

Changing the World with a Shampoo



Our Green Report on Corporate Social Responsibility 2015
Abridged version

- ✓ **Hair O'right International Corporation**
A sustainable and responsibility-oriented enterprise
- ✓ **O'right Green Headquarters**
An ecofriendly cosmetics plant inside out
- ✓ **A Sustainable Supply Chain**
The starting point for competitiveness
- ✓ **Green Impacts**
Towards a partnership for a sustainable future

Visions for a greener tomorrow



Steven Ko
CEO of O'right

From the publisher

Changing the world with a shampoo

Be the Change You Want to See in the World Believe and the World Will Become a Better and Brighter Place

In my acceptance speech for the Excellence in Corporate Social Responsibility Little Giant Award in August, I shared a few words of inspiration with the audience: we are fully aware of what kind of shampoo our customers need, but we should also think about what the rivers expect from us. This is what I always tell myself and something I encourage my team at O'right to contemplate. From the day I started this business, I have firmly believed that only by sticking to green innovation can we lead the path towards sustainability for our business. I am honored and blessed that my beliefs are seen by others, and grateful to have earned the trust of my customers, for giving me the platform to utilize green power and create an impact, a little at a time, on earth.

For the past few years, we have continuously worked

hard to implement corporate social responsibility (CSR). From designing and producing green hair care products, encouraging customers to create authentic green salons, continuing our cooperative relationship with National Taiwan University's Experimental Forest, planting trees, to holding Earth Hour events for 5 years in a row, O'right never ceases in urging everyone to reduce carbon emissions and love the earth. Also, for the fourth time, we participated in the annual coastal cleanup event. Each year we announce the accumulated carbon reduction results since the establishment of the green cosmetics plant. As of September 2015, our efforts have led to carbon emissions being reduced by more than 670,000 kg, which is equivalent to planting over 61,000 20-year-old trees. Although these figures equal the global carbon footprint accumulated due to human activities each day, making carbon reduction a seemingly useless attempt, our goal is to continue to work hard and make more people understand that only by changing will you be given the opportunity to make an impact.

Our Green Report on Corporate Social Responsibility 2015 – Abridged Version

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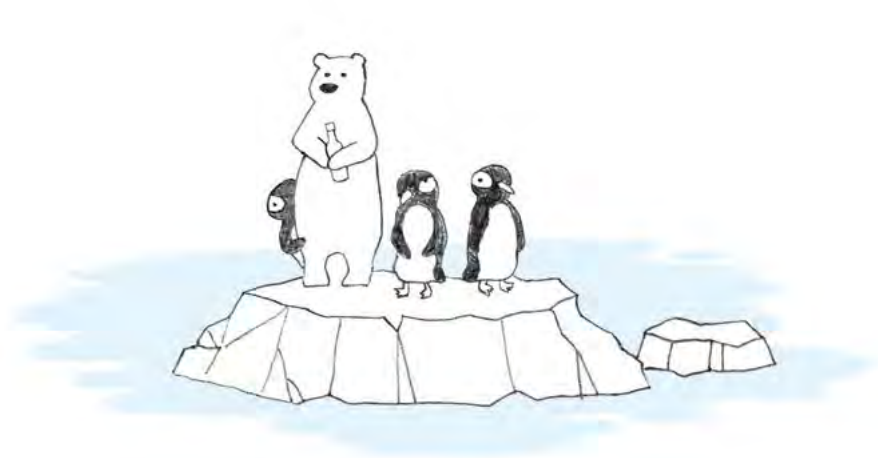
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A SUSTAINABILITY AND RESPONSIBILITY-ORIENTED ENTERPRISE

Chapter One



1.1 A responsibility-oriented enterprise

Since the first bottle of shampoo was born, O'right has always taken into account production responsibility, social responsibility, and environmental responsibility. While we pursue the greatest possible profits, we also ask ourselves: what can we do? What can we do to influence customers? What can we do to benefit society and the environment? As a responsibility-oriented enterprise, we continue to pursue growth.

Hair O'right International Corporation was registered on August 28, 2001 and began operations on March 8, International Women's Day, the following year. Since 2002, O'right began developing rapidly under the leadership of CEO Steven Ko, and by the end of 2015, this innovative brand has grown into a green enterprise with a staff of 230 employees. Under Steven's creative leadership, O'right has received numerous awards and recognition such as the Model of Entrepreneurs Award in 2012. In 2015, the company proudly brought home 9 awards including the Gold Medal and Special Award at the International Exhibition of Inventions of Geneva, Little Giant Award (first prize) of the Common Wealth Magazine's Excellence in Corporate Social Responsibility, Excellence Award of the National Intelligence Award, Golden Pin Design Mark, Taiwan OTOP Product Design Awards, Good Design Award, and the Green Innovation Entrepreneur of the Year of the EY Entrepreneur of the Year Award. This long and growing list of achievements is further proof of O'right's innovative potential and relentless pursuit of excellence.

1.2 Our green team

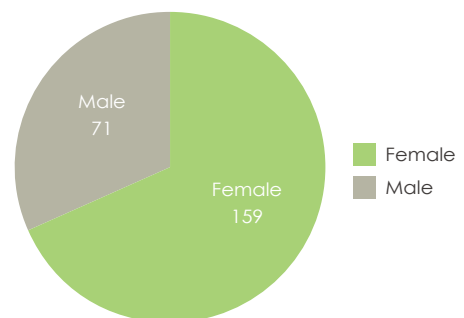
In order to build a law-abiding, effective, and responsible green team, each and every newcomer to O'right is given an employee handbook that includes pay and benefits, hours of work, retirement plans, maternity leave, rewards and

punishment, health and safety at work, sexual harassment, and other guidelines and regulations employees are required to abide by to ensure orderly operations and provide the best possible work environment in the office.

By the end of 2015, O'right has a total of 230 employees, among which 70% of staff work at the Green Headquarters located in Longtan, showing an increase of 8.49% compared to the number of employees in 2014. As hair care products mostly target a female audience, 70% of employees are female.

Year	2012	2013	2014	2015
Employees (Number)	167	188	212	230

Note: The number of employees is 230



Note: The number of employees is 230 (as of December 31, 2015), including 229 open-ended employees (71 male and 158 female) and 1 temporary employee (1 female)

Economic performance

Since 2011, O'right has demonstrated an impressive continuous trend in revenue growth and excellent performance in sales, which further proves that our green strategies have successfully create resonance among consumers.

