

# ARTDECO

COSMETIC GROUP

## SUSTAINABILITY REPORT

2022 – 2023

## *Sustainability vision*

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Our big goal for the future

*We feel the beauty in every human being.  
Beauty needs a planet worth living on.  
We take responsibility – with courage for a  
sustainable, colorful future.*

## *Sustainability mission*

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Our daily commitment



*Everything we do starts with sustainability.  
For us, this means not only renunciation,  
but above all enrichment. Hands-on for our  
future viability and future generations.*

# DEAR READERS



When I founded the company in 1985, sustainability, in the context that we understand it today, was neither a trend, nor common sense yet – not at all. Nevertheless, it was important to me that every woman – and of course every man – could put together their personal palette by means of our "Mosaïque" eyeshadow and blush refill system; and that this would also save packaging material and significantly extend the life of the beauty boxes. We have systematically developed this basic idea further over the last few decades, so that today, many of our products are refillable and therefore resource-saving. This vision, which more and more consumers are enthusiastic about, has ultimately contributed to the success of the ARTDECO brand in a significant way. As a result, ARTDECO has also become the market leader in the German specialised trade, while the market share of refillable products far exceeding the overall success of the brand.

Over time, this vision has been joined by many other activities, which we summarise under the so-called "Environmental, Social & Governance" topics. Today, sustainability is part of our daily discussions and an important part of the decision-making process when designing new products.

This report is intended to give you an overview of our day-to-day sustainability activities and showcase our progress. For example - to name just one highlight - I am proud that we were able to reduce our corporate carbon footprint by over 200 tonnes of CO2 equivalents in 2022 compared to 2021. We achieved this through our mobile office policy, optimised use of office space in winter and the switch to green electricity.

The coming years will bring a number of new regulatory obligations: some of them have already been set in place, everything else will be implemented as quickly as possible. A professional sustainability team is responsible for doing so. We are therefore well on the way to shaping a more sustainable future.

Yours, Helmut Baurecht

A handwritten signature in black ink, reading "H. Baurecht".



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# OUR JOURNEY TO GREATER SUSTAINABILITY...



## *RESPONSIBLE*

- Flexibility & compatibility of work and family
- Gender equality & diversity
- Corporate benefits & workplaces
- Company key figures



## *CONSCIOUS*

- Packaging & textures
- Climate protection & emissions
- Environmental protection & supplier initiatives



## *CARING*

- Social responsibility
- Social commitment
- Product & cash donations
- Corporate volunteering

Transparency  
Responsibility  
Innovation

... is an ongoing process that requires commitment, perseverance and a willingness to rethink and improve the status quo. Our aim is to achieve a long-term balance between the three pillars of sustainability - environmental protection, social justice and economic prosperity.

Our commitment is therefore divided into three areas:

**RESPONSIBLE** = viable world. Here we report on our business activities, company facts and employees.

**CONSCIOUS** = a world worth living in. Here we provide information about what we are doing to preserve our nature.

**CARING** = a fair world. Here we show our contribution to a fairer and more inclusive society.

Our corporate values of transparency, responsibility and innovation guide us on our journey. And: for us, strong partnerships and cohesion are crucial in order to consistently implement sustainable action worldwide.

# RESPONSIBLE

OUR CONTRIBUTION TO A VIABLE WORLD

RESPONSIBLE reports on the economic components of sustainability. Since our foundation in Karlsfeld near Munich in 1985, we have been making a contribution to the economy, not only in Germany, but also worldwide: we are now represented in over 70 countries. We share company and sustainability facts as well as key figures about our employees. Sustainable, profitable growth forms the basis for our current and future business activities, which are orientated towards the sustainable development goals.

# About our responsibility

#realtalk

ARTDECO  
COSMETIC GROUP



Claudia Steinberger

Managing Director Malu Wilz Beauté & Director Sustainability ARTDECO cosmetic Group

Sustainability is not a trendy topic for us, but one that is here to stay. Because beauty is in the DNA of our cosmetics companies and we want to preserve the beauty of the earth. True to the motto "No planet, no beauty", we live sustainability holistically, but also authentically. To break new sustainable ground, we launched the first sustainability pioneer project in 2020. We identified our sustainable values and this is how the basic idea for the ARTDECO Green Couture line was born. A major milestone in our journey is that we created an overarching sustainability staff unit in 2021, which gives the topics the right priority within the company.



Favourite product with a focus on sustainability  
Sensitive Pro Stress Relief Tonic

I am particularly proud of the Stress Relief line from Malu Wilz. We have implemented our own "Clean Beauty" standard in the textures and have been able to almost completely avoid the use of neoplastics in the packaging. The tonic consists of 84% natural ingredients, is vegan and free from PEG, perfume, silicones, parabens, paraffins, paraffin oil, colourants and chemical preservatives. The bottle is made from 100% recycled PET.

