



POSITIVE IMPACT REPORT 2021/22



Certified



Corporation™



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INTRODUCTION

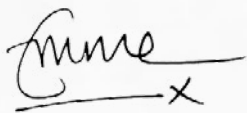
Ahead of its time in 2008, but absolutely of the moment in 2021, I created the multi-award winning Little Soap Company after realising UK supermarkets didn't offer any choice of natural or organic beauty on their shelves. Starting on the kitchen table and selling handmade bars at farmers' markets the business fast grew to become the first ethical soap on high street shelves and we have been disrupting the soap market ever since.

Today, we continue to lead by constantly pushing boundaries - bringing out innovative products which create market trends, making eco-friendly choices accessible to all consumers, which will drive more sustainable shopping habits and ultimately benefit the environment.

As a company, it's been our mission to achieve good for the planet and our people since our early days, but this is the first time capturing this in one place. What we have done, and continue to do, for the planet, for nature, and for communities, belies our name 'Little Soap Company'. We've already made a big impact and we have even bigger ambitions.

We achieved B Corp accreditation in November 2020, which stands as one of our proudest moments for the brand. It recognised how engrained our purpose and values are in our brands, and the impact we've made in our industry.

Welcome to our first ever Impact Report!



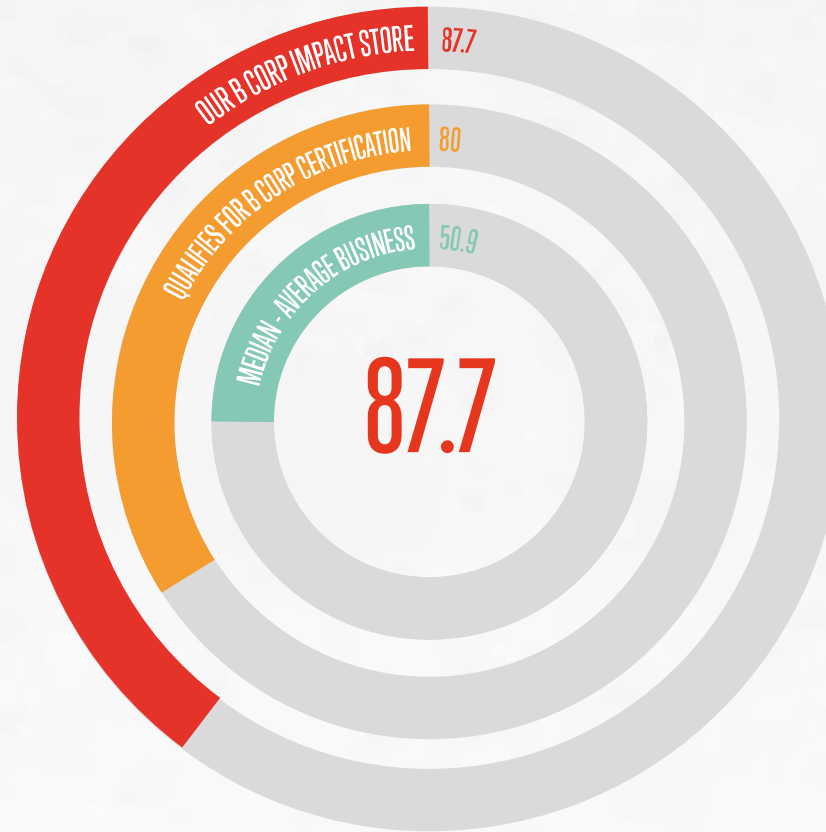
Emma Heathcote-James



OUR B CORPORATION IMPACT SCORE

B Corps are businesses which meet the highest standards of social and environmental performance, transparency, and accountability. It's not easy becoming one – there is a rigorous impact assessment to complete (covering governance, workers, community, environment and customers), substantiated with plenty of evidence of the positive social and environmental impacts we have contribute as a business.

From this score we are working hard to implement more changes as the team grows to better this score before our next assessment in 2023.