O'right Financial Statement

Unit: Thousand NTD

Category	2012	2013	2014	2015				
Net sales (growth rate)	206,326 (+18.89%)	245,433 (+18.95%)	300,065 (+22.26%)	331,639 (+10.52%)				
Cost of goods sold (growth rate)	183,715 (+19.72%)	228,575 (+24.42%)	287,351 (+25.71%)	305,192 (+6.21%)				
Operating profit	22,611	16,858	12,714	26,447				
Wage expense	69,836	86,286	98,803	110,589				
Employee benefits	364	1,938	2,087	1,048				
Government subsidies	Cosmoprof Worldwide Bologna	261	Renewable energy subsidies by the Ministry of Economy	795	New Fashion and Beauty Project for Taiwan Cosmetics Industry by the Industrial Development Bureau	1,160	Assisting Enterprises to Upgrade Human Resource Plan	135
	Solar water heating	8	Cosmoprof Worldwide Bologna	200	Assisting Enterprises to Upgrade Human Resource Plan	383	Industrial Development Bureau	1,010
	Multi-beneficiary Vocational Training Program	555	Cosmoprof Asia	121	Cosmoprof Asia	107	Taiwan Invention Association	20
					Seoul International Invention Fair	15	Cosmoprof Italy	45
					INPEX 21	21	Beautyworld Middle East	50
					Participation in International Expo Project by the Bureau of Foreign Trade	45	Las Vegas	50
					Human Resource Enhancement Project	594	Tax promotion activity	5
					Overseas Brand Marketing Promotion Subsidy for Taiwanese Enterprises by TAITRA	914	Cosmoprof Asia	110
							104 Multi-beneficiary Vocational Training Program	660
							Taiwan External Trade Development Council (TAITRA)	926
Total Assets	297,046	315,825	405,028	430,415				
Retained Earnings	22,865	17,943	17,649	17,020				

Source: 2012-2015 O'right Financial Statements

Breakdown of Employees by Region

Region	Green Headquarters	Taipei	New Taipei	Taoyuan and Hsinchu	Taichung	Chiayi	Tainan	Kaohsiung
Number	173	8	8	2	15	5	7	12
Percentage	75.22%	3.48%	3.48%	0.87%	6.52%	2.17%	3.04%	5.22%

Note: The number of employees is 230 (as of December 31, 2015)

1.3 Green products and markets

Sales channels and markets

O'right's main sales channel includes more than 7,000 professional hair salon partners. Meaning that, out of 20,000 hair salons in Taiwan, our products occupy approximately 30% of the salon market. In the global market, our green hair care brand can be found in 31 countries worldwide, with products sold in major cities across Europe, the United States, Asia, and Oceania. O'right saw global sales increase by 9.68% from last year's 21.69% to 31.37%.

In 2015, exports to European markets accounted for 62% (International Business Division, excluding the Chinese market). Adding to our milestones, O'right green products

are now sold in Austria, which saw an increase in sales by 80%. What's more, the Malaysian market grew with hair salon revenue increasing 18% compared to the numbers in 2014. This just shows how supportive our global distributors are of our green products.

Our development strategies are focused on the training of distributors in the engagement of environmental practices at our seasonal camps and Earth Hour event held every year in March, with the aim of getting more people to identify with O'right green products and concept.



O'right international market across 31 countries

Region	Country
Asia	Singapore, Malaysia, Thailand, United Arab Emirates, Korea, the *Philippines, *Japan, India, China, and Hong Kong
Europe	Italy, Lithuania, Denmark, Poland, England, Belarus, Bulgaria, Austria, Ukraine, Belgium, Luxembourg, Switzerland, *Sweden, Czech Republic, and Norway
The United States	America, Canada, and Mexico.
Oceania	Australia and New Zealand.

*New distributors in 2015



O'right Shanghai Branch Office Team



O'right

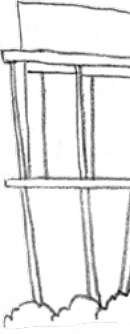
O'right offers a range of 90 products to best fit your needs

shan

shan is a green hair care e-commerce brand by O'right that offers a line of 24 natural products including shampoo, conditioner, styling, and body wash that are free from 11 harmful chemicals.

O'RIGHT GREEN HEADQUARTERS AN ECOFRIENDLY COSMETICS PLANT INSIDE OUT

Chapter Two



2.1 Asia's first GMP certified green cosmetics plant

O'right invested 2 years and more than twice the amount of capital to build the first GMP certified green cosmetics plant in Asia. Completed on June 5, 2012, World Environment Day, this aesthetic and trendy green building was designed on the concept of creating a healthy and comfortable environment where humans, architecture, and nature can coexist. The architectural concrete walls give the building a simple, austere, and natural look, yet concealed within the cement is our passion. Part of the building is supported by pillars of different sizes which give the illusion of a forest. As you enter the premises of O'right Green Headquarters, you are taken into the realm of nature, vitality, and diversity.

2.2 The first step to a greener future

In order to build the best home for O'right's green products and utilize limited resources in the most eco-friendly way, O'right CEO and staff embarked on the mission to find a natural, pure land that is full of life in Taiwan for the green brand to take root in. In May 2009, after one and a half years of searching, we located a green piece of land on a hillside near Longtan District in Taoyuan.

Longtan is 300m above sea level and is therefore 2°C cooler than low land areas. Abundant sunshine and wind make the Green Headquarters ideal for harnessing solar and wind energy for power generation. Additionally, known for being home to pure, clean water, Longtan is the perfect site for O'right as pure water is an essential ingredient in the manufacturing process of cosmetics products. O'right's green hair care products are manufactured with specially purified water. We also collect rainwater and reclaimed water from pre-production for toilet flushing, irrigation, and cleaning.

2.3 Green from the inside out

Personal involvement is the key to this green construction project. After deciding on the location, Steven Ko spent weeks investigating the environment and geographical features of

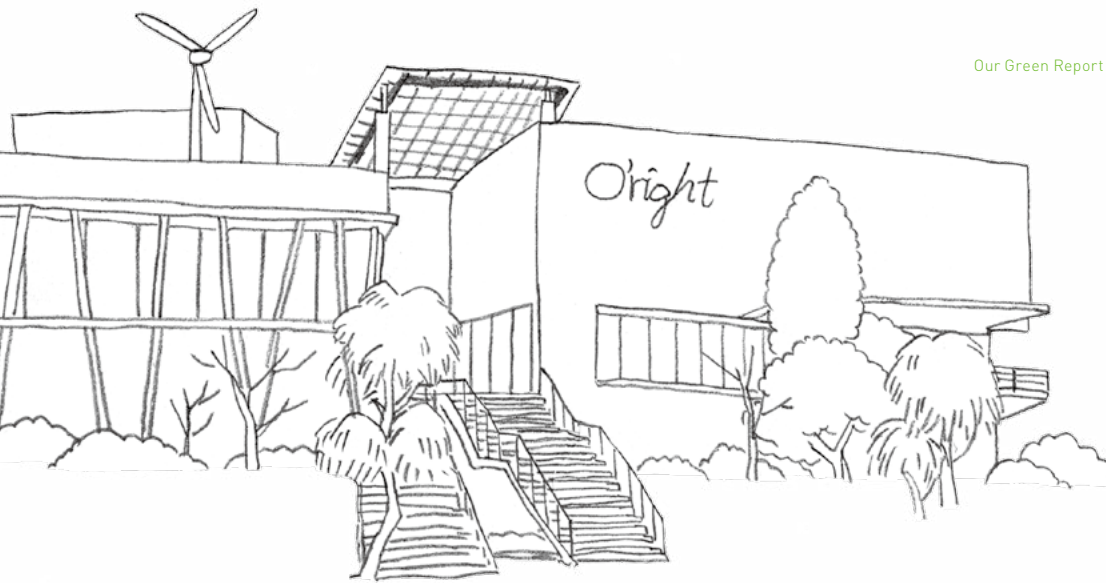
the site on sunny and rainy days to consider the wind direction and sun path in order to determine how the design should be oriented. Furthermore, eco-friendly practices and installations such as mechanical foot pedal faucets, full-length windows, and LED light fixtures are all the result of meticulous planning, designing, and orchestrating. We only have one aim in mind, and that is to fulfill our responsibilities as an innovative green brand and adhere to our philosophy of Natural, Pure, and Eco-friendly. Since its establishment, our green building has received numerous awards and wide recognition for the innovations and the efforts put forth by the team that made this green construction project possible.

