



SUSTAINABILITY REPORT 2019

KICKS



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“Sustainability is a key element in KICKS’ strategy”

Sustainable development demands sustainable operations. KICKS CEO Freddy Sobin explains what this means in practice – and day to day on the ground.

Our stated ambition is to take a broader grip on sustainability, which is why we’re not just tackling the environmental aspect, we’re also addressing social benefit and social responsibility too. From our perspective, sustainability is about everything we do, from selling beauty products that overturn stereotypical ideals of beauty to offering products that have no negative effects on either people or the environment. As the biggest beauty chain in the Nordics, we want to, and indeed must, take the lead on the issue and strike a path that hopefully will also inspire others. It’s in how we think, act and communicate at every level, internally and externally, that we can make a real difference. We want to show that beauty can be many different things and encompass many different looks, and so inspire our customers. We’re convinced that the best way of attracting as many people as possible is by actively working on diversity – both as a beauty chain and as an employer. Diversity reflects society, so driving it forward. The same is true for KICKS as a workplace. Our starting point is that as a company we reach out better to our customers by being diverse. We make this happen by practising what we preach, both within the company and in our customer communications. Our 246 stores give us a major physical presence in society. This is where we meet lots of people face to face, and where we want to and need to be representative – meeting our customers with the same diversity we see in society feels both natural and important.

Avoiding negative environmental impact is a central part of sustainable enterprise and something we try to work actively with across all parts of our organisation. One clear example of this, from the past year, is our focus on phasing out plastic in our e-commerce packaging. During the year we’ve also made the decision to phase out all black plastic from our own brand products. Our plastic bags are no longer black either. This is

because black plastic usually can’t be recycled. Like all companies, KICKS has a major impact through the whole supply chain where much of our impact lies in aspects that we do not control ourselves, e.g. with our suppliers in the production chain. What we can do there is be clear and single-minded in getting them to do more and do better. Both the beauty industry and the packaging industry still have a lot to work on in terms of environmental sustainability. As relevant solutions for alternative packaging materials are now being developed, we naturally want to be involved in testing and evaluating them.

Today most people know that batteries, leftover paint and fluorescent tubes should be taken to a municipal recycling point as hazardous waste but what lots of people don’t know is that in some cases beauty products and packaging should be disposed of properly too and not just thrown out in the ordinary rubbish. This is why KICKS is continuing to drive and expand an important initiative that involves collecting customers’ cosmetic waste in our stores. It makes sense for us as this is one of the bigger footprints that we contribute to and that we want to take responsibility for, while also opening up an opportunity to engage our customers and drive sustainable behaviours. At the time of writing, our customers are able to hand in cosmetic waste in 28 of our stores. At the same time, we are working to expand the number of stores and cities where we can offer this service to our customers as soon as possible. We would have liked to see this move more quickly but as it is Sweden’s municipalities that are responsible for collecting cosmetic waste, we know it’s a time-consuming process. In 2019 we’ve also produced a handy guide for the bathroom to help customers sort their waste. Every day we meet large numbers of customers in our stores and on our e-commerce sites but also via our custom-



“We are focused on phasing out plastic in our e-commerce packaging.”

Freddy Sobin, CEO

er service and in social media, giving us an opportunity to make a big difference by giving them the right guidance.

To be a sustainable workplace, we also need to have a working environment that runs smoothly with employee wellbeing at its heart. In 2019 KICKS has started to use a new employee survey tool where we check in on how the organisation is doing every four weeks. This has demonstrated that we are creative and engaged but we’ve also identified a need for more structure and coordination. We are keen to address this and with the help of our employee surveys, we’ve now been able to draw up a new model that will make our work in this respect easier looking ahead. We have also started a leadership forum where we bring all the managers together across all three of our countries and train them in the different aspects of leadership – including coaching, difficult conversations and giving feedback. We also highlight the importance of inspiring, engaging and creating participation. The leadership forum has therefore been important for coordinating and creating a holistic approach in the company but it has also been a channel for boosting our sustainability focus and reaching out to the whole company on this important issue.



This is KICKS

As the leading beauty chain in the Nordics, KICKS offers a mix of external brands and own brands such as KICKS Beauty, and MON|SUN, Budgie and SKIN TREAT through our subsidiary Myself & Friends. In some selected stores we are also able to offer beauty services in the form of hairdressing salons, nail salons, brow bars and facials. Our beauty experts can offer makeup services and skin care analysis in all our stores. Our aim is to create the most inspiring and personal beauty experience for all Nordic beauty and cosmetics enthusiasts and to share our passion for beauty with everyone wanting to explore and express more of themselves.

KICKS' policies linked to sustainability

- Code of Business Ethics
- Health and safety policy
- Diversity and gender equality policy
- Car policy
- Environmental policy
- Policy on entertainment, wellbeing budget, representation, business travel and expenses
- KICKS is a member of amfori BSCI and has adopted BSCI's ethical code as a Code of Conduct for our suppliers.

KICKS has a total of approximately 250 stores in Sweden, Norway and Finland, with online stores in those same countries. The KICKS head office is in Stockholm, Sweden, and is the workplace of about 200 people. There is also a small office in Norway. In total, KICKS has about 2,400 employees, with around two thirds employed in Sweden, 600 in Norway and just over 200 in Finland. KICKS is part of the Axel Johnson Group, which is owned by Antonia Ax:son Johnson and her family. Axel Johnson has a long tradition of combining commercial and social benefits, which makes corporate social responsibility both part of our history and a key element of our work going forward. Today KICKS has a sustainability manager and a sustainability specialist, based in the marketing department.

This is our third sustainability report. It covers the financial year 2019 and all parts of the company. The report is inspired by the GRI standards. The KICKS Board of Directors is responsible for the sustainability report and for ensuring it is drawn up in line with the Swedish Annual Accounts Act.

Responsibility for sustainability is shared by everyone at KICKS. In other words, this means that everyone has a part to play in making KICKS successful in a responsible way and for

sustainability being an integral part of operations. Sustainability means running operations in line with high ethical standards where the risk of corruption is minimised to protect people and the environment, and where there is no risk of KICKS' brand having a negative reputation. The ultimate responsibility rests with KICKS' CEO. As a profit-making company, we have a responsibility to ensure that financial profitability is created in a sustainable way that protects the world around us. This is something delegated to KICKS' CFO with support from the senior management team. Overarching responsibility for sustainability issues is delegated to the sustainability manager. Social sustainability regarding employees is delegated to KICKS' HR manager.

Smuggling

KICKS supports the Swedish Customs Agency's fight against smuggling and we actively distance ourselves from all trade in smuggled goods. We do not tolerate smuggled goods being transported in our means of transport or together with our goods shipments.

Our aims



Aims

Target Outcome The UN's Sustainable Development Goals

What we're doing on inclusion & diversity

Proportion of satisfied interns in S.H.A.R.E. in Sweden	≥ 90%	100%	3
Proportion of satisfied interns in S.H.A.R.E. in Norway	≥ 90%	75%	
Proportion of satisfied mentors in S.H.A.R.E. in Sweden	≥ 90%	80%	
Proportion of satisfied mentors in S.H.A.R.E. in Norway	≥ 90%	72%	
Number of interns and mentors	45		
Proportion of managers with an international background (2020)	≥ 20%	17%	8
Gender distribution managers	*	91%	5
Proportion of employees who have signed the Code of Business Ethics	100%	100%	16



How we're ensuring good conditions in our supply chain

Proportion of KICKS' own suppliers in risk countries with valid audit cycle	100%	95%	8, 16
Proportion of suppliers that have adopted KICKS' Code of Conduct amfori BSCI	100%	96%	



How we're taking responsibility for our shared resources

Number of stores collecting cosmetic waste		28	11, 12
Amount of cosmetic waste collected (kg)		4209	
Emissions of CO2e (tonnes/MSEK/year) (2020)	<0.17	0.22	13
Proportion of packaging suitable for material recovery (2025)	100%	46%	12



How we're ensuring responsible, conscious product development

Conscious product range as proportion of sales	10%	13%	12
Proportion of sustainably produced palm oil in own brand products (2020)	90%	81%	8, 12, 15



* Reflects the proportion of female/male employees

Risk analysis

Risk area	Description	Risk management
Environment	Ingredients with a particularly negative impact on the environment	Restrictions on chemicals and materials in supplier agreements List of restrictions for chemicals in our own brand products Requirement on use of sustainable palm oil in our own brand products Implementing a sustainability policy in 2020
	Greenhouse gas emissions from electricity use	Monitoring energy consumption and emissions Electricity from renewable sources in own operations Implementing a sustainability policy in 2020 Energy survey for large companies Survey of energy in production of own brand products Reduced energy consumption a criterion in supplier agreements
	Water consumption	Implementing a sustainability policy in 2020 Survey of water consumption in production of own brand products Reduced water consumption a criterion in supplier agreements
	Greenhouse gas emissions from transport and travel	Reduced emissions as a criterion in transport agreements Travel policy Implementing a sustainability policy in 2020 Monitoring and reporting
	Incorrect handling of cosmetic waste	Implementing a sustainability policy in 2020 Collecting cosmetic waste in collaboration with several municipalities in Sweden Customer information about recycling
	Non-recyclable packaging	Survey of packaging in own brand products Requirements on packaging materials to ensure materials can be recycled
	Pollution from production	Requirements linked to chemicals handling in supplier agreements Third-party audits (BSCI, SEDEX with SMETA, SA8000)
	Social responsibility	Health and safety risks, work-related injuries, stress-related health risks and deficiencies in gender equality and diversity among staff.
Health and safety risks and poor working conditions among suppliers		KICKS Code of Conduct (amfori BSCI) Third-party audits (BSCI, SEDEX with SMETA, SA8000)
Stereotypical ideals and lack of diversity in communication		S.H.A.R.E. raises awareness and breaks the taboos around mental illness Norm-breaking and inclusive guidelines in the brand platform
Human rights	Breaches of freedom of association, safety, discrimination	KICKS Code of Conduct (amfori BSCI) Third-party audits (BSCI, SEDEX with SMETA, SA8000) Whistleblower system
	Lack of employment contracts and reasonable working hours and pay	Supplier risk assessment Supplier follow-up
	Child labour or forced labour	QuizRR, training tool at factories Following up on a living wage
Anti-corruption	Risk of corruption attempts	Code of Business Ethics Information to all new employees KICKS Code of Conduct (amfori BSCI)
	Impact of business relationships	Whistleblower system Certification scheme

Private label

Rejection/selection of raw materials

Raw materials and ingredients are chosen based on sustainability. For example, we do not accept products made from endangered species, e.g. certain tropical woods.