- 87.7 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



GOVERNANCE

Accountable & transparent across the company

15.4



WORKERS

Ensuring diversity, inclusivity & flexibility in the workplace

15.7



COMMUNITY

Sharing time & resources with our community

26.1



ENVIRONMENT

Making sure our impact is as little as possible

27.2



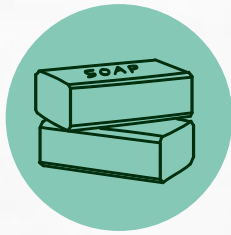
CUSTOMERS

Giving our customers the best experience possible

3.0



OUR HIGHLIGHTS



MAKING PURE, NATURAL SOAP ACCESSIBLE TO ALL

>**3,500 doors** stocking our products
Products **below £3.45** (on average)



INVESTING IN OUR PEOPLE & SUPPLIERS

9.8/10 are proud to work for Little Soap

9.8/10 suppliers feel valued by Little Soap



CHAMPIONING NATURAL, HEALTHY SKIN & HAIR

>**6,000 Five-Star** Reviews
69 Awards Won
Certified **Vegan & Cruelty Free**



PARTNERSHIP WITH CHARITIES

Supporting & donating to the **Sumatran Orangutan Society**
Charity donations including **Dogs for Good, NHS, Waitrose Garden Party & local hospitals**



ELIMINATING WASTE IN BATHROOMS

Eco Warrior has saved more than **2 million bottles** to date



SHARING OUR KNOWLEDGE & RESOURCES

5000+ trained in Little Soap School sessions
Eco Bathroom Campaign reached **360,000**



OUR FOUR PILLARS

One Little Soap Company... Four Big Goals which drive our business.

Big Solutions

Innovative solutions to the biggest issues in our industry today.

Big Heart

Sharing our resources and knowledge, giving back to communities and the environment - to be a force for good in the world.

Big Voice

Utilising our platforms for good. Speaking about issues, raising awareness, educating and stimulating discussion.

Big Commitment

To our people and our suppliers, supporting those driving our mission to be a force for good.





BIG SOLUTIONS

The plastic problem, the solution & the importance of pure and natural ingredients in our business





THE PLASTIC PROBLEM

Our Eco Warrior brand is on a mission to eliminate unnecessary plastics from sinks, bathrooms and wash bags. **Eco Warrior is 100% plastic free.** To date, we have **eradicated 2 million bottles** from bathrooms across the UK with Eco Warrior alone.

Eco Warrior aims to reduce the amount of unnecessary plastic bottles, tubs, tubes and pots that sit in bathrooms and washbags across the world. By creating a bar specific for each job, rather than a 'one-size-fits-all' bar, we have been able to formulate our products to

be either as good as - or better - than their liquid counterparts and the **>6,000 reviews** all agree we've met this aim. In the range we have various shampoo, shave foams, face washes, exfoliator scrubs & body scrubs in bar form. The range is constantly evolving.

Our Little Beast brand, as well as Little Soap Organic and Naturals ranges feature a limited number of liquid soaps in **100% PET bottles**. These soaps are **concentrated**, so that they last longer and the bottles are **completely recyclable** as part of kerbside recycling schemes across the UK.

Big Ambition

We would love to be able to use recycled PET in all our bottles, but are unable to due to the amount of **essential oils** per formulation, which erode the plastic. **We continue to trial bottles made from post-consumer resin** - i.e recycled plastic, with the aim of having greater "circularity" in our packaging (so that our bottles are made from recycled plastic and can themselves be recycled).

We continue to expand Eco Warrior range, expanding to new categories and tackling the plastic problem across all areas of our routine.

To further improve the impact of our products on our planet, we are evaluating our products to better understand across the full range how much plastic is saved,

how much water is saved, how concentrated our products are, and how we can continually improve this.

We will continue to evaluate options throughout our supply chain to improve the sustainability of materials, as new options come available for use.

THE PLASTIC PROBLEM - WHY?

We all know the environmental problems caused by single use plastic: as well as the oil needed to make plastic in the first place, it's the volume and the durability of plastic that make it such an environmental nightmare.