2.4 Low carbon and energy efficient

O'right Green Headquarters is an energy- and water-efficient building. Compared to our previous factory in Pingchen, our new headquarters is 3 times larger in size but consumes 42% less electricity. In addition, 100% of rainwater and pre-production wastewater is recycled and reclaimed for daily water consumption, air-conditioning, irrigation, and other purposes. At the Green Headquarters, not one drop of precious water is wasted.

2.5 An educational facility for all

Our innovative Green Headquarters has attracted visitors from all walks of life since its establishment. In 2015, 2,801 people and 96 organizations visited our headquarters. By welcoming more visitors to our headquarters, O'right can make a green impact on and inspire each and every person and corporation to make a difference through protecting our earth together .



Energy Consumption between Green Headquarters and Pingchen Factory¹

Area (ping)	Pingchen Factory (Jan-Dec 2011)	Green Headquarters (Jan-Dec 2013)	Green Headquarters (Jan-Dec 2014)	Green Headquarters (Jan-Dec 2015)
	547	1500	1500	1500
Total electric power consumption (kWh)	181,795.3	283,030	298,528	390,852
Annual electric power consumption per ping (kWh)	332.4	188.7	199.02	260.568
Electric power consumption per 1500 pings (kWh)	498,525	283,030	298,528	390,852
Electrical efficiency of Green Headquarters (%)	-	43.23%	40.12%	27.55%
Units produced (pcs) Growth rate (%)	885,556	1,095,190 24%	1,317,625 48.79%	1,369,719 54.7%
Net sales (NTD) Growth rate (%)	173,542,806	245,432,823 19%	300,065,237 72.9%	331,639,023 91%
Environmental control system	Control area	Control area ² and cleanroom	Control area and cleanroom	Control area and cleanroom
Water control	RO	8-step ultrapure water purification process	8-step ultrapure water purification process	8-step ultrapure water purification process
Management systems	ISO9001	ISO9001, GMP, ISO22716	ISO9001, GMP, ISO22716, ISO50001, OHSAS18001, ISO14001	ISO9001, GMP, ISO22716, ISO50001, OHSAS18001, ISO14001

¹Since construction of O'right Green Headquarters was completed in June 2012, statistics from Jan-Dec 2012 are incomplete. Therefore, only data from 2013-2015 are provided.

²Airflow control devices are installed to reduce pollution.

Total Amount of Water Consumed and Recycled

	Tap water consumed/unit*	Ultrapure water produced/unit (for production)	Water recycled/unit	Recycled water used for	Percentage of water reused
2013	9,662	6,441	3,221	Daily use, air-conditioning, irrigation	33.30%
2014	10,152	7,897	2,255	Daily use, air-conditioning, irrigation	22.21%
2015	10,328	7,968	2,360	Daily use, air-conditioning, irrigation	29.62%

* 1 metric ton



2.6 A natural, pure, and eco-friendly design

A natural eco-park

A green building not only provides the setting for human activities, but also enhances and protects biodiversity and ecosystems and conserves and restores natural resources. Natural is unpredictable and rich in biodiversity. The built environment should learn from the complicated yet sound nature.

O'right Green Headquarters was built without walls or fences with the aim to lessen the impact on the environment and restore natural resources. We believe that it's not just about building a beautiful environment, but also about incorporating green concepts into human life to achieve a balance. We should learn to co-exist in harmony with nature, and welcome nature in our lives. Our green philosophy is reflected in the four green building indicators of Taiwan's green building evaluation system EEWH: greenery, site water retention, water conservation, and CO2 emissions reduction. Three of our indicators exceed the standards set by EEWH.

• Greenery

Green Headquarters is rich in biodiversity:

- » Large area of trees
- » 10,000 plants
- » Green Hallway
- » Sky Farm
- » Organic Vanilla Garden



Pure/ Green production center

O'right uses wind and solar power to generate electricity for production. This green energy has to be sold back to the grid at Taiwan Power Company before it can be used by O'right. In 2015, we sold 47,541 units of electricity (generated from solar power only) to the power company and 233,064 units since the establishment of the headquarters. O'right achieved the ISO 50001 energy management system certification for our green energy.

The green production center is designed with 3/4 built underground to protect the cleanroom from environmental impacts and minimize energy consumption by decreasing the need for air-conditioning due to the decrease in temperature. In order to create a healthy working environment for staff, a makeup air unit (MAU) is installed to maintain indoor air quality by diluting airborne contaminants and sterilizing the air with UV light. O'right's green production area minimizes any potential pollution to the area. Therefore, compared to cosmetic products in general, our products contain the minimum amount of preservatives to protect our consumers' health.

Eco-friendly/ Low carbon working environment

As a green corporation, we built a low carbon office in our headquarters for employees of O'right and shan.

• Low carbon office

With pleasant, spacious environment and good lighting, along with an advanced indoor air quality monitoring system, the low carbon office is an eco-friendly and healthy work environment for employees.

- » Open space office
- » LED lighting
- » Total heat exchanging system and smart indoor air quality monitoring system
- » Desk electricity control switch
- » Overhanging eaves
- » Acacia wood desks
- » Printed paper with Taiwan's eco label
- » FSC-certified paper
- » FSC-certified tissue paper
- » Replacing paper towels with eco cloths for drying hands
- » Replacing kitchen paper towels with cloths



• **Eco-friendly meeting rooms**

Our Green Headquarters is equipped with two meeting rooms named Earth and Home to symbolize the earth as our home. The tables in the meeting rooms are covered with eco-tablecloths each made from 42 600ml recycled plastic bottles. For the health of our staff, Earth is equipped with a total heat exchanging system and smart indoor air quality monitoring system. When indoor CO2 levels exceed 800ppm, the total heat exchanging system will be activated and fresh air from the outside will be pumped in.

• **Organic vegetable cafeteria**

O'right's green philosophy emphasizes more on the value than the cost. In order to incorporate environmental concepts in everyday life, an organic vegetable cafeteria is especially designed for employees to enjoy during lunch.

- » Organic meals: Free fruit, vegetable salad and bread are provided in the cafeteria during lunch on workdays. All fruit and vegetables are produced from local organic farms nearby; only in the event of low production do we purchase elsewhere.
- » Preparation: Every day at 12:00, staff members take turns washing fresh food and preparing salad for colleagues before lunch. The cost is high, but we believe that by doing so employees can learn to cherish food and be aware of their responsibility to the environment. The value created is something that cannot be bought or measured with money. Most employees don't help out in the kitchen at home. For them, their first time washing fruits and vegetables is at O'right. Our eco-friendly practices and services constantly receive praise from visitors as this kind of work environment is truly one-of-a-kind.