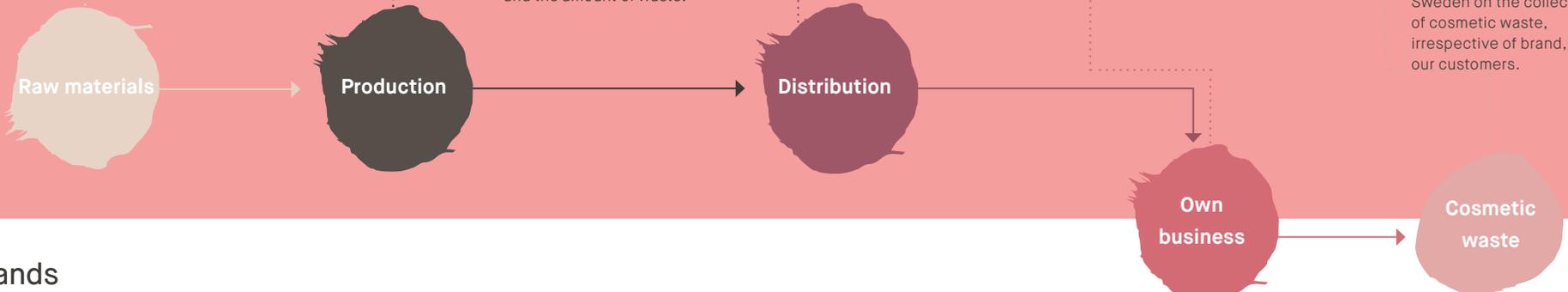
- Responsible person**
KICKS is responsible for ensuring that its own brand products are legally compliant.
- Processing and composition**
All suppliers must ensure good manufacturing practice, GMP, which includes full traceability of the product.
- Social conditions and Code of Conduct**
KICKS is a member of the amfori Business Social Compliance Initiative. Our suppliers are audited by accredited, independent amfori BSCI auditors.
- Training**
Employees at selected factories in China are trained through QuizRRR (Quiz Rights & Responsibilities).

- Tests and trials**
KICKS does not use animal experiments for testing either products or ingredients. Products tested on animals – no matter where – may not be sold in the EU/EEA.
- Packaging**
Our packaging must be recyclable and ideally made from recycled or renewable materials. The size of the packaging is adapted based on needs and how often the product is to be used.
- Production and energy**
KICKS requires that our suppliers work to constantly improve and minimise the use of resources such as energy, water and raw materials. KICKS also requires that suppliers work to cut their emissions to air, water and land, and the amount of waste.

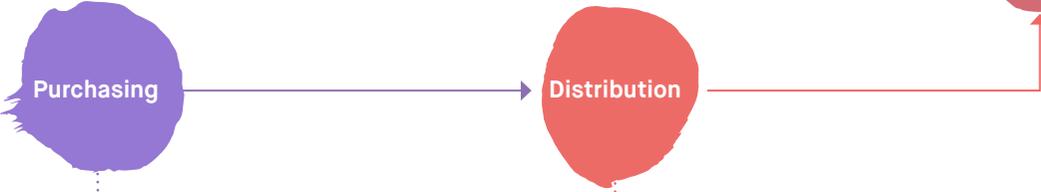
- Transport**
KICKS own brand products are transported by road in Europe and from Asia by sea. Products are transported from distribution centres to stores by road and by sea.

- Retail in store**
KICKS works to reduce the use of resources and the environmental impact from our stores with a focus on electricity consumption and recycling.
- Marketing**
We check all campaign images from the external brands we sell and reject ads if we find them sexist or objectifying.
- Own waste**
KICKS sorts waste from its offices, warehouses and stores.

- Cosmetic waste**
Collaboration with several municipalities in Sweden on the collection of cosmetic waste, irrespective of brand, from our customers.



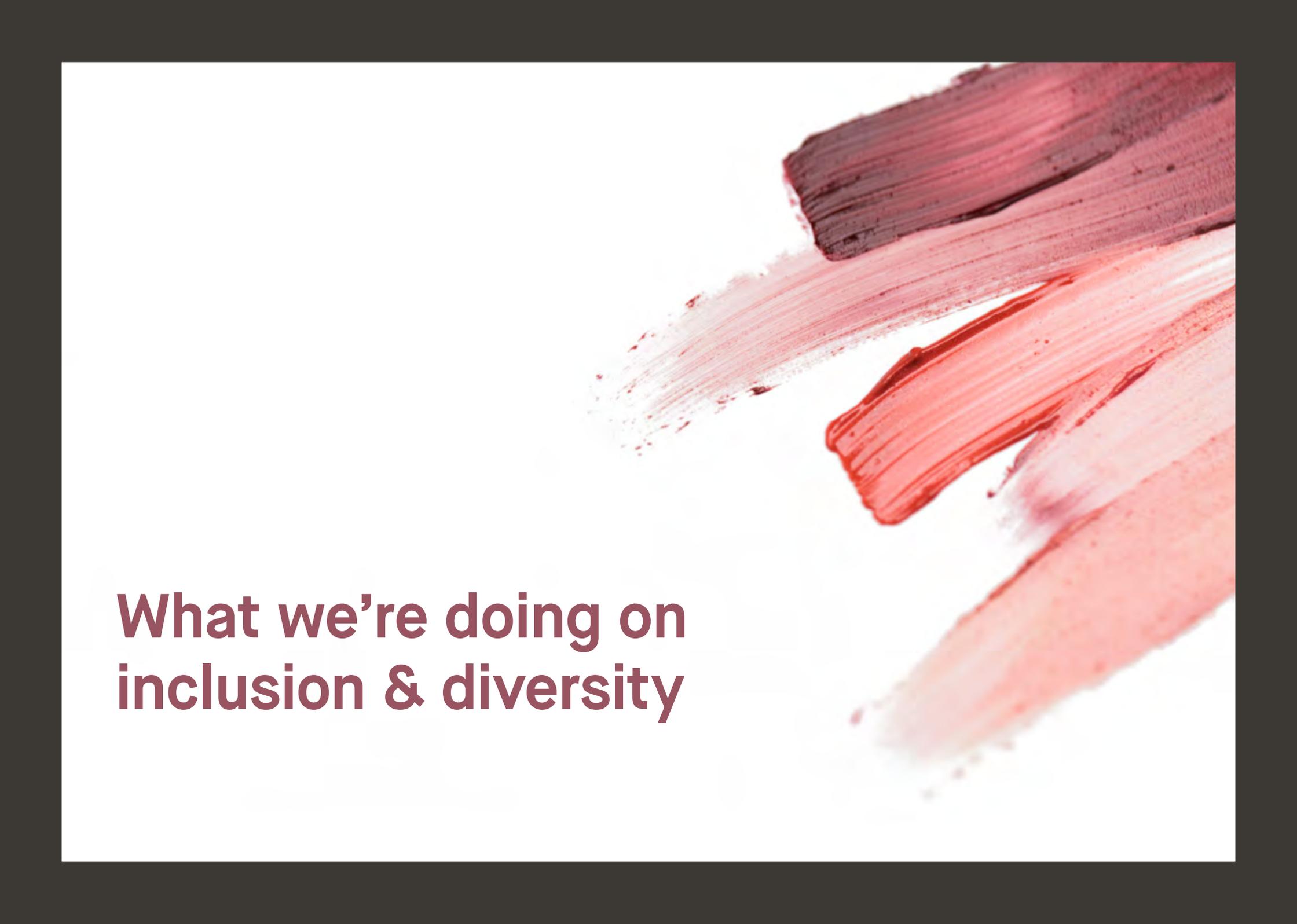
Beauty brands



- Agents and suppliers**
Agents and suppliers are responsible for ensuring that the product complies with legislation.
- Tests and trials**
Products tested on animals – no matter where – may not be sold in the EU/EEA.

- Policies and requirements**
KICKS is a member of the amfori Business Social Compliance Initiative and requires its suppliers to comply with the amfori BSCI Code of Conduct.
- Production and energy**
KICKS requires that our suppliers work to constantly improve and minimise the use of resources such as energy, water and raw materials. KICKS also requires that suppliers cut their emissions to air, water and land, and the amount of waste.

- Transport**
Suppliers are responsible for delivering their products to our distribution centres themselves. Products are transported from distribution centres to stores by road and by sea.



What we're doing on inclusion & diversity

Ångestpodden: “Mental illness is a problem of society”

Mental health is said to be the biggest public health problem of our time. In recent years, reports and statistics have shown that mental illness is on the rise. The problem is filtering downwards through the age range while still spanning the generations. We must stop seeing mental illness as a problem of individuals and start out by viewing it as a problem of society for which we must all take responsibility. One in four people will be affected by some form of mental illness during their lifetime.

We live in a stressed age. According to the Public Health Agency of Sweden, women aged 16–29 are under the most stress. The most common reason for sick leave according to the Swedish social insurance office Försäkringskassan is linked to some form of mental illness. Many people ask themselves how things can have got to this state in modern Sweden? Why are we feeling so bad? According to the OECD, mental illness costs Sweden about 70 billion a year.

Questions about mental health are attracting more attention in public debate. As a consumer, it is important that companies take their responsibility. We often say that our generation (millennials) and younger generations in the future will care the most about precisely that – responsibility.

At the same time, we are living in a society that is obsessed with ideals to live up to. Particularly for women, these ideals are usually very narrow and it's easy to think that you don't fit in or aren't good enough.

However much we are loudly told that “you're beautiful as you are”, it's hard to believe that old chestnut when we're being deluged with things that can change us and make us “better” all the time. Basically, it isn't easy to be happy with yourself these days.

It bothers us when we see companies, authorities and politicians who don't want to recognise the problems and prefer to turn a blind eye. It will take a change in attitudes, conversations and understanding if we are to break taboos and ultimately save lives. We face a challenge but change will happen if we work together.

It's fantastic to see initiatives to increase people's health and wellbeing. Talking about these topics as a company, providing opportunities for work or internships or communicating clearly that you take the problems seriously are what it takes to bring problems out into the open in society rather than hiding them away among friends or family.

Ida and Sofie Ångestpodden



KICKS ♥ Ångestpodden

During the year, KICKS has worked with the podcast Ångestpodden to reach out about S.H.A.R.E. Ångestpodden was launched by Ida Höckerstrand and Sofie Hallberg in 2015 with the aim of breaking the taboos around mental illness. Ångestpodden has been nominated and won prizes for its work on highlighting these often tough and serious questions and conversations in a light and sometimes humorous way, to get more people to assimilate.

