



# 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

1<sup>st</sup> franchisee in **Brasília**

**1982**

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

**1986**

1<sup>st</sup> international store in **Portugal**

**1990**

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

# BEAUTY IS WHAT WE DO



**2004**

**Malbec** is launched, becoming best seller masculine perfume in Brazil

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

**2010**

The **Boticário Group** is born

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

**2011**

**2011**

New business:

**Eudora**  
Você tem poder. Aprecie-o.



New R&D Center  
New businesses:

**2014**

Expansion to Bahia:  
New **factory** and **distribution center**





grupo boticário  
beleza é o que a gente faz



FUNDAÇÃO GRUPO BOTICÁRIO  
DE PROTEÇÃO À NATUREZA

oBoticário

Eudora  
Você tem poder. Aproveite.



**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



GUIA 2014  
**você/s/a**  
AS MELHORES  
EMPRESAS PARA  
VOCÊ TRABALHAR

AS MELHORES  
EMPRESAS  
PARA COMEÇAR  
A CARREIRA  
2 0 1 4

MOST  
**inDEMAND**  
EMPLOYERS

**LinkedIn**



# 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**



**FUNDAÇÃO GRUPO BOTICÁRIO**  
DE PROTEÇÃO À NATUREZA

# SUSTAINABILITY STRATEGY

## Sustainability strategic focus

Raw materials and packaging



Product life cycle

Reverse logistics

Sales Channels



Points of sale

Sales Representatives

Ecoefficiency



Internal production

Supply chain

## 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



Guia de Sustentabilidade  
para **Fornecedores**



- **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)**

**6%**

**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  $\geq 91$  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**



**253**

participants in 10  
workshops in the  
last 3 years

**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



## Wheaton (glass)

- ✓ Illumination: Energy savings of **3.600.000 kWh/year**
- ✓ 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**.



## 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 GEE

**18%** Financial savings in truck



# 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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