

Rituals Cosmetics teams up with EARTHDAY.ORG to celebrate Earth Week



This year, Rituals will generate awareness of Earth Week and environmental impact by teaming up with EARTHDAY.ORG and asking customers to join the refill movement

During Earth Week this year, Rituals Cosmetics will be joining hands with [EARTHDAY.ORG](https://www.earthday.org) on its mission to restore the earth. As the world's largest recruiter of the environmental movement, EARTHDAY.ORG has planted tens of millions of trees with The Canopy Project.

This year, Rituals will participate in the celebration by encouraging customers to join the refill movement and offering 20% off all refills and donating a tree for every refill sold during Earth Week. The discount offer applies to purchases made April 21 - April 25, 2021, online, in local markets and at Rituals' standalone travel retail stores.

Earth Day, the world's largest environmental movement, aims to activate worldwide change to help the environment. The first event took place in 1970 and it is now celebrated globally each year on April 22.

Reducing the environmental impact of the business is a key focus of Rituals and the brand takes a holistic approach to selecting product ingredients, packaging materials and fabric. Currently, Rituals offers refills for a range of its products including body creams, fragrance sticks, car perfumes, kitchen products and The Ritual of Namaste day and night creams, with many more in the pipeline.

By choosing a refill instead of purchasing a brand-new product, customers help Rituals to reduce its carbon footprint, which in turn means fewer landfills and more support of the planet. In 2020, Rituals saved 272,682-kg of materials, 1,806 households' worth of energy, 1,411 long-haul flights' worth of CO2 and 8.5M-liters of water.

Visit the following link to check out an Earth Day fact sheet: <https://bit.ly/3tbyL8d>