

# Rituals to grow 5 million trees this year



In 2021, Rituals saved 434.138 kilograms in materials, thanks to its wide range of refills

Rituals Cosmetics has announced its biggest investment yet to support the wellbeing of the planet by planting, protecting or restoring a tree for every refill sold.

In collaboration with its partners, the brand aims to grow 5 million trees globally by the end of 2022.

The initiative is part of Rituals' bigger Clean, Conscious & Caring strategy in which Rituals commits to reduce its environmental footprint.

Rituals became a Certified B Corporation earlier this year, and this commitment marks another important step.

The United Nations defines trees as key in reaching sustainable development goals. Over the next year, Rituals will support multiple reforestation initiatives to help prevent climate change.

Supporting carbon capture via reforestation initiatives is part of the wider Clean, Conscious & Caring strategy. The wellbeing company has pledged to transition its personal care range to 90% natural origin ingredients by 2023, shift all of its packaging to 100% recyclable/refillable or made with recycled materials by 2025.

In addition, Rituals aims to reduce its carbon footprint in line with the scale of reductions required by the Paris Climate Agreement. To accelerate its impact, Rituals now commits to growing 5 million trees.

Speaking on how this initiative aligns with consumer needs, Rituals Global Travel Retail Director Melvin Broekaart said: "In the travel retail channel, consumers are increasingly seeking brands with proven sustainability credentials. The 5 million trees commitment underlines that at Ritual Cosmetics, we are taking our sustainability responsibilities seriously. As a wellbeing brand first and foremost, we are eager to be at the forefront of projects which help consumers make more informed and

sustainable choices, and inspire kinder practices for both people and planet."

### **The refill movement**

Rituals' Refill Collections allow customers to keep using luxury products at home while being mindful of the planet.

Niki Schilling, Director of Innovation & Sustainability, explained: "Rituals is all about wellbeing – we value people's personal wellbeing as much as the environmental wellbeing. With our refill movement we help our customers to make conscious decisions. In 2021 alone, we saved 434.138 kilograms in materials, thanks to our loyal customers choosing our wide range of eco-chic refills. Understanding the crucial role that trees play in the future of our planet, we introduced the Buy One Refill, Grow One Tree Program, to trigger proactive changes that support our environment."

This year, Rituals will plant, protect or restore a tree for every refill sold. To encourage customers to join this refill movement, the beauty brand is offering customers a discount on any refill they buy throughout Earth Week from April 18 to 22.

To realize its commitment to growing 5 million trees by the end of 2022, Rituals has partnered with EARTHDAY.ORG and ClimatePartner to plant, protect and restore mangroves in India and Kenya.

Throughout the year, Rituals will be partnering with additional organizations to support its reforestation initiatives.