• **Daily energy use**

Air-conditioning: At the Green Headquarters, air conditioners are activated mostly only during hot summer days. In 2015, our air-conditioning system was only turned on for 199 hours, which is around 40 days. According to Taiwan Power Company, companies in general have the air conditioning system on 8 hours per day (excluding the weekends and public holidays) during the summer season from June to September with chillers consuming up to 60 tons of energy. However, in 2015, O'right saved up to 20,972 kWh, reducing 13,359.164 kg of carbon emissions, which is equivalent to planting 1,214 20-year-old trees.

Carbon Achievements through Reduction of Air Conditioner Usage

AC energy consumption per hour	General	O' right	Energy efficiency of O' right
	43.6kWh	43.6 kWh	
AC energy consumption in 2013	43.6 x 8 (hr) x 85 (day) = 29,648 kWh	43.6 x 6 (hr) x 45 (day) = 11,772 kWh	17,876 kWh or 60.3%
AC energy consumption in 2014	43.6 x 8 (hr) x 85 (day) = 29,648 kWh	43.6 x 249 (hr) = 10,856 kWh	18,792kWh or 63.38%
AC energy consumption in 2015	43.6 x 8 (hr) x 85 (day) =29,648 kWh	43.6 x 199 (hr) =8,676 kWh	20,972kWh or 70.74%

1 kwh = 1 unit of electricity

A SUSTAINABLE SUPPLY CHAIN

THE STARTING POINT FOR COMPETITIVENESS

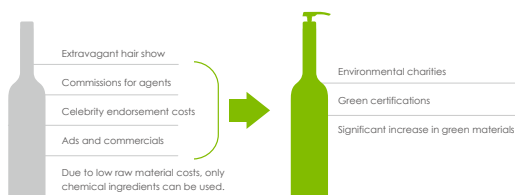
Chapter Three



3.1 Green research & development

O'right's Plant Extraction R&D Center is responsible for the quality control and safety of products as well as the development of green ingredients. We have always strived to incorporate the concepts of Natural, Pure, and Eco-friendly by increasing the percentage of natural ingredients in our products. As a green brand, we have dedicated ourselves to developing innovative green products on quality alone, without the help of endorsements and advertisements. Our commitment to green development has successfully lead to the introduction of our 8 Free formula. Free of 8 harmful chemical substances, O'right's shampoo products are healthy and safe for consumers and for the earth.

In order to upgrade our green formula and develop botanical ingredients, we invested in supercritical fluid extraction (SFE) equipment to obtain active ingredients of agricultural products such as organic tea leaves, bamboo leaves, goji berry roots, and coffee grounds from local organic farms in Taiwan for extraction to foster the development of the Taiwanese organic farming industry as well as reduce import dependence and carbon emissions from shipping. Furthermore, O'right became the first hair care company in Taiwan to be equipped with 3 independent research laboratories: Natural Formula Development Lab, Taiwan Agricultural Product Extraction Lab, and Natural Extract Assessment Lab. With advanced plant extraction technology and local agricultural ingredients, our team is devoted to developing sustainable products that are good for people and for the earth.



Products Costs for O'right and Other Hair Care Brands

Research results

In 2014, O'right's Plant Extraction R&D Center and Industrial Technology Research Institute's Biomedical Technology and Device Research Laboratories collaborated on the Development of Preservative-Free Cosmetics project to develop paraben, DMDM hydantoin, MI, and MCI free cosmetic preservative systems and even new preservative-free formulations. Preservative challenge testing is performed on all formulations, which is an important indicator for foreign markets (eg., member states of the EU). O'right products with MI-free formulations are expected to be officially introduced in the first half of 2016.

In October of the same year, a report by the Plant Extraction R&D Center on the effect of goji berry extract in skin care or dermatology published in BMC Complementary and Alternative Medicine caught the attention of the international academic society, marking the first such achievement by a Taiwanese hair care brand and also the result of O'right's commitment to green development.

3.2 Innovations in green packaging

In order to reduce environmental impacts, O'right is committed to developing recyclable, reusable, and biodegradable green packaging materials to replace plastic materials. By using PLA bottles, FSC-certified paper, and bamboo caps, we reduce packaging waste and carbon emissions. For packaging, we follow the 5R's of O'right, the five essential components of our green brand:

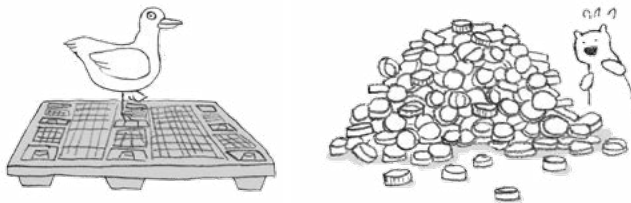
5R's of O'right

1 Reduce / 2 Reuse / 3 Recycle / 4 Replace / 5 Responsibility

Carbon Achievements through Plastic Use Reduction in 2015

Eco-friendly containers	Annual sales	Reduced carbon emissions	Total carbon reduced
1000ml refill bags	112,065	0.389kg/ btl x 112,065 = 43,593kg	43,593kg + 48,651kg + 1,856kg = 94,101kg 8,555 20-year-old trees planted
400ml refill bags	0	0.208kg/ btl x 0 = 0kg	
10L shampoo container =25 400ml bottles	9,356	0.208kg kg x25 (btl) x 9,356 = 48,651kg	
5L conditioner container =12.5 400ml bottles	714	0.208kg kg x 12.5 (btl) x 714 = 1,856kg	

In addition to bottles and containers, we also incorporate our environmental practices into other materials by replacing plastics with green materials. A few of our best examples are the bamboo caps, bubble bags, and pallets made from recycled plastic caps.



Carbon Achievements through Plastic Use Reduction

	Total carbon reduced/kg	20-year-old trees
2013	55,370	5,034
2014	79,510	7,228
2015	94,101	8,555
Increase	228,928	20,817

Love the earth with eco-friendly caps

Eco-friendly caps

O'right's Moso bamboo cap is not just the masterpiece of a Taiwanese artist, it also reduces carbon emissions by 78%. From 2012 to the end of 2015, bamboo caps helped reduce 14,505 kg of carbon, which is equivalent to planting 1,319 20-year-old trees.

Carbon Achievements through Eco-friendly Bottle Caps

Bamboo cap

Bamboo
Artistic and sustainable design

Disc top cap

PP

Pump

Spring Glass ball
LDPE tube PP body
Composite materials

Carbon emissions

From 2012 to 2014, 1,064,678 bottles with bamboo caps were sold, which reduced the use of 1,064,678 plastic caps and 12,922 kg of carbon emissions, meaning 1,175 20-year-old trees could be planted.

Innovative green packaging

• **Tree in the bottle: Innovative green shampoo**

O'right's team spent 2 years developing, designing, and manufacturing the innovative, eco-friendly "Tree in the Bottle" shampoo, creating a bottle from biodegradable materials such as fruit and vegetable starch that can be naturally degraded when buried in soil. Placed at the bottom of the bottle are Taiwanese acacia seeds. Acacia tree species is most efficient at sequestering and storing carbon from the atmosphere in Taiwan. Each year, 380 metric tons of CO2 can be absorbed by one hectare of acacia. After use, empty bottles can be broken down into CO2 and water when buried in soil under a suitable environment for a year will grow into a tree and produce oxygen for the planet. In 2013, O'right's Tree in the Bottle shampoo became the first shampoo product to receive the Red Dot: Best of the Best Design Award. In 2014, our innovative design was honored with Germany's iF Design Award. The judges even went on to praise O'right shampoo products as not just a wonderful design but also a wonderful ecosystem, inspiring users and providing them with a wonderful experience.

