



CAUDALÍE

Naturally committed

Sustainability Report

2024



Naturally committed

We founded Caudalie in 1995, in the heart of the Bordeaux vineyards, with the ambition of building an independent, family-owned French cosmetics brand that draws its benefits from the vine and grape: natural-origin ingredients with exceptional properties.

Our mission is clear: to create skincare that is highly effective, natural and more sustainable.

For us, environmental commitment is second nature. As pioneers of clean beauty, we've always aimed to go further: to improve the impact of our formulas, rethink our packaging, and imagine cleaner and more respectful cosmetics.

We joined the 1% for the Planet network in 2012. Every year, we donate 1% of our revenue to organizations working to protect forests and biodiversity. In 2020, we launched the 100% Ocean Plastic Collect initiative to actively fight plastic pollution in the oceans.

This commitment is something we carry every day, with passion and responsibility.

Mathilde et Bertrand Thomas

Founders of Caudalie.





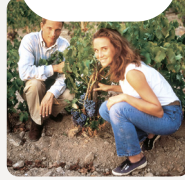
A committed journey for 30 years

1995



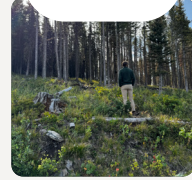
Creation of Caudalie using bi-products from the vine and grape

2005



Pioneers of clean beauty, thanks to the NO-List: a list of controversial ingredients banned from its formulas

2012



Joined the 1% for the Planet network

2018



New formulation laboratory in Gidy:
- Use of geothermal energy
- A dedicated team of packaging engineers

2019



Launch of the Terracycle program in the SPA Boutiques

2020



Creation of the 100% Ocean Plastic Collect initiative

2022



1st calculation of the carbon footprint

2022



Launch of the first refills with the Premier Cru line

2025



1st Sustainable Development Report



Caudalie in numbers



Products

52

facial
products

27

body products
and fresh
fragrances

7

refillable
products

Team

1300

employees,
including 500
in France

39

different
nationalities

21

subsidiaries

14

offices

88%

women



Distribution

25 000

points of sale, including
36 Caudalie Spas

+40

countries

25

websites
in 18 languages

3

owned
warehouses



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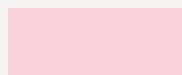
Natural-origin formulas
Pioneers of clean beauty since 2005
Eco-designed packaging

2



2023 carbon footprint
Committed to 1% for the Planet
Committed to 100% Ocean Plastic Collect
Awarded “Clean + Planet Aware” by Sephora

3



Recruiting, onboarding, and training
Fostering commitment and entrepreneurial spirit
Involving employees in our CSR commitment



Meet Angélique VACHER, Sustainable Development Manager at Caudalie.

1/ You recently joined Caudalie as Sustainable Development Manager. What motivated you to take on this role?

I'm very proud to have joined the Caudalie team in March 2024. My mission is to structure a new department dedicated to sustainability, which is a natural extension of the company's long-standing commitment.

2/ What stood out to you about Caudalie's approach to sustainability when you first arrived?

What struck me from the very first days was the team's strong sense of conviction and genuine involvement. Sustainability has been rooted in the company for 30 years, thanks to the bold choices and inspiring vision of the founders, Mathilde and Bertrand.

3/ How does each department of the company incorporate environmental concerns?

Each department has always taken these issues into account, in its own way and with its own priorities. There is a real collective commitment, guided by common sense and a shared desire to do better. This growing momentum has led to concrete actions aimed at improving our practices.

4/ You created a department dedicated to sustainability. Why is this development important?

The creation of this new department marks a key step for the company. It's about structuring, aligning, and strengthening our actions to ensure their continuity and maximize their impact.

5/ What challenges lie ahead in advancing this sustainability effort?

We know the road is long and that we are far from perfect. But we are moving forward with determination, relying on rigorous evaluation of our practices and on bold decisions to transform our business model into a more responsible one.

6/ You've published a first CSR report. What does it represent for Caudalie?

This report reflects our collective will to make progress. It's an important milestone, but only a stepping stone. We're excited to share our upcoming projects, draw inspiration from our partners, and collaborate to go even further.

7/ What are your hopes for the future of sustainability at Caudalie?

At Caudalie, we move forward with both humility and boldness. We want to keep taking action, learning, and innovating in order to set and achieve ever more ambitious goals.



1

Products

Eco-designing our products, from formula to packaging.





Natural-origin formulas

When Mathilde and Bertrand Thomas met Professor Vercauteren during the 1993 grape harvest at Château Smith Haut Lafitte, he revealed to them that grape seeds contain one of the most powerful antioxidants in the plant world. This is how Caudalie was born, drawing its benefits from by-products of the vine and grape.

Priority to natural and plant-based ingredients

From the very beginning, Caudalie has been committed to offering the most natural formulas possible, prioritizing plant-based active ingredients. More than 750 raw materials, mainly of natural origin or derived from biotechnology, have been sourced to deliver the full power of nature to the skin:

- Extracts from vines and grapes (seeds, shoots, juice), which have led to the creation of patented actives
- Plant-based oils, waxes, butters, and essential oils
- Floral and botanical waters
- Plant and fruit extracts

"Our commitment was inspired by the vineyard that surrounds us. As early as 1995, we began upcycling by-products of the vine."

