



The following is an excerpt from Our Green Report on Corporate Social Responsibility 2014. For more information on O'right's corporate social responsibilities, please visit O'right official website or scan the QR Code on the right for the full version.



## Changing the World with a Shampoo

Our Green Report on Corporate Social Responsibility 2014  
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*

From the publisher

## Changing the world with a shampoo



Steven Ko  
CEO of O'right

At the Asia Carbon Footprint Network (ACFN) Seminar 2014 in Bangkok, Thailand, I proudly showed the world a shampoo designed, developed, and manufactured in Taiwan, sharing our journey towards sustainability and our determination to lead the way to a greener tomorrow. As part of the global community, we should always remember to contribute to the world and make a difference.

### From a Traditional Business to the Greenest Hair Care Brand in Taiwan

With an obligation to the well-being of people as well as the environment and strong commitment to sustainability, O'right outshines many international rivals with its green value to becoming a globally recognized corporation.

As low carbon and green growth become a global trend, more and more countries are aiming to move towards a green economy. O'right gained global attention and respect with its green innovative products made in Taiwan. On December 5, 2014, a European news release even praised our green practices with the headline "Taiwanese shampoo washes away the challenges of a global carbon footprinting scheme." An American media company commended O'right's innovation as "the greenest shampoo ever." This goes to show that O'right's green practices and achievements have caused an undeniable green trend.

### On the Way to a Social Enterprise

As a green enterprise, O'right is dedicated to environmental responsibility and charities that align with our green values, paving the way for a greener and better world with all stakeholders.

In 2014, we continued to invest in the development of green products and officially became the first hair care corporation to establish three independent R&D laboratories in Taiwan with the aim of improving plant extraction technologies and focusing on the development of local agricultural ingredients.

In addition to the cost of supplies and labor, we also take into consideration the social cost and ecological cost that our products bring. We believe that, aside from brand development, an enterprise should focus more on giving back to the community with the goal of making our earth a better and more wonderful place.

In 2014, we launched the new green hair care brand shan| 善, proving that O'right not only alleviates environmental crisis but also creates green business opportunities to send a shout-out to the whole world that the world's greenest shampoo is right here in Taiwan!

### A Socially and Environmentally Responsible Enterprise

Social and environmental activities

align with our sustainable business values and practices. In addition to eco-friendly business operations and products, we take our role in environmental education very seriously, holding events such as Let's Go and Plant Trees, Earth Hour, Coastal Cleanup, and Sight the New Age Salons. We have also sponsored and donated products to several charitable organizations so as to enhance brand value. As a corporate citizen, we are committed to social and environmental responsibilities, aiming to move the hair care industry towards a sustainable future.

### To a Greener, Better O'right

I believe that small steps can lead to big change to the environment. From our green products, services, and corporate mission, O'right's dedication to fulfilling corporate social responsibility as a company of a modest size is in no way inferior to large companies. However, we are fully aware that changing the world with just the help of one company is not nearly enough. Each one of us can make small changes in our lives, but together we can change the world. We sincerely hope that Our Green Report on Corporate Social Responsibility can inspire more people to practice their corporate social responsibility and be the change we all want to see.

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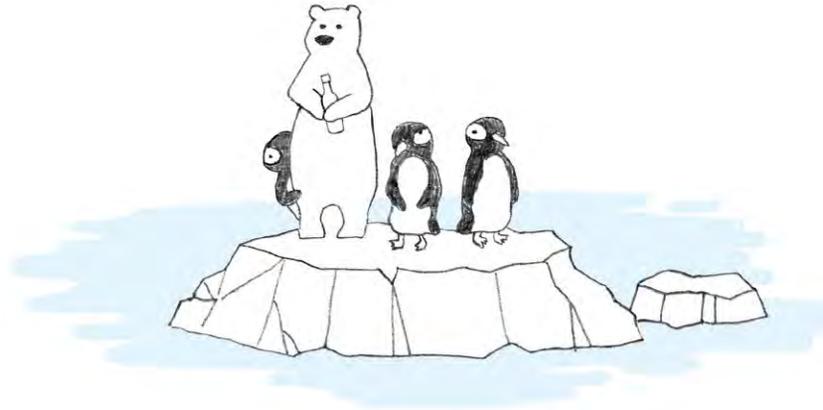
### O'RIGHT GREEN FOOTPRINT CHANGING THE WORLD WITH A SHAMPOO

Changing the World with a Shampoo

Publisher Steven Ko  
Edited and published by Hair O'right International Corporation

# 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 the society and the environment? As a responsibility-oriented enterprise, we continue to pursue growth.

