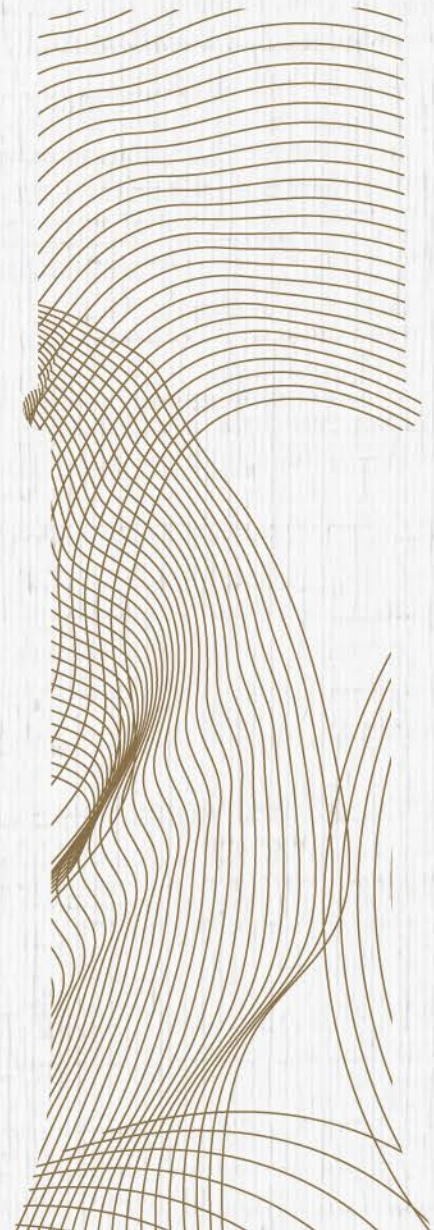


# NEWSPAPER

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ZERO  
2  
2  
2



## Together Towards a Greener World with O'right

O'right, the Only Asian SME to Join UNCCC (COP26)

Restore Biodiversity, Eliminate Petrochemicals

Recycle & Regenerate: The Last Mile Towards a Circular Economy



# Together Greener



## O'right, the Only Asian SME to Join UNCCC (COP26)

### World Biodiversity Summit at COP26 Circularity & Life Cycle – Optimising Business & Policy to Achieve a Circular Economy

O'right continues to lead the way in sustainability by achieving carbon neutrality across its entire product portfolio, manufacturing operations and organization in 2020. At the very beginning of our green journey, we had already set green standards and stood by them ever since. That includes eliminating petrochemicals from our products, building a green supply chain dedicated to post-consumer recycled (PCR) packaging and putting an internal price on carbon. In 2006, we embarked on the journey of green branding and sustainable innovation, stressing the importance of building a green supply chain. We consider the environment in all stages of a product life cycle, from raw material acquisition, manufacturing, delivery and sale to use and disposal. In 2011, we introduced the first carbon neutral product certified by BSI, becoming the first beauty company to reach the finish line on the road to zero carbon.

We have 5 years' worth of carbon storage and are the first beauty company in the world to have a carbon passbook. We also incorporate TCFD reporting and implement SROI and CROI methodology to accelerate innovation towards carbon-negative products and services. O'right Founder Steven Ko stresses that every company should measure the carbon footprint of products and operations while also providing carbon reduction strategies to achieve zero carbon emissions and combat climate change. "Sustainability is more than just a corporate responsibility. It offers new opportunities," Steven said. "For innovators and early adopters, it builds competitive advantage. For the late majority, it is a necessity for survival."

At the panel discussion, Steven shared his ambitions, actions and advocacy in combating climate change and achieving zero carbon. Our road to zero has been a bumpy one, but, as mentioned in From Salons to the United Nations, it is not fazed by challenges. Jarkko Havas, Lead of Insights and Analysis of the EllenMacArthur Foundation, thanked Steven for "going above and beyond for net zero." Indeed, as a Taiwanese brand, we continue to make great strides towards a greener world with zero carbon products and solutions that are good for people and good for the earth. As the host said jokingly at the end of the session, "Now I can have guilt-free hair care!" That is ultimately our goal indeed.