• **Floral box: New life hidden in a box**

O'right's unique Floral Box is made from FSC certified paper and is embedded with handmade seed paper that contains seasonal flower seeds. The seed paper is made from Manchurian wild rice hulls from Nantou of Taiwan and bagasse. The paper box is printed with non-toxic soy inks as a benefit to the environment. Instead of throwing it away after use, you can bury it in soil and allow the seeds to sprout and give it new life. The Forest Stewardship Council (FSC) is an international organization to promote the responsible management of the world's forests, aiming to avoid the use of wood products from unacceptable sources including wood harvested in rainforests, virgin forests, and genetically modified. In addition, each time a tree is harvested, 4 more trees are planted in its place. With FSC certified paper, rainforests or virgin forests will no longer have to be sacrificed, at the same time helping to truly fulfill the promise of consumers co-existing with the earth.

• **Eco-friendly Fren bag: Stylish and biodegradable**

The Fren bag made from photolytic material is designed to reduce the use of paper bags. The eco-friendly design can be completely decomposed if exposed to direct sunlight for around three months. If kept out of direct sunlight, the Fren bag can be reused. In 2015, we helped reduce the use of 147,800 paper bags, which is equivalent to planting 1,540 20-year-old trees.



• **Moso bamboo caps: A beautiful, trendy sustainable design**

O'right's Moso bamboo caps are beautifully handcrafted by a Taiwanese artist who was inspired by the remarkable flexibility of Moso bamboo and its local Taiwanese elements. With its natural color and shine, unique, fine veins, and exquisite texture, our Moso bamboo caps are the perfect fusion of over 10-years of craftsmanship and green trends, creating new green value to bamboo materials and art. Like the bamboo, O'right stands tall and firm like bamboo in its goal in creating a healthy environment and eco-friendly products for consumers. Moso bamboo cap products convey O'right's sustainability objectives and the Taiwanese craftsmanship in hopes of continuing to make an impact on each and every consumer who owns one.



Bamboo as a sustainable material

- » Bamboo is the world's fastest-growing plant. According to studies, bamboo can grow a maximum of 120 cm a day.
- » Bamboo is lightweight with incredible flexibility and superior resilience.
- » Bamboo culms form tight, dense clumps and can grow up to 28 meters tall.
- » Bamboo reaches maturity and grows to full height in 4 years. Its rapid regeneration and ability to produce new shoots even after being cut can contribute to carbon reduction.
- » A hectare of Moso bamboo forest absorbs 35-50 tons of CO2 annually.
- » Bamboo releases 35% more oxygen than an equivalent area of trees





• **Recoffee**

100% spent coffee grounds turned into a golden resource

Every day two billion people around the world drink coffee, producing an alarming 40,000 metric tons of coffee grounds per day. O'right aims to make an impact by changing public perception towards waste and motivating the brand's wide consumer base to create sustainable value with green products. Our team worked hard to create a formula containing coffee oils extracted from used coffee grounds and designed a biodegradable bottle made from coffee grounds and PLA with coffee seeds at the bottom that can grow into a tree when buried in soil. We aim to reduce waste and make good use of the earth's resources, fully achieving Cradle certification. RECOFFEE Tree in the Bottle Shampoo won the Gold Medal and Special Award at international invention exhibitions INPEX and iENA, Red Dot Awards for packaging design and social responsibility, the Gold Medal and Green Invention Award at iENA, and the Taiwan Excellence Silver Award.



shan | 善

• **shan**

Planting trees for the earth

shan hair care products are all embedded with a shan coin, made from recycled precious metals as a reminder to us to cherish all resources and creatures on earth. The growth ring on the coin symbolizes environmental sustainability and tells the story of man and the forest. In 2015, shan began initiating a tree planting project to plant a tree a day. Each tree will be planted at National Taiwan University Experimental Forest at Zhushan Township of Nantou County under the consumer's name. The trees will then be taken good care of by specialists at NTU Experimental Forest for 6 years. In the event of a natural disaster in which a tree is no longer able to continue growing, specialists will plant the tree again. In the second quarter of 2016, shan plans to replant trees. Each and every tree planted is more than 60 years old, with the opportunity to continue growing healthily in protected forests. shan designs are infused with love for the land and also a reflection of the connection between nature and life. Dreaming of a wonderful and better tomorrow, shan invites you to make a green promise and create an impact on the world.





3.3 Green procurement

O'right's green raw materials saw an increase from 44.3% in 2011 to 62.45% in 2015.

In 2015, we set stricter standards for green raw materials. For example, over 80% of product ingredients must be plant-based¹. O'right is still mostly dependent on imports of high quality raw materials due to lack of third-party verification for ECOCERT and USDA organic certified materials (Ecocert and USDA) and FSC certified paper. According to data on the procurement of green raw materials from 2011 to 2015, local procurement has increased from 0% to nearly 20%.

In order to further increase the percentage, we have formulated a plan to find suitable local raw materials as well as purchase advanced plant extraction equipment to obtain active substances from agricultural wastes such as spent coffee grounds, pineapple skins, and goji berry roots. Our aim is to pursue continuous improvement, contribute to the development of the Taiwanese organic farming industry, and also find new ways to manage agricultural waste. As for green materials, they accounted for over 45% of total procurement of materials from 2011 to 2015. In 2015, recycled materials accounted for approximately 5% of the procurement of green materials. In 2016, we plan to introduce shampoo contained in 100% renewable plastic bottles made from recycled household goods to further continue on our journey to reduce plastic waste.

3.4 Green processing and products

O'right's green production center relies on clean energies of solar and wind power to generate electricity onsite for product manufacturing in order to reduce carbon emissions and energy consumption, thus creating an energy efficient environment and eco-friendly products for our consumers.

Our green production center features innovative eco-friendly designs and facilities. For more information, please refer to Pure/ Green production center in Chapter 2. In addition, most of O'right's raw materials, packaging, and products are accredited by nationally or internationally recognized certifications that reflect our high standards for quality and safety. To enhance customer satisfaction, we comply with ISO 9001, ISO 22716, and Taiwan's Voluntary Cosmetic Good Manufacturing Practice (GMP) requirements and standards. As a result, O'right has gained recognition from various awards and certifications for our relentless pursuit of improvement.