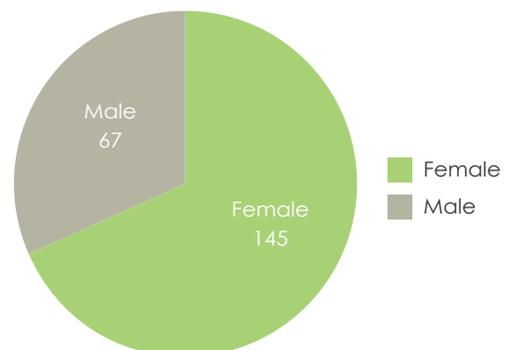
Hair O'right International Corporation was registered on August 28, 2001 and began operations on March 8, International Women's Day, the following year. Since 2002, O'right began developing rapidly under the leadership of CEO Steven Ko, and by the end of 2014, the innovative brand has grown into a green enterprise with a staff of 212 employees. Under Steven's creative leadership, O'right has received numerous awards and recognition such as the Model of Entrepreneurs Award in 2012. In 2014, the company proudly brought home 13 awards including Taiwan Excellence Award, FT-Standard Chartered Taiwan Business Award, International Green Classics Award, Global Views Monthly CSR Award, as well as many international honors such as Red Dot Design Award, iF Design Award, INPEX and iENA invention awards, to name a few. The long and growing list of achievements is further proof of O'right's innovative potential and exceptional operational capabilities.

### 1.2 Our green team

In order to build a law-abiding, effective, and responsible green team, each and every one of newcomers 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 2014, O'right has a total of 212 employees, among which 60% of staff work at the Green Headquarters located in Longtan, showing an increase of 15% compared to the number of employees (188) in 2013. Since hair care products mostly target female audience, the majority of employees are female.



## O'right Financial Statement

Unit: Thousand NTD

Category	2011	2012	2013	2014				
<b>Net sales (growth rate)</b>	173,543	206,326 (+18.89%)	245,433 (+18.95%)	300,065 (+22.26%)				
<b>Cost of goods sold (growth rate)</b>	153,454	183,715 (+19.72%)	228,575 (+24.42%)	287,351 (+25.71%)				
<b>Operating profit</b>	20,089	22,611	16,858	12,714				
<b>Wage expense</b>	64,090	69,836	86,286	98,803				
<b>Employee benefits</b>	177	364	1,938	2,087				
<b>Government subsidies</b>	College internship programs	260	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
	Cosmoprof Worldwide Bologna	158	Solar water heating system	8	Cosmoprof Worldwide Bologna	200	Assisting Enterprises to Upgrade Human Resource Plan	383
	Human Resource Enhancement Project	112	Multi-beneficiary Vocational Training Program	555	Cosmoprof Asia	121	Cosmoprof Asia	107
	Multi-beneficiary Vocational Training Program	7					Seoul International Invention Fair	15
							INPEX	21
							Participation in International Expo Project by the Bureau of Foreign Trade	45
							Human Resource Enhancement Project	594
						Overseas Brand Marketing Promotion Subsidy for Taiwanese Enterprises by TAIIRA	914	
<b>Total Assets</b>	218,037	297,046	315,825	405,028				
<b>Retained Earnings</b>	17,840	22,865	17,943	17,649				

Source: 2011-2014 O'right Financial Statements

Note: Fees for promotion, management, and research and development

## Breakdown of Employees by Region

Region	Green Headquarters	Yangmei	Taipei	New Taipei	Hsinchu	Taichung	Chiayi	Tainan	Kaohsiung
<b>Number</b>	137	18	9	9	4	14	5	6	10
<b>Percentage</b>	64.62%	8.49%	4.25%	4.25%	1.89%	6.60%	2.36%	2.83%	4.72%