Bertrand Thomas



95% to 100%
of ingredients are of natural origin in all our treatments⁽¹⁾

100%
of French origin vine extracts used in our patents⁽²⁾

82%
of our vine-based raw materials come from organic farming⁽³⁾

⁽¹⁾Excluding suncare products, according to ISO 16128 standard;

⁽²⁾Viniferine and resveratrol from vine shoots, and polyphenols from grape seeds;

⁽³⁾By volume, certified by COSMOS BIO.



Committed and responsible sourcing

Every day, a dedicated sourcing team works toward more sustainable procurement and better optimization of natural resources. Raw materials are selected based on their origin, biodegradability, and production methods within their agricultural supply chains, such as:

- Ingredients from organic farming or other more responsible agricultural practices
- Fair trade ingredients
- Bi-products



Emilie Bony, Innovative Ingredients Manager



Rosewood residue

The new Premier Cru line incorporates an innovative ingredient that combines cosmetic efficacy with responsible sourcing, with a particular focus on resource management and ecosystem preservation. Derived from rosewood residue, this active ingredient enhances an underutilized by-product. Originally from Peru, rosewood is valued for its essential oil with exceptional properties.

After extraction, residues with numerous active ingredients remain unused. To give them a new life, the supplier recovers these shavings and performs a gentle extraction process, free of chemical solvents.

The supply chain is based on rigorous agroforestry practices. In the heart of the forest, each tree is traced and subject to strict rules for responsible logging. This monitoring guarantees the natural regeneration of the resource and preserves local ecosystems. This model also provides vital livelihoods for local communities.



Aloe vera

The aloe vera used in the shower gels and the moisturizing cleansing gel of the VinoHydra line, is sourced from Mexico, from certified organic and fair trade supply chains.

One such supply chain, certified BIO since 2014 and Fair for Life since 2017, guarantees concrete support for producers, their harvesting teams, and their families through a fair trade development fund donated by the supplier. In 2018, they received a basket of basic food products, and school fees as well as school supplies for their children were fully covered. The village primary school was also equipped with computers, printers, an overhead projector, as well as books and board games.

Pioneers of clean beauty since 2005

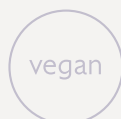
Because high natural origin alone does not always guarantee formulas that are safe for the skin and the planet, it was essential to go further. Thanks to the NO-List, Caudalie favors only essential and non-controversial ingredients.

+70

substances or families of substances banned from Caudalie formulas

100%

of facial products are rated green on Yuka



All products are vegan⁽¹⁾



Our laboratory is located in Gidy, in the «cosmetic valley» of France.

⁽¹⁾Except for honey and beeswax

The NO-List:

Preservatives

Parabens, Phenoxyethanol, Triclosan, Triclocarban, Benzalkonium chloride, MIT (Methylisothiazolinone) & MCIT (Methylchloroisothiazolinone), Chlorphenesin, o-Phenylphenol & salts, Imidazolidinyl urea & diazolidinyl urea, DMDM hydantoin, 5-Bromo-5-nitro-1,3-dioxane & 2-Bromo-2-nitropropane-1,3-diol, Behentrimonium chloride, Polyoxymethylene urea, Sodium hydroxymethylglycinate, Glyoxal, Methenamine, 1-Nitropropane, Polyaminopropyl biguanide.

Antioxidant

BHA.

Surfactants & emulsifiers

PEGs, Cocamide MEA & Cocamide DEA, MIPA, Triethanolamine (TEA), Diethanolamine (DEA), Sodium laureth sulfate, Ammonium lauryl sulfate, TEA-lauryl sulfate, Lauramide DEA, Linoleamide DEA, Myristamide DEA, Oleamide DEA, Stearamide MEA.

pH Adjusters & chelating agents

Triethanolamine, EDTA, Trisodium NTA, Monoethanolamine (MEA), Aminomethyl propanol, Potassium hydroxide.

Polymers, resins & texture agents

Tetrahydrofurfuryl methacrylate, Trimethylolpropane trimethacrylate, Polyacrylamide, Sodium styrene/acrylates/divinylbenzene copolymer.

Dyes, opacifiers & synthetic touch powders

Carbon black, Resorcinol & 2-Methylresorcinol, Styrene/acrylates/DVB copolymer DEA, Nylon (11 and 12).

Vitamin A derivative

Retinyl palmitate.

Solvents

Methyl methacrylate, Ethyl methacrylate, Butyl methacrylate, Hydroxypropyl methacrylate, Glycol ethers (including 2-methoxyethanol, Dipropylene glycol).

Mineral oils

Petrolatum, Vaseline, Paraffin, C10-11 isoparaffin, Isodecane, Isohexadecane, Hydrogenated polyisobutene, Synthetic waxes, Ceresin, Ozokerite.

Silicones & touch agents

Silicones, Cyclotetrasiloxane.