Only 50%

bathroom waste is recycled, compared to 90% of kitchen waste

380 million

tons of plastic is produced each year, 91% is not recycled, including 80 billion plastic shampoo & conditioner bottles

The average Brit uses

52,000

bathroom products in their lifetime, weighing in at over half a ton

11 million

tons of plastic enters our oceans each year, there will be more plastic in our oceans than fish by 2050

Liquid handwash needs

20 times

more packaging than our bars of soap

As the personal care and beauty market has grown and developed, so have the number of different products on offer. Not so long ago we coped perfectly well with bottles of shampoo and a bar of soap. Now we have **shower gel, bath foam, shaving gels and foams, body scrubs, facial wash, hair masks, shampoos and conditioners for every hair type through to foot**

scrubs – the list goes on. And the powerful marketing and advertising that accompany these products mean that demand for them is growing. The majority of these products come in plastic packaging and so our bathrooms are now overflowing with tubes and bottles. We urgently **need to drastically reduce the amount of plastic** we produce, as well as improving collection and reuse rates.

PURE & NATURAL INGREDIENTS

We were the first company to make genuinely synthetic free, sustainable, wholesome, naturally lathery soap available to customers in the supermarkets and we are delighted that there are now others following our lead.

We are passionate about making our products as “pure” as possible so that they are kind to skin and also to the environment. To that end, we are **completely transparent about the ingredients that go into our products** and explain them all on our website as well as ensuring that our entire range of products is also **ocean friendly and biodegradable**.

The National Ingredient Resource Centre (NIRC) considers a product “all-natural,” if it contains **at least 95% of ingredients that fit their criteria for natural ingredients**. The other 5% may come from ingredients that do not meet their criteria for natural, but do not contain synthetic fragrances, artificial colours, or harmful fillers.

Little Soap Company, wherever possible, uses naturally derived ingredients. Sometimes it is necessary to use a non-toxic synthetic ingredient(s) when no equivalent can be found in nature. We can guarantee that **we will never use parabens, SLS (sodium lauryl sulfate), silicones or lilials in any of our products**.

While the idea of using 100% all-natural products may seem appealing, it is not practical and does not necessarily mean they are safe. In fact, failure to include effective preservatives in a product can lead to health problems, such as skin infection.





All of our products are Vegan and registered by The Vegan Society. This means that our ingredients, production and packaging don't contain any animal products, don't compromise vegan values and we do not condone the exploitation of, or cruelty to animals.

Little Soap Company believes that beauty should always be cruelty free. All of our products are approved under the **Cruelty Free International Leaping Bunny programme**, the internationally recognisable gold standard for cruelty free products. We adhere to a fixed cut-off date policy (an immovable date after which none of our suppliers and manufacturers may conduct, commission or be party to animal tests for raw materials or ingredients anywhere in the world) and proactively monitor our suppliers to ensure that our products continue to adhere to the Leaping Bunny criteria. **Our supplier monitoring system is also independently audited.**



PURE & NATURAL INGREDIENTS - WHY?

Our skin is our biggest organ and yet we often have no idea what is contained in the products we put all over it (which are then absorbed by our bodies). The combined and cumulative effects of mixing this “cocktail” of ingredients are poorly understood.

Two families of ingredients of particular concern within soap and shampoo are parabens and SLS:

Parabens are a group of compounds widely used as antifungal agents, preservatives and antimicrobials in cosmetics and toiletries. Parabens are linked to hormone disruption, reproductive toxicity, immunotoxicity, neurotoxicity and skin irritation.

SLS (sodium lauryl sulfate) is known to be irritating to the skin yet is a common ingredient in shower gel and shampoo.

We never use either of these in our products.



Most soap on sale in supermarkets tends to consist of cheap fillers and 'detergents' crammed full of synthetics that strip the skin leaving it tight. They also tend to be whole body, rather than job specific and aren't suitable for sensitive areas or hair specific.

Some soaps and soap products are made with animal fat (tallow) and / or may contain animal products such as honey or wax. **Product labelling does not require that animal-derived ingredients are declared so customers can unwittingly be using non-vegan products.**

Although **testing personal care products on animals is now banned in the UK**, it is still permitted in 80% of the world and

soap manufacturers can buy and use ingredients that have been tested on animals outside the UK.