# About our sustainability team

#realtalk

ARTDECO  
COSMETIC GROUP



Vicky Schmolly  
Head of Sustainability

The sustainability team is responsible for advising all ARTDECO cosmetic Group brands and develops strategies related to sustainability issues. We not only have a vision for future legal obligations, but also monitor sustainability developments in general and in the cosmetics market. We are the central point of contact and source of inspiration. This applies to the entire value chain - products, production, logistics, sales and disposal. Our task is also to raise awareness of sustainability within the company and to continuously integrate it into our daily work. In addition, we take care of emissions' calculations and provide support in sustainability communication.



Favourite product with a focus on sustainability  
Green Couture Natural Trio Blush

The texture consists of at least 90% ingredients of natural origin\* - whereby no water content was deliberately included, as water is of course natural. The blush is vegan and free from mineral oils, parabens, silicones, PEG/compounds, talc and GMOs. By using rice husk powder in the tin, we were able to reduce the emissions per product by approx. 40%. Rice husk powder is a waste product, which has enabled us to save resources and reduce the use of plastic (PP).

# Company facts 2023

17

charging stations for electric cars on the company premises

>200

tonnes of CO2 equivalents of the corporate footprint reduced

>25

climate-neutral products through offsetting payments in climate protection projects

100

% green electricity on the company premises

>25

refill product groups in the range

100

% climate-neutral folding cartons through offsetting payments in climate protection projects

>300

vegan product groups in the range

86.708

kWh of energy generated by in-house solar panels

83

kg of plastic saved by refurbished toners and printers

43,26

tonnes of CO2 equivalents offset by DHL Go Green climate protection projects

Represented in over 70 countries





## Company facts 2023

ARTDECO  
COSMETIC GROUP

### Diversity & Work Life Balance

56

% subsidy for an Urban Sportsclub membership

25

% subsidy for the Germany ticket

38

hours worked per week

8

days mobile office per month for a full-time position

15

flexitime from 3 pm possible

13

fridays from 1 pm flexitime possible

86%

proportion of women in the Group

”

As a mum of soon to be two children, the opportunities offered by the mobile office make my everyday life easier. This allows me to work from home for half a day on some days and saves me travelling time to the office. In this case, I sometimes work very early when my child is still asleep. Or in the evening when dad has come home.

Maria Danhofer  
CRM Project Management Malu Wilz Beauté

31

different nations represented

Afghanistan Australia Austria Bosnia-Herzegovina Bulgaria Croatia Czech Republic France Germany Greece Hungary India Indonesia Italy Kosovo Mongolia Montenegro Mozambique Netherlands Poland Portugal Romania Russia Senegal Serbia Slovenia Spain Thailand Turkey Ukraine Vietnam

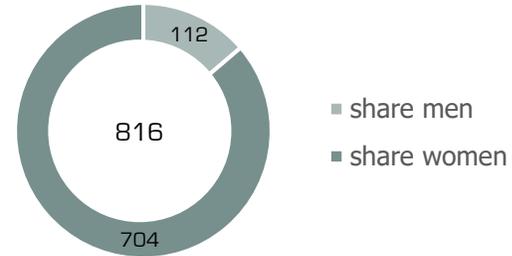
# Company facts 2023

HR statistics

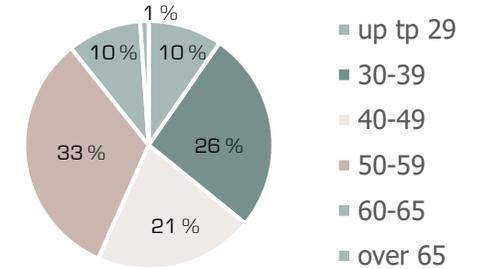
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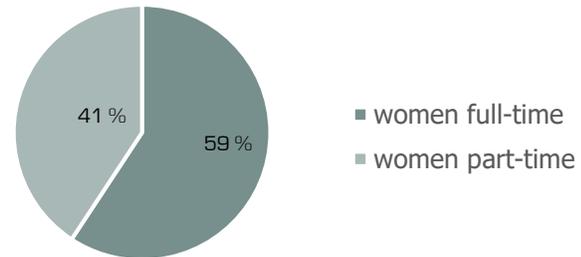
Number of our employees \*1