Sunscreen Filters

Octinoxate, Octocrylene, Benzophenones (including Oxybenzone).

No ingredients from animal origin⁽²⁾

Chicken/bovine hyaluronic acid, Porcine collagen, Shark squalene, Porcine elastin, Sheep lanolin, Cochineal, Keratin.



Examples of ingredients on the NO-List since 2005

Mineral oils

Why are they so widely used in cosmetics?

Inexpensive and very stable, they are widely used in formulations.

What are they replaced with?

With plant oils, which have better affinity with the skin and are extracted using gentler methods.

Parabens and phenoxyethanol

Why are they so widely used in cosmetics?

Because they are preservatives designed to eliminate and limit the growth of microorganisms, but can therefore be harsh on the skin.

What are they replaced with?

With sodium benzoate and potassium sorbate, which are obtained synthetically and used as food additives, making them edible. They are accepted in organic cosmetics under the Cosmos standard.

Ingredients from animal origin

Why are they so widely used in cosmetics?

Valued for their emollient and moisturizing properties as well as their low cost.

What are they replaced with?

With natural ingredients such as plants and minerals.



*Jean-Christophe Choulot
Laboratory Director*



Examples of ingredients on the NO-List since 2005

Phthalates

Why are they so widely used in cosmetics?

They've been used for around fifty years. Over time, some have been banned or restricted depending on scientific developments. They can be found in paint, toys and other children's products, conventional cosmetics, food-contact materials, medical devices...

What are they replaced with?

There are plant-based alternatives to phthalates: derivatives of vegetable oils (esters of unsaturated fatty acids) that are biodegradable and approved for food applications.

Sodium laureth sulfate

Why are they so widely used in cosmetics?

Its strong foaming power combined with high detergency and low cost made it a go-to ingredient in early liquid soaps and household cleaning products. It is because of this ingredient that consumers are now convinced that the more a product foams, the better it cleans, which is false. Sodium laureth sulfate is produced through a chemical reaction (sulfation).

What are they replaced with?

With surfactants derived from green chemistry, coconut oil derivatives. These offer excellent cleansing properties and better skin and eye tolerance.



Eco-designed packaging

Caudalie’s commitment is also reflected in an eco-design approach to its packaging. Every day, a team of packaging engineers develops increasingly innovative solutions that follow the rule of the 3R: reduce, recycle, reuse.

Caudalie’s ambition? That every piece of packaging is designed to be:



And/or



And/or



Recycled

Recyclable

Refillable

90%

*of our listed products
meet this ambition in 2024.*



Reduce

Lighten and prioritize recycled materials

To reduce material usage, Caudalie aims to lighten the weight and volume of its packaging, while promoting the use of recycled materials over the production of new ones.

Plastic

Plastic remains a lightweight, durable material that is compatible with Caudalie's skincare formulas. However, every effort is made to reduce its use by:

- Eliminating virgin plastic whenever possible and incorporating more recycled plastic
- Reducing the weight of packaging



Eliminating plastic:

-21% **3**

of virgin plastic used in our products over 3 years⁽¹⁾ types of non-recyclable plastics⁽²⁾ eliminated

Concrete actions:

-15.6 tons⁽⁴⁾

of plastic saved thanks to the repackaging of Fresh Fragrances in 2024

-49%

samples shipped between 2023 and 2024

0

plastic in 2024 Christmas gift boxes

Incorporating recycled plastic:

30%

recycled plastic used in 2023⁽¹⁾ (4X more than in 2020)

Concrete actions:

33.5%

recycled plastic on average in our Vinocrush Tinted Cream tubes⁽³⁾

72.8%

recycled plastic on average in our 400mL Nourishing Body Lotion packagings⁽³⁾

37%

recycled plastic on average in our Shower Gels⁽³⁾

66.3%

recycled plastic on average in all of our bottles⁽³⁾

⁽¹⁾Based on the total volume of plastic used in our products, excluding Spa and secondary packaging in logistics.

⁽²⁾Three styrenic plastics that compromise the overall recyclability of our packaging are removed from our products in 2025: ABS/AS, PS, and HIPS. According to recyclability analyses by CITEO and Recyclclass.

⁽³⁾Percentage of recycled plastic in the entire product unit.

⁽⁴⁾Estimated plastic savings based on 2023 sales volumes.



Paper and cardboard

-5,3t

of cardboard
saved in Fresh
Fragrances after
repackaging⁽¹⁾

100%

recycled
cardboard
used in online
order boxes⁽¹⁾

100%

of cardboard
packaging is
FSC-certified⁽¹⁾



Glass

25%

Post-Consumer
Recycled (PCR) glass
in the Resveratrol-Lift,
VinoHydra,
and Vinopure Serum
lines



Aluminum

95%

Post-Consumer Recycled (PCR) aluminum
in the Vinopure line and the Resveratrol-Lift,
Serum refill

⁽¹⁾Estimated cardboard savings based on 2023 sales volumes.



