

2025

Sustainability highlights

At Oriflame, our foremost ambition is to increase the positive impact we have on people's lives, while reducing any negative impact of our business on the environment. Here, we would like to share with you some of our proudest achievements of 2025.

ORIFLAME
— SWEDEN —

Our responsible formulation approach

Biodegradable

In 2025, we continued to meet our **biodegradability goals**, ensuring **all new rinse-off products launched in 2025** were formulated to be biodegradable*.

**To validate the biodegradability of our rinse-off products, we require that at least 90% of carbon-based ingredients are biodegradable in line with OECD guidelines or similar.*



Vegan-certified products

We have **more than 200 vegan-certified products** across our portfolio. They do not contain any animal products, by-products or derivatives, and are not subjected to animal testing.

In 2025 we launched several new **Giordani Gold cosmetic products**, with each product certified with The Vegan Society™.



Natural-origin ingredients

In 2025, we continued to use **natural-origin ingredients** wherever possible such as new Feminelle and Tender Care launches and used organic extracts in several new Love Nature products.



Responsible packaging

Refillable pouches

In 2025, we expanded our refill portfolio, launching pouches for **Essense&Co**, **Feminelle** and **Intimelle**, and scaling-up refill use across **Duologi**. This shift reduced plastic consumption by 34.5 tonnes and decreased our reliance on virgin plastic.



Recycled materials

In 2025, we used more than **600 tonnes of recycled plastic, glass and metal** in the packaging of products sold. Not only did this help us **avoid having to process all these tonnes of virgin materials** – it also helped **avoid 659 tCO_{2e} of emissions**.

Smarter packaging design

We redesigned the **Milk & Honey** range with a focus on **smarter packaging**, introducing **low-profile tubes and smaller octagonal caps** to reduce plastic use. These design updates improved material efficiency while maintaining functionality and aesthetics.



Plastic out, board in!

We continued to replace plastic foam with paperboard for the inner packaging of all our new jewellery items. **This applied to over 400,000 products sold in 2025, helping us reduce our use of plastic by almost 1 tonne!**



Respecting nature since 1967

100% renewable electricity

Since 2018, we have continued to source **100% renewable electricity** through contracts, on-site generation or renewable electricity certificates for all of our own manufacturing sites, warehouses and offices.



Recognised as a climate leader

In 2025, The Financial Times and Statista recognised us as a **Climate Leader in Europe for the fifth year in a row!** This endorsement acknowledges our strong efforts to reduce core greenhouse gas emissions, as well as our transparency and high ratings in climate-related reporting.



Funding climate action

In 2025, we continued to invest in projects to fund climate action for all of our own GHG emissions*. **We funded projects that focus** on reforestation efforts and renewable energy generation, including wind and solar projects, across our markets in China, India, Indonesia and Peru.

*Including Scope 1, Scope 2, water, waste, employee business travel, selected logistics transports and Beauty Entrepreneur flights to global and regional conferences.

Responsible supply chains

Sustainability assessments of suppliers

We aim for 95% of our first-tier suppliers to undergo social and environmental sustainability assessments, either through a sustainability audit or via the EcoVadis business sustainability rating provider. In 2025, we achieved this target, with 97% of our first-tier external direct suppliers holding a valid EcoVadis scorecard (45 or higher).



Platinum – we're in the top 1%!

Our largest factory, which is located in Warsaw, Poland, was awarded a **platinum EcoVadis medal** in September 2024. This means that **we are in the top 1% of the companies, across all industries**, rated by EcoVadis in the previous 12 months!



Benefiting the community and the environment

We were the **first beauty company to provide long-term support to a project that benefits a community from both environmental and social responsibilities**. We procure Peace Renewable Electricity Credits to fund solar panels in Maijaki, Nigeria to **produce renewable electricity** for the community **and provide employment and development for local women**.



Responsible sourcing

We take a **responsible sourcing approach to ingredients** that can have a sourcing concern. We partner with the Roundtable on Sustainable Palm Oil (RSPO™) and the Responsible Mica Initiative (RMI) to drive change in palm oil and mica sourcing. We consider other credible partnerships where appropriate.

The Oriflame community



€1 billion distributed to beauty entrepreneurs globally over the past five years

In the five years to 2025, Oriflame distributed **€1 billion in bonuses and other forms of recognition to its community** of Beauty Entrepreneurs in over 60 countries.



Community action for nature

In 2025, Oriflame supported **reforestation efforts** in the Tatra Mountains through a **volunteer tree-planting initiative** involving employees, influencers and Slovakian TV personalities. The initiative gained recognition as a strong example of Oriflame's commitment to environmental sustainability.

Investment in our people

In 2025, Oriflame launched a **new Leadership Programme** to strengthen future leaders through workshops, core modules and cultural experiences. Supported by senior leaders, 74 participants completed the programme and **built key leadership skills and connections**, with each receiving a diploma for successfully completing the course. This is just one of the ways that Oriflame is shaping a shared leadership culture.



The programme strengthened capabilities to **address human rights risks** including corruption and child and forced labour while fostering a culture of personal performance and growth.



To learn more about how we are working to increase our positive impact on people's lives – while reducing any negative impact on the environment, **see our Sustainability Report 2025.**