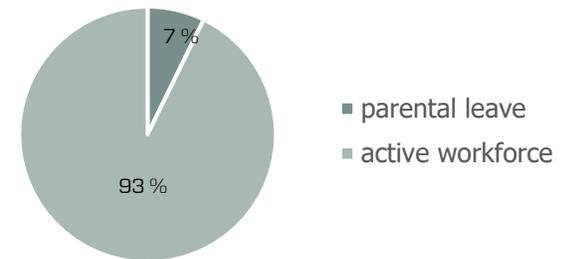
Age structure of all employees \*3



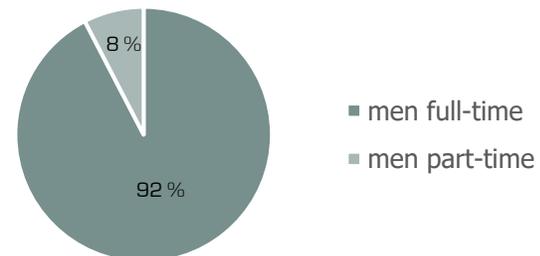
Distribution full-time / part-time women \*2



Employees on parental leave \*3



Distribution full-time / part-time men \*2



**16**  
welcomed babies in 2023

\*1 All employees, incl. parental leave, long-term sickness, interns and working students, as at 31/12/2023

\*2 Excluding service staff and home workers (marginally employed on a mini-job basis)

\*3 \*male and female, excluding home workers and service staff

# Sustainability Compass

The UN's global Sustainable Development Goals provide us with a framework for our actions. Goals 12, 13, 14 and 5 are particularly relevant for us: they serve as our guiding principles for our sustainable orientation.

We are supported in this by various committees:

We have voluntarily committed to the UN Global Compact and participated in its SDG Ambition Accelerator Programme in 2023 in order to strategically develop our contribution to SDG 12 in the future.

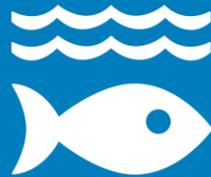
We are a member of econsense's "Sustainability Competence Programme".

With ClimatePartner, we calculate the company and product footprint. By calculating the emissions, we develop climate protection measures.

At VKE, we are actively involved in the "Sustainability Beauty Pact".

The Forum Rezyklat was founded by the drugstore chain dm to utilise more recyclates and promote the circular economy in Germany. We are actively involved in the "Product design for recycling".

## —Sustainable Development Goals—

<p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p> 	<p><b>13 CLIMATE ACTION</b></p> 	<p><b>14 LIFE BELOW WATER</b></p> 	<p><b>5 GENDER EQUALITY</b></p> 
<p>Textures &amp; packaging</p>	<p>Circular economy</p>	<p>Textures &amp; packaging</p>	
<p>Raw materials of natural origin</p>	<p>No virgin plastic</p>		
<p>Quality &amp; sustainability standards</p>	<p>We align our company in a way that has the smallest possible negative impact on the environment.</p>		<p>We love beauty in all its facets.</p>

## —Responsible Guidance—



# CONSCIOUS

OUR CONTRIBUTION TO A WORLD WORTH

LIVING IN

CONSCIOUS highlights the optimisation in terms of environmental sustainability that we successfully implemented during the reporting period. We disclose our emissions and comment on the topic of "climate neutrality". The critical examination of this issue has led us to a change in our strategy from 2024 onwards, which we will share in our next report.

We have worked on our packaging to improve recyclability, increase the use of recyclates and save material. We have also expanded our refill range. In the future, our product development and optimisation will continue to focus on the areas of Reduce, Reuse, Recycle & Refill. This also applies to our strict standards for the quality of our textures and ingredients. We also want to further increase the proportion of vegan products.

We are also committed to optimising our advertising materials and raising awareness in the area of environmental sustainability - whether through joint projects with our suppliers, our own clean-up campaigns or disposal instructions for our end customers.



## Chiara Knauss Sustainability Manager

We are aware that no company can be truly "climate neutral" - i.e. "emission-free". That is why it is important to us to reduce our emissions as much as possible and to offset the remaining emissions by supporting projects. "We are all in this together" - and that requires teamwork - is something we believe in when it comes to climate change. Climate protection is very important to us at both company and product level. That's why we calculate our carbon footprint at three different levels: the company, individual products and folding cartons. The emissions' calculations give us an overview of our biggest sources of emissions and enable us to take action to reduce them. Year after year, the calculations enable us to recognise improvements and deteriorations in our balance sheet and thus take more targeted action.



## Favourite product with a focus on sustainability Green Couture Natural Brow Pencil

The Brow Pencil is a "minimal plastic waste" product. Thanks to the wooden pencil from sustainable forestry, plastic has been completely omitted here apart from the protective cap. The texture consists of 95% ingredients of natural origin\*, is vegan and free from mineral oils, parabens, silicones, nanomaterials and GMOs.