Recycle

Promote recyclable packaging

53%

of our packaging is recyclable⁽¹⁾

100%

of glass bottles and jars are recyclable⁽¹⁾

100%

of paper boxes and cardboard packaging for online orders are recyclable

100%

of aluminum tubes are recyclable⁽¹⁾

Caudalie's product packaging is designed to be recyclable through selective waste collection, but some components remain difficult to recycle... Caudalie is working on it!

- Multi-material pumps, jar caps, and wooden lids
- Eye contour applicators
- Multi-material tubes used for hand and foot creams, Vinocrush powder, face scrubs, deodorant, and the lip conditioner



Why isn't everything recyclable yet?

- Material complexity: some components combine multiple materials that are difficult to separate
- Size and shape: small parts are sometimes not detected by sorting machines
- Infrastructure availability: not all recycling centers process all materials, even if they are technically recyclable

⁽¹⁾Recyclability rate assessed using the CITEO TREE framework. Recyclable products = Rating between A and C.



Recycle

in-store with Terracycle

Packaging not handled by standard recycling systems can be collected and recycled directly in Caudalie SPA Boutiques, thanks to Terracycle.

In 2024 :

13

SPA Boutiques involved across 4 European countries, the United States and Canada

700 kg

of packaging collected in 2024

How does it work?

- Bring your empty packaging, non-recyclable in standard recycling systems, to Caudalie SPA Boutiques. They will be placed in the Zero Waste Box™.

The items will then be sorted and transformed into new raw materials.

As a thank you, Caudalie offers you 5 MYCAUDALIE points per empty product (up to 150 points per year).





Reuse

Promote refillable packaging

Caudalie is innovating to reduce its environmental impact through refillable products. As of 2025, there are now 7 refillable products, and Caudalie continues to develop these solutions as a core part of its eco-design strategy.



In 2022: Premier Cru The Cream or The Rich Cream

89% packaging saved⁽¹⁾



In 2023: Resveratrol-Lift Firming Cashmere & Firming Night Cream

85% packaging saved⁽¹⁾



In 2024: Resveratrol-Lift Instant Firming Serum
First aluminum serum refill

87% packaging saved⁽¹⁾



In 2025: Vinoperfect Dark Spot Niacinamide Moisturizer & Dark Spot Correcting Glycolic Night Cream

85% packaging saved⁽¹⁾

Did you know?

- 60% of the parcels sent to pharmacists are made from reused cardboard boxes.
- Caudalie recovers pallets used during deliveries through a closed-loop system with its transport providers.



⁽¹⁾These figures are calculated based on the estimated amount of packaging saved by making the refill compared to the full retail jar.



2

Planet

Giving back to the planet a little of what it gives us every day.





Our 2023 carbon footprint

Since 2022, Caudalie has been assessing its carbon footprint annually to better understand its impact and identify its main sources of emissions using the collaborative platform SWEEP.

Our goal? To implement reduction measures by prioritizing the areas with the greatest potential for improvement, while continuing to develop increasingly responsible solutions. Thanks to these calculations, Caudalie ensures it stays on track toward a continuous reduction of its footprint.

In 2023,
Caudalie's activities
generated:

25k TCO₂e



Equivalent to 960K
trees (based on average
annual CO₂ absorption)

What is a carbon footprint?

The carbon footprint is the estimated amount of greenhouse gases (GHG) generated by the company's activities. For simplicity, it is expressed in CO₂ equivalent, a unit that standardizes the climate impact of various GHGs. For a company like Caudalie, this footprint includes all stages of a product's life cycle: from the extraction of raw materials to manufacturing, transportation, and end of life.

Scope 3

92.4%



Professional
transportation



Upstream and downstream
freight transport



Purchases of goods,
services, and consumables



Waste

Scope 2

2.6%



Indirect emissions related to the consumption of
purchased energy (electricity, heat, steam, cooling)
produced off-site for the company's needs

