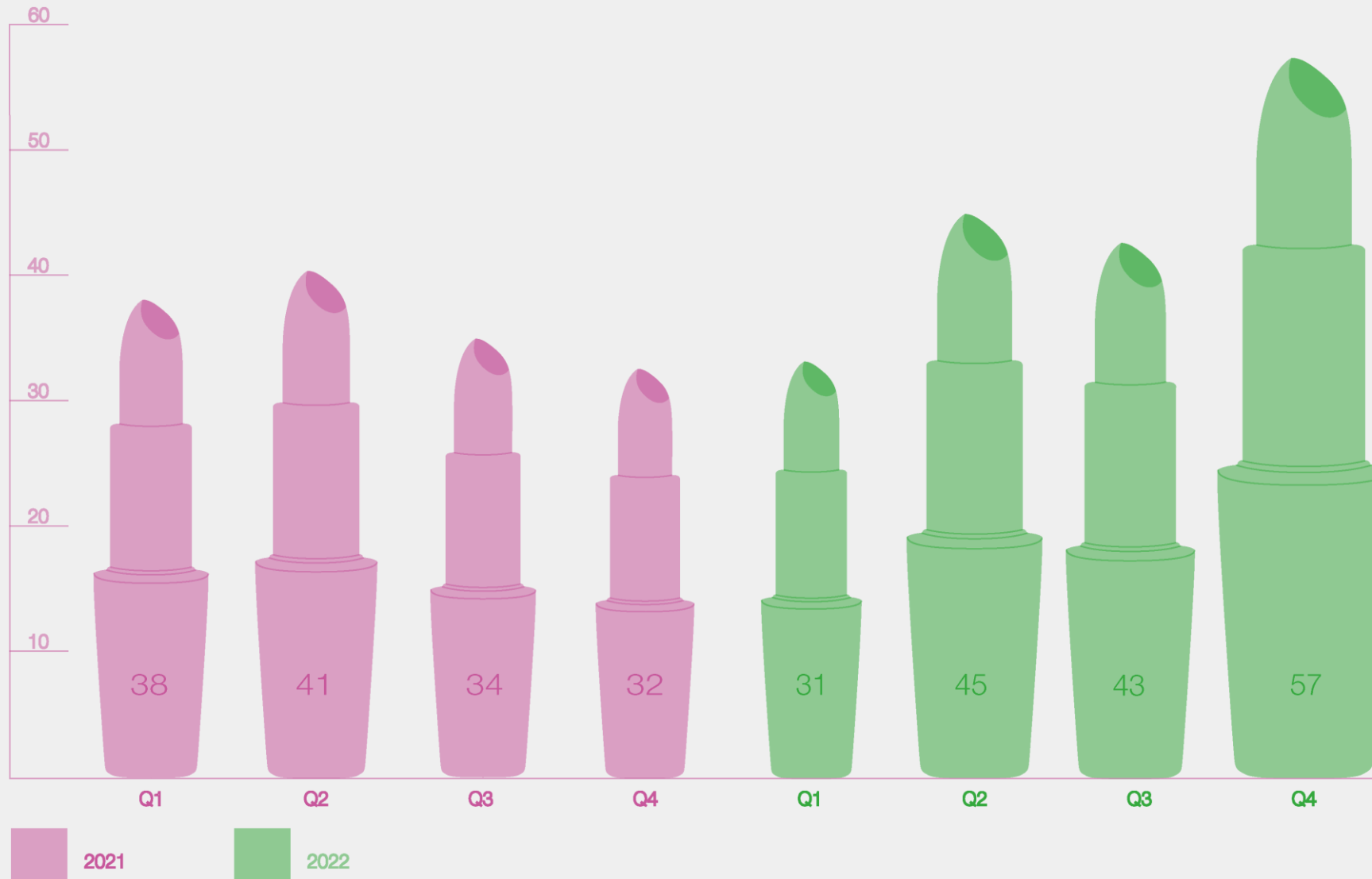
March 2023 status: 93%

Final AW23 plan = 97%

**Confident in our ambition – fully VEGAN by 2024**



## eNPS per quarter 2021-2022

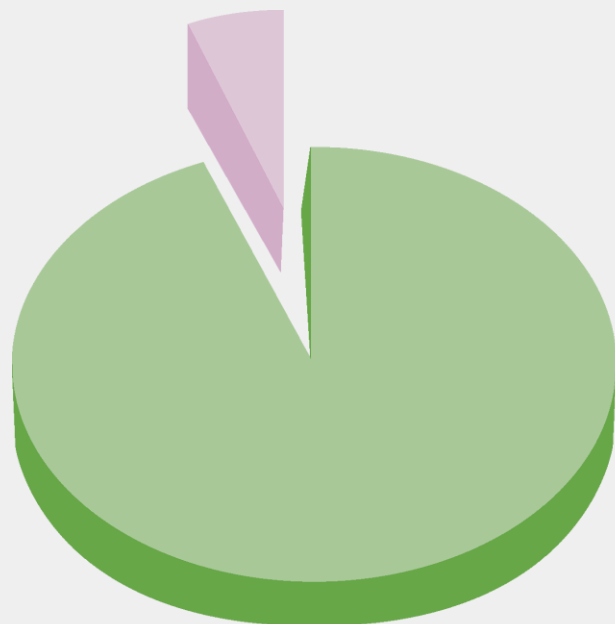


### eNPS (Employee Net Promoter Score)

Commitment is key to a thriving business.

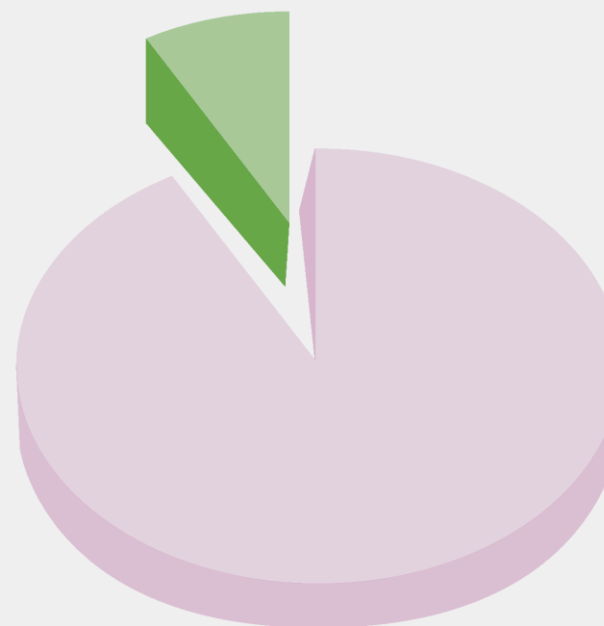
With the help of the engagement tool **&frankly** we measure, analyze and act based on current feedback from employees, in the direction of high employee engagement and positive results. We are proud of our employee commitment and our fantastic eNPS, which during 2021-2022 has increased from 38 to 57!

## Supplier Assessment



**94,1%**  
of suppliers following  
IsaDora Code of Conduct

Our Code of Conduct was created in 2021 with ambition to have most strategic suppliers signing in 2022. 94% achieved, to be completed in 2023.



**9,1%**  
of suppliers that are a part of the  
Responsible Mica Initiative (RMI)

This question was included in the Supplier Assessment survey to have a clear overview of number of suppliers within the RMI commitment, with the plan to review and align whether this scope should be included into IsaDora Sustainability Strategy in the future.



## Reporting objectives for 2022 and ambitions for 2023

- ☑ Define a CO2 baseline
  - Scope 1 and Scope 2 defined
- ☑ Implement a Whistleblower Policy
- ☑ Improve gender diversity levels across all tiers of the organization.
- ☑ Create a Principal Supplier Code of Conduct and a Global Supplier Strategy
- ☑ Update our Sustainability Policy
- ☑ Expand our vegan assortment up to 80%
  - *Achieved beyond the target: 93%*
- ☑ Include a stricter definition of microplastics into the Ingredient Policy 2021-2022
- Launch Supply Assessment Survey and follow-up on the results
  - *survey completed, results to be analysed and included into the Global Supplier Strategy update 2023*
- Review and align company's Global Quality Standards, including certificates, to be up-to-date with IsaDora company vision and new Sustainability Strategy





# ISADORA

is a Swedish beauty brand that **cares**.  
We strongly believe in **safe**,  
affordable **high quality** make up  
that makes it **easy** for everyone  
to unleash their **true beauty**.