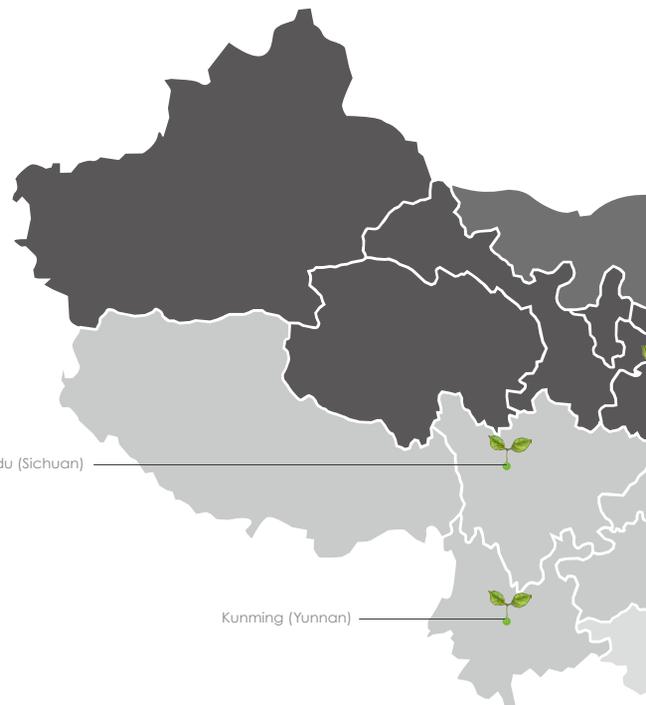
Note: The number of employees is 212 (as of December 31, 2014) (including covered employees and excluding executives)

### 1.3 Green products and markets

#### Sales channels and markets

O'right's green products are mainly sold in 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 28 countries worldwide, with products sold in major cities across Europe, the United States, Asia, and Oceania. O'right saw global sales increase by 8.88% from last year's 12.81% to 21.69%.

Since the Shanghai branch office was established in 2014, we began expanding into the Chinese market. So far, O'right has conquered 12 provinces out of 22 provinces in China, as well as 3 municipalities out of 4 municipalities, with distributors stationed in Beijing, Zhengzhou of Henan Province, Xi'an of Shaanxi Province, Qingdao of Shandong Province, Hefei of Anhui Province, and Harbin of Heilongjiang Province, showing an increase from 9 in 2013 to 16. After the Chinese market began evolving in Wenzhou in 2010, it has exceeded expectations by delivering remarkable performance, which further demonstrates Chinese distributors' commitment to accomplishing O'right's green corporate mission and values. The Economic Cooperation Framework Agreement (ECFA) signed in 2010 between China and Taiwan reduces commercial barriers and is, more importantly, the key to O'right's prosperity and rising development in China.



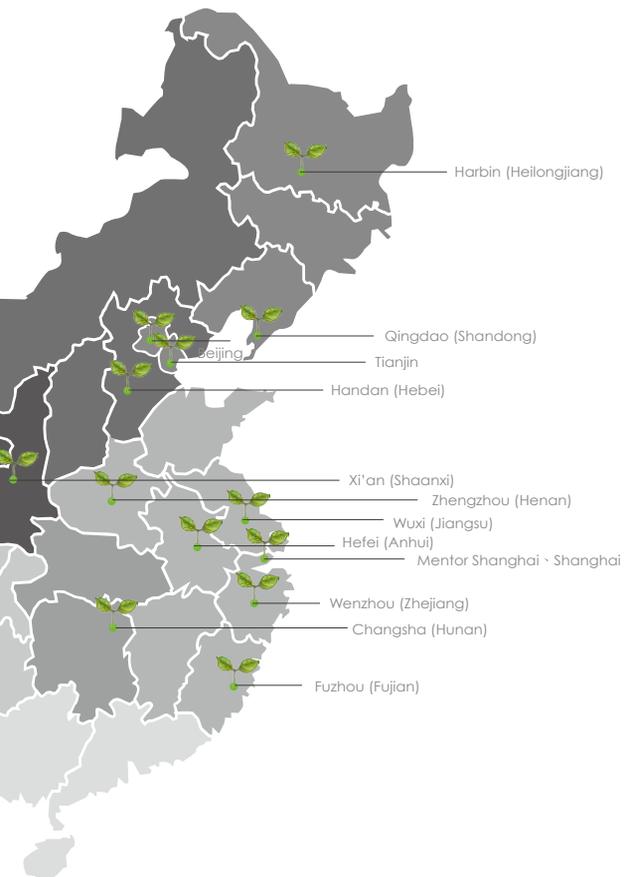
O'right offers a range of 90 products to best fit your needs