In addition to the avoidance of harmful ingredients, using pure & natural ingredients and essential oils features a **range of skin and aromatherapy benefits**. With wellbeing a top-priority, particularly after the COVID-19 pandemic – we are pleased that our products can **help to reduce stress, inflammation, mood imbalances, skin irritations** and more.





BIG HEART

Where Little Soap Company gives back to the community - local & further afield



SUMATRAN ORANGUTAN SOCIETY (SOS)

SOS is our chosen conservation charity working to secure the future of the critically endangered Sumatran orangutan and their forests. They support frontline conservation programmes and campaign on issues threatening the survival of orangutans in the wild. Their projects include rainforest restoration (something we donate specifically to), **orangutan rescue** and **developing community conservation initiatives** which support the protection of the Leuser Ecosystem, **empowering local people** to become guardians of these precious forests. The charity has **planted over 2 million trees** and **rescued over 200 orangutans** so far and continues to work on new solutions for the issues facing orangutans in the wild.

To support the charity, we **created a special edition of our Hand & Body bar** to help reforestation. **For every bar sold, we donate 25p to help plant seedlings in Sumatra** and every shelf fill as we roll out in supermarkets will raise funds and raise awareness.

Big Ambition

Throughout this year, **we hope to raise an additional £2,500 to support SOS** and the rainforest restoration project.

This year, we've already donated to other initiatives, including **Dogs for Good, the NHS, Waitrose Garden Party** and our **local hospitals**. We are always on the lookout for new initiatives to support, including **local initiatives in our Cotswold home** – directly impacting the lives of those in the UK.

We are looking in to ways to **contribute to river cleans, removing plastic from waterways before it reaches our oceans**.

WHY DO WE PARTNER WITH SOS? THE SHORT ANSWER - PALM OIL.

Little Soap Company has always used Responsibly Sourced Palm Oil (RSPO) and our stance on this controversial subject has helped to raise awareness of the complex issues that surround palm oil use. When some retailers initially refused to stock our products because they contained palm oil, it would have been easier to stop using it and to put "Palm free" stickers all over our soaps. But we have a strongly-held view that walking away from palm oil will not change anything - on the contrary, the issues will remain, people, animals and the environment will suffer and nothing will change for the better.

We do not believe that boycotting

palm oil is the answer – instead, we want to play our part in transforming the industry. We are a small company but we want to add our voice to the growing call for palm oil companies to produce responsible palm oil and stop clearing forests. Many companies around the world have made zero-deforestation commitments, and we are reaching a tipping point where demand for responsible palm oil will drive big changes in the way the oil is produced.

Little Soap Company has pledged to use only organic, certified sustainable palm oil in our products, which means that the palm oil has been produced without harming the

rainforests that orangutans and so many other species depend on for their survival.

We recognise that the **Roundtable on Sustainable Palm Oil** (RSPO), the body that oversees certified sustainable palm oil, is not perfect. The Sumatran Orangutan Society and others are **working hard to make it as strong a standard as possible**, and by supporting SOS, and insisting that our suppliers source palm oil only from traceable plantations that have not contributed to deforestation, **we can be confident that our business and our customers are helping to keep forests standing and orangutans and other wildlife safe.**



LITTLE SOAP SCHOOL

Emma's vision to make natural soap accessible to all means that we have always trained others in sudsy know-how. We've had visitors from all over the world! Set up in 2010, we've been promoting the art of soap making to help others make their own unique and personalised gifts, start a new business venture, help those in less fortunate communities, or simply enjoy a new hobby.

Businesses have been set up all around the world, thanks to the insight and training provided by the Little Soap

School. These new businesses have opened up new jobs and benefitted small communities in countries such as Tanzania, Uganda, Nigeria and Iceland.

With Covid we took Soap School online with at-home kits, to make the teaching element more affordable and accessible, helping us reach even more customers and communities.

Big Ambition

Our ambition is to **grow our soap school to reach more people and impact more lives**, by expanding the base which we build for the Soap School online during COVID-19.

