

Sustainability at Grupo Boticário









- Boticário Group is a Brazilian enterprise and it is proud of it
- -> BEAUTY IS WHAT WE DO
- It is the world's largest perfumery and cosmetics franchise network in number of stores
 - It intends to leave a legacy for the future generations: to contribute for a more beautiful world



1977

Creation of O Boticário, a manipulation pharmacy in Curitiba (PR)

1979

Launch of **Acqua Fresca**, our first perfume

1980

First store opens in **Curitiba** international **airport**

1st franchisee in **Brasília**

1982

Inauguration of current factory and HQ in São José dos Pinhais (PR) 1986

1st international store in **Portugal**

1990

Creation of the **Boticário Group Foundation** for
Nature Protection

BEAUTY IS WHAT WE DO



2008
Inauguration of Labim (Bio-molecular Reserch Lab) in Curitiba

2004

Malbec is launched, becoming best seller masculine perfume in Brazil

2010

The **Boticário Group** is born

Inauguration of first **Distribution Center** in Registro (SP)

2012

New R&D Center

New businesses:



beauty

2011

New business: Eudora 2014

Expansion to Bahia:
New factory and
distribution center











MULTI-BUSINESSES

MULTI-CHANELL

BEAUTY MADE OF PEOPLE

- More than 7,000 direct employees and 25,000 indirect employees
- One of the best companies to work for
- One of the best companies to start a career in





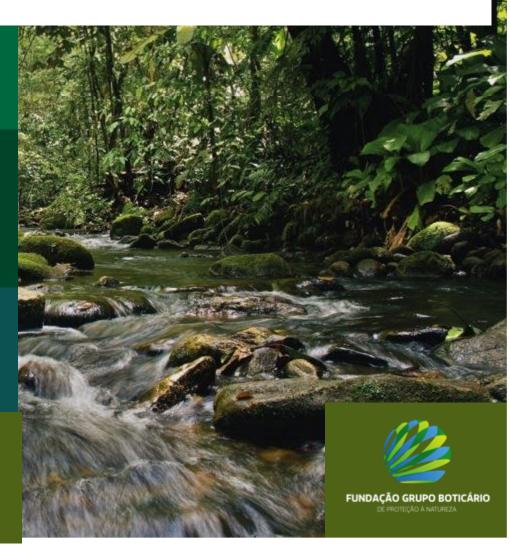
Boticário Group Foundation for Nature Protection

Non-profit organization established in 1990 - promotes and executes nature conservation actions

It contributes to nature conservation through key areas of expertise: **Grant making**; **Protected Areas**; **Innovative Biodiversity Conservation Strategies**; **and Mobilizing Society**

More than 1.400 initiatives supported to date with 147 new species of fauna and flora discovered

2 Natural Reserves totalling over 11.000 hectares of Atlantic Forest and Cerrado protected – 2 of the most threatened biomes in Brazil



SUSTAINABILITY STRATEGY

Sustainability strategic focus

Raw materials and packaging

Product life cycle

Reverse logistics

Sales Channels

Points of sale

Sales Representatives



Value Chain Engagement



Suppliers Retail



Community

Employees

Women Empowerment for Gender Equality and Diversity



Alignment of the performance of Grupo Boticário to the objectives of the Convention on Biological Diversity

CBD Pillars

Performance of Grupo Boticário

Conservation of biodiversity

Objectives achieved through Fundação Grupo Boticário de Proteção à Natureza since 1990

Sustainable use of biodiversity

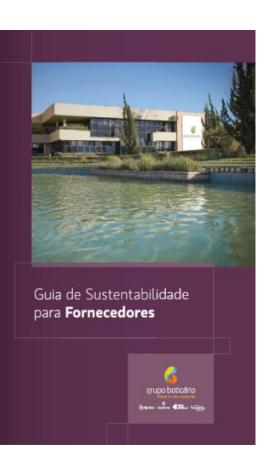
Efficient use of natural resources in the operations of Grupo Boticário (water, energy, waste generation-on the life cycle of products; engagement of the value chain in the management of sustainability;

Fair and equitable benefit-sharing

Operation framework for research and development of raw material derived from the Brazilian biodiversity in compliance with the Brazilian legislation.

SUPPLIERS PROGRAM





- Sustainability Management Guide for Suppliers and other specific guides
- Self evaluations as part of suppliers management tools.
- Annual workshops are given for suppliers development.
- Sustainability visits and a check from a distance are made as periodical monitoring.
- Specific trainings, as the one about GHG Protocol.
- Program Na Mão Certa support actions since 2012.
- Partnerships with suppliers in the main action focus of sustainability.

SUPPLIERS PROGRAM



Boticario's Suppliers Award Evaluation Requirements

Sustainability criteria in supplier general evaluation (PADF)





- **5%** self evaluation performance .
- 1% attending sustainability demands on time.

Prerequisites to Featured Sustainability Award

- ✓ Being classified as Gold Supplier in general evaluation (PADF).
- ✓ Score ≥ 91 in sustainability self evaluation.
- ✓ Attend 100% of sustainability demands on time.



Obtainment of raw materials and ingredients

Production of raw materials and packaging materials

Suppliers development through +70 visits



Critical sector studies were made:

- Glass
- Plastics
- Uniforms

- Transports
- Building
- Alcohol

Ecoefficiency with suppliers

Box Print (carton)

- ✓ Illumination: Energy saving of 60% ,
- ✓ Improvements in the compressed air system:Saving of 180.000 kWh/year.
- ✓ 23% reduction of GEE emission





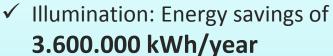
DSR Bi-fuel truck

✓ Installation of a bi-fuel kit that allows the use of a mixture of Natural Gas and Diesel in the truck used by the companies to distribute products, helping to reduce the GEE emissions

Estimates:

15% Reduction of GEE18% Financial savings in truck

Wheaton (glass)



✓ High performance engines
 Saving of 780.000 kWh/year
 Total reduction of 23% in energy consumption.

- ✓ program of natural gas consumption:27% of GEE emissions
- ✓ Treatment Station of reused water Reduction of **43.200 m³/year**.





RETAIL

Insertion of sustainability concepts in building, operating and demobilizing stores and service centrals from Grupo BOTICÁRIO:

100%

...of stores from *quem disse berenice?*and also from the new model from **O Boticário** uses **LED** technology.

LEED



Some achievements of this store:

- 27% reduction of energy consumption from lighting;
- 42% reduction of energy consumption from air conditioning;
- Better air quality;
- 80% of the waste generated during the building process was recycled;



Sustainable products

New launch: personal care developed with green plastic based on Sugar Cane

Green Plastic











Thanks a lot!

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