### O'right international market across 28 countries

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

\*New distributors in 2014



O'right Shanghai Branch Office Team

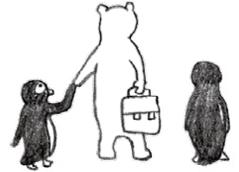
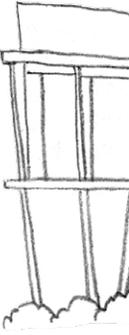
### O'right Chinese market in 16 cities

Region	City
North China	Tianjin, Handan (Hebei), Beijing*
Northeast China	Harbin (Heilongjiang)*
East China	Wenzhou (Zhejiang), Wuxi (Jiangsu), Fuzhou (Fujian), Mentor Shanghai, Qingdao (Shandong)*, Hefei (Anhui), Shanghai*
South Central China	Changsha (Hunan), Zhengzhou (Henan)*
Southwest China	Chengdu (Sichuan), Kunming (Yunnan)
Northwest China	Xi'an (Shaanxi)*

\*New distributors in 2014

# 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 aesthetics and trendy green building was designed on the concept of creating a healthy and comfortable environment where humans, architecture, and nature 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 set 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 the 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 processed distilled water. We also collect rainwater and post-production wastewater 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

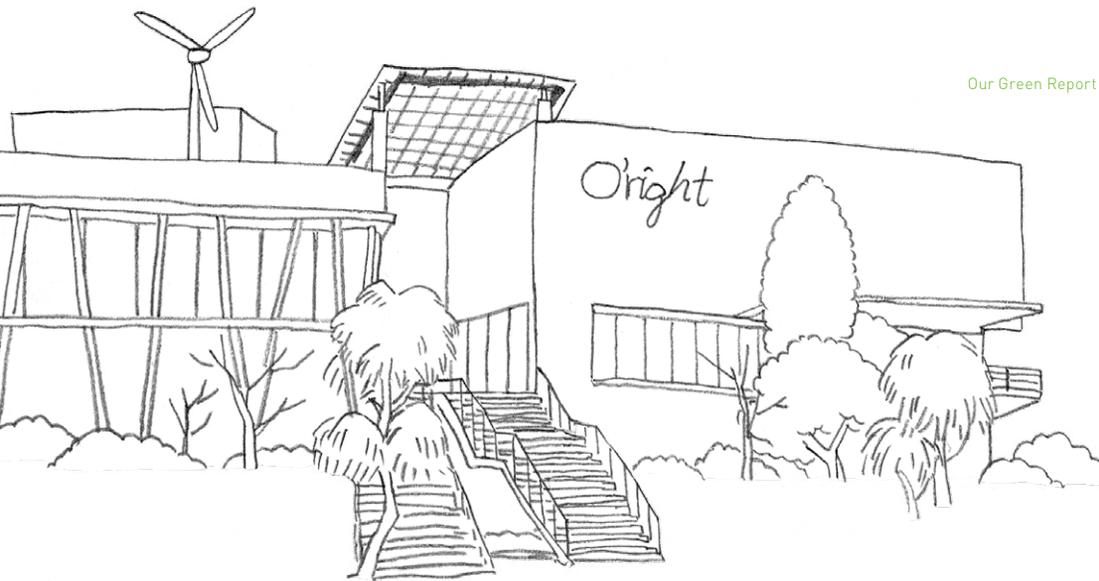
the site on sunny and rainy days to consider the wind direction and sun path in order to determine how the design should be oriented. Furthermore, eco-friendly practices and installations such as mechanical foot pedal faucets, full-length windows, and LED light fixtures are all the result of meticulous 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 2014, 2,944 people and 106 organizations visited our headquarters. By welcoming more visitors to our headquarters, O'right can make a green impact on and inspire one each and every person and corporation to make a difference and protect the earth together.



### Energy Consumption between Green Headquarters and Pingchen Factory<sup>1</sup>

Area (ping)	Pingchen Factory (Jan-Dec 2011)	Green Headquarters (Jan-Dec 2013)	Green Headquarters (Jan-Dec 2014)
	547	1500	1500
Total electric power consumption (kWh)	181,795.3	283,030	298,528
Annual electric power consumption per ping (kWh)	332.4	188.7	199.02
Electric power consumption per 1500 pings (kWh)	498,525	283,030	298,528
Electrical efficiency of Green Headquarters (%)	-	43.23%	40.12%
Units produced (pcs)	885,556	1,095,190	1,317,625
Growth rate (%)	-	24%	20%
Net sales (NTD)	173,542,806	245,432,823	300,065,237
Growth rate (%)	-	19%	22%
Environmental control system	Control area	Control area <sup>2</sup> and cleanroom	Control area and cleanroom
Water control	RO	8-step ultrapure water purification process	8-step ultrapure water purification process
Management systems	ISO9001	ISO9001, GMP, ISO22716	ISO9001, GMP, ISO22716, ISO50001, OHSAS18001, ISO14001

<sup>1</sup>Since construction of O'right Green Headquarters was completed in June 2012, statistics from Jan-Dec 2012 are incomplete. Therefore, only data from 2013-2014 are provided.