### World Biodiversity Summit at COP15 A Universally-acknowledged Truth: Humans are Responsible for Biodiversity Loss

Climate change, biodiversity loss and pandemics are far more intimately intertwined than we imagined. Climate change exacerbates the loss of biodiversity, which aggravate the transmission of infectious diseases spread by animals to humans. This is nature's way of fighting back – and we are paying the price.

Despite being an SME, we began our road to sustainability way back in 2006. We believe that businesses should measure the CO<sub>2</sub> emissions associated with the entire product life cycle in order to fully assess the potential environmental impact of a product and to achieve true sustainable development. As such, the manufacturing sector must take action to reduce emissions and prevent carbon buried underground from being sent into the atmosphere. We urge them to adopt a circular mindset and design products for both technical and biological cycles to achieve zero carbon and restore the environment.

We should look at things from a biological perspective by showing more respect for nature and lessening the burden on human health and the environment, shifting our mindset from Reuse, Refill, Reduce of the technical cycle to the biological level – Respond, Revive, Respect. In order to live in harmony with nature, we should listen to the nature's silent cries and needs.

Companies should not only care about the health and well-being of consumers, but also care about the environmental and social impacts of the products they buy. To do so, it is necessary to manage our greenhouse gas emissions and strive to minimize CO<sub>2</sub> and environmental impact.



Chairman of O'right Steven Ko and CEO of the World Climate Foundation Jens Nielsen

### World Biodiversity Summit at COP26 "The Agricultural Sector Can Benefit!" Restore Biodiversity or Build Solar Panels?

Steven shared his experience in converting agricultural waste and by-products locally-grown in Taiwan such as sorghum, banana stems and coffee grounds into value-added beauty ingredients to keep materials in use, thereby reducing the use of virgin plastic (petrochemicals) and preventing carbon buried underground from being sent into the atmosphere. His journey proves that the economic value generated from collaboration between businesses and farmers can mitigate climate change.

"The agricultural sector can benefit!" As a real doer, Ko spent 15 years working with local farmers in Taiwan to increase the use of renewable agricultural resources and convert materials that would otherwise be thrown away as trash into value-added products. Over the years, we have successfully turned sorghum into hand cream, banana by-products into sheet mask fabric and coffee grounds into shampoo.

Seventy-seven products across O'right's entire product portfolio has earned the USDA Certified Biobased Product Label, which is a seal of proof that less carbon is emitted during the life cycle of our products. We have demonstrated that achieving zero carbon is possible – it just depends on how much you're willing to do to step up and take initiative.



The only SME from Asia, O'right, joins the World Biodiversity Summit at COP15 along with HRH the Prince of Wales

### +MORE respect for nature -LESS burden on human health and the environment

We unveiled the ±R Plan, an innovative circular design that strives to switch from a technical or a biological mindset and from a linear to a circular economy. ±R Plan breaks through the technical cycle-based barriers of Reuse, Refill, Reduce and takes things to the next level by exploring the biological concept of Respond, Revive, Respect. Building a vision for zero carbon consumption, ±R Plan has been conceived to enhance respect for nature and lessen the burden on human health and the environment.

### Pioneer of Zero Carbon Beauty Continues to Enliven Green, Sustainability & Innovation

After 2 years of intensive research and development, ±R Plan was finally introduced in 2021, offering consumers new zero carbon solutions. A breakthrough innovation in beauty born from ±R Plan, R-Pack is the world's first mono-material refill pack, made entirely from LDPE, optimized for the circular economy. Another sustainable feature of the ±R plan is the R-Bottle, which can be refilled and reused for a duration of up to 5-10 years. Our first ±R Concept Store, dubbed the "next generation of circularity," features an automatic food-grade GMP compliant filling machine created to guarantee a dust and contamination-free process. Its robotic arm, charmingly named "Mr. Right," is designed to empower consumers to make sustainable choices.