Scope 1

5%



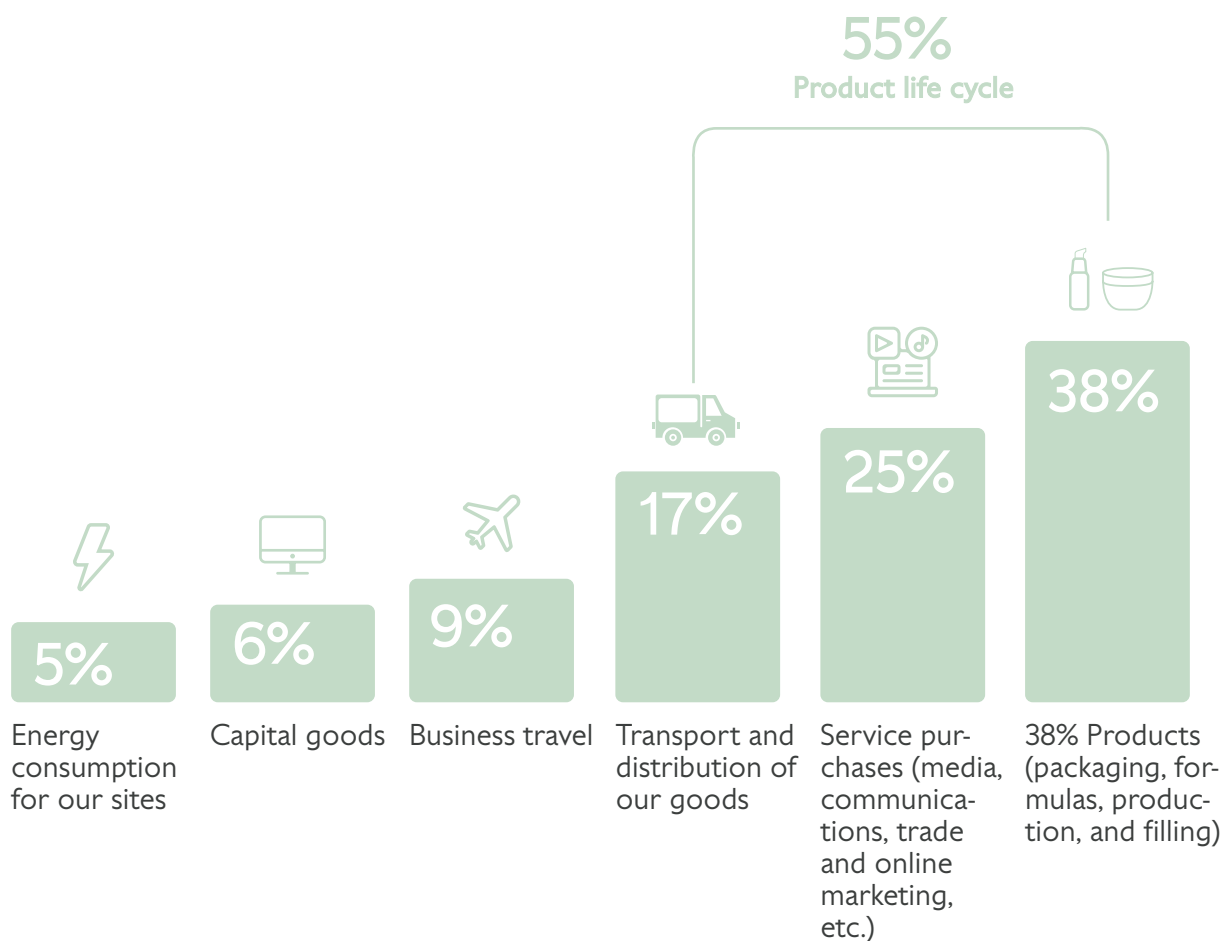
Direct emissions related to the company's fleet and the facilities/equipment it owns or
controls (boilers, generators, refrigerant leaks, etc.).

The carbon footprint data covers our 2023 business year — the 2024 data is currently being calculated — we will update the report once the results are available



To reduce its carbon footprint, Caudalie must constantly rethink its purchasing and production processes by optimizing packaging, selecting lower-impact materials, and improving logistics solutions to limit transport-related emissions.

55% of Caudalie's carbon footprint comes from the manufacturing of its products, from raw materials to production and transport stages, making it a top priority.





A tool for eco-designing products

By calculating its carbon footprint, Caudalie is able to identify the stages in the product life cycle that generate the most greenhouse gas emissions (such as the choice of certain raw materials in its formulas and packaging) in order to improve the products' environmental impact.



Case study: Resveratrol–Lift

The refill

between the former glass jar of the Cashmere Cream and the new plastic refill:

–80% CO₂eq per unit emitted

Recycled glass

between the former glass jar of the Cashmere Cream and the new jar containing 25% recycled glass:

–10% CO₂eq per unit emitted



–29%

Minis:

CO₂eq between 2022 and 2023 (total volume), thanks to a reduction of volumes produced in 2023.



–24%

Samples:

CO₂eq between 2022 and 2023 (total volume), due to the downsizing of certain individual samples.



–87%

Summer bags 2022 and 2023:

CO₂eq reduction between 2022 and 2023 (carbon intensity per unit), thanks to French sourcing and the use of organic cotton.



Better business practices

The carbon footprint also serves as a guide for improving internal practices. Thanks to this measurement, Caudalie is, for example, moving toward a low-emission vehicle fleet, thereby strengthening its efforts to reduce energy consumption.

Case of our vehicle fleet

Caudalie is committed to gradually increasing the share of low-emission vehicles, prioritizing those in class A (0–100 g/km of CO₂), in order to reduce its carbon footprint.

In France:

23%

average renewal rate with low-emission vehicles since 2022

8.5%

of vehicles are fully electric





Committed to 1% for the Planet

Since 2012, Caudalie has donated 1% of its annual revenue to organizations carrying out concrete, high-impact actions to preserve, restore, and protect forests and their biodiversity around the world. In addition to their positive environmental impact, these projects support local community development and raise awareness of ecological issues.

As one of the leading global contributors in the cosmetics sector, Caudalie has helped support over 25 organizations in more than 15 countries, resulting in a total of 12 million trees planted.

Beyond financial contributions, Caudalie maintains close relationships with these organizations to move forward together and amplify their on-the-ground impact.