\*water excluded

# About our packaging

#realtalk

ARTDECO  
COSMETIC GROUP



Maria Ahmed  
Packaging Engineer

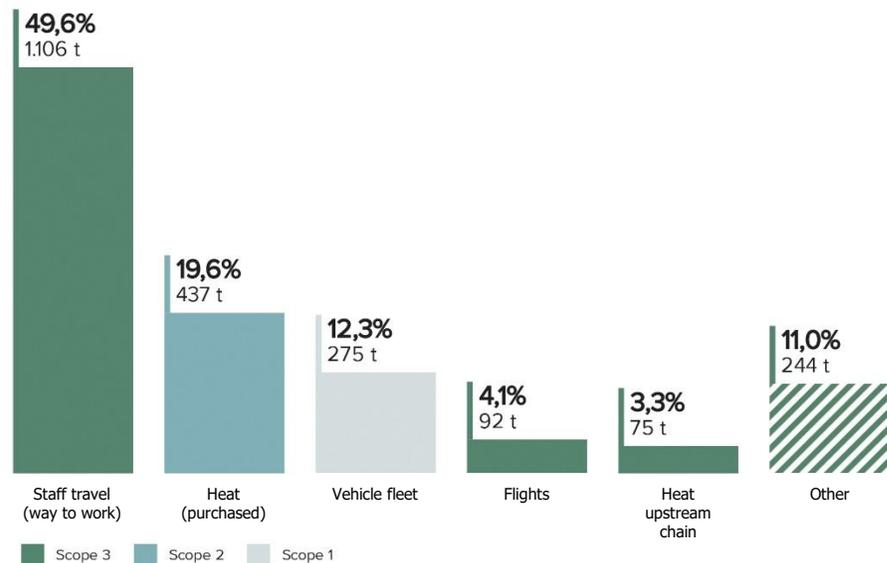
Plastic packaging has become indispensable today. For example, it protects our products from loss of quality, extends their shelf life and makes them easier to use. But we are working hard to make our packaging even better so that it has less impact on the environment. When designing our products, we are constantly balancing emissions, recyclability, responsible use of resources and product protection. One focus of our sustainability strategy is therefore our contribution to the circular economy. In concrete terms, this means that we avoid the use of virgin plastic wherever recyclates are reasonable. We are also working to increase the recyclability of our packaging materials. After all, just because a product is made from recycled material this does not mean that it can be recycled and returned to the cycle.



Favourite product with a focus on sustainability  
Translucent Loose Powder

Of course, the most sustainable material is the one that is not used in the first place. Refill systems can save packaging and therefore resources. Products are designed from the outset in such a way that the packaging does not have to be disposed of immediately after use, but can be refilled. In this way, we extend the packaging life cycle, save material and at the same time guarantee maximum product safety.

Our largest sources of emissions in 2022:



## EMISSION REDUCTION & CLIMATE NEUTRALITY

We reduced our emissions by over 200 tonnes in 2022 compared to 2021. For 2023, the ARTDECO cosmetic Group is "climate neutral" thanks to a compensation payment for the emissions that we have not been able to reduce yet. We are thus supporting a wind energy project in Turkey to promote renewable energies. The corporate footprint in 2022 was 2,451.96 tonnes of CO<sub>2</sub>e. In 2021, it was 2,661.65 t CO<sub>2</sub>e. Both figures include a safety margin of 10% to cover possible calculation inaccuracies.

The table shows our largest sources of emissions in 2022. As in the last two years, employee travel is our largest source of emissions. However, emissions in this area have fallen by 33 tonnes compared to 2021 thanks to the mobile office regulation. Our efforts to reduce heating at the end of 2022 can also be seen in the balance sheet: We have reduced emissions by 60 tonnes compared to 2021. The biggest saving was achieved by switching to green electricity - electricity is no longer one of our biggest sources of emissions. This has been replaced by business travel, especially flights. As expected, these have increased again after the end of the Covid-19 pandemic.

In addition to the company footprint, we also calculate various product footprints in order to identify the largest sources of emissions from our products and develop reduction measures. By making offsetting payments to various climate protection projects, ARTDECO's Green Couture line and MALU WILZ's Aloe Vera and Sensitive Pro lines are "climate neutral" for 2023.

Emission sources MALU WILZ De-Stress Cream 2022:



## REDUCE, *REUSE!* RECYCLE.

We are looking for alternatives to new plastics every day. By consciously reusing packaging materials, we want to help reduce the consumption of resources and minimise the environmental impact.

In 2023, we developed our Open Eye Butterfly mascara from the Green Couture line. Its packaging consists of at least 59% recycled plastic (PET). Recycled PET is made from water bottles, for example. The texture contains at least 85% ingredients of natural origin\* (excluding water). The black packaging is made of soot-free black colour, which makes it recyclable if disposed of correctly in plastic waste.

\* In order to increase transparency for customers, we deliberately refrain from stating the percentage of water contained in the products as part of the natural ingredients. The advertised percentages of ingredients of natural origin are therefore explicitly without water and are largely based on plants and minerals. The remaining 15% helps to ensure the excellent performance and shelf life of the product.