We plan to **utilise our soap school workshop for online classes and wider scale events**, to spread the message of the benefits of soap-making to the masses.





BIG VOICE

How we are communicating our brand missions through our marketing campaigns



SOCIAL MEDIA & CAMPAIGNS

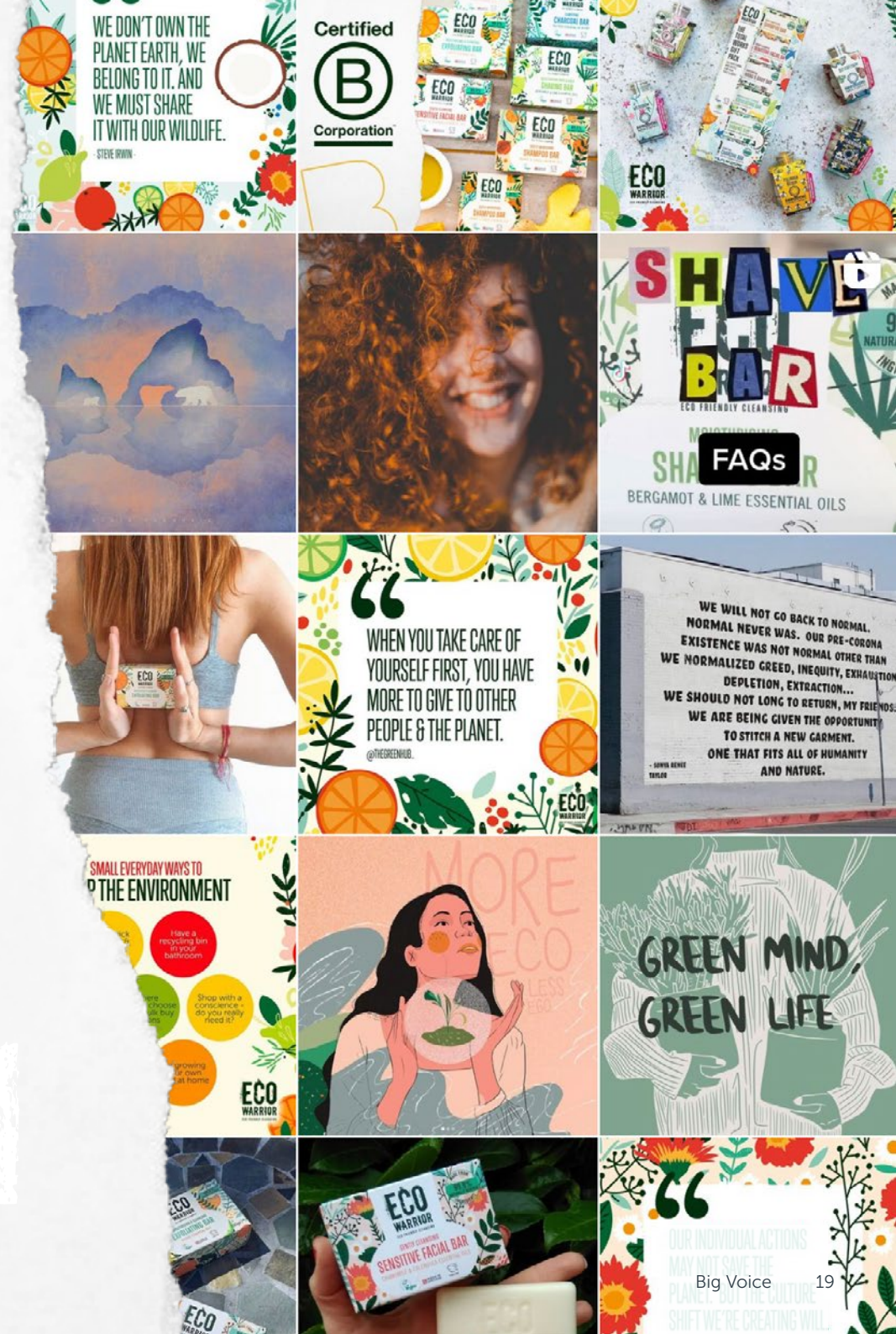
We have worked hard to make our products available to everyone through major retailers and we are proud of the immediate impact we have through people choosing to use pure and natural products that are kind to skin and to the environment. Many of our customers are very engaged with the issues that we care about as a company and so **we have a platform, and a voice, to speak about issues connected to the products that we make.** We can help raise awareness, stimulate discussion and debate and move people to take action. **We are not afraid to stand our ground, and fight for what we believe in.**