What KICKS is doing to boost mental health



Mental health issues are growing in society, including both mental illness and mental health issues that affect daily life. The S.H.A.R.E. initiative sees KICKS contributing towards the important work of turning things around.

S.H.A.R.E. was launched in 2016 as a long-term initiative, working with expert organisations to raise awareness and break down taboos about mental illness. We do this by:

- Supporting expert organisations financially so that they can help more people
- Working with ambassadors and highlighting the issue of mental illness in our own channels
- Offering a mentor-led internship programme for young people with previous experience of mental illness

The mentor-led internship programme is run in partnership with organisations that we trust implicitly in this field. KICKS' partner organisations are Tjejjonen in Sweden and Mental Helse Ungdom in Norway.

In Finland we used to work with the organisation Mieli, but because they had problems integrating the internship programme in their operations, KICKS is now looking for a new partner in Finland.

S.H.A.R.E. is important to us because mental illness is a growing problem in society, especially among young people and especially among women. Common problems are depression, borderline personality disorder, anxiety, stress and burnout. Mental health is a topic that is highly relevant to us at KICKS because the vast majority of our employees and customers are women and many of our customers are young people.

What is S.H.A.R.E. ?

KICKS wants to increase knowledge and break taboos around mental health issues. We do this through the following:

S – Support local organizations

Supporting organisations that are working to combat mental health issues

H – Hire in mentorship programs

Offering mentor-supported internships in our stores and offices

A – Ambassadors

Highlighting positive role models

R – Raise awareness

Using our channels to spread awareness of mental health issues

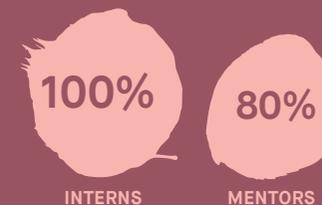
E – Empower

Empowering by breaking taboos around mental health issues

Target: At least 90% satisfied interns and mentors in S.H.A.R.E.

Proportion satisfied with the internship:

Sweden



In Sweden there were two mentors who were not satisfied with the internship period in the autumn.

Norway



In Norway, no mentor was dissatisfied with the internship period, but one mentor had answered "don't know" and one wished they had been able to contribute more to their intern. When it comes to the interns, one was dissatisfied with the internship and one answered "don't know".

In Finland, the mentor-led internships programme has been mothballed because we are looking for a new partner organisation.

“It’s important to break taboos around mental health issues”

In Norway KICKS works with the youth mental health organisation Mental Helse Ungdom in our long-term initiative S.H.A.R.E. Here they talk about what they do and the results that working with S.H.A.R.E. has produced.



For those who have never heard about Mental Helse Ungdom (MHU), who are you and what are your aims?

“We’re a member-based advocacy organisation for children and young people up to the age of 30 that works for greater openness about mental health, to prevent mental suffering and to improve mental health care. Our watchwords are courage, openness and equality and our aim is for all children and young people to have the best possible mental health.”

What is the main reason why people contact you?

“It varies but the main reason is that people are seeking a community and affinity with people who have similar experiences to them. Now there are also lots of people contacting us because of our partnership with KICKS, wanting to apply to the mentor-led internship programme as part of the S.H.A.R.E initiative.”

What is mental health issues?

“Mental health issues is individual and it differs from person to person in terms of how it is experienced and how people react. It may go on for long periods but it doesn’t have to last a long time to have a negative impact on people’s lives. We say that it is when you are not functioning the way you usually do and when everyday routines become hard to carry out that we can call it mental health issues.”

Why do you think mental illness is increasing in the Nordic countries?

“Lots of studies of young people, who are the group we are working with, show that it’s about experiencing pressure. It might be pressure at school, from social media, and socially

among friends. People often want to be and look the best and in today’s modern society where it’s very easy to compare yourself with others, partly via social media, that pressure is more tangible. Stress and pressure are among the most common reasons behind anxiety and depression in young people today.”

What does the partnership between MHU and KICKS look like?

“We’ve worked well together since the start in 2016. Mental Helse Ungdom recruits interns together with NAV,

“Feeling heard, seen and validated is a human need”

the Norwegian employment service. We also run courses in mental health and working life for the mentors who work at KICKS, run follow-ups during the course of the project and have ongoing contact with the interns and the mentors.”

What has S.H.A.R.E. meant for MHU?

“For Mental Helse Ungdom, S.H.A.R.E. has meant a lot as this collaboration has enabled us to draw up a model for practices at work that we really believe in and that we can see works. It also means a lot to us that young people who are finding it hard to enter the world of work can have this chance.”

What has the collaboration between MHU and KICKS produced in terms of concrete results?

“More than 55 young people have started an internship since

we started. After each internship period, about 70 percent of the interns have started studying or got a job.”

What can you do if you think someone in your circle isn’t doing very well?

“Take the time and show that you are there if they want to talk. It’s always better to ask how someone is doing than to just assume. Feeling heard, seen and validated is a human need. If you manage to meet the needs like a friend, it is more likely that the person concerned will open up about things that it can be hard to talk about. If you think someone’s life or health is at risk, you should never hesitate to get in touch with healthcare staff.”

If you could pass on one thing that we can all do to reduce mental health issues, what would that be?

“One thing that we can all do to boost our own health is to make sure we get enough sleep, eat well and get some exercise, ideally outdoors. Physical and mental health go together.”

What do you think the most important thing is that we should work on as a society to increase the mental health of the population?

“The most important thing is that we start to normalise the fact that you can have good days and bad days and that you have to look after your mental health as much as your physical health. It’s important that we as a society are open about these questions and that we break the taboos that exist around mental illness. With more openness, we think that the mental health of the population could improve.”



All our employees

Our employees are our most important asset. It is through them that we meet customers and the world around us and they are what creates value for the company. We are constantly striving to ensure that the people who work for us feel good, feel involved and have an opportunity to develop, and that nobody is ill-treated or discriminated against, irrespective of gender, background, age or other factors.

Diversity is important for us and we are keen for KICKS to reflect society. We also believe that by having a balanced team we are showing who we are and that the equal value of all people is important. The stores find it a challenge employing men and older people. Our stores reflect society as a whole when it comes to employees with a foreign background, but there are few men and an uneven age distribution too.

Our health and safety work is steered by the Health and Safety Committee and regulated in a health and safety policy and an anti-discrimination action plan. We have safety representatives in the workplaces where these have been selected by our union partner to ensure that our procedures are complied with throughout; in other units we work with regional safety representatives. Health and safety work differs between the different workplaces. In the stores we focus a great deal on safety and security and reducing the risk of robbery. Here we also recognise that working alone constitutes a risk and that many people feel unsafe to a certain extent when working alone. We have installed security cameras both to enable us to document incidents and as a deterrent, and also installed lockable cupboards for valuable products.

We have a skills development plan for all staff, with a particular focus on in-store staff. The KICKS digital training portal Academy Online gives staff access to the KICKS Academy, talk shows, training and inspiration from our suppliers. The purpose of the KICKS Academy is to enable KICKS employees and managers to become successful in their roles. Through the KICKS Academy, all our employees can easily access training in sustainability, KICKS' values, sales techniques and the basics of makeup, perfume, skin care and nails.

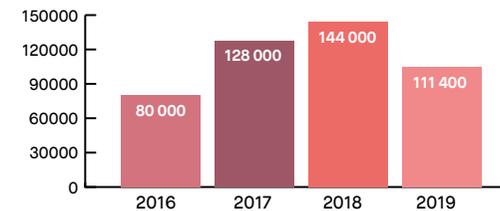
Target: 100% of employees have signed KICKS' Code of Business Ethics.



Number of cases of corruption

0 cases of corruption

Number of courses completed

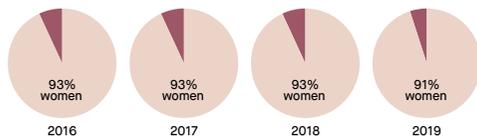


Target: 20% of managers with an international background (2020)

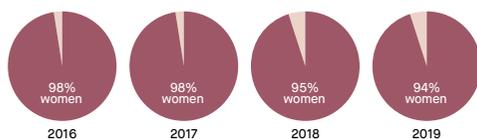


The figures are based on KICKS Sweden, as we do not conduct the same follow-up in Finland and Norway. The difference between 2017 and 2018 is due to a change in the definition of foreign background used in the measurement tool.

Gender distribution managers



Gender distribution all employees





Happy employees create successful business

At KICKS, we're convinced that a successfully functioning working environment with happy employees is the best recipe for a sustainable and successful company. This is why we have started to conduct employee surveys every four weeks.

In September 2018 KICKS started working with a new employee survey tool called Populum.

"We used to run a traditional employee survey every 18 months. Now that we're using Populum, it sends out a survey to all teams every four weeks – apart from during the summer and Christmas holiday periods," explains Maria Tremura, Chief Human Resources Officer at KICKS.

Why has KICKS chosen to run employee surveys as often as every four weeks?

"Because they give us an ongoing, clear picture of how the organisation is doing here and now. We get instant feedback when something isn't right, which means we can act on it more quickly. As the results are compiled on a team by team basis, it's also much easier to work in a more targeted, effective and systematic way on health and safety and the challenges that arise. It's a good way to include employees and hear their views," says Maria Tremura.

What are the biggest challenges at KICKS according to the surveys?

"The result shows that the organisation has problems with clarity and efficiency, which we're now working on in the leadership team and in our leadership forum. When we switched our supplier getting goods to the stores, Populum gave us a clear picture of the problems that emerged, which meant we could act quickly.

What are KICKS' biggest strengths according to the surveys?

"Team spirit stands out as the strongest point."

How is KICKS working actively on the results of the surveys?

"Every manager is tasked with going through the results together with their team and setting up an action plan. When a team works actively on its results and takes responsibility for the action plan drawn up, we see higher commitment and wellbeing at that workplace," says Maria Tremura.

KICKS has a whistleblower service in place so that employees can anonymously report suspicious activity that could seriously affect the company or a person's life or health, or that fails to comply with our company's values and principles on business ethics. 10 incidents were reported via the whistleblower service in 2019. Most of them were matters for HR, but two were considered relevant and were investigated further. Following closer investigation, these cases were also classed as HR matters.

Pia Bratås is store manager at KICKS in Västra Frölunda and has found the employee surveys very beneficial for her team.

As a manager, how do you work with the results of Populum’s employee surveys?