## REDUCE, REUSE, RECYCLE, *REFILL!*

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"The new way to create your own personalised lipstick - with a contribution to a more sustainable world. The new couture line consists of so much beauty, quality and so much love for the world and the new generations."

Anna Blasco Salvat  
VP Marketing ARTDECO



Refillability dates back to 1985, when our company was founded. Our iconic Beauty Boxes were introduced to avoid cosmetic and packaging waste and allow our customers to make their own personalised choices. The system gradually expanded to include camouflage, powder, foundation, blush and bronzer. With our refill range, we want to empower consumers to raise their environmental awareness and make more sustainable purchasing decisions.

In 2023, we launched our Couture Lipstick Case and Refill. With the elegant aluminium tube of the lipstick – which can be refilled and reused as often as required with the lipstick refills – over 50%\* of packaging waste can be saved in the long term. The creamy texture of the new Couture Lipstick contains at least 80 % ingredients of natural origin\*\*.

\*5 refills and a lipstick case were compared and evaluated with 5 Natural Cream Lipsticks incl. folding box.  
\*\* water excluded

## ***REDUCE, REUSE, RECYCLE!***

At the end of 2022, we began calculating the recyclability of our product packaging. A material is recyclable if it can be sorted and collected from the waste stream using available techniques, processed and reused in the form of raw materials or packaging. At MALU WILZ, light-coloured and transparent packaging is predominantly used in the basic care range. This can be easily sorted by machines and supports recycling. More and more of our packaging is being converted to mono-materials and easily recyclable materials. This allows them to be reprocessed into high-quality raw materials. With the help of our end consumers - by separating the individual components and disposing of them in the correct recycling bin - we can support the circular economy.

Our ampoules are made of 100% glass and are 100% recyclable\* when disposed of with glass waste. Our cabinware jars (without labels) and bottles are 100% recyclable. Our 200 ml cabin tube is also 90 % recyclable\*. The white 50 ml, 75 ml and 100 ml tubes with screw cap and the De-Stress Eye Cream are 91 to 99% recyclable. 100% of our folding boxes are made from FSC (Forest Stewardship Council) certified cardboard and are at least 91% recyclable\*.

In addition, we are gradually reducing the size of folding cartons or eliminating them altogether if they are not necessary for product protection or application information (e.g. for our tonic). At the moment, there is no sustainable solution for all our packaging needs - but we are still looking for new packaging alternatives.

\*applies to Germany and in individual cases also to other EU countries

# REDUCE, REUSE, RECYCLE!

OPTIMISATION AND AWARENESS-RAISING IN TERMS OF RECYCLABILITY



## 30 percent

recycled plastic

ARTDECO is taking a further step to improve the pans for the Beauty Boxes and Compact Powder Testers in line with the circular economy principle. The plastic pans for the Eyeshadow Original and Compact Powder Tester are made from 30% recycled plastic. In addition, the pans and metal godets can be separated from each other and disposed of separately. To do this, the metal godets are pushed out of the plastic pans using your fingers or a tool (previously the metal godets were stuck in the plastic pans).

AMPOULES	JARS	BOTTLES	TUBES	PIPETTE DISPENSER	SACHETS	FOLDING BOXES

## Awareness

for packaging waste at Malu Wilz Beauté

MALU WILZ has produced a waste disposal guide and shared it in the May issue of the customer magazine. The aim is to raise awareness beyond the company on the topic of "Separating packaging waste correctly and making an important contribution to the circular economy". A functioning circular economy is important in order to produce less waste and use the earth's finite reserves of raw materials more sparingly. It is particularly important to dispose of plastic packaging via the plastic collection, glass via the used glass container and folding cartons of products via the paper waste.

# CLOSED CYCLE RECYCLING

## RECYCLING OF OUR DISPLAYS WITH WERBETECHNIK ART OF DISPLAY

Another challenge regarding climate change is the question of what happens to discarded plastic products from the retail sector. They usually end up in waste incineration at the end of their life. Werbetchnik Art of Display has carried out a pilot project together with ARTDECO and dm to recover our POS solutions from retailers and recycle them.

The inserts we purchase are already made from recycled material (PCR). We are therefore all the more pleased to be part of the project to return already recycled material to the material cycle. In this way, we are not only saving new plastic, but are also being particularly conscious in our use of existing materials. Thanks to the new process, these can be recycled up to 18 times.

Together with dm, ARTDECO already paid attention to the criteria of recycling companies when designing the new 1.5 metre counter. Werbetchnik has developed a process in which used displays from retailers are returned to the company as a first step.

112 dm shops took part and 82 shops returned the exchanged inserts as part of the September product update. The inserts are checked for impurities on site to ensure that the material is suitable for processing. The inserts are then processed into granulate using in-house mills. Werbetchnik then transports the inserts to a recycling company, where the plastic flakes are melted down to make new products.