We use our **website, a blog and social media** to engage our customers (and anyone else who might be interested) on the issues that are most important to us.

Big Ambition

We want to reach beyond social media with our campaigns – expanding our message through **charity partnerships, events, and in people’s home and local environment.**

We will expand our messaging, **tackling topics such as the wider plastic problem inland - beyond the oceans and our beaches.** We will further shout about the **importance of biodegradable formulas,** and why it really matters what ingredients are disappearing down the plughole in your bathroom. **Our goal is wide-scale education and myth-busting,** so everybody can make a better choice for themselves and the planet during their weekly shop.



ECO BATHROOM HUB & PODCAST

In July 2021 we initiated the **Eco Bathroom hub** and **teamed up with other brands offering sustainable personal care products** to present a free online hub of ideas, inspiration, content, resources and products to **help us all make small, achievable, eco-choices and changes**. Eco Bathroom is free to all, fun, informative, collaborative, helpful, insightful and tries to challenge how people think and behave.

There are so many great companies out there who are each helping to address similar issues

to us through their own products (whether that be oral care, toilet paper, cleaning products, period products) and **there is an urgent need to tell a more joined up story on how to make more sustainable choices when shopping for everyday items**. We knew it made sense to collaborate with other companies so that we are all repeating similar messages and helping to educate and **raise awareness that there are products out there that respect people and the planet**.

**ECO
WARRIOR
BATHROOM**

WUKA®



HOMETHINGS

ffs



Engagement so far has been fantastic - by the 31st December 2021 we had:

REACHED **360,000+**

39,000+ ENGAGEMENTS

Big Ambition

The Eco Bathroom website and social media campaign are just phase 1 of a wider campaign. Phase 2 is our **Shop Like an Eco Warrior Podcast** (launching Mar 2022), which will **inspire each visitor to go away and make a change**, however small, having been equipped with the knowledge to do it.



BIG COMMITMENT

How we support and foster an uplifting work culture for our staff & suppliers



OUR PEOPLE

We are a small company but despite this we have implemented many ways to engage and support our employees that would rival larger companies, including:

Away Days

Quarterly team away days for 48 hours
- team building and working sessions

Private Medical Cover

Through BUPA

Flexible Working

Both in terms of time and location (pre-COVID and beyond)

Additional Holiday

For their birthdays

Feedback

Always listening and implementing - 83% of employees agreed they contributed an idea

Free Products

All new lines as soon as they are produced

Wide Involvement

Everyone is important in testing new products and their designs

Staff Discounts

Cost-price goods for staff and special rates for friends and family

However great a company we might think we are to work for, the only way to know for sure is to ask our people. **We conduct an annual staff engagement survey to find out what our people really think about working for Little Soap Company** and were delighted with some very positive scores in our most recent survey:

9.5/10

I would recommend Little Soap Company as a good place to work

9.8/10

Proud to tell people I work for Little Soap Company

9.2/10

Working environment



DIVERSITY, INCLUSION & WELLBEING

“When I first began Little Soap Company, I didn’t realise how important it was to step in front of the logo. It was only when my wife curiously challenged why I’d omitted to celebrate Pride on social media I realised how wrong I’d been. Yes, I’m a woman and yes, I’m gay – but I until then had never felt the need to voice either of those things as they had nothing to do with the brand nor did I want to be seen jumping on a bandwagon. I posted a photo of our wedding and words to this effect and fast realised how wrong I’d been.”

– Emma Heathcote-James

We are proud to be female-founded, with an **80% female team from all over the country**. It is important to us to understand and explore diversity within our culture and our campaigns, to ensure the best representation for our brand and products.

The Little Soap Company team **work remotely, supporting wellbeing and a true work/life balance**. Throughout the pandemic and ongoing, we are supporting wellbeing in the team with **frequent check-ins, an open-door policy, and mental health support and education**.





“

After spending a whole career in Beauty, sitting in traffic, train stations, airports and staying in hotels to work from home has made a huge difference to my life which means I am so much more productive.

I now get time to exercise again so I feel stronger, fitter, healthier and my jeans fit!

My dogs love it as they get walkies early in a morning then they come tell me it's end of working day which makes me get up from my office chair. I love going to work and therefore put in effort over and above.

Karen, National Account Manager



“

Having the opportunity to work in my own environment motivates me to give my all in my working day. I can cook healthy lunches, exercise, and spend quality time with those I love – all while getting more work done, and more time spent with colleagues, than I ever did working in an office!

Jason, Head of Marketing



“

Working remotely, for me is great as long as the balance is there. No travelling allows me, as a Mum to get everything done at home first (this is good mentally as I'm then organised for the day), the quiet is great for focusing on my work, the team are on the other end of whatsapp, teams or email at any time I need them. In an office you are swayed by other people's projects and office politics.

The balance of knowing we are going to meet every quarter is so important too though. Knowing I have that time to cover and blast everything for the next quarter and to look forward to that team camaraderie, adrenaline and concentrated time on projects. Without the balance it wouldn't work for me personally.

Sara, New Product Development

OUR SUPPLIERS

We have built **long and lasting relationships with the vast majority of our suppliers** and are very proud of the fact that all our products (bar one - the biodegradable soap dish) are made in the UK. **We strongly believe in supporting British manufacturing** for a number of reasons:

Sourcing Locally

Means that our products have a far lower carbon footprint than if they were manufactured overseas.

Manufacturing in the UK

We create employment opportunities and directly input to the UK economy. We are helping to support companies to create and sustain jobs. Keeping our supply chain in the UK means far less transportation and therefore fewer carbon emissions.

Raising our Profile

Inspiring for the future of our country, raising our profile by demonstrating home-grown innovation.

We have strong relationships with our suppliers and the pandemic has only served to transform these in an even more positive way. All of our suppliers are working more collaboratively, sharing information and helping one another a lot more. This has had a positive impact on our overall relationships and supplier satisfaction.

9.8/10

Little Soap Company cares about me as a Supplier

9.8/10

I feel valued by Little Soap Company as a supplier





BIG VISION

How we aim to do as much as good as we can with a single bar of soap



TRIALLING NEW MATERIALS, INGREDIENTS & CATEGORIES

To offer **new sustainable replacements** of the everyday beauty favourites. **Improving inclusion in products**, and making them as accessible as possible



OUR CAMPAIGNS

Launching our **Eco Warrior Podcast** and researching ways we can enable **customers to offset their carbon**.



UNDERSTAND & IMPROVE OUR PRODUCTS' IMPACT

Through research in how we are **saving plastic and water** with our bars and concentrated liquids



OUR VISION

INVESTING IN OUR PEOPLE & SUPPLIERS

Continuing to ensure our **supply chain is as sustainable as possible**, through **new materials** and **eco-friendly logistics partners**



OUR CHARITY PARTNERSHIPS

An additional **£2,500** raised for **SOS** and supporting their reforestation project. **Exploring new local partners**, and how we can get involved



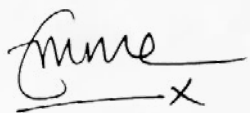
SHARING OUR KNOWLEDGE & RESOURCES

Expanding the reach of our **Soap School project**, by levelling up our online and at-home kits



THANK YOU!

Thank you for reading our very first B Corp Impact Report. This report highlights all we have done over the last year and as a business with this certification we are held legally accountable to continue to consider the impact of every single decision we make on our team, customers, suppliers, community, and the environment. And we will - and we will strive to constantly improve as our next impact report will be a testament to.



Emma Heathcote-James





THANK YOU