“I bring up the results at our weekly sales meetings. There we discuss why we are getting the results we are and what we need to do to keep our good results and how we can work together on the things that need improving. It’s good to go through the results together to foster engagement,” says Pia Bratås.

What are your team’s strengths according to the surveys?

“Clarity, efficiency, team spirit and enthusiasm always score top marks.”

What challenges have emerged in your team thanks to the surveys?

“The biggest challenge is workload linked to managing to unpack goods. According to the KICKS handbook, goods should be unpacked between 10 a.m. and midday but there isn’t always time for that in a big store. The results of the survey, together with the handbook, have helped us find solutions to become more effective at unpacking products. We’ve partly done this by having extra staff in on the days we get deliveries. Highlighting the challenges from the employee survey mean we have been able to find new working methods and routines that have made us much more efficient while also improving the workload.”

Is there anything in the survey results that has surprised you?

“In our team we scored relatively highly from the start and the fact that the results are now even better, after we’ve worked constantly on the surveys for more than a year, is perhaps not that surprising – but it’s great to see that the things we are doing to improve the result are having an effect. It’s also hugely valuable to get an overall picture of the situation”

What is Populum?

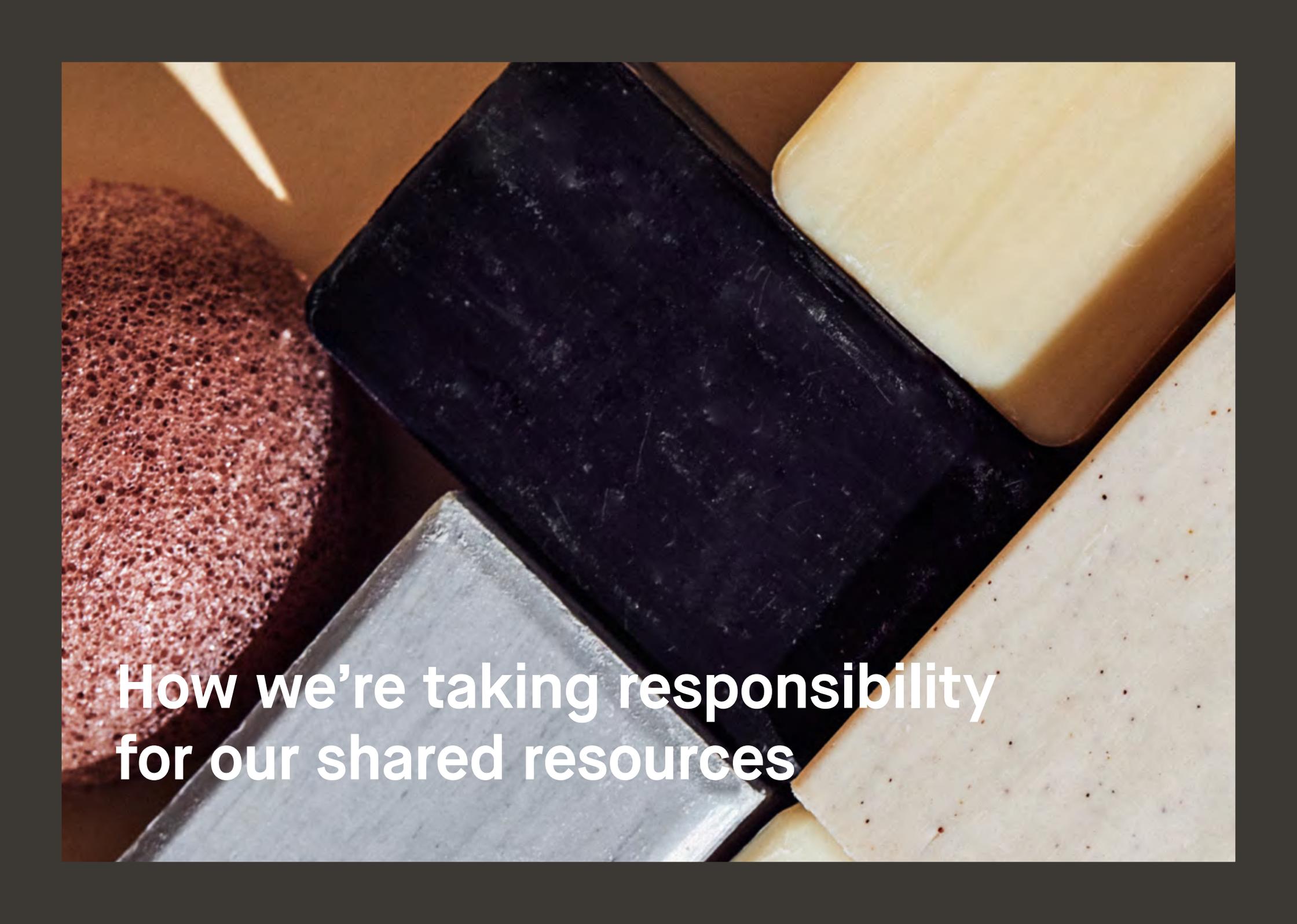
Populum is a tool KICKS uses to carry out brief employee surveys once a month. The areas measured are:

- Clarity
- Value
- Efficiency
- Workload
- Team spirit
- Enthusiasm

The purpose of these pulse surveys is to foster greater openness and constant dialogue on the situation at work.

“It’s hugely valuable to get an overall picture of the situation”



A close-up photograph of various cleaning tools. On the left is a red, porous sponge. In the center is a black, rectangular brush with a textured surface. To the right is a white, rectangular brush with a smooth surface. Below the black brush is a silver metal scraper. The background is a plain, light-colored surface.

**How we're taking responsibility
for our shared resources**

How we are tackling cosmetic waste

Few of us are aware that cosmetic waste such as nail polish, hair dye, eyebrow dye, perfume, hairspray and so on contains substances that mean it should be sent for recycling rather than being flushed down the toilet or disposed of as regular household rubbish.

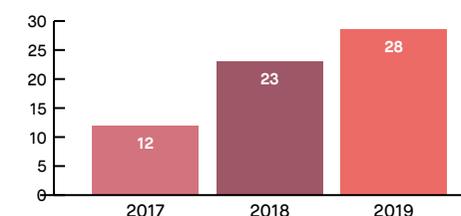
It has previously only been possible to take your old cosmetics to recycling stations and recycling centres, which tend to be in remote locations, making them difficult to access without a car. KICKS wants to help minimise the environmental footprint of beauty products and make them easier to dispose of after use. Since 2017, it has been possible to hand in your cosmetic waste, no matter what brand, at selected KICKS stores. From having been a pilot project in Stockholm, we have now been able to get more municipalities to sign up with stores spread across Sweden.

In Sweden, municipalities have a monopoly on collecting consumers' cosmetic waste. KICKS is therefore not allowed to collect cosmetic waste itself and needs to work with the municipalities or their waste management companies by acting as a collection point for the municipalities who collect and process the waste. To be able to take back cosmetic waste, KICKS therefore has to get the municipalities on board. This is a challenge as KICKS has stores in almost 90 municipalities.

We have investigated the possibility of introducing cosmetic waste collection in Norway and Finland. This has proved to be considerably more complex due to local legislation but we are investigating further.

You can naturally deposit your cosmetic waste at a recycling centre. The easiest thing is to check with your municipality directly to find out what they take, and where to find your nearest collection point for cosmetic waste.

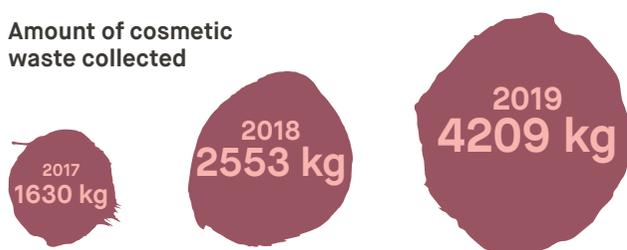
Number of stores that collect cosmetic waste



KICKS stores where you can dispose of your cosmetic waste:

- Danderyd:** Mörby centrum
- Gothenburg:** Avenyn, Backaplan, Femman/Nordstan, Frölunda Torg and Angered Centrum
- Haninge:** Haninge centrum, Port 73
- Huddinge:** Huddinge centrum
- Piteå:** Småstaden
- Stockholm:** Drottninggatan, Farsta, Fleminggatan, Fältöversten, Gallerian, Globen, Hornstull, Högdalen, Kista, Ringen, Skärholmen and Vällingby.
- Sundsvall:** IN: Gallerian
- Tyresö:** Tyresö centrum
- Täby:** Täby centrum
- Upplands Väsby:** Upplands Väsby centrum
- Värmdö municipality:** Värmdö köpcentrum
- Östersund:** Kärnan

Amount of cosmetic waste collected



Recycle more

In spring 2019 KICKS ran a customer survey to find out about customer behaviour when it came to cosmetic waste. It showed that not many people recycle their used beauty products. The reason turned out to be that they simply don't know how to go about it. Half of the people who completed the survey answered that they don't know where they can hand in used beauty products and 66% don't know how to sort them for recycling. To make it easier for our customers, we therefore produced a handy guide for the bathroom which can be downloaded on the KICKS website.

66% of people don't know how to sort their cosmetic waste

To household waste



Cotton buds, wet wipes, cotton pads, hair and tampons, etc. should not be chucked in the toilet. These products cause major obstructions at water treatment plants and should be thrown away with the general household waste. In Stockholm alone, 32 tonnes of rubbish is thrown down the toilet every week! Only toilet paper should be flushed down the toilet.

To packaging recycling



Empty packaging from shampoo and skin creams, for example, is sorted by material: plastic, paper, cardboard, glass, and so on. Separate packaging that has multiple components in different materials or colours. If you have a glass jar with a metal lid, it's easy to see it consists of different materials and it's usually easy to separate them. Packaging with some detail in a different material is sorted in line with the material the packaging consists of most. Sorting packaging for recycling enables new packaging to be made from this material.

To recycling centres or selected KICKS stores



Of course, we want our customers to use up the products they buy but sometimes people do want to get rid of a product. Nail polish, hairspray and perfume etc. contain environmentally harmful ingredients that should not be poured down the drain or thrown out with the household rubbish. Half-empty packaging must also be handed in* – don't pour the leftovers down the sink.

* In Finland, half-empty packaging isn't recycled as hazardous waste.



Make It Last

Make It Last was launched in 2014 as a platform for sustainable fashion and sustainable lifestyles. Make It Last wants to inspire and inform customers about progress and initiatives that together help sustainability to be seen as an added value, a luxury, and the obvious choice of the younger generation.