Where are these actions carried out?

The focus is primarily on high-risk regions where the impact can be most significant. These are areas that have experienced severe deforestation or are at high risk of deforestation, often home to rich biodiversity — such as Brazil, Indonesia, Canada, and various parts of Africa.

To maintain a strong connection with its stakeholders, Caudalie also dedicates part of its support to projects located in France and in other countries where its employees and consumers live.



What is 1% for the Planet?

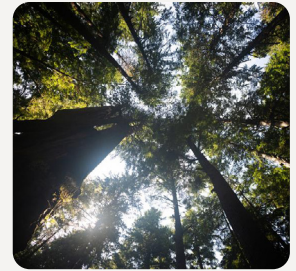
1% for the Planet is a global movement and international network that brings together nonprofit organizations and businesses committed to protecting the environment. The network was founded in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies. Joining the network, means committing to donate 1% of annual revenue (or a portion of it) to environmental organizations.

12 years
+ 12M
trees planted
+12
countries



Why plant trees?

Forests are essential ecosystems that provide habitats for most of the planet's species and livelihoods for nearly one billion people.



31%

of the Earth's land surface is covered by forests⁽¹⁾



+50%

of terrestrial animal and plant species live in forests⁽¹⁾



2.6

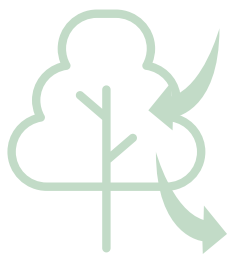
billion people rely on forests for heating and cooking⁽¹⁾



Regulation of rainfall patterns, protection of water resources, and prevention of flooding and soil erosion

Healthy forests play a crucial role in mitigating climate change by acting as carbon sinks, absorbing a significant amount of CO₂ each year. But when forests are destroyed or burned, they release the stored carbon, contributing to greenhouse gas emissions.

Photosynthesis



Captures CO₂

Releases O₂

1 tree = approx. 25 kg of CO₂ absorbed per year

+50%

of global carbon is stored in soil and vegetation⁽¹⁾

7.6

billion tonnes of CO₂ are absorbed annually by forests⁽²⁾

1/3

of the greenhouse gas emission reductions needed to limit global warming to 2°C can be provided by forests⁽³⁾

⁽¹⁾Source : Food and Agriculture Organization of the United Nations ;

⁽²⁾World Resources Institute ;

⁽³⁾Intergovernmental Panel on Climate Change – 2022 report



Organizations supported by Caudalie in 2024

In 2024, Caudalie supported 12 organizations dedicated to forest preservation and restoration across 7 different countries. The on-the-ground actions are diverse: tree planting, seed collection and nursery development, preservation of intact wilderness areas, promotion of natural regeneration and agroforestry practices, rainwater harvesting, environmental education, and many more initiatives.



Where?

In the state of Alagoas, in North East Brazil

Since?

2012

Why take action here?

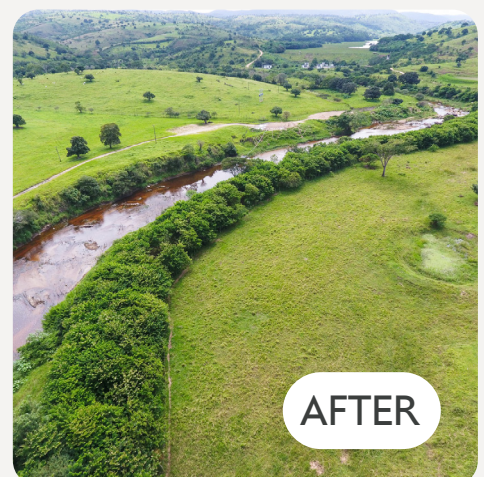
This area represents the last remaining stretch of the Atlantic Forest, which once extended over 6,000 km along Brazil's coastline. Since 1989, the forest has been designated the Pedra Talhada Biological Reserve, officially recognized as a protected area by the Brazilian government.

How many trees planted?

720,000

Their mission?

Preserve biodiversity, notably through the reintroduction of endangered tree species; Enable the movement of flora and fauna; Combat droughts; Reduce erosion along riverbanks to prevent flooding; Diversify local populations' sources of income and raise awareness.





Where?

In the United States

Since?

2014

Why take action here?

To restore and protect national forests, which represent around 9% of the United States' land area. These forests are home to a rich diversity of plant and animal species, help reduce erosion, and improve water quality. With the increase in wildfires across the NFF also focuses on prevention (fuel reduction, soil restoration after fires) and rehabilitation of burned areas.

How many trees planted?

Over 2.8 million

Their mission?

To protect, preserve, and restore national forests in the United States through reforestation projects and habitat restoration, ensuring the long-term health of these ecosystems.



Where?

On the island of Borneo, in Indonesia

Since?

2023

Why take action here?

