



IsaDora

Sustainability Report

2020

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## Foreword from the Executive Board

As Chief Executive Officer of IsaDora, I believe we have a duty to demonstrate corporate responsibility. We should actively contribute to creating good conditions for our employees, respecting human rights and considering the environment and climate. This is an integral part of our business and will continue to be so going forward. In a rapidly changing global environment, ensuring responsible business practice is a way to remain successful and contribute to overall sustainable economic development.

Like many other organisations, we are stepping up our efforts to embed sustainability more deeply into our operations. It is important to ensure that IsaDora continues to develop its business practices, and in many ways, we view these efforts as a means to future-proof the organisation. We have continuously improved our focus on our sustainability approach and the topic is receiving increasing management attention. A lot still remains to be done, but it is a work in progress, which I believe is of particular importance.

In our work, we have taken inspiration from the important international efforts made by the UN Sustainable Development Goals. In this context, we have identified three key areas, to which we have dedicated special focus and intend to continue the years ahead.

IsaDora recognises the importance of transparency. Therefore, this annual report comprehensively covers the entire sustainability area, including our Communication on Progress (COP) report.

Rasmus H. Poulsen  
Chief Executive Officer

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# Introduction Isadora

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IsaDora's purpose is to provide makeup that empowers everyone to embrace their unique beauty. Since day one, all the products have been fragrance free, cruelty free and clinically tested against some of the highest standards in the industry, making them safe for even the most sensitive skin types.

The company's vision is to be the obvious choice when buying makeup. In order to achieve this, IsaDora aims to run a sustainable business that delivers long-term value for its customers, shareholders and investors, with a focus on responsible business conduct.

IsaDora ensures that its sustainability policies are in accordance with its values, and that they complement each other well. The company is highly committed to continuously integrating these values and sustainability initiatives into its everyday operations, as this is an important way of ensuring that it is able to continue to create value for all stakeholders.

IsaDora strives to address sustainability issues that are meaningful to the company and the markets in which it operates. It intends to focus both on sustainability initiatives for in-house use and on efforts related to any indirect impact it might have through the activities of its customers.

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## SDG goal 6

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### SDG Goal 6: Clean water and sanitation

The goal is to ensure availability and sustainable management of water and sanitation for all.

From the global indicator framework IsaDora more specifically focuses on target 6.3.

Target 6.3 is to improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

#### What we want

We will comply with environmental legislation, thorough ongoing training and monitoring. We will work systematically to continually improve environmental performance within clean water and sanitation, to reduce our impact on the environment and to promote greater environmental responsibility.

### High-Quality Ingredients With A Purpose

None of the products contain artificial fragrances which enable IsaDora to contribute to reach target 6.3 by improving water quality. Isadora contributes to this by minimizing release of hazardous chemicals and materials through not using artificial fragrances.

## SDG goal 10

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Clean water and sanitation



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Reduced Inequalities



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Responsible consumption & production



### SDG Goal 10: Reduce inequalities

The goal is to reduce inequality within and among countries.

From the global indicator framework IsaDora more specifically focuses on target 10.2.

Target 10.2 is to empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic or other status.

#### What we want

We will provide our employees with equal opportunities as well as a safe, healthy and non-discrimination working environment. We will not discriminate in the workplace because of age, sex, race, disability, religion or any other discrimination grounds recognized by international law. We will only make decisions regarding hiring and employment on the basis of relevant and objective criteria.

### Inclusive & supporting environment

Our work with safety and well-being takes place in the work environment. We focus on the individual employee's well-being regardless of location and workplace.

Furthermore, we celebrate individuality and are working to change industry norms and stereotypical ideals contributing to reach target 10.2 by using all sorts of models irrespective of age, disability, race, ethnicity, origin, religion or other status. In this attempt to embrace individuality and beauty we also support Look Good Feel Better, an organisation that offers women, who are treated for cancer, free courses on skin care and makeup.

Lastly, we strive to have a highly diversified management team where men and women are equally represented. Today 4 out of 7 in our management are women and thus we are very proud of this empowerment.

## SDG goal 12

6

Clean water and  
sanitation



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Reduced Inequalities



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**Responsible consumption  
& production**



### SDG Goal 12: Responsible consumption & production

The goal is to ensure sustainable consumption and production patterns.

From the global indicator framework IsaDora more specifically focuses on target 12.2 & 12.6.

Target 12.2 is to achieve sustainable management and efficient use of natural resources. While 12.6 focuses on adopting sustainable practices and to integrate sustainability information into their reporting cycle.

#### What we want

We will as business support a precautionary approach to environmental challenges and undertake initiatives to promote greater environmental responsibility.

### Always Striving For Improvement

We make conscious choices by offering vegan-friendly products and using plastic sleeves for all eye and lip products to minimize the damage of products in stores. This will in the long run reduce the amount of waste in damaged products and contribute to reach target 12.2 & 12.6 by adopting sustainable practices and integrate more efficient use of natural resources.

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# A final word on our fundamental beliefs

## **Beliefs**

IsaDora and all its employees share a common set of beliefs that defines us as business. It describes the approach of both management and each individual towards our customers, business partners and colleagues across organisational and national borders.

## **Who we are**

We have grown and developed over decades to become the proud beauty brand we are today. Our company consist of a bunch of creative, nerdy, techy, curious beauty fanstasts who love standing behind what we do: a cruelty free, fragrance free, clinically tested makeup brand that brings out the best in you.

## **How we work**

Our culture is based on a strong work ethic and an under yielding dedication to the customer. We are a proud and flexible team that is closely knit, and we keep our feet on the ground. We poses an unrivalled expertise of our industry and each one of us take our responsibility for our products seriously.

## **Our heritage**

Our business is built on in-depth knowledge of the fields we work in and long-term relations with our customers. Quality, dedication, happiness and reliability is the focus of our business and the root to maintain a sustainable company.

# ISADORA

A close-up photograph of two young women smiling. The woman on the left has dark, wavy hair and is wearing a black off-the-shoulder top. She has sunglasses perched on her head. The woman on the right has long, wavy blonde hair and is wearing a white off-the-shoulder top with a polka-dot pattern on the sleeve. She is shielding her eyes from the sun with her hand. The background is a plain, light-colored wall.

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