A handy guide for the bathroom – focus on cosmetic waste

Most of us sort paper, plastic, metal and batteries for recycling and deal with our kitchen waste but lots of us forget about the bathroom. In partnership with Make It Last, KICKS has produced a handy guide for the bathroom showing how cosmetic waste should be sorted and disposed of. Lisa Corneliusson and Emma Elwin from Make It Last talk about the initiative and how to recycle your used beauty products.

KICKS conducted a major customer survey on recycling cosmetic waste in 2019 which showed that only 22 percent of people sort all their cosmetic waste for recycling. Why do you think that so few people recycle their used beauty products?
 “We think it’s about simply not knowing what should go where – and that it’s all too complicated. If it involves paper, plastic, metal or glass, it’s easier but the threshold for going to a recycling center can be higher.”

Why is it important that cosmetic waste is recycled?
 “Because it can contain chemicals or substances that don’t belong in the ecocycle, which is where they end up if you throw them out with the rubbish or flush them down the toilet.”

How should you sort beauty products for recycling? What do you need to think about?
 “A lot of it is common sense – completely empty packaging made of glass, paper, plastic or metal can go in the ordinary packaging recycling, for example. But all packaging containing some of the product must go to a recycle center, as must packaging with a hazard symbol – think nail polish, perfume, lipstick, hair and eyebrow dye, SPF and other spray bottles. Another important thing to think about is to avoid flushing away things like wet wipes, cotton buds, cotton pads, tampons and hair down the toilet. Unfortunately, this is very common and causes expensive and troublesome blockages in drains and at pumping stations.”

How do you think the handy guide to cosmetic waste produced by KICKS in partnership with you will make a difference?

“We hope it will provide a simple overview of what should be disposed of where. If we succeed in changing some behaviours that many people have had since childhood, we’ll be happy. Making it possible to hand in cosmetic waste is hugely important too of course – it’s no coincidence that we are better at sorting paper and plastic but worse at dealing with things that need a special journey to the recycling center. We are keen to help create new routines – taking that bag of dried-up nail polish to KICKS instead of slinging it in with the general household waste, for example.”

What feedback has the guide got from KICKS customers?
 “Nothing but positive so far – lots of people are telling us they have learned something new and that was our thinking behind it. You tend to do some things automatically without questioning it – we hope the guide will help sort out some of those behaviours.”

What more do you think KICKS can do to get more people to recycle cosmetic waste?
 “Rolling out the initiative of collecting cosmetic waste in all KICKS stores would be the dream scenario. We know it takes a lot of work because you need to get the municipalities and their waste companies on board (not just anyone can start collecting cosmetic waste). And of course communicating and providing information about the initiative so that as many people as possible know about it. In the long run, it’s about helping to change attitudes, and that takes long-term effort as well as teamwork.”



Resource-efficient packaging

Packaging is a large part of the product as a whole. When developing new products, the packaging is chosen based on how often the product will be used and the kind of product it is. At KICKS we have packaging in glass, paper, metal and plastic. What all our packaging of our own brand products has in common is that it must be suitable for material recycling and/or made from recycled or renewable material.

The majority of KICKS' own packaging is made from plastic, often in black. Plastic is an extremely good material in many respects – it is hard-wearing, mouldable and lightweight. Traditionally, however, plastic has been made from fossil oil. To reduce our carbon footprint, we want our packaging to be suitable for material recovery, so that the oil used for the packaging can be recycled several times over. The industry has long believed that all plastic packaging is suitable for material recovery, but we now understand the complexity of the material recovery system. Black plastic and other dark colours are extremely difficult for sorting machines to identify. And even if the black plastic could be sorted and removed, it is hard to circulate it as it is strongly dyed and in the best case, turns grey.

KICKS has the target of making all plastic packaging recyclable by 2025. This means that we are constantly replacing our black packaging with recyclable colours. We are also reviewing the material and try to use materials that can both be recycled and for which there is a market.

E-commerce continues to increase year on year, in the world in general and for KICKS. This results in more transport. During the year we have worked to optimise our packaging for the products we send out, so as to reduce the amount of air we transport. We are also working to optimise transport packaging around the products we transport, both to customers and to our stores. We have brought in a padded postal envelope filled with recycled paper instead of plastic

for smaller products and a box for perfumes, which have been hard to pack previously. We have chosen to remove plastic from our packaging and have decided only to keep it as protection in very large, fragile parcels. Bubble wrap is now made from 70% recycled plastic. We no longer print out delivery notes and these are now sent digitally.

Other things we did in 2019

- Replaced gift cards with paper
- Changed the colour of our plastic bags, which are made from recovered plastic, so that they can be recycled more easily
- New sealing bags in recycled plastic
- Gift wrap from FSC-labelled paper
- Removed the smallest plastic bag due to limited opportunity for reuse
- New paper bags made from the Swedish forest with recycled cotton in the handles
- New fragrance sticks made from Swedish paper

Pump, tub or jar?

Creams in a pump have the longest shelf-life, followed by tubes, and finally jars, where bacteria enter when you dip your fingers in. But a tube means less left behind than a pump.

We have saved about 11 tonnes of paper simply by stopping sending delivery notes.

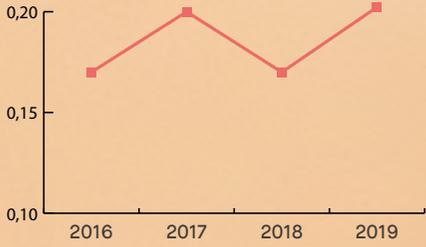
Our climate footprint

KICKS measures and follows up the climate footprint from stores, business travel and transport from our warehouse to customers and stores. To reduce transporting air, and thus carbon dioxide emissions, we are working to optimise the size of the packaging to the product's content. KICKS skin and hair products and makeup are made in Sweden and Europe. Accessories such as hair and makeup brushes are made in China. The products manufactured in Europe are transported by road, while the products from Asia come by sea.

As our suppliers deliver their products to our warehouses, we have not been able to monitor these emissions. Products are transported from distribution centres to stores by road and to Finland by sea. We make demands of our transport contractors and do all we can to minimise transport.

Up until 2020, KICKS is to emit a maximum of 0.17 tonnes carbon dioxide equivalents per million Swedish kronor in sales. We have also started to receive data on consumption of water and energy in the production of our products. These are reported separately and not together with the target as 2019 is the first year we have obtained this data.

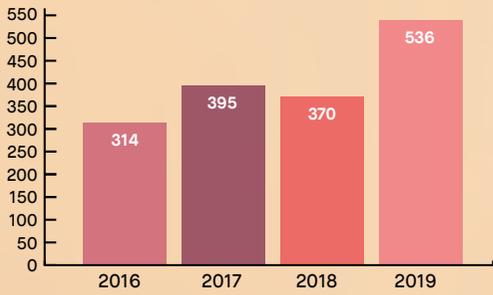
Carbon dioxide emissions: 0.22 tonnes CO2e/MSEK. Target: 0.17 tonnes CO2e/MSEK (2020)



The carbon emissions include emissions from energy consumption in our stores, business travel and transport from our warehouses to stores and customers. The increase in emissions comes from an increase in transport due to e-commerce.

Working with our suppliers will be crucial in reducing our carbon footprint.

Emissions from transport (tonnes CO2e)



Transport emissions from distribution centres to stores and from e-commerce warehouses to customers.

Water and energy consumption in the production of own brand products

Litre of water/
product 2019:
0.4

kWh/
product 2019:
0.1

Based on 8/18 suppliers who produce makeup and skin care and hair care.

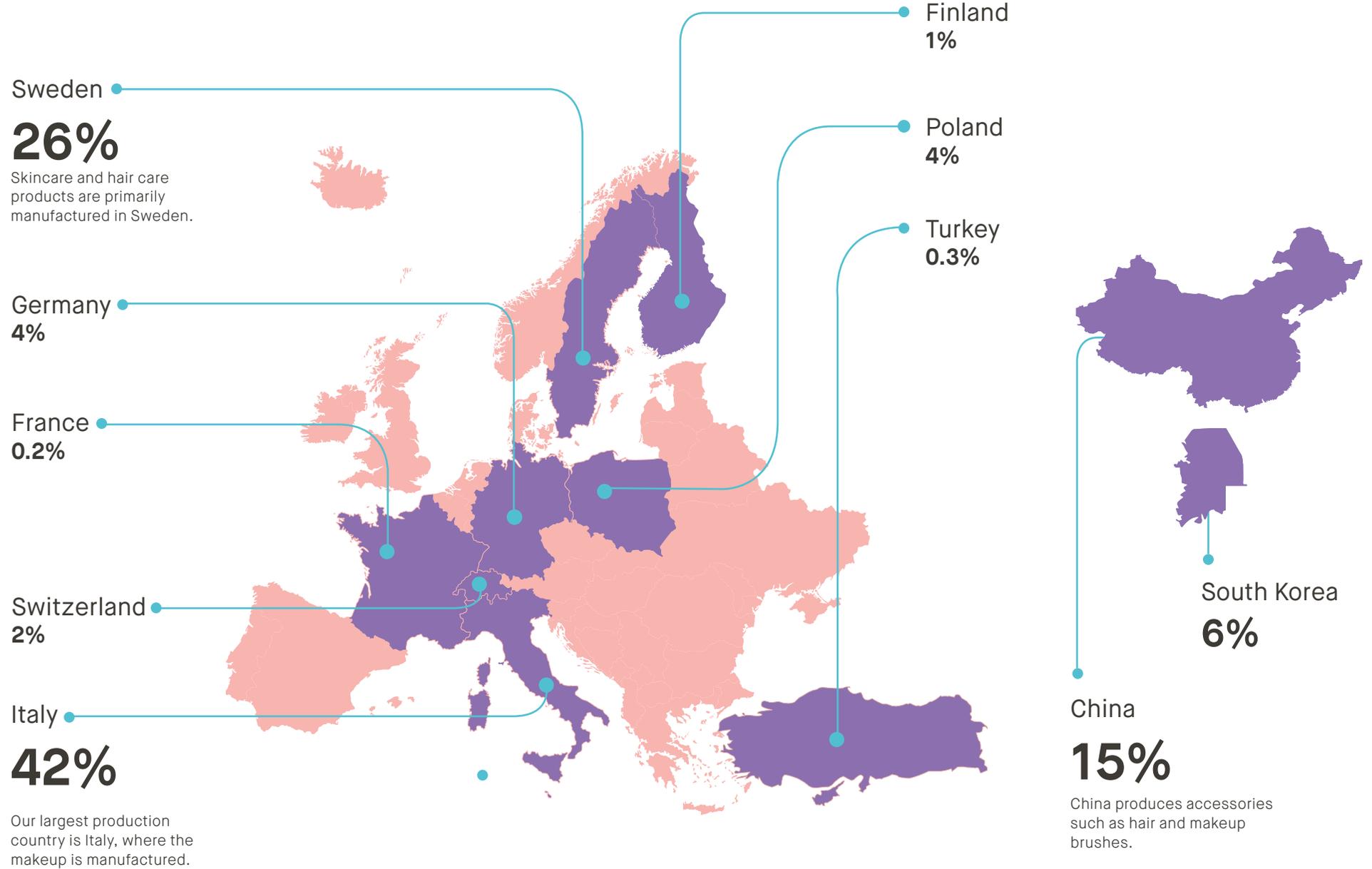
A makeup product requires about 0.1 litres of water to produce and a skin care product 0.6 litres. The reason why skincare and hair care take more water is that the products themselves contain water.