The project enabled around one tonne of plastic to be recycled and returned to the industrial cycle. Art of Display can save between 1.45 and 3.22 tonnes of climate-relevant greenhouse gases through the process.

Following the success of the project with ARTDECO and dm, Werbetchnik also realised an international project with Make Up Factory and the drugstore chain Müller. The return of the counter update from approx. 750 shops was analysed. 56.5% of these stores accepted the recycling offer. With a recycling rate of 87.4% (cardboard and plastic), a total of 2.93 tonnes of plastic and cardboard were returned to the industrial cycle. This project impressively demonstrated how well "closed-cycle recycling" can work on an international scale and how much potential for optimisation still exists.

Both projects have shown that a closed plastic material cycle is possible and can be repeated several times. We are delighted to have been part of the project and hope to motivate other companies to do the same with us and Werbettechnik.



*Marek Kozuch, David Muller and Dr Marcel Brinkmann from Werbettechnik Art of Display (from left to right)*

# About our ingredients

#realtalk

ARTDECO  
COSMETIC GROUP



## Dr Christina Pammer Weigl VP Quality Management & Product Safety

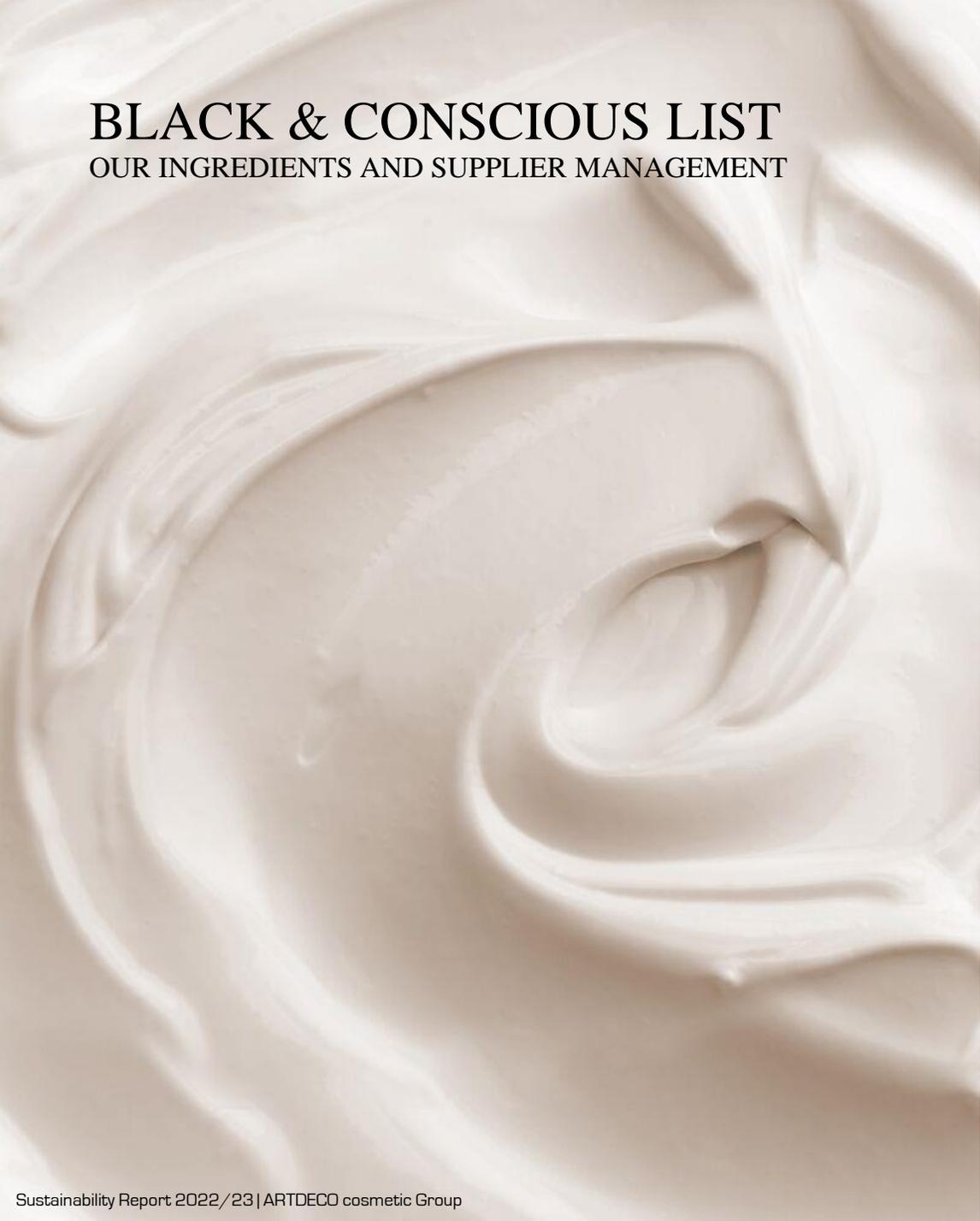
High-quality ingredients in cosmetics and packaging is our top priority. This is because their selection is important in order to protect the health of consumers, ensure the effectiveness of products, promote ethical and sustainable processes and fulfil the constantly growing and changing expectations of consumers. Our textures are developed to the highest quality standards that go far beyond the legal requirements for cosmetic products in the EU. All of this is underpinned by our company's own "Conscious List", which ensures improvement in terms of environmental awareness. Our "Green Couture" collection is developed on the basis of this list. Our aim is to apply this standard to all our products as far as possible in the future. In addition, our extensive "Black List" ensures that we do not use critical ingredients.