Indonesia alone is home to one-quarter of the world's mangroves. Globally this coastal tropical forest is recognized as a key forest for climate regulation: it can store 2 to 10 times more carbon than a terrestrial forest ecosystem. In the Mahakam Delta and Adang Bay, the project's intervention areas, 70% of mangroves are degraded due to the development of unsustainable aquaculture ponds, while 90% of the local population relies on fishing for their livelihood.

How many trees planted?

450,000

Their mission?

Contribute to the restoration of degraded mangrove forests in East Kalimantan; Preserve local biodiversity, including endemic and endangered species like the proboscis monkey; Develop sustainable livelihoods for local communities; Raise awareness within communities about conservation.



Where?

In British Columbia, Canada

Since?

2024

Why take action here?

Everyone knows the value of the Amazon rainforest and the threats it faces. But few speak about the overlooked ecosystem of British Columbia, one of the last major temperate forests in the world. This region is one of the last places on Earth where large-scale logging of ancient trees —aged between 600 and 1,800 years— is still allowed. Between 2003 and 2010, the logging of old-growth forests in British Columbia generated more CO₂ emissions than the entire country of Finland. The main threats are logging, agriculture, and urbanization.

How many trees planted?

This is not about tree planting, but rather the permanent preservation of a wild forest —nearly 20 hectares— following the acquisition of the land by the organization.

Their mission?

To purchase land in threatened areas. Every €1 donation protects 1m² of forest. Their goal by 2050 is to protect the remaining 2.8% of intact habitats on our planet through land acquisition.

Other organizations:



Key figures in 2024:

12
supported
organizations

7
countries of
intervention

+1M
trees
planted

7
on-site audit
visits



Committed to 100% Ocean Plastic Collect

To strengthen its efforts to reduce its plastic footprint, Caudalie launched 100% Ocean Plastic Collect, a project dedicated to fighting plastic pollution in the oceans.



3 120 tons

of plastic collected and recycled since 2020

1

on-site audit conducted in 2024

Eq. to 208M

water bottles



How does it work?

- 1 Plastic waste recovered from the oceans is collected by local workers along the coastal areas and islands of Krabi Province.



- 2 These collectors then sell the plastic to nearby recyclers. Thanks to our initiative, they receive fair compensation, which also covers their transportation costs between collection sites and recyclers.



- 3 Once collected, the plastics enter a transformation process:

- About 99% of the plastic waste is directly recycled. It is turned into reusable pellets to create new products for the local market in Thailand.
- And the remaining 1%? These are non-recyclable plastics, which are converted into energy.

The result? Zero waste — everything is repurposed! Every piece of collected waste is given a new life, helping to reduce environmental impact and protect the planet.



Why was Thailand chosen as the starting point for the project?



Thailand is one of the 10 largest ocean polluters, with 9 of those countries located in Asia⁽¹⁾.

Each year, millions of tons of plastic products are produced and discarded worldwide. At the end of their life cycle, nearly half of this plastic waste is either recycled, incinerated, or landfilled.

However, a significant portion ends up in the oceans, contributing to marine pollution.

This phenomenon especially affects countries with small land areas, long coastlines, high rainfall, and insufficient waste management systems. Thailand is therefore one of the most vulnerable countries to plastic leakage into the sea.

We also chose to launch our project in Thailand for logistical reasons: Tristan Lecomte, the co-founder, was based there full-time. His local expertise and network made it easier to build dedicated teams.

Today, we are expanding our efforts to Indonesia, ranked as the fifth-largest plastic polluter in the world, to fight even more effectively against plastic pollution.

+ 4 000

local community members positively impacted by the initiative since 2020

750

women collectors supported since 2020

1st project certified by Verra – Plastic Waste Reduction Standard in 2021



This means that the initiative follows the methodology of the Standard, ensuring compliance in areas such as human resources, health and safety as well as additionality, transparency, and traceability. It also ensures the proper collection and recycling of plastic waste from areas with poor waste management infrastructure.

An audit and certification by an independent third party guarantee the integrity of the project and the additionality of the volumes and impacts generated each year.



⁽¹⁾Source: Statista, March 2023 – The countries that pollute the oceans the most.



Certified “Clean + Planet Aware” by Sephora in 2024

In 2024, Caudalie was proud to receive Sephora’s Clean + Planet Aware certification. Its products are formulated without certain specified ingredients and meet Sephora’s strict standards for sourcing, formulation, packaging, environmental commitment, and consumer transparency. Committed to these issues for 30 years, Caudalie contributed to the development of these criteria and works regularly with Sephora to help evolve them.

A certification built on 4 pillars

● Sustainable ingredient sourcing and formulation:

A commitment to sourcing certain ingredients sustainably and to developing formulas with consideration for the product’s life cycle and its environmental impact.

● Sustainable packaging:

Reduce packaging waste whenever possible, aim to use refillable, recyclable, and compostable packaging, and prioritize the use of recycled materials.

● Company commitments:

Strive to reduce environmental impact by measuring and tracking the carbon footprint, while implementing effective reduction strategies.

● Consumer transparency:

Provide accurate information on the environmental impact of products to help customers make informed choices.



Mathilde Thomas, founder of Caudalie, at the Change Now summit in 2024 for the official announcement of the Planet Aware certification





3

Team

Involving our employees in our entrepreneurial journey.