How we're ensuring good conditions in our supply chain



Production countries for our own brands



Sustainable supplier partnerships

Like many other actors in the beauty industry, KICKS does not have any factories of its own. Instead we work with selected suppliers around the world, the majority in Europe, and demand that the factories that manufacture our products take people and the environment into account. We see it as important to work systematically and cooperate with actors on these issues to constantly improve.

Requirements

The majority of KICKS' own production takes place in the EU. Our largest production country is Italy, where the makeup is manufactured. Skincare and hair care products are primarily manufactured in Sweden. China produces accessories such as hair and makeup brushes.

It is important to us that our products are produced by suppliers and in factories with decent working conditions and this is an area we are constantly working on. One step in safeguarding this is ensuring that our suppliers in risk countries are audited in line with a social standard approved by us.

KICKS sees sustainability as an important part of our purchasing process. When evaluating new suppliers, we first and foremost check that the supplier can offer the right product at the right quality, properties and price, but also that the supplier runs their operations sustainably, predominantly from a social perspective. KICKS sets requirements that cover both statutory requirements of the product and the production process, and KICKS-specific requirements regarding function, quality and sustainability.

When signing a contract with us, all suppliers, of both our own and external brands, must accept our sustainability requirements and Code of Conduct for suppliers (amfori BSCI's Code of Conduct) which is based on the ten principles of the UN Global Compact. amfori BSCI's Code of Conduct harmonises with the International Labour Organization's (ILO) core conventions, the REACH Regulation and the precautionary principle which we apply in our work and expect our suppliers to comply with. The requirements cover all steps in the production process and the supplier is responsible for

informing subcontractors about our requirements and ensuring that they are met.

Audits and follow-up

The greatest risk of human rights violations lies with suppliers in what are known as risk countries. Besides approving our Code of Conduct, we require that all our suppliers in risk countries (according to amfori BSCI's risk classification) who manufacture KICKS' own products must be checked through an on-site audit and approved based on a social standard. The inspections are carried out by accredited, independent auditors. Our target is for 100% of the factories in risk countries that we work with to have valid audit results. KICKS approves several recognised social standards for factory audits: amfori BSCI, SEDEX SMETA and SA8000.

Through our membership of amfori BSCI, we work to ensure compliance with human rights and to improve social conditions in the factories that produce our products. When the factories are audited in line with these standards, checks are conducted of whether suppliers offer decent working conditions, have safe production processes and do not use banned substances, whether water, energy and other resources are used effectively and whether the factories have processes that ensure that toxins are not released into the environment. If non-compliances are identified in factory audits, a plan of measures is launched for which the supplier must demonstrate how the non-compliances are to be tackled and on what timeframe. As a last resort, in cases where the measures are not considered to be sufficient and no desire to change is demonstrated, the partnership with the supplier is terminated. The requirements cover all steps in the production process. The supplier is responsible for

Target: 100% of KICKS' own suppliers in risk countries have approved the audit cycle*



informing subcontractors about our requirements and ensuring that they are met.

QuizRR

Since 2016, KICKS' largest producers in China have used the tool QuizRR, which has developed an application to increase factory workers' awareness of their rights by watching videos in the local language and completing a test. Audits and follow-up are often conducted in communication with the factory management. QuizRR enables knowledge and changes to reach employees on the factory floor, not merely the factory management.

Through one of KICKS' suppliers, four of the factories that manufacture our products in China have begun using the training tool in 2019.

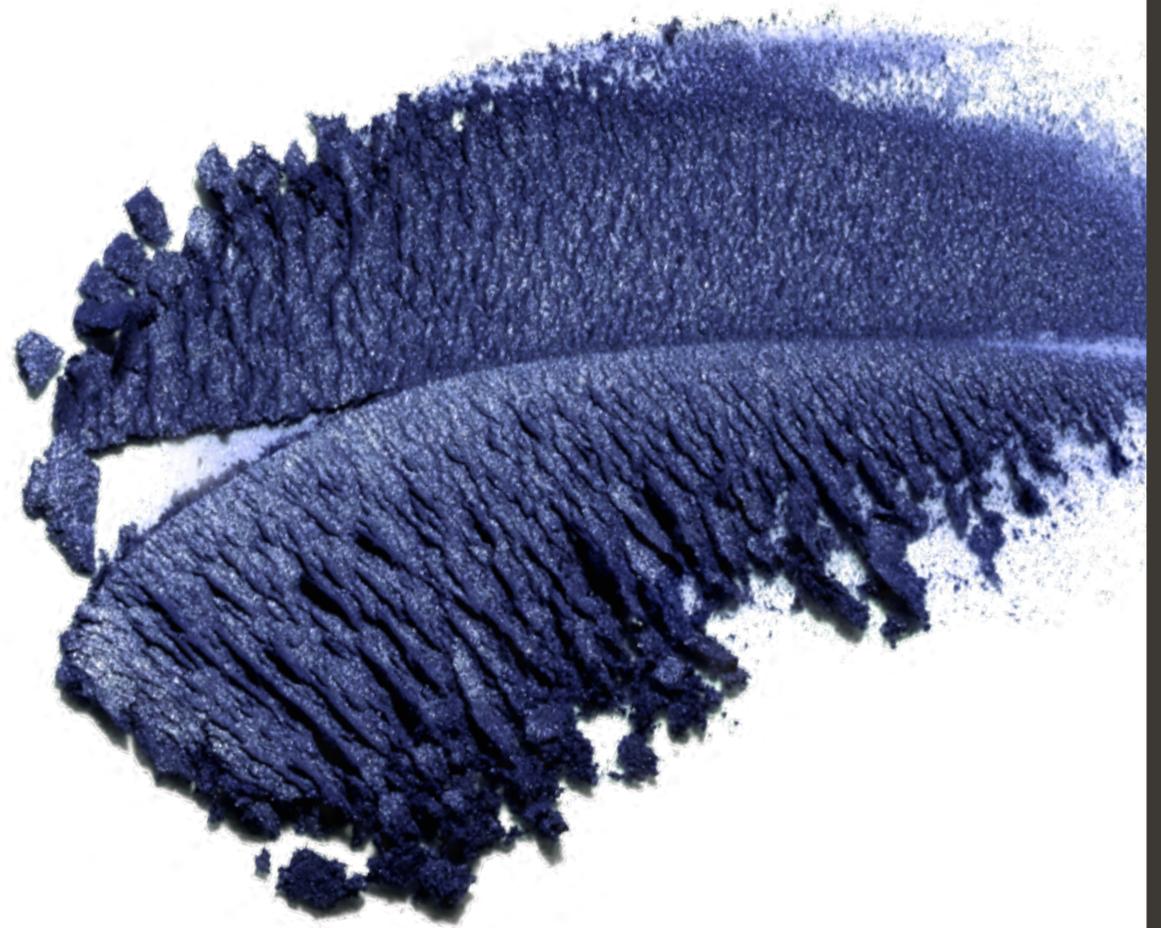
We see the partnership with QuizRR as a complement to factory audits. In a survey conducted in autumn 2019, we saw that greater transparency and dialogue between managers, middle managers and workers in factories contributed towards positive development.

No cases of human rights violations were reported during the year.

*One factory was not audited during the year. The supplier in question informed us that the audit will be held in early 2020.

There is a list of our suppliers at the end of the sustainability report.

How we're ensuring responsible, conscious product development



List of ingredients

Here are a few examples of common ingredients and the function they have in different beauty products.

Antioxidants

Substances that protect the body from free radicals and thus combat the body's ageing process. E.g. Tocopherol, Tocopheryl Acetate and Ascorbyl Palmitate.

Anti-statics

Used as detanglers, especially in conditioner, e.g. Behentrimonium Chloride and Cetrimonium Bromide.

Astringents

Tighten skin and shrink pores, e.g. alcohol and many plant extracts.

Chelating agents

Stabilise heavy metals in beauty products.

Cleansers/surfactants

Surfactants are fat and water soluble and encapsulate water-soluble "dirt" so it can be rinsed off with water, e.g. Sodium Laureth-Sulfate (SLES), Sodium Lauryl Sulfate (SLS) and Betaine.

Colours

Colours are often stated with a CI number. CI stands for colour index, e.g. Carmine CI 75470.

Emollients/moisturisers

Lock in moisture and soften and smooth skin, e.g. oils and silicones.

Emulsifiers

Enable fat and water to be mixed in a cream, e.g. Cetyl Alcohol, Stearyl Alcohol and Glyceryl Stearate.

Film formers

Create a film on the skin for a smooth feel, e.g. PVP, Polyethylene and Polysilicone-11.

Humectants

Bind to water molecules and retain them in the skin, e.g. Glycerine, Hyaluronic acid and Propylene glycol.

pH regulators

Give the product the right pH for its area of use. E.g. Citric Acid, Sodium Hydroxide and Lactic Acid

Preservatives

Prevent uncontrolled growth of bacteria, mould and yeast, e.g. Phenoxyethanol, Methylparaben and Benzoic Acid.

Propellants

Liquids that expand to a gas when released in products such as deodorants, hairspray or foam products in aerosols, e.g. Butane, Propane and Isopentane.