Additionally, the quality of our products is assessed according to particularly strict standards and

Procurement of Green Raw Materials

Year	Green raw materials				Green materials				
	Total (kg)	Green raw materials (kg)		Green raw materials (%)	Total (pc)	Green materials (pc)			Green materials (%)
		Imported	Local			Biodegradable	Recyclable	Recycled	
2011	98,436	41,675		42.34	7,093,331	3,253,584			45.87%
		41,675	-			1,824,540 (56%)	1,319,300 (40.5%)	109,744 (3.4%)	
2012	134,268	65,185		48.6	9,789,446	5,287,291			54.01%
		64,765 (99.4%)	420 (0.6%)			3,536,566 (66.9%)	1,593,894 (30.1%)	156,831 (3%)	
2013	119,726	92,121		76.9	8,348,595	4,151,772			49.73%
		83,285 (90.4%)	8,836 (9.6%)			2,056,248 (49.6%)	1,952,303 (47%)	143,221 (3.4%)	
2014	171,394	115,619		67.46	11,285,027	5,276,487			46.76%
		92,708 (80.18%)	22,911 (19.82%)			1,029,681 (19.51%)	3,885,889 (73.65%)	360,917 (6.84%)	
2015	196,408.10	122,443.31		62.34%	11,482,210	7,182,439			62.55%
		94,994.90 (77.58%)	27,448.41 (22.42%)			1,246,842 (17.36%)	5,594,920 (77.90%)	340,677 (4.74%)	

¹Green raw materials refer to product ingredients. From 2011-2013, green raw materials were defined as ingredients that contain more than 70% of components derived from plant sources; in 2014, green raw materials were required to contain over 80% of plant-based ingredients.

²Materials refer to bottles, containers, and packaging materials classified into the following 3:

- Biodegradable: PLA bottles, FSC certified paper box, Fren bag
- Recycled: Shipping cartons
- Recyclable: Bottles

criteria. All the departments are required to examine each and every detail in order to assure the products we produce are healthy for all. In 2012, we developed a new 8 Free standard for O'right's retail shampoo and body wash products and 5 Free for salon use products to provide customers with the world's greenest shampoo and build a healthy lifestyle and environment for all. Third party verification proves that shampoo formulas can biodegrade in 28 days in water. Furthermore, all products in development strictly undergo 15 tests including stability, heat resistance, packaging compatibility tests while semi-finished products must meet the requirements of Cosmetics GMP and undergo 6 tests including physical and chemical analysis, total plate count, and pure water quality. The registration and application of products and other information are mandatory before products go on the market. According to the EU Cosmetics Regulation, a Product Information File (PIF) is required for each product to be placed on the EU market to ensure product quality and safety.

Cruelty-free cosmetics

O'right will continue to adhere to our green philosophy of "Natural, Pure, and Eco-friendly" and develop animal-friendly products. We believe that a wonderful future involves not only building better lifestyles for people but rather co-existing in harmony with all creatures in nature. Therefore, we support animal welfare and adopt alternatives to animal testing during the development of product formulations.

3.5 Green logistics

In 2010, we began adopting a carbon-free centralized delivery system that requires a minimum of NT\$1,500 for shipping. In 2015, we even raised the cost of a minimum order to NT\$3,970. Additionally, O'right works with delivery companies that utilize hybrid electric delivery trucks equipped with GPS navigation to optimize the route by time or distance and calculate the fastest or shortest energy-saving route. We deliver an average of 6,000 products per month. Special delivery is appointed for orders with more than 40 items to the same address to reduce the number of transport links between the shipping and destination points and environmental impact. Nonetheless, despite our achievements, we still strive to enhance efficiency and reduce shipping emissions. All of our products are directly delivered to customers from the Green Headquarters.

Carbon Achievements by Minimum Order Threshold

Year	Total items shipped	National revenue (NT\$)	Average cost of order (NT\$)
2011	57,060	162,603,542	2,850
2012	61,418	182,951,165	2,979
2013	60,212	213,993,990	3,554
2014	61,720	234,987,878	3,807
2015	51,616	204,930,356	3,970

3.6 Green services

Product service

To offer innovative green product services to customers, each product is given a unique identification by implementing a barcode traceability system. Three barcode labels are created for and printed on each product for identification purposes and quality assurance.



A Complete Product Traceability System

In addition to the aforementioned 3 barcodes, O'right also labels products with additional information including the percentage of natural ingredients, certified organic ingredients, and the use of clean energy for manufacturing. Paper boxes carry the FSC label and soy ink label. These identification and certification labels give consumers a better understanding towards product quality and also differentiate O'right's products from competitors.

Customer service

To enhance our brand value with high quality services, O'right officially changed the name of the Taiwan Sales Department to the Taiwan Customer Service Department in 2012. By providing green products and services, we aim to raise environmental awareness among our customers by promoting green practices and concepts in hopes of making a bigger impact on people and the earth.

In August 2015, O'right initiated the mobile office plan, transforming real offices into mobile offices. As customer service personnel have to meet with hair salon customers frequently, mobile offices make it much more convenient for them to do so. Not only does this save space, it also saves electricity as there is no dormant office present.

GREEN IMPACTS

TOWARDS A PARTNERSHIP FOR A SUSTAINABLE FUTURE

Chapter Four



4.1 Green investments

Our commitment to a better tomorrow can be seen in our environmental and social investments. Since the establishment of the Green Headquarters, we have invested up to NT\$140 million in various energy-saving facilities, waste treatment facilities, advanced extraction devices, and many other green investments. In 2014, we spent over NT\$30 million on product research and development, laboratory renovations, environmental activities, environmental maintenance, and CSR report verifications, etc. From a financial viewpoint, these are all expenses; but if we look at these figures from an environmental and social point of view, they are investments worth every penny. As a green enterprise, we are making a difference, and that's what counts!

4.2 Green charity engagements

We did not start off on a good note in 2006. Due to shareholder turnover, O'right failed to meet the salary deadline and pay employees. However, we got back on our feet and by the end of the year we began devoting ourselves to green innovation. The following year in 2007 we contributed to environmental charity events. Since then, we have involved ourselves in and sponsored various environmental or charity events.

O'right CEO Steven Ko's niece was among the 500 victims injured in the Formosa Fun Coast explosion incident, suffering from second- to third-degree burns over 51% of her body. Upon hearing that the hospital had asked family members to bring cleansing products for patients, Steven took immediate action and convened an emergency meeting with staff. Soon after consulting with medical experts, our professional team of R&D specialists began working day and night on a set of shampoo and body wash products that contained no fragrances or colorants for victims of the explosion to use. After three days of endless hard work, we were able to produce non-irritating shampoo and body wash especially designed for sensitive skin.

We delivered a total of 405 Dandelion Sensitive



Shampoo and Dandelion Sensitive Body Wash products to 47 different hospitals located across Taiwan, namely Taipei City, New Taipei City, Keelung City, Taoyuan City, Hsinchu County, Changhua County, Taichung City, Chiayi County, Tainan City, and Kaohsiung City.

We also provided a direct line for patients who had returned home in case they needed more of the products. Thirteen Dandelion Sensitive Shampoo and Dandelion Sensitive Body Wash were given out upon request.

A green ribbon was attached to each bottle of shampoo and body wash, symbolizing our role as a guardian angel protecting and praying for all victims from afar.

Our green contributions don't end here. In 2015, we continued to strive towards a greener and carbon-free society.

• Earth Hour

2015 marks the fifth time we co-hosted Earth Hour with the Society of Wilderness. We invited celebrities including Jolin Tsai, Harlem Yu, Sonia Tsui, JJ Lin, SHE, Jam Hsiao, Wu Nien-Jen, and Yani Tseng as well as 4,000 hair salons and 100,000 hairdressers across Taiwan to show their support for the lights-off event. President Ma Ying-Jeou has also showed his support for the past three years. According to the official website of Earth Hour Taiwan, 70,000 kWh of electricity was saved by switching off unnecessary lights for an hour during the Earth Hour campaign in 2015, equal to reducing 36,890 kg of carbon emissions.