<sup>2</sup>Airflow 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	33.3
2014	10,152	7,897	2,255	Daily use, air-conditioning, irrigation	22.2

\* 1 metric ton



## 2.6 A natural, pure, and eco-friendly design

### A natural eco-park

#### • Green Hallway

The vertical garden, which takes up a space of 47.5m<sup>2</sup>, is completely covered with greenery such as devil's ivy (*Epipremnum aureum*), Boston fern (*Nephrolepis exaltata*), and arrowhead vine (*Syngonium podophyllum*). This green wall is a natural air-filter that absorbs carbon from the atmosphere, creating a cleaner, more invigorating environment for the staff as well as visitors. The plants are watered with rainwater and pre-production wastewater for 2 minutes twice a day. Three digital interactive touch screens nestled among the green leaves infuse guests with the latest environmental news and information.

#### • Sky Farm

The Sky Farm features a collection of solar panels and a bird habitat. Due to the construction project, the plants inhabiting the area had to be temporarily moved elsewhere. After construction completed, we consulted the Society of Wilderness before migrating the plant habitats back to their original home. The flourishing green habitat on the roof of the Green Headquarters is now the home to 11 species including the Australian laurel (*Pittosporum tobira* Ait), Silvery messerschmidia (*Messerschmidia argentea*), and Ceylon ardisia (*Ardisia squamulosa* Presl). Pebbles are used as a ground cover for the farm to retain rainwater and decrease

indoor temperature. The combination of plants, green land, and water significantly contributes to reducing greenhouse gas emissions and avoiding the impacts of climate change.

### Three innovative water recycling systems

#### • Rainwater harvesting

Rainwater is collected and stored for irrigation and the waterfall to reduce the building's temperature. Recycled rainwater can also be used for aquatic plants and fish in the ecological pond.

#### • Water reclamation

Reclaimed water from the water purification process is rich in natural minerals and can be reused for cleaning, toilet flushing, irrigation, the waterfall, and for decreasing indoor temperature.

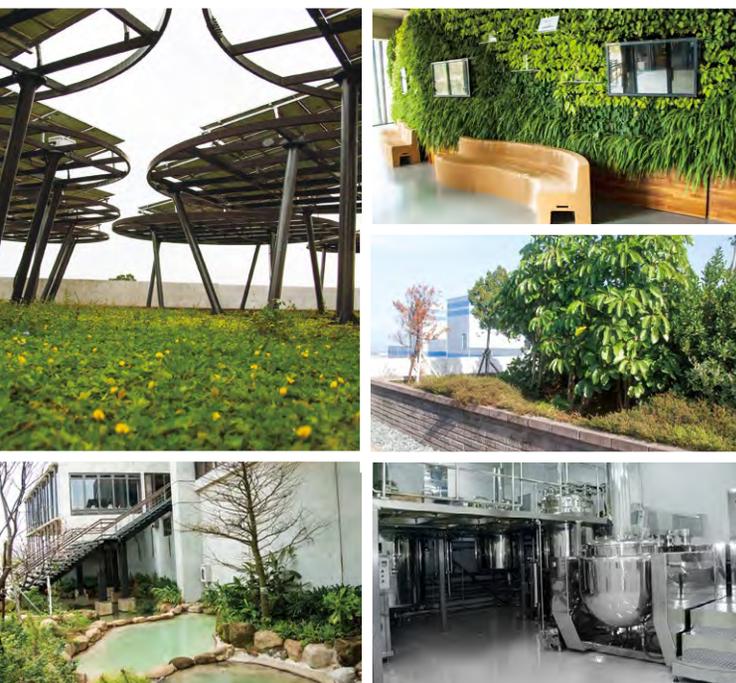
#### • Wastewater treatment

After adjustment, containment, hydrolytic oxidation, and hydrogel precipitation, wastewater discharged from the production process is purified. Clean water is then discharged into eco-ponds that are occupied by aquatic plants and about 600 frogs.