UV filters

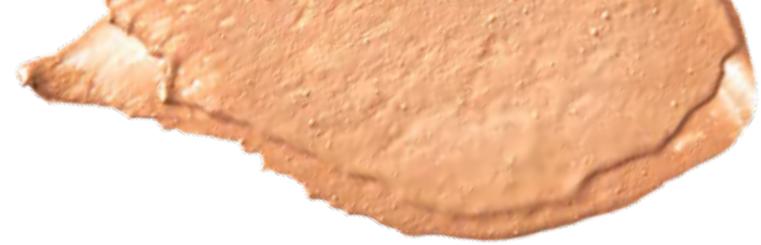
Protect skin from solar radiation, e.g. Titanium Dioxide, Zinc Oxide and Benzophenone-1.

Viscosity controlling agents

Adjust the viscosity of the product, e.g. Sodium Chloride, Xanthan Gum and Sodium Acrylates Copolymer.

Vitamin A

Reduces and prevents wrinkles and evens out skin tone, e.g. Retinol, Retinyl Palmitate, Retinyl Acetate.





Safe ingredients

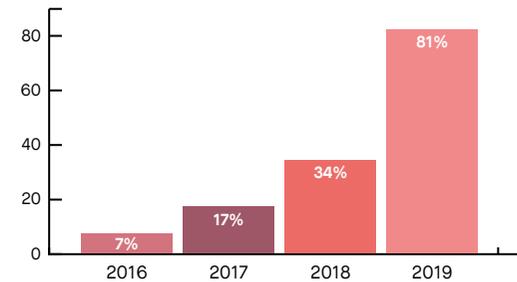
Cosmetic products sold within the EU/EEA must be safe to use and they are carefully checked by the European Commission’s Scientific Committee on Consumer Safety before being placed on the market.

People can be sure that products purchased within the EU/EEA are safe to use. When it comes to the environment, the picture is more complex. Cosmetics legislation has so far primarily focused on the safety of the user and not necessarily on the impact on the wider environment. We are, however, seeing a change in this area, with environmental aspects beginning to be included in the assessment of the ingredients, which is a positive trend.

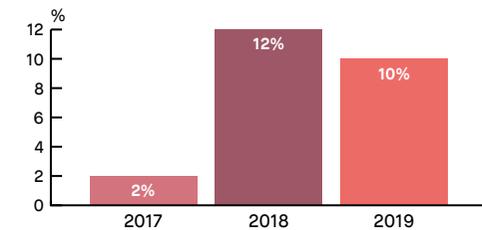
Cosmetics and chemicals legislation ensures that beauty products do not contain anything that is harmful to you, but in the area of sustainability there is more that can be done. We work to ensure that our own products are as good as possible, which is why we have a list of restricted substances that are not permitted in KICKS’ own brand products. The list contains substances that have, or are suspected of having, a negative impact on the environment and the user. The restricted list is updated on an ongoing basis and pushes us to constantly choose better ingredients for our own brand products.

KICKS has signed up to the Swedish Initiative for Sustainable Palm Oil (SISPO), an industry-wide initiative which seeks to make the transition to more sustainably produced, certified and traceable palm oil in products including cosmetics and toiletries. The target is for 90% of palm oil in our own products to be sustainably produced in 2020. Together, we can require, and thus influence, raw material suppliers to use certified palm oil. Raw material suppliers offer sustainably produced palm oil to a greater extent than they used to, which means that the proportion of sustainably produced palm oil is rising in KICKS’ products. It is gratifying to note that we have doubled the amount of sustainably produced palm oil every year since 2016.

Target 2020: 90% sustainably produced palm oil



Target: Conscious product range accounts for 10%



The reason why we achieved the target this year but not in 2017 is that we now include products in the categories Organic, Natural, Fairtrade, Ecolabelled and Vegan. The range previously only comprised certified organic products.

There is a list of restrictions at the end of the sustainability report.

Responsible, conscious product development

When KICKS develops and produces brands, we are responsible for ensuring that this is done sustainably on a social and environmental front. Jenny Kruseborn, purchasing manager for KICKS' Private Label department explains how sustainability is part of the production chain from concept to finished product.

How much does KICKS think about sustainability when developing new brands and products?

"We try to think as sustainably as possible, both for each new brand and for each new product. At the moment we are working on a sustainability strategy for all our brands. Some of them have greater potential to be more sustainable but we are striving to ensure that all brands developed by KICKS attain a certain level."

What is your thinking about packaging?

"We always try to find material that can be recycled or that is renewable or recovered material. At the moment, our greatest focus is on removing black plastic as black plastic is very hard to recycle. By spring 2021 all black plastic will have disappeared from our brands. We are also trying to avoid mixing materials in our packaging so that it can be recycled more easily. The greatest challenge is to produce sustainable packaging for makeup. Weights and foils make this harder to recycle. In future makeup launches we have removed magnets and metal hinges to minimise the amount of mixed materials. We have also chosen weights that are recyclable. Many products are also wrapped in plastic, including for hygiene reasons. We are now working to remove this plastic and switch to cartonboard made from FSC-labelled paper, which is better for the environment. We are also planning in the future to develop packaging for our skincare products for the body and face across all our brands with the aim of producing packaging from resources that already exist instead of creating new plastic products from oil. For example, we are looking at using plastic from the sea,

bamboo or sugar cane. We avoid glass as it is heavier and creates more emissions when transported."

In what ways can a product be more environmentally friendly?

"Of course it isn't just the packaging that's of vital importance when it comes to sustainability. You have to think about the contents too as much of the product is ultimately washed down the drain. We use biodegradable glitter, no microplastics or environmentally harmful colours."

How do you keep up to date on the best green alternatives?

Our suppliers have a great deal of knowledge about sustainable alternatives that we can benefit from. We also draw inspiration from niche brands and take that with us to our suppliers to put pressure on them to motivate them to be more eco-friendly. We also visit fairs and regularly keep up with the latest trends to find out more about how we can make even more sustainable choices in our product development.

Do you have any example of how KICKS has succeeded in developing more eco-friendly products?

"Our most sustainable brand in 2020 will be a new brand of makeup tools to launch in spring 2020. All the tools are made from recycled aluminium and recycled plastic, and the hair in the brushes is vegan. The packaging is also designed to be recyclable. Sheet masks from KICKS Beauty will also be more sustainable from 2020, as they will be made of bamboo."

There are lots of types of environmental certification in the beauty industry. What is KICKS' view of these?



"At KICKS, we've chosen not to go the certification route both because it's expensive and because a customer survey we carried out showed that consumers don't know what the certifications stand for. Third-party certification can also limit the ingredients we can use in our products. If we used certification, we would have to explain both the content and the certification. We have therefore chosen to communicate what each brand stands for and what the products contain ourselves instead of buying someone else's certification. Our skincare brand SKIN TREAT is a prime example. Here, we've clearly communicated that the contents are 90% natural or more."

KICKS has its own brand called KICKS Beauty. KICKS also develops these brands through its subsidiary Myself & Friends:

MON|SUN

Budgie

SKIN TREAT

Restriction list for ingredients

The following restrictions and requirements apply for KICKS private label cosmetic products in addition to relevant EU legislation, such as the Cosmetics Regulation (1223/2009) and the REACH Regulation (1907/2006).

General requirements

Criteria	Criteria
Fragrance	Must comply with the latest International Fragrance Association (IFRA) Standards
Nano material	Must inform KICKS in advance if a nano material is to be used
Nitrosamine forming compounds in contact with nitrate	Usage ban
Purity of ingredient	All ingredients used shall be of cosmetic or food grade quality
Substances of Very High Concern (SVHCs) ⁴	0.1 % (1,000 mg/kg)
REACH Annex XVII	Follow restrictions
REACH Annex XIV	Usage ban
PFAS	Usage ban

Specific requirements

Chemical substance	Limit value/Requirement
Alpha-hydroxy acids	Follow the SCCNFP opinion on Alpha-hydroxy acids
Antimony (Sb)	"Total amount -In polyester ingredients (e.g. glitter flakes): < 260 ppm -In all other types of products: < 10 ppm"
Arsenic	3 ppm
Benzethonium chloride	Usage ban
Butylated Hydroxyanisole (BHA)	Usage ban
Butylated hydroxytoluene (BHT)	Usage ban in finished product, not in raw material
Bromochlorophene	Usage ban
Cadmium (Cd)	5 ppm
Carbon black	Follow the SCCS opinion on Carbon black
Chlorhexadine digluconate	Usage ban
Chlorhexadine dihydrochloride	Usage ban
Chloroacetamide	Usage ban
Chlorobutanol	Usage ban
Chlorophene	Usage ban
Chloroxylenol	Usage ban
Chlorphenesin	Usage ban
Climbazole	Usage ban
Chromium (Cr)	Cr (VI) usage ban. Cr 10 ppm.
CI 72288	Usage ban
CI 77289	Usage ban
CTAC (Cetrimonium chloride)	Usage ban as preservative and for other uses follow SCCS opinion
CTAB (Cetrimonium bromide)	Usage ban
Cyclomethicone	Usage ban
Cyclopentasiloxane D5 and Cyclohexasiloxane D6	Usage ban, except in make-up
Dibromohexamidine isethionate	Usage ban
Dichlorobenzyl alcohol	Usage ban

Restriction list for ingredients

Diiodomethyltolylsulfone	Usage ban
Formaldehyde releasing compounds	Usage ban
Formaldehyde	Usage ban
Fragrance allergens	"Fragrance allergens must be below the limit of declaration in face products - 0.001 % in leave-on products - 0.01 % in rinse-off products"
Hexamidine diisethionate	Usage ban
Hexetidine	Usage ban
Iodopropynyl butylcarbamate	Usage ban
Laurylpyridinium chloride	Usage ban
Lead (Pb)	10 ppm
Mercury (Hg)	1 ppm
Methylchloroisothiazolinone (MCI)	Usage ban
Methylisothiazolinone (MI)	Usage ban
Nickel (Ni)	10 ppm
Phenyl mercuric acetate	Usage ban
Phenyl mercuric borate	Usage ban
Phthalates, except Diethyl Phthalate	Usage ban
Polyaminopropyl biguanide (PHMB)	Usage ban
Quaternium-14	Usage ban
Quaternium-8	Usage ban
Silver chloride	Usage ban
Thimerosal/Thiomersal	Usage ban
Tosylamide/Formaldehyde resin	Usage ban
Triclosan	Usage ban

Purity restrictions on certain common ingredients

Component	Limit value/Requirement
All materials	"Must be: -Free from benzene and other residual solvents -Free from CMR (as defined in Article 57 in REACH)"
Arachis hypogaea oil (Peanut oil)	Must be refined and of high purity (protein level < of 0.5 ppm)
Cocoamidopropyl betaine (CAPB)	Dimethylaminopropylamine (DMAPA) < 10 ppm in bulk raw material. Monochloroacetic acid (MCA) < 10 ppm in bulk raw material. Dichloroacetic acid (DCA) < 15 ppm in bulk raw material.
Ethoxylated ingredients	1,4 dioxane should be < 10 ppm in all raw materials (i.e. PEG), < 30 ppm in 70% sodium Laureth sulfate and < 10 ppm in the final product
Mineral Oil/Waxes	Must be of food or pharma quality
Polymers	Shall have a residual monomer concentration of < 0.5%
Talc	Shall be of food or pharma quality, e.g. comply with UK CTPA monograph/purity or similar to show cosmetic purity.