• Let's Go and Plant Trees

2015 marks the fourth year we took part in the 20-year Forestation Project with NTU Experimental Forest and the second year we joined the 6-year Forestation Project. O'right continues to promote reforestation, preservation and reduce carbon emissions. In 2015, we helped reduce 12,760 kg of carbon emissions by planting trees.

• International Coastal Cleanup

We joined the world's largest volunteer effort for the ocean by participating in the International Coastal Cleanup for five years in a row. On the day of one of O'right's most important annual events, staff and families come together to protect our natural environment and fulfill the green enterprise's corporate social responsibility. The Society of Wilderness data shows that in 2015 up to 10,000 volunteers participated in the International Coastal Cleanup in Taiwan and 36,000 kg of trash was picked up from the beach, which helped reduce 74,160 kg of carbon emissions. The O'right team, consisted of 150 people, collected 355 kg of trash off the beach, which helped reduce 731 kg of carbon and plant 66 trees for the earth.

Carbon Achievements through Green Charity Engagements in 2015

Events	Carbon reductions
Earth Hour	In 2015, Earth Hour Taiwan saved 70,000 kWh of power and achieved 36,890 kg of carbon reduction = planting 3,353 trees.**
	From 2011 to 2014, a total of 370,000 kWh of power was saved and 226,440 kg of carbon was reduced = planting 20,585 trees.
Let's Go and Plant Trees	310 trees were planted and a total of 6,820 kg of carbon emissions was reduced from 2014 to 2015.
	322 trees were planted in 2013 and a total of 10,626 kg of carbon emissions was reduced by the end of 2015.
	528 trees were planted in 2011 and a total of 29,040 kg of carbon emissions was reduced by the end of 2015.
International Coastal Cleanup	46,486 kg of carbon emissions was reduced in total.
	In 2015, 12,760 kg of carbon emissions was reduced.
International Coastal Cleanup	According to statistics by The Society of Wilderness, the 2015 event attracted 10,000 volunteers to pick up 36,000 kg of litter from the beach, which helped reduce 74,160 kg of carbon emissions.
	150 volunteers from O'right removed 355 kg of garbage and reduced 731 kg of carbon emissions* = planting 66 trees.

*Carbon emissions = litter (kg) x 2.06 (emission factor for litter) (Source: Hsinchu Science Park Bureau, Ministry of Science and Technology)

**A 20-year-old tree absorbs 11-18 kg of CO2. The calculation is based on the lowest carbon absorption of 11 kg as tree seedlings were planted instead of grown trees (Source: Bureau of Energy, Ministry of Economic Affairs)

In 2011, O'right joined the 20-year Forestation Project along with 1,569 hair salons by planting 528 trees. In 2013, we worked with the NTU Experimental Forest with 1,067 hair salons and planted 322 more trees. In 2014, 310 more trees were planted, which adds up to a total of 1,160 trees planted.

4.3 Green social education

• Visits to the Green Headquarters

O'right Green Headquarters is not your typical factory. It is a building well-integrated with nature that aims to co-exist with the environment. Since its completion in June 2012, the Green Headquarters has welcomed numerous visitors from well-known enterprises, organizations, universities, hair salons, and environmental groups. During the 2-3 hour tour, visitors are taken on an enriching tour of our headquarters and are provided with the latest environmental news and introduced to various eco-friendly facilities and practices. Through this educational experience, we hope to raise environmental awareness as well as make an impact on more people. In 2015, a total of 96 organizations and 2,801 people visited our Green Headquarters.

• Green innovations

O'right's innovative green management strategies are widely praised by government units, educational and academic institutions, organizations, and companies. As a result, CEO Steven Ko, Vice General Manager Michael Chang, and Director of the Brand Design Department Bridge Liu are constantly receiving invitations to give speeches and share their experiences. In 2015, O'right gave more than 97 public speeches. Steven Ko has also served as a lecturer for National Taipei University of Technology, National Chung Hsing University, College of Management of National Chiao Tung University, Department of Business Administration of Soochow University, Executive Master of Business Administration (EMBA) of National Chengchi University, EMBA of National I-Lan University, Fu-Jen Textiles and Clothing, and many others. By sharing O'right's journey and experiences, we hope that we can motivate and encourage more enterprises to engage in green practices and introduce students to our green hair care products.

• Family Day

On Family Day, families of staff are invited to the headquarters where they experience an eco-friendly lifestyle and learn about environmental practices through various energy-efficient and low-carbon measures. We believe it is important to spread environmental awareness not only among staff but also among families. Let's green up together — the more, the merrier!

• Family visits

Each year CEO Steven Ko pays visits to staff members' homes to show appreciation for families' support as well as spread the word of O'right's green concepts.

• Good Neighbor Day

In order to acquaint our neighbors with O'right and the Green Headquarters, we invite residents in the neighborhood on this day to our headquarters to further influence communities with our green power.

International Distributors Greening Up!

International distributors	Green practices	
Italy	<ul style="list-style-type: none"> • Use eco-friendly boxes and paper towels • Install energy-efficient lighting and power supply systems • Install water dispensers to reduce plastic bottle waste • Encourage waste sorting 	<ul style="list-style-type: none"> • Promote eco-friendly concepts to hair salons • Establish the minimum order quantity and use diesel delivery trucks • Support child welfare institutions • Joined Earth Hour 2015
Ukraine	<ul style="list-style-type: none"> • Use FSC certified tissue paper and recycled paper for printing • Plant various plants in the office 	<ul style="list-style-type: none"> • Work with delivery companies to avoid shipping emissions • Organize trips for staff and arrange tree planting activities every year
Poland	<ul style="list-style-type: none"> • Reuse O'right containers and boxes • Use FSC certified tissue paper and printing paper • Use second-hand facilities • Install LED lighting • Classify wastes • Establish a minimum order quantity policy 	<ul style="list-style-type: none"> • Work with delivery companies certified by ISO 14001:2004 • Join local environmental events such as Earth Hour, Eco Navigator, and Eco Bazaar • Assist orphans and hold one-day styling events for female cancer patients
Lithuania	<ul style="list-style-type: none"> • Install energy-efficient lighting 	
Philippines	<ul style="list-style-type: none"> • Separate and recycle wastes • Recycle all empty oxidizing emulsion cream bottles • Share eco-friendly concepts and methods with hair salons and hairdressers 	<ul style="list-style-type: none"> • Sponsor a concert performed by an orchestra for vulnerable and disadvantaged groups • Promote reading plans at 200 public elementary schools in Manila • Joined Earth Hour 2015
United Kingdom	<ul style="list-style-type: none"> • Provide fair trade food and drinks, FSC certified tissue paper, double-sided printing paper, biodegradable bubble bags • Research the feasibility of solar power plants • Reduce water consumption 	<ul style="list-style-type: none"> • Use carbon-neutral cars for shipping • No fence designs • Separate and recycle wastes • Spread the word about green concepts
Austria	<ul style="list-style-type: none"> • Use 100% recycled paper for printing and to produce paper boxes and containers • Use fair trade coffee, organic food, and eco-friendly office stationery • Use FSC certified tissue paper • Use eco-friendly detergents and cosmetic products • Install LED lighting and no air conditioning systems • Use water saving devices • Participate in tree planting events and encourage hair salons to build vertical gardens • Separate wastes • Create a green association with hairdressers and consumers to promote environmental protection 	<ul style="list-style-type: none"> • Establish a minimum delivery quantity and use biofuel cars for shipping • Co-organize Earth Hour 2015 events in Austria and tree planting activities • Support local environmental events such as urban farming, community gardening, and The Children's Garden and promote environmental education, sustainable practices, and environmental protection • Share green concepts on Facebook
Malaysia	<ul style="list-style-type: none"> • Joined Earth Hour 2015 	
Singapore	<ul style="list-style-type: none"> • Joined Earth Hour 2015 	
Denmark	<ul style="list-style-type: none"> • Joined Earth Hour 2015 	
England	<ul style="list-style-type: none"> • Joined Earth Hour 2015 	
Belarus	<ul style="list-style-type: none"> • Joined Earth Hour 2015 	
Netherlands	<ul style="list-style-type: none"> • Joined Earth Hour 2015 	