# GLOBAL AWARDS



**GOOD DESIGN AWARD 2021**  
**FINALIST**

O'right Shortlisted as Finalist for the Good Design Grand Award



**GOOD DESIGN AWARD 2021**  
**GOLD AWARD**



**GOOD DESIGN AWARD 2021**  
**BEST 100**

O'right won the Good Design Best 100 and Gold Award as "the best sustainability-oriented organizational adaptation to climate change." We also became the only Taiwanese company to reach the final round and rank third for the Good Design Grand Award. The best of best designs were selected out of 5,835 entries by over 70 professionals serving as jury members from around the world.

Chair of the Good Design Award Judging Committee, Mr. Takashi Ashitomi, commented: "We are incredibly touched and impressed by O'right's business operation model. Most companies stress how much they care for the environment, but O'right goes above and beyond, detailing every step of their ESG actions. O'right cares about the environment in every stage of a product's life cycle - from raw material acquisition, manufacturing, delivery and sales, use to disposal. Huge difficulties have to be overcome in order to be both profitable and sustainable, but O'right's achievements are something worth noting. So, when people claim to be environmentally-friendly, I usually have my doubts. O'right is a doer and a pioneer. O'right is leading the right path to sustainability and everyone should follow their footsteps. O'right has redefined the phrase 'true sustainability,' and I applaud them for it."



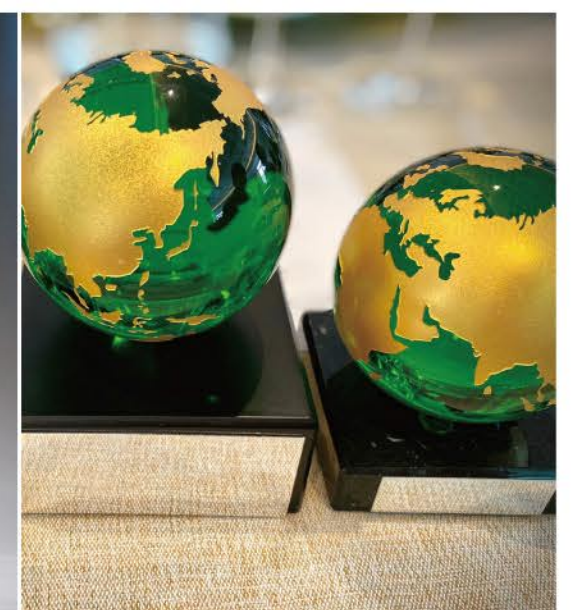
**O'right Sorghum Radiance Banana Fiber Sheet Mask Shines at the Sustainable Beauty Awards!**

Sorghum Radiance Banana Fiber Sheet Mask celebrated a New Sustainable Product Award at the Sustainable Beauty Awards 2021, marking our fifth recognition by the prestigious awards also known as the Oscars of the beauty industry. The New Sustainable Award is given to a new cosmetic or personal care product with important sustainability credentials, environmental impact or social difference. A sheet mask that makes you and the earth smile - a new sustainable alternative that not only has your beauty covered, but also the health and well-being of the earth. Having led the way in sustainable beauty for many years, we strive to truly live up to our green values and promise to do what's best for people and the environment.



**7-time Winner of the CSR Little Giant Award**

Since 2015, we have won 6 Little Giant Awards out of 7 nominations, breaking the record for the most wins in this award category. For Commonwealth Magazine's 2021 Excellence in Corporate Social Responsibility, O'right scored an average of 9.279 and 9.58 in the environmental sustainability category, the highest score out of 85 companies. Though small in size, we continue to spearhead change throughout the sustainable beauty sector worldwide.



**4-time Winner of the Green World Awards**

In 2020, we were crowned the Silver in the Carbon Reduction, Environmental Policy and Innovation categories and Bronze in Energy Management and Products. The wins reflect our core values Green, Sustainable and Innovation and our commitment to zero carbon and sustainability.