Supplier list

Factory name	Country	Address	Product range	Supplier Name
Jinzhou Accessories Ltd (R&L)	China	3rd floor, No.6 building, No.4 street, BoFeng Road, QiLing Village, ZhangMuTou Town, Dongguan 523578, Guangdong, China	Tools & Accessories	Balmid
Zhuoer	China	Liu Jia Song Zhuoer Industrial Park, Da Huai Town, Enping City	Tools & Accessories	Balmid
Taikone	China	Suifengnian Industrial Park, Shatian Town, Dongguan, Guangdong, China	Tools & Accessories	Balmid
Fame Creation - Charmian Cosmetic Accessory Company Limited (DONGGUAN CHUANGJI RONG POLYMER MATERIALS COMPANY LIMITED)	China	No.97-11, No.111,Dongshen Industrial Zone, Tangxia Avenue, Tangxia, (previous add:No.11., Dongshen Industrial Zone, Tangxia Dadaonan, No.97-11, Tangxia.), Dongguan	Tools & Accessories	Balmid
Shenzhen Merrynice Cosmetic Utensil Co., Ltd	China	2nd and 3rd Floor, Building B, No. 428, Shenshan Road, Huangwu Village, Tongle, Longgang Street, Longgang District, Shenzhen, Guangdong, China	Tools & Accessories	Balmid
Ningbo Eureka Commodity Co., Ltd (Chungfat)	China	No.58 Xingzhong Road, Qijiashan, Beilun District, Qijiashan, Beilun District, Ningbo, Zhejiang, China.	Tools & Accessories	Balmid
Newplus Enterprise Co. Ltd	China	AREA ONE, FLOOR 4TH, BUILDING 642, DASAN VILLAGE, DASAN COMMUNITY, GUANLAN STREET, LONGHUA NEW DISTRICT, Shenzhen	Tools & Accessories	Balmid
Planet HK	China	No.33, Qing Lian Rd., Xu Guan Industrial Zone, , Suzhou	Tools & Accessories	Balmid
Homedollar (Cixi Zhihong Machinery Manufacturing Co)	China	Cixi Zhihong Machinery Manufacturing Co., Ltd	Tools & Accessories	Balmid
ROOTSMEN(ZQ) COMPANY	China	No.28, First Alley, Shabu Village, Duanzhou Road, Zhaoqing 526060, Guangdong, China.	Tools & Accessories	Balmid
Hairbrush solutions (NINGBO BEILUN JUNYANG BRUSHES CO., LTD)	China	No. 28, Jing 12 Road, Xiaogang, Beilun, Ningbo, Zhejiang, China.	Tools & Accessories	Balmid
Horizon (Foshan Yuli Cosmetic Accessory Co., Ltd)	China	B1 Pingzhou Industrial District, Guicheng Street, Nanhai, Foshan, Guangdong, China.	Tools & Accessories	Balmid
Ningbo Keyar	China	Nanyuan Village, Fuhai Town, Cixi., Ningbo 315332, Zhejiang, China.	Tools & Accessories	Balmid
Shenyang Guanpin Woodenware Co., LTD (GIM-HWA)	China	No. 489, Liutiaohe Village, Magang Town, Shenbei New District, Shenyang 110124, Liaoning, China	Tools & Accessories	Balmid
Terry Packaging Products Shenzhen Company Limited	China	3F, Block C, Jin Kai Jin Industrial Park, Shui Tian, Shi Yan Town, Bao An District., Shenzhen 518108, China	Packaging	Balmid
Yangjiang Jinhengda Cosmetic Tools Co (Ray Int)	China	No.1, Zhenxing South Road, Chengbei Industrial Area, Chuangye North Road, Yangjiang, Guangdong, China	Tools & Accessories	Balmid
JUNHE INDUSTRY & TRADE Co (Ray Int)	China	11, 15, 16#, Metal knife cut industrial park, Zhuhai (Yangjiangwanxiang), Yangjiang 529900, Guangdong, China.	Tools & Accessories	Balmid
ZHONGSHAN SHANGYANG TECHNOLOGY (SY-beauty)	China	No.28, Xingtang Road, Baishihuan Village, Sanxiang Town, Zhongshan, Guangdong, China	Tools & Accessories	Balmid
QZBM(HUIZHOU) CO., LTD	China	Floor 1, Building A, Yinshan Industrial Area, Liangjing Town, Huiyang District, Huizhou, Guangdong, China	Tools & Accessories	Balmid

PRODUCT DEVELOPMENT

Factory name	Country	Address	Product range	Supplier Name
Cang Zhou Zhen Di Brush Making Co., Ltd.	China	Wang Wei Tun Industrial Area, Ma Chang Town, Qing Xian, Cang Zhou City, Hebei, China 061 001	Tools & Accessories	HCT EUROPE LTD (makeup tools)
Shenzhen Meljun Bags And Cases CO. LTD	China	7/F, Building1, FuHong Industrial Zone, FengTang Blvd, Tangwei, FuYong Street, BaoAn district, Shenzhen 518126 Guangdong, China.	Tools & Accessories	PIPOLS BAZAAR
TEAMPAC OY	Finland	Teampac Oy / Dunkatie 4 FI-7880 Liljendal	Skin Care	TEAMPAC OY
Chromadurlin	France	52 Avenue de la Gare, 24100 Creysse, France	Makeup	CHROMA-DURLIN
A.W. Faber-Castell Cosmetics GmbH	Germany	Nürnberg Strasse 2, 90546 Stein, Germany	Makeup	SANDA/FABER CASTELL
NEWULF S.R.L.	Italy	VIA DELLA RESISTENZA 45 28803 PREMOSELLO CHIOVENDA (VB) ITALY	Tools & Accessories	BALMID
B. KOLORMAKEUP & SKINCARE S.p.A. SB BENEFIT CORPORATION	Italy	via Canonica, 79/A 24047 Treviglio (BG)		BKOLOR
Supplier does not want to make the information public			Makeup	HCT EUROPE LTD (makeup)
Regi Laboratories	Italy	Via E. Mattei 6-10-14; CAP 26010, Bagnolo Cremasco, Italy	Makeup	REGI SRL
CHROMAVIS SERVICE SP. Z.O.O.	Poland	Robotnicza 1, 06-400 Ciechanów, Poland	Makeup	CHROMAVIS SERVICE SP. Z.O.O.
Cetes	Poland	ul. Bohaterów Warszawy 2, 02-495 Warsaw, Poland	Makeup	CETES COSMETICS
Imine	South Korea	Dakyoung plaza 2F, 36 Dongtangongwon-ro, Hwaseong-si Gyeonggi-do, Korea	Skin Care	BALMID
Shinwoo	South Korea	95, GoongDong, KuroGu, Seoul 152882, Korea (South Korea)	Skin Care	BALMID
Beauty Promotions	South Korea	#495 GyulHyun BLDG, GyulHyeon-Dong, GyeYang-Gu, Inchoen, Korea, 21016	Skin Care	BALMID
Adwin	South Korea	30, Sandan-ro, Pyeongtaek-si, Gyeonggi-do	Skin Care	BALMID
Eyesome (Oxygent)	South Korea	309, Gieopdanji-ro, Wonggok-myeon, Anseong-si, Gyeonggi-do, Korea. 17557	Skin Care/Color cosmetics/Body care	BALMID
Coshub	South Korea	LG Twintel 1, #1706, 6, Samsung-ro, 96-gil, Gangnam-gu, Seoul, Korea 06168	Skin Care	BALMID
Seweon Co LTD	South Korea	ROOM 902-2 531 Dunchondaero Chungwongu Sunnamcity Kyungkido Korea	Skin Care	BALMID
E.CIS COSMETIC CO. LTD	South Korea	179, Gongdan 1-daero, Siheung-si, Gyeonggi-do, Republic of Korea	Skin Care	HCT EUROPE LTD

Factory name	Country	Address	Product range	Supplier Name
SALAB STOCKHOLMS ANALYTISKA LAB	Sweden	Britt-Louise Sundells Gata 15, 134 50 Gustavsberg	Skin Care	SALAB
HARDFORD AB	Sweden	Norra Svedengatan 30, 582 73 Linköping	Skin Care	HARDFORD
Aerosol Scandinavia	Sweden	Fabriksvägen 2, Vallentuna	Hair Care & Skin Care	PARAGON NORDIC AB
MARIA NILA AB	Sweden	Andesitgatan 12 Helsingborg, Sweden	Hair Care	MARIA NILA AB
SVENSKA KRÄMFABRIKEN AB	Sweden	Västermalmsvägen 13 B791 77 Falun	Skin Care	SVENSKA KRÄMFABRIKEN AB
INEKOGRUPPEN AB	Sweden	Södra Förstadsgatan 23A, 211 43 Malmö	Skin Care	INEKOGRUPPEN AB
SCANDINAVIAN HAIR COMPANY AB	Sweden	Företagsgatan 17, 233 51 Svedala	Hair Care	SCANDINAVIAN HAIR COMPANY AB
DEPEND COSMETIC AB	Sweden	Knäredsgatan 21, 302 50 Halmstad	Makeup	DEPEND COSMETIC AB
Candles Scandinavia	Sweden	CV-gatan 38B 703 82 Örebro	Not cosmetics	CANDLES SCANDINAVIA
Supplier does not want to make the information public			Not cosmetics	STORIES UNTOLD
Victoria Scandinavian Soap Ab	Sweden	Muskötgatan 10, 254 66 Helsingborg	Hair and Skin care	VICTORIA SCANDINAVIAN SOAP AB
FLAWA	Switzerland	FLAWA Consumer GmbH, Badstrasse 43, CH-9230 Flawil Switzerland	Accessories	FLAWA
CMC Consumer Medical Care GmbH	Turkey	Karaduvar Mah. Serbest Bölge (Free Zone), 6. Cadde Dis Kapi No:25 Akdeniz - Mersin, Mersin 33029 Icel - Turkey	Accessories	RYBRINKS



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