### 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 2014, we sold 48,632 units of electricity (generated from solar power only) to the power company and 133,129 units since the establishment of the headquarters. O'right achieved the ISO50001 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 a 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 | 善 .

#### • 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 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.

#### • 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 salad meals:** Free fruit and vegetable salad and bread are provided in the cafeteria during lunch on workdays. All fruit and vegetables are produced from local organic farms nearby.
- » **Preparation:** All staff members are required to take turns to wash fresh food and prepare the salad for colleagues before lunch. We believe that by doing so employees can learn to cherish food and be aware of their responsibility for the environment.
- » **An eco-friendly cup of coffee:** Employees can enjoy a cup of UTZ certified coffee from the coffee machine in the cafeteria.

### Carbon Achievements through Reduction of Air Conditioner Usage

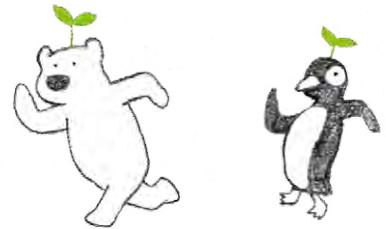
AC energy consumption per hour	General	O' right	Energy efficiency of O' right
	43.6kWh	43.6 kWh	17,876 kWh or <b>60.3%</b>
AC energy consumption in 2013	43.6 x 8 (hr) x 85 (day) =29,648 kWh	43.6 x 6 (hr) x 45 (day) = 11,772 kWh	
AC energy consumption in 2014	43.6 x 8 (hr) x 85 (day)=29,648 kWh	43.6 x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

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 concept 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 a machine for supercritical fluid extraction (SFE) 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 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.



Product 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, and MI/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 research 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 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 in replacement for plastic materials. By using PLA bottles, FSC-certified paper, and bamboo caps, we reduce packaging waste and carbon emissions. For packaging, we follow the 5 R's of O'right, the five essential components of our green brand:

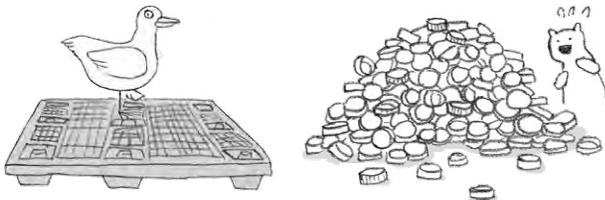


### Carbon Achievements through Plastic Use Reduction in 2014

Eco-friendly containers	Annual sales	Reduced carbon emissions	Total carbon reduced
1000ml refill bags	86,301	0.389kg/btl x 86,301 33,571kg	<b>33,571kg + 135kg + 81,622kg + 4,041kg =</b> <b>119,369 kg</b>  <b>10,182</b> 20-year-old trees planted
400ml refill bags	650	0.208kg/btl x 650 135kg	
10L shampoo container =25 400ml bottles	8,393	0.389kg x 25 (btl) x 8,393 81,622kg	
5L conditioner container =12.5 400ml bottles	831	0.389kg x 12.5 (btl) x 831 4,041kg	

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 of recycled plastic.

#### Eco-friendly caps



### Carbon Achievements through Plastic Use Reduction

	Total carbon reduced/kg	20-year-old trees
2013	85,322	7,757
2014	119,369	10,182
<b>Increase</b>	<b>+34,047</b>	<b>+2,425</b>

Source: 1. Data was generated with SimaPro 7.3.3 and verified by 2013 PAS 2050 carbon footprint. A 1000 ml HDPE plastic bottle generates 0.389 kg of CO<sub>2</sub> while a 400 ml HDPE plastic bottle generates 0.208 kg of CO<sub>2</sub>; 2. Data from the Bureau of Energy of the Ministry of Economic Affairs shows that one 20-year-old tree absorbs approximately 11-18 kg of CO<sub>2</sub>.

### Love the earth with 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 2013 to the end of 2014, bamboo caps helped reduce 1,667 kg of carbon, which is equivalent to planting 152 20-year-old trees.



Bamboo cap



**Bamboo**  
Artistic and sustainable design



Disc top cap



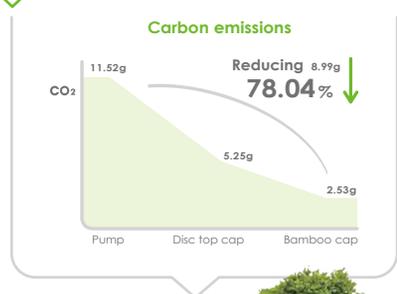
PP



Pump



Composite materials



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.