## Favourite product with a focus on sustainability Jojoba peeling

The jojoba scrub exfoliates the skin with fine jojoba wax beads. The texture has been formulated to the highest standards and represents our strict quality requirements. In addition, the tube is at least 90% recyclable\* thanks to its white colour and minimalist print. To do this, separate the cap from the tube and dispose of in the plastic waste.

\*applies to Germany and in individual cases also to other EU countries



# BLACK & CONSCIOUS LIST

## OUR INGREDIENTS AND SUPPLIER MANAGEMENT

Our products are developed according to the highest quality requirements that go beyond EU legislation. To this end, we have an internal standard that minimises the environmental impact of our products and combines the highest quality with high performance. This standard is reviewed and updated several times a year.

Many of our brands' product lines are free from mineral oils, parabens, silicones, sulphates, PEG/compounds, aluminium, chemical UV filters, nanoparticles and GMOs (genetically modified organisms). These include a large number of vegan textures. These products contain no animal ingredients (e.g. powdered coral, caviar), no ingredients produced by animals (e.g. silk, honey) and no ingredients derived from animals (e.g. carmine, hyaluronic acid).

The company's own internal blacklist ensures that controversial ingredients can be avoided. Fair working conditions, including for the extraction/production of raw materials worldwide, are also integrated into the Black List. The Black List is supplemented by our internal Conscious List. One of the basic requirements of the Conscious List is that at least 60% of the ingredients in a texture must be of natural origin. In order to increase transparency for our customers, we deliberately refrain from listing the amount of water contained in the products as part of the natural ingredients. Palm oil, for example, is also addressed in the Conscious List: Palm oil and derivatives may only be used in accordance with the RSPO (Roundtable on Sustainable Palm Oil) guidelines.

Our products are not affected by the EU regulation on SPM ("Synthetic Polymer Microparticles") with the deadline of 17 October 2023 for loose glitter. It goes without saying that we do not use microplastic particles in our products and all items from the entire range fulfil the requirements of the EU Cosmetics Regulation.

## ARTDECO X CORAL GUARDIAN

### *ENVIRONMENTAL PROTECTION PROJECT*

ARTDECO has donated €7,000 to Coral Guardian through the Bronzing Collection 2023 in collaboration with consumers. Coral Guardian is committed to the protection and restoration of coral ecosystems and at the same time takes measures to preserve and enhance marine ecosystems. As part of the fundraising campaign, €1 was donated to the organisation for every product sold in the ARTDECO online shop. This enabled an ARTDECO coral reef in Indonesia to be planted with 150 corals. 10 of these were raffled off to end customers. The corals grow approx. 6 cm per year and are beginning to provide a habitat for various fish, octopuses and other sea creatures.

The ARTDECO coral reef is located in the Pulau Hatamin Coral Sanctuary, which Coral Guardian manages in cooperation with the local NGO WES. It is located in the north-west of Flores, next to the Komodo National Park in Indonesia. Following an application by Coral Guardian, this area was officially declared a "rehabilitation area" by the Indonesian government in September 2019. The disruption of the food chain caused by overfishing and dynamite fishing has affected the balance of the local coral ecosystems. A team of 8 staff - most of them former fishermen - are working full-time on the project to restore and protect the coral reefs in the area. Each month is marked by a work routine that includes restoration, awareness programmes, scientific monitoring and protection of the marine reserve.

# ARTDECO X FORUM REZYKLAT

## CLEAN UP CAMPAIGN FOR WORLD CLEAN UP DAY

Environmental pollution covers a wide range of issues, but one of the most important overarching problems is the negative impact on the health of ecosystems, living organisms and human society. For this reason, waste separation and the correct disposal of waste is crucial for environmental protection, resource conservation and sustainable waste management.