## Restore Biodiversity, Eliminate Petrochemicals

### USDA CERTIFIED BIOBASED PRODUCT

We are proud to announce that, as of December 2021, 60 of our products and 3 of our ingredients have earned the USDA Certified Biobased Product Label, becoming the brand with the highest number of the certified label in the global beauty industry.

#### O'pedia 1: Can a Product Be Natural If It Contains Only 1% Plant Ingredients?

There is currently no regulatory definition in the global cosmetic market for the term "natural" in cosmetic labeling. The COSMOS and Ecocert standards for organic or natural cosmetics verify products based on documentation assessment with data provided by manufacturers, rather than have product samples tested and analyzed in an accredited laboratory.

#### O'pedia 2: Understanding Natural and Organic Cosmetic Certifications

Ecocert and COSMOS standards enable the labeling of natural or organic cosmetics. In fact, 93 of ingredients used in our products are marketed with the logo. But the verification process is based on documentation assessment, which is not enough to determine the percentage of natural content. The USDA Certified Biobased Product Label is a federally administered and run label that provides credibility in sustainability. To earn the right to display the USDA Certified Biobased Product Label, samples must be tested by approved laboratories as specified by the program guidelines in order to be deemed eligible for certification. This label builds trust and ensures consumers that the biobased branding and content displayed on the product are third-party certified and strictly monitored by USDA. It allows manufacturers to stay competitive in the international market. As such, O'right emerged as the recipient of the New Sustainable Product and Sustainability Leadership Awards at the 2021 Sustainable Beauty Awards, upstaging strong contenders in the natural and organic cosmetics world.

#### O'pedia 3: How to Verify a Natural Product?

The USDA BioPreferred program aims to increase the development, marketing and use of sustainable products. The USDA Certified Biobased Product Label offers scientific credibility, verifying biobased (non-fossil fuel) content of products via the carbon-14 method and accelerator mass spectrometry (AMS) in accordance with the ASTM D6866 standard. The USDA Certified Biobased Product Label helps us maintain high credibility and uphold high standards in our sustainable beauty products. As the ISO 16128 guidelines states, natural ingredients are "ones not obtained from fossil fuels (petroleum products)," O'right products fit that category perfectly.

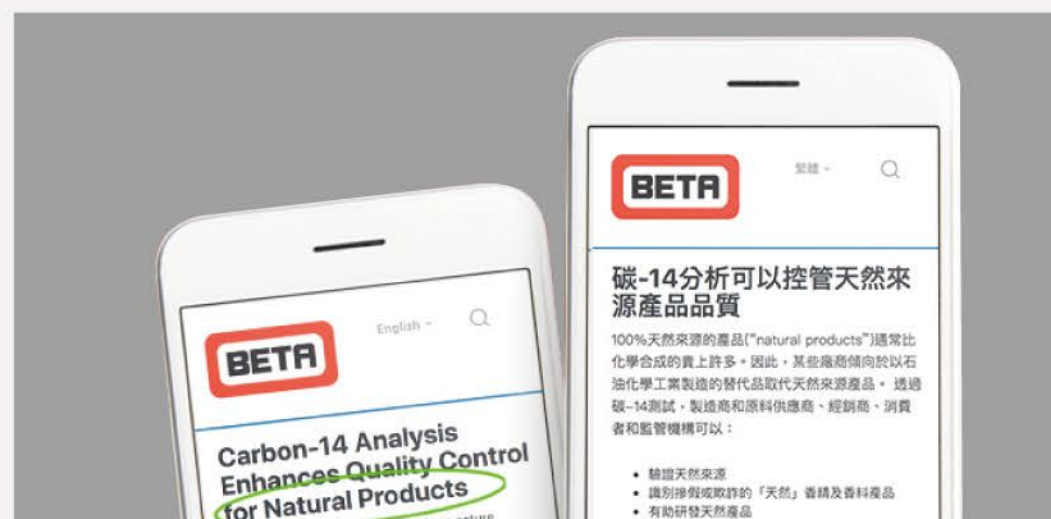
Many brands that claim to be natural have not yet had their products lab-tested. The only certification that does that is the USDA Certified Biobased Product Label, which requires samples to be strictly verified for biobased content using the carbon-14 method by leading laboratory Beta Analytic.