#### Carbon Achievements through Eco-friendly Bottle Caps

## 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 inside the bottle are Taiwanese acacia seeds, which can grow into a tree when buried in soil under suitable environments 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 manufactured with Manchurian wild rice hulls from Nantou of Taiwan and bagasse and flower seeds of the season. 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, primary forests, and genetically modified and plant more trees. With FSC certified paper, rainforests or primary forests will no longer have to be sacrificed 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 was initially 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 2014, we helped reduce the use of 171,000 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 is 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 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 number of 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 meticulously created 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 wastes and make good use of the earth's resources, fully achieving Cradle to 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, and the Gold Medal and Green Invention Award at iENA.



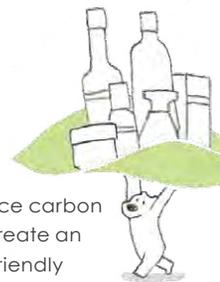
shan | 善

• shan | 善

**Planting trees for the earth**

shan | 善 hair care products are all embedded with a shan | 善 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 2014, shan | 善 began initiating a tree planting project to encourage consumers that with every 48 coins collected, a 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. Each and every tree planted is more than 60 years old, with the opportunity to continue growing healthily on protected forests. shan | 善 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 | 善 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 47.07% in 2014. In 2012 and 2013, green procurement reached up to 51.4% and 63.5%, respectively.

In 2014, we set stricter standards for green raw materials. For example, over 80% of product ingredients must be plant-based<sup>1</sup>. 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 2014, 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 devices to obtain active substances from agricultural wastes such as spent coffee grounds, pineapple skins, and goji berry roots. Our aims are to pursue continuous improvement, contribute to the development of the Taiwanese organic farming industry, and also find new ways to manage agricultural wastes. As for green materials, they account for over 45% of total procurement of materials from 2011 to 2014. In 2014, recycled materials accounted for approximately 7% of the procurement of green materials, increasing from 1.7% in 2013 to 3.2%.

### 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 to create 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 to meet 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 constant desire for improvement.

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

### Procurement of Green Raw Materials

Year	Green raw materials				Green materials				Total percentage of green raw 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			45.6	44.3
		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			54.2	51.40
		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			50	63.5
		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	47.07
		92,708 (80.18%)	22,911 (19.82%)			1,029,681 (19.51%)	3,885,889 (73.65%)	360,917 (6.84%)		

<sup>1</sup>Green 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.

<sup>2</sup>Materials 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

build a healthy lifestyle and environment for all. A third party verification proves that shampoo formulas can biodegrade in 28 days in water. Furthermore, all product 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 for 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. By the end of 2014, we have reduced a total of 933 metric tons of carbon emissions, which is equivalent to planting 84,816 20-year-old trees and the size of 14 Da'an Forest Parks. In 2014, we even raised the cost of a minimum order to NT\$3,800. 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 to get 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 for constant improvements 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

### 3.6 Green services

#### Product service

To offer innovative green product services to customers, each product is given a unique identification by implementing a traceability system using barcodes. 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 renamed the Taiwan Sales Department to the Taiwan Customer Service Department in 2012. By providing green products and services, we aim to raise environmental awareness in our customers and promote and green practices and concepts in hopes of making a bigger impact to people and the earth.



O'right Customer Service Locations in Taiwan

# 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!



#### O'right Green Investments in 2014<sup>1</sup>

2014	Capital expenditure	Current expenditure	Total
<b>Business operations</b>	0	284,424	284,424
<b>Upstream and downstream<sup>2</sup></b>	0	36,168,337	36,168,337
<b>Management activities<sup>3</sup></b>	0	1,995,972	1,995,972
<b>Research and development</b>	1,021,904	0	1,021,904
<b>Social activities<sup>4</sup></b>	0	860,096	860,096
<b>Compensation for loss and damage</b>	0	0	0
<b>Fees, taxes, and other expenses</b>	0	261,708	261,708
<b>Total</b>	<b>1,021,904</b>	<b>39,570,537</b>	<b>40,592,441</b>

<sup>1</sup>The Environmental Accounting Guidelines by Environmental Protection Administration was published in August, 2008

<sup>2</sup>Costs for the reusing, recycling, and regeneration of containers and packaging and P2 Lab and facilities, etc.

