We are **benchmark** in beauty, sustainability and nature conservation in Brazil and Worldwide
MULTIBUSINESS

Grupo Boticário

O Boticário
Eudora
Quem disse, Berenice?
The Beauty Box
Our essence

- Over 7,000 direct employees
- 4,000 stores in Brazil in 1750 cities
- Established in 9 countries
- Largest franchise chain in the world in the sector
- Leader in perfumery in Brazil
- Vice leader in make up
- 2 industrial plants and 2 distribution centers
The global scenario

Around 4 billion hectares or approximately 31% or the planet’s land are covered by forests  
(World Bank)

The crucial role of forests in the efforts to mitigate climate change is widespread and in the last few years became a central issue in the discussions concerning political processes related to world forests. (World Bank)

46% of goss emissions in Brazil are related to land use change – and 94% of those are related to deforestation or degradation  
(SEEG, 2016)

And how can a cosmetics company contribute?
49% of the materials in our POS are wood based and represent over 500 furniture items

100% of wood based items in Grupo Boticário is FSC certified

Over 1,000 stores are 100% FSC which corresponds to 17,000 square meters – equivalent to 5 soccer fields

We will increase that number by 3 times until 2024, surpassing 50,000 square meters in retail

Upcycling materials:
87% reused
4% donated
9% recycled
100% paper bags are FSC labelled.

From 4 of our largest printing partners we acquired in 2015 alone

5,000 of certified cardboard and produced

96MM of Carbon Neutral* for our products

* Plantation of trees - carbon footprint neutralization of 330 ton CO2 by our partner Boxprint.

170 MM Paper bags + 4,5 MM Boxes per year
Freepacking project

reuse supplier boxes for finished products

157 ton cardboard representing total savings
BRL 400,000 per year

560,000 Boxes per year
Traceability to ensure that materials are not originated in deforestation areas

Raw materials

100% ethanol suppliers are certified

83% of Palm Oil suppliers’ processes are verified by certification processes
Suppliers Program

Sustainability for Suppliers Guide
Available to 100% of our Suppliers

Sustainability represents 20% of all items evaluated in auditioning and can restrict supply.

7 strategic suppliers are participating since 2014 in the Eco Efficiency Partnership Program.

Sustainability Awards for more than 10 suppliers in the last 3 years

EVALUATION REQUIREMENTS:

Biodiveristy
Human Relations
Ecoefficiency
Shared Responsibility
Management and conduct
Sustainable Packaging
“Cuide-se Bem”

Sales Volume
- 2nd most representative brand in sales volume

Green Plastic
- Sourced from sugar cane
- 40 SKUs
- Partnership with Braskem
- Consumer communication “made from green plastic”

Results
- New Design
- 10% less plastic
- 90t of avoided residue/year
- 230,000 litres of oil avoided
- 3,000t reduction in CO2 eq/year
- 17,500 trees
OUR STRATEGY: RESPONSIBLE USE OF NATURAL RESOURCES WITH CONSERVATION
For 26 years we have been investing in scientific research and nature protection.

Nearly 1,500 initiatives have been supported to date with 144 new species of fauna and flora discovered.

Private sector’s TOP environmental grant maker in Brazil.
Protected Areas

- **2 Private Natural Heritage Reserves** – most threatened biomes in Brazil

- Over **11,000 hectares** of Atlantic Forest and Cerrado protected
  
  - **110** Scientific researches carried out in the Reserves to date

  - **493 protected areas** benefitted and **246 endangered species** studied

- The outcomes of projects are compiled - public policies proposals
Economic Incentive Mechanisms

WHY?
Protecting forest with Araucária’s remaining natural areas

HOW?
- Creating value in the production chain;
- Engaging different actors;
- Stimulating the development of a new market and new technologies;

WHAT?
Repositioning Araucária pine nut and yerba mate in the market
Economic Incentive Mechanisms

**OASIS:** Pioneering PES projects in Brazil

- Established in 6 States in Brazil;
- 434 properties signed;
- 3,550 hectares of natural areas protected
- Guaranteeing water supply for 7 million people

**VALUATION OF SOCIAL AND ECONOMIC BENEFITS ARISING FROM NATURAL AREAS:**

- Methodology applied to 7 different areas;
- EX: BRL 1 X BRL 12,5
- Potential to influence public policies for both the creation and the expansion of protected areas in Brazil
THANK YOU!
malu@grupoboticario.com.br