World Clean Up Day took place on the 16th of September. This year, ARTDECO joined the Recyclate Forum under the motto „waste-free nature for today" and organised its own waste collection campaign at Karlsfelder Lake. Our top finds included 10 bags covering 6 kilometres: a pair of pink boxer shorts and a confetti cannon. You can watch a video [here on Instagram](#).

We also took part in the Forum Rezyklats contest with the "Open Eye Butterfly Mascara", which was given away to end consumers and participating companies in the clean-up campaign via Instagram. Together, companies, Forum Rezyklat and end consumers contributed to raising awareness of environmental pollution.

"Collect garbage first. Then collect prizes. Join in!"



# CARING

OUR CONTRIBUTION TO A JUST WORLD

CARING describes our activities in the area of social sustainability. As a family-run company with a long history, we are strengthened by the idea of community. We continuously support various organisations through engagement and donations in order to promote their work in a spirit of fair human interaction. For us, it is not only important to support organisations, but also to empower our employees to get involved via our own corporate volunteering programme. We will continue to work on donation and corporate volunteering concepts in the future.



St Nicholas campaign 2022



Corporate Volunteering 2023



Corporate Volunteering 2023



St Nicholas campaign 2023

## ARTDECO X TAFEL MUNICH

*CORPORATE VOLUNTEERING & PRODUCT DONATIONS*

The ARTDECO cosmetic Group has been supporting the Tafel Munich for several years now. The well-being of people in our immediate neighbourhood is important to us. In 2023, we continued to support Tafel Munich with various product donations throughout the year. For the 3rd time, we organised a St Nicholas campaign with the distribution point in Milbertshofen. Our product donations were distributed to all 28 Tafel distribution points. We organised an official corporate volunteering event for the first time in 2023. Our employees were given a day off to actively help out at a distribution centre of their choice.

## MALU WILZ & ANNY X FRANZISKUSWERK

*COOPERATION WITH THE FRANZISKUSWERK SCHÖNBRUNN*

At Franziskuswerk, people with disabilities find individualised shared accommodation, suitable jobs and a wide range of leisure activities. We place orders with the facility for people with special needs at various points across the group. This year, we had the "Surfing Santa" Christmas sets made there for ANNY. In July, Corinna Doepfert, Head of Product Management at MALU WILZ, paid a visit to the workshop. MALU WILZ had the 2023 Christmas calendars produced there. We are very proud to work with such an important organisation and to support people. Their integration and enabling them to earn their own income, independence and responsibility is essential in a socially just world.



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"The visit to the Franziskuswerk was very close to my heart and a wonderful experience. There is a pleasant and relaxed atmosphere. The people with disabilities are provided with a workplace tailored to their needs. Everyone gets on well with each other - they live and work together. In teamwork - everyone has their own task/station - the calendar is put together and consideration is given to the working pace of each individual. I received a very warm welcome and was delighted to spend the afternoon on site with the people and find out more about the Franziskuswerk."

Corinna Doepfert  
Head of Product Management Malu Wilz Beauté

**MAKE UP FACTORY**

professional high end make up.

**DO GOOD FEEL GOOD**



**MÜLLER & MAKE UP FACTORY**  
SPENDEN GEMEINSAM **1€**

pro verkauftem Augenbrauenprodukt der Marke Make up Factory an die „Female Empowerment“ Programme der **SOS-Kinderdörfer weltweit.**\*

**HILFE, DIE WIRKT.** **2023**  
UNTERSTÜTZEN WIR DIE **SOS KINDERDÖRFER WELTWEIT**



via sponsorship for SOS Kinderdoerfer worldwide

**DIE ARCHE**

Donations for children

**Verkehrsregeln lernen mit Kiko**  
(Lern- & Begleithilfe zur Fahrradausbildung)



50 textbooks on protection for children Media

© PLAN INTERNATIONAL



Support for Plan International



50 Sheltersuits for Munich

 **SOS KINDERDÖRFER WELTWEIT**

Support for emergency aid in Morocco

**ARTDECO**  
COSMETIC GROUP



# DONATIONS TO CHARITABLE ORGANISATIONS

- SOS Kinderdoerfer
- Protection for children Media
- Plan International
- Munich Ark
- Gong 96.3 sleeping bag sponsorship



## WHAT TO EXPECT NEXT

## DEAR READERS,

As you have seen at one point or another in this report, we see sustainability as a journey whose paths meander, split, become shorter or longer and on which new paths are constantly being taken that only open up when you are on the move. Experience in recent years has taught us that sustainability also requires a great capacity for change: in the spirit of the times, new opportunities, in the regulatory context and through constant learning.

But what never changes and always accompanies us is our commitment that beauty needs a planet worth living on and that we take responsibility for this today and in the future.

**#noplanetnobeauty**

Thank you for taking the time to read this sustainability report.

# ARTDECO

COSMETIC GROUP

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