<sup>3</sup>Costs for Green Headquarters visits, CSR Report guidance, and third-party verification

<sup>4</sup>Costs for NTU Experimental Forest tree planting donations, Earth Hour, and coastal cleanup

## 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.

### • Charity engagements

Donated products and money worth a total of NT\$4.5 million to social welfare organizations including Taiwan Fund for Children and Families, Orbis International, Kuo'an Elementary School's soccer team in Taichung, Aboriginal Culture and Education Association in Pingtung County, Eden Social Welfare Foundation, Tao Foundation, and ELIV International.

### • Environmental engagements

We participated in environmental charity events including coastal cleanup; sponsored the release of the book and DVD of the documentary HOME, the premiere of HOME directed by Yann Arthus-Bertrand, and the Chinese edition of 2 Degrees too High: Understanding the Copenhagen Summit; initiated the tree planting project; collaborated with Universal Studios on the 3D film The Lorax by giving out O'right Seed Bags.

**Our green contributions don't end here. In 2014, we continued to strive towards a greener and carbon-free society.**

### • International Coastal Cleanup

We joined the world's largest volunteer effort for the ocean by participating in the International Coastal Cleanup for 3 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.

### • Let's Go and Plant Trees

2014 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 and preservation and reduce carbon emissions. In 2014, we helped reduce 9,350 kg of carbon emissions by planting trees.

### • Earth Hour

We joined the Earth Hour event for the fourth time. According to the official website of Earth Hour Taiwan, 56,000 kWh of electricity was saved by switching off unnecessary lights for an hour during the Earth Hour campaign, equal to reducing 34,000 kg of carbon emissions.

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.

## Carbon Achievements through Green Charity Engagements in 2014

Events	Carbon reductions
International Coastal Cleanup	According to statistics by The Society of Wilderness, the 2014 event attracted 6,000 volunteers to pick up 7,931 kg of litter from the beach, which helped reduce <b>16,338kg</b> of carbon emissions
	125 volunteers from O'right removed 340 kg of garbage and reduced <b>700kg</b> of carbon emissions* = planting <b>64 trees</b> .
Let's Go and Plant Trees	310 trees were planted and a total of <b>3,410kg</b> of carbon emissions was reduced in 2014.
	322 trees were planted in 2013 and a total of <b>7,084kg</b> of carbon emissions was reduced by the end of 2014.
	528 trees were planted in 2011 and a total of <b>23,232kg</b> of carbon emissions was reduced by the end of 2014.
Earth Hour	<b>33,726kg</b> of carbon emissions was reduced in total. From 2011 to 2014, <b>12,760kg</b> of carbon emissions was reduced.
	In 2014, Earth Hour Taiwan saved <b>56,000 kWh</b> of power and achieved <b>34,272 kg</b> of carbon reduction = planting <b>3,116 trees.**</b>
	From 2011 to 2013, a total of <b>300,000 kWh</b> of power was saved and <b>183,600 kg</b> of carbon was reduced = planting <b>16,690 trees</b> .

\*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 CO<sub>2</sub>. 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)

### 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 updated 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 2014, a total of 106 organizations and 2,944 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 2014, O'right has given 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.

### 4.4 Green salon impacts

O'right products are sold in 28 countries worldwide. Therefore, our international market and influence are also one of our main focuses. Surveys completed by distributors show that many of our customers have already begun following our green footsteps.

### International Distributors Greening Up!

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



#### 4.5 Recoffee launch events

In 2014, O'right's R&D team turned waste into gold with the new Recoffee hair care product collection made from spent coffee grounds. To introduce our new product design and appeal, we held 4 Recoffee Eco Party launch events in northern, central, southern, and eastern Taiwan, inviting many experts and scholars to explain the positive effects natural nontoxic ingredients have on human health and sustainability as well as to give thousands of hairdressers around the island insight into the sustainability these green product designs can bring for the environment.



#### 4.6 Green publications

It's O'right Quarterly was formerly known as Eco Paper Biomonthly, 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, having changed its title to It's O'right Quarterly, which is 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 estimation of 3.5 million reads by people based on the average number 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.



# O'RIGHT GREEN FOOTPRINT CHANGING THE WORLD WITH A SHAMPOO



## 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 8<sup>th</sup> 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 10<sup>th</sup> 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