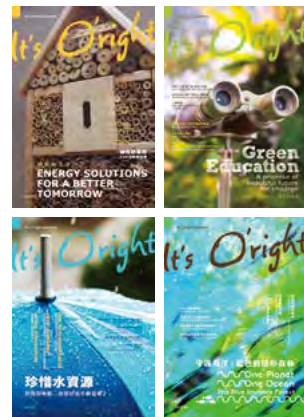


4.4 Green salon impacts

O'right products are sold in 31 countries worldwide. Therefore, our international market and influence are also some of our main focuses. Surveys completed by distributors show that many of our customers have already begun following in our green footsteps.

4.5 Green publications

It's O'right Quarterly was formerly known as Eco Paper Bi-monthly, which was initially published as a single piece of paper to infuse and update viewers with green concepts and information. In September 2013, in order to incorporate eco-friendly concepts into viewers' lives and promote a greener lifestyle, we switched to a quarterly schedule, changing its title to It's O'right Quarterly, which is now printed once every 3 months. It's O'right Quarterly features green cover stories on themes such as traveling, fashion, agriculture, food and beverages, home, lifestyles, and education, etc. So far 10,000 copies of this intellectual and perceptual publication have been given to 7,000 hair salons nationwide, with an estimated reader base of 3.5 million based on the average of 500 customers of salons per month. Aiming to create a bigger influence, It's O'right Quarterly is available in Chinese and English versions for digital download on O'right's official website.



It's O'right Facebook page:

In addition to our It's O'right magazine, we launched an It's O'right Facebook page on February 13, 2015 to share articles and news about sustainability every day and to plant more green seeds.



O'RIGHT GREEN FOOTPRINT

A SHAMPOO THAT CHANGES THE WORLD

2015

- Received the Green Innovation Entrepreneur of the Year recognition for the EY Entrepreneur of the Year Award
- Received the Good Design Award
- Received the Taiwan OTOP Product Design Awards
- Received the Golden Pin Design Mark
- Received the Excellence Award of the National Intelligence Award
- Received the Excellence in Corporate Social Responsibility Little Giant Award
- Received the Gold Medal and Special Award of the International Exhibition of Inventions of Geneva

2014

- Received the World Genius Convention Gold Medal Award
- Received the Gold Medal and Green Invention Award at iENA
- Received the Gold Medal and Special Award at INPEX
- Received the iF Design Award
- Received the Red Dot Awards for packaging design and social responsibility
- Received the 8th Innovative Enterprise Award and Golden Award of the Business Excellence Award by Taoyuan County
- Received the FT-Standard Chartered Taiwan Business Award
- Received the Taiwan Excellence Award
- Received the International Green Classics Award
- Received the Silver Medal at Seoul International Invention Fair
- Received the 10th CSR Award of Global Views Monthly
- Selected as one of the top green brands under the Daily Supplies category in the 2014 Top Green Brands survey conducted by Business Next Magazine
- Received the Special Innovation Award by Pure Beauty
- Certified by PAS 99 Integrated Management Systems

2013

- Received the Red Dot: Best of the Best 2013
- Received the Environmental Sustainability Award by Taiwan SGS for the second year
- Became the first SME in Taiwan to receive the CSR Award for three consecutive years
- Received the Green Excellence Award by Taoyuan County for the second year
- Obtained the Cradle to Cradle certification
- Achieved ISO 22716 Cosmetics GMP certification
- Achieved SGS Water Footprint certification
- Verified by TIPS
- Achieved ISO 50001 Energy Management Systems
- Received the Action Mark for Energy Saving and Carbon Reduction — Excellence Award by the Executive Yuan
- Received the third Taiwan Green Classics Award
- Achieved the Taiwan Voluntary Cosmetic GMP certification
- Received the Green Building Honorary Award
- CEO Steven Ko invited as a speaker for the United Nations Sustainable Development Summit in New York
- Published It's O'right Quarterly
- Published the *Triple E e-paper*



2012

- Green Headquarters awarded EEWH Gold-level Green Building Certification
- Received Taiwan's CSR Award for 2 consecutive years
- Received the 1st Environmental Sustainability Award by Taiwan SGS
- Received the National Outstanding SMEs Award
- Received the National Sustainable Development Award
- Received the Enterprise Environmental Protection Award
- Received the Industrial Sustainable Excellence Award
- Received the Green Excellence Award by Taoyuan County
- Received the Creative Award in the Green Industrial Design category of the 2012 Xue Xue Awards
- Received the Model of Entrepreneurs Award
- Developed the sustainable, eco-friendly Moso Bamboo Cap which is patented in Taiwan
- Adopted the QR Code system, giving consumers complete access to product description, capabilities, and natural ingredients, etc.
- CEO Steven Ko invited as a speaker for the Brand Forum

2011

- Developed the Tree in the Bottle, the world's greenest shampoo, which obtained patents in 3 countries
- Developed the Floral Box, the world's greenest packaging embedded with seed paper
- Certified Carbon Neutral by BSI PAS 2060
- Received Taiwan's CSR Award
- CEO Steven Ko attended the APEC summit in the United States on behalf of all Taiwan SMEs
- Received the 1st Taiwan Green Classics Award
- Selected as one of the top green brands under the Daily Supplies category in the Top Green Brands survey conducted by Business Next Magazine
- Received the Special Award in the Green Eco-friendly Industry category of the Xue Xue Awards
- Received the Golden Pin Design Mark
- Ranked among the Top 100 Taiwan Innovative Enterprises by the Ministry of Economic Affairs

2010

- Became the 1st SME in Taiwan to be certified by Carbon Footprint Label for products
- Certified by Taiwan's Carbon Footprint Label
- Expanded internationally and successfully entered the European market
- Developed the eco-friendly Fren Bag made from photolytic material
- Began construction of Asia's first GMP certified green cosmetics plant
- Certified by SGS PAS 2050 Product Carbon Footprint
- Certified by ISO 9001 Quality Management Systems
- CEO Steven Ko made it into the list of Taiwan's Top 100 MVP Managers

2008 — 2009

- Received Taiwan's Excellent Brand Award
- Published Eco Paper Bimonthly
- Promoted the Green Earth Project with annual revenues hitting a new record high
- Established the International Trade Department to expand our European market