Our commitments to our employees

To nurture its entrepreneurial spirit, Caudalie fosters an inspiring work environment where everyone can express their potential and contribute to collective success.

Caudalie places great importance on encouraging agility, responsiveness, and boldness, firmly believing that empowering teams is key to sparking creativity and driving innovation.

1,300

employees vs 1,100 in 2022

39

different nationalities

37

years average age

88%

women

1

Recruit, onboard,
and support our talent

2

Foster engagement
and an entrepreneurial spirit

3

Involve our employees
in our CSR commitments



99/100

gender equality index

Do you know what the gender equality index is based on?

- The gender pay gap
- The gap in the distribution of individual raises
- The gap in the distribution of promotions
- The number of women who received a raise upon returning from maternity leave
- Gender balance among the 10 highest salaries

Average score in France in 2024: 88/100⁽¹⁾

⁽¹⁾Ministry of Labour



Recruit, onboard, and support our talents

Recruitment based on our entrepreneurial values

In 2024, we welcomed over 355 new team members across our offices, field operations, and logistics center. We prioritize entrepreneurial and adaptable profiles, placing greater value on diverse backgrounds rather than solely on experience or technical skills.

An immersive and universal onboarding program

Each new employee takes part in a 3.5-day immersive onboarding program, which includes an introduction to the brand's history and values, in-depth product training, an overview of the company's departments, and a discussion session with the founders.

Training and seminars to grow and unite

Caudalie supports its teams with regular training on both technical and interpersonal skills. For the sales teams, five annual seminars are organized to bring everyone together and provide training for upcoming campaigns.



355

new employees onboarded worldwide

100%

of managers from our European sales teams attended a management training in 2024

61%

of headquarters employees received training in a specific area of expertise over the past two years



Foster engagement and an entrepreneurial spirit

Rewarding merit

At Caudalie, engagement and alignment with our entrepreneurial values are at the heart of our company culture.

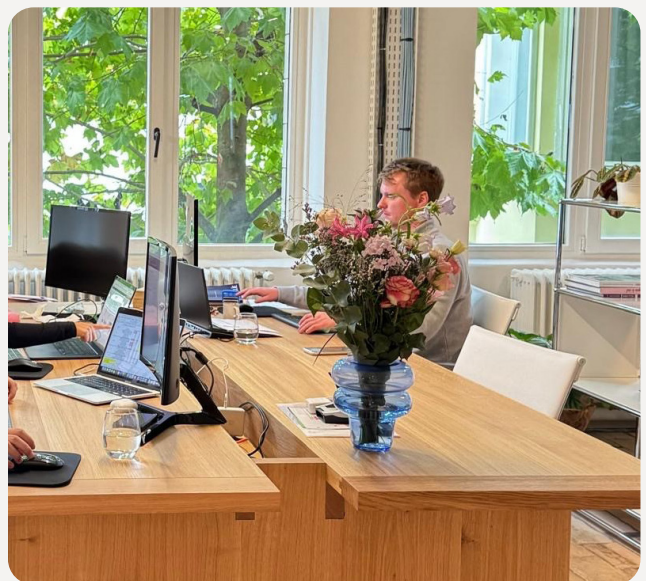
- **Horizontal organization:** few hierarchical levels to promote autonomy and speed up decision-making.
- **Internal organization:** all regional directors are former sales managers, and subsidiary directors have been promoted internally.

Associating our employees with company ownership

In 2024, Caudalie launched a plan allowing all its French employees to become shareholders. Over 80% of eligible staff chose to invest, strengthening their engagement and trust in the company.

Providing a stimulating work environment

Mathilde and Bertrand are committed to creating a space that fosters creativity and collaboration. Caudalie invests in exceptional city-center workspaces and has opened three new offices in Brussels, New York, and Porto.



100%

of regional directors are formal sales managers

13 years

is the average seniority of Executive Committee members

58

promotions

4

international transfers



Involving our employees in our CSR commitments

Our CSR commitment: the top motivation for candidates

Caudalie's CSR commitment is a key factor of attractiveness. In July 2024, an OpinionWay study ranked the brand in third place among 18-34-year-olds —across all sectors— for environmental commitment, a true recognition of the impact of our actions.

Training and involving our teams

Caudalie actively raised awareness among its employees about environmental issues through eight conferences in 2024, led by committed experts. Teams also took part in field actions, such as the summer seminar in the United States with the National Forest Foundation or the plastic collection event on Tung Wan beaches in Hong Kong.

Promoting sustainable mobility

Caudalie offers company bikes and subsidizes carpooling in France to encourage more eco-friendly travel. Our vehicle fleet is gradually becoming cleaner, with 21% low-emission vehicles⁽¹⁾, including 8.5% electric ones, and 30 charging stations installed at our Gidy site.

Caudalie continues to strengthen its commitment by involving its teams and offering concrete solutions for a more responsible future.



⁽¹⁾According to the LOM law, low-emission vehicles are defined as those emitting less than 60g/km of CO₂.

