



RITUALS CARES

*At Rituals, we care for your well-being
and the world we all share.*

INGREDIENTS

Our key priority is sustainability. The answer to this is to take correct actions which preserve the resources of the planet. This means that in some cases, natural ingredients are the right choice for our product formulations and in other cases lab-made ingredients.



LABELS & CERTIFICATIONS

- None of our products or single ingredients are tested on animals.
- As for natural skincare, every country has its own certification. We therefore chose to create our own standard, in-line with the quality and requirements of them all.

PACKAGING

We believe in impactful, fact-based actions that truly make a difference. Therefore, Life Cycle Assessment studies are currently conducted on our entire product packaging assortment. Based on the outcome, we make decisions that improve our environmental performance.



SOURCING

- We produce our products as close to home as possible, avoiding unnecessary transport; 98% of our products are produced in Europe.
- We signed a Code of Conduct with all our suppliers worldwide that ensures no child labour, guaranteed salaries and safe working conditions.

SOCIAL RESPONSIBILITY



- We support the Tiny Miracles Foundation, an organisation dedicated to helping poor communities in Mumbai, India, break the poverty cycle.
- We are committed to teach 2 million schoolchildren yoga, meditation and mindfulness by 2023.



TOP 5 FREQUENTLY ASKED QUESTIONS

ingredients & packaging

1 *Why are you not 100% natural? Why are you still using synthetic ingredients?*

- Because certain ingredients can't be found in nature and yet they are needed to maintain the quality of the product, making it safe to use. One example of this is the preservatives in The Ritual of Namasté.
- Furthermore, if we used only natural ingredients, we would run out of natural resources. For example, if everyone used natural rose oil, the world would have no more roses.

2 *Why do you use alcohol in your products?*

- Alcohols are the generic name of a group of substances that are used in cosmetics for different reasons, such as emollient, perfume or preservative.
- When we use pure alcohol (ethanol or alcohol denat), it is only in very small amounts and in combination with many other ingredients, so it will not dry out the skin.
- All our products are dermatologically tested and safe to use.

3 *Is the shower foam a sustainable product?*

- The can is made of recyclable aluminium.
- The can is filled with compressed air, not gas.



4 *Do you use microplastics?*

- No, we do not use microplastics or plastic scrub in our products. We use natural alternatives such as sea salt, bamboo, sugar and pumice as scrub particles.
- Please note: acrylates cross-polymer, which are used as thickener or stabilizer in some of our products, are not microplastics. These are in liquid form, do not contribute to the plastic soup, and have been proven as being unharmed for mankind and the environment.



5 *Why do you use plastic in your packaging?*

- To keep the formulas safe as well as for hygiene reasons, we use primarily virgin plastic.
- Meanwhile, we are working hard on solutions to increase our use of recycled packaging for our cosmetics in the future.
- To reduce the consumption of plastic, we've introduced various refills for body creams, face creams and hand wash, for example.
- Furthermore, we are always looking for suitable alternatives to plastics. For example, the inlays of our gift sets have been changed from plastic to paper foam, which is bio-based, paper-recyclable and 100% compostable.