#### O'pedia 4: Mandatory Federal Purchasing (FP)

All products that are labeled as biobased by the USDA are derived from raw materials such as plants and other renewable agricultural, marine and forestry materials and generally provide an alternative to conventional petroleum derived products. Additionally, USDA Certified Biobased products that have been approved for use of the label are eligible for Federal preferred procurement.

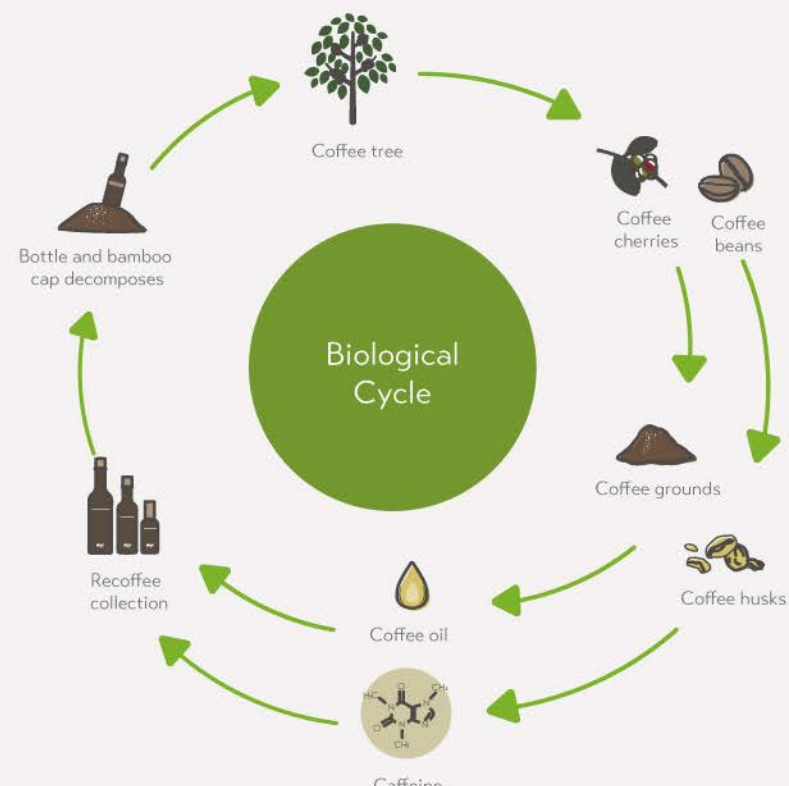



### USDA Certified Biobased Product Label





#### O'right Biobased Products Tested by Beta Analytic


Our biobased products are tested by ISO/IEC 17025:2017-accredited Beta Analytic, a USDA BioPreferred company and the world's leading radiocarbon dating and biobased content testing laboratory specializing in carbon-14 analysis. Beta Analytic is also a key technical advisor and co-developer of the ASTM D6866 method and provides biobased testing under CEN/TS 16137 and EN 16640.





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**Star Label**  
O'right believes in making full and honest disclosure of ingredients. All products are labeled with a full list of ingredients and one to three stars to make it easier for consumers to identify the natural ingredients contained within.
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**Vegan**  
Vegan is a rising trend in beauty. Offering the best in green beauty since the very beginning, O'right empowers you to live a committed vegan lifestyle with 100% natural and pure plant-based beauty products that contain no animal by-products or animal-derived ingredients.
- 

**Non-GMO**  
O'right strives to offer green products that are not just developed from natural plant extracts, but also made with non-GMO-sourced ingredients to ensure the health and well-being of you and the environment in the best way possible.
- 

**Cruelty-free**  
O'right believes that that a wonderful future involves not only building better lifestyles for people but also co-existing in harmony with all creatures in nature. None of the brand's products are tested on animals as a show of respect for all life on earth and support for animal welfare and animal rights.
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**Sustainable Ingredients**  
O'right makes sustainable sourcing our priