



# **Smyle's Open Letter of Commitment to the Ten Principles of the United Nations' Global Compact on Human Rights, Labour, Environment and Anti-Corruption**

July 20th 2023

Smyle B.V.  
Hannie Dankbaarpassage 14  
1053 RT Amsterdam  
The Netherlands  
Chamber of Commerce nr: 75765918

To: Mr. H.E. António Guterres

Secretary-General

United Nations

New York, NY 10017, USA

Dear Mr. Secretary-General,

I represent Smyle. We are a smiling rebel dental care company. We believe that everyone has a right to a healthy mouth. And we are thrilled by a healthy planet. That's why we've reinvented toothpaste. Into toothpaste tabs. We've removed the bad ingredients and amplified the good ones. So no microplastics, SLS, parabens, and other bad ingredients. We only use natural ingredients that truly contribute. We don't use plastic tubes in plastic coated boxes. We package our toothpaste tabs in paper refill sachets that you can refill in a stylish glass storage jar. You can easily recycle the paper bag with your old paper. Our toothpaste is scientifically tested by the Academy of Dentistry Amsterdam. It's so good that it's already being sampled by more than 500 dental practices (10% of Dutch dentists and dental hygienists). Customers rate us a 4.8 out of a maximum of 5. Our toothpaste is vegan, animal-friendly, easy to use, doesn't leave a mess in the sink, and the packaging is a small jewel in the bathroom. And it costs the same as regular toothpaste.



Please accept our confirmation that Smyle fully and utterly supports the Ten Principles of the United Nations Global Compact on human rights, labour, environment and anti-corruption.

With this communication, we express our intent to implement those principles. We are committed to making the UN Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Sustainable Development Goals. Smyle will make a clear statement of this commitment to our stakeholders and the general public.

We recognize that a key requirement for participation in the UN Global Compact is the annual submission of a Communication on Progress that describes our company's efforts to implement the Ten Principles. We support public accountability and transparency, and therefore commit to report on progress within one year of joining the UN Global Compact, and annually thereafter according to the UN Global Compact COP policy. This includes:

- A statement signed by the Chief Executive Officer expressing continued support for the UN Global Compact and renewing our ongoing commitment to the initiative and its principles. This is separate from our initial letter of commitment to join the UN Global Compact.
- A description of practical actions (i.e., disclosure of any relevant policies, procedures, activities) that the company has taken (or plans to undertake) to implement the UN Global Compact principles in each of the four issue areas (human rights, labour, environment, anti-corruption).
- A measurement of outcomes (i.e., the degree to which targets or performance indicators were met, or other qualitative or quantitative measurements of results).

We commit ourselves to notify you on regular basis of our success in regard of the foregoing. With warmest greetings, please accept, Mr. Secretary-General, the assurances of my highest consideration.

Very truly yours,

A handwritten signature in blue ink, appearing to read "DK", with a stylized flourish extending from the end.

Drs. Dennis Kamst,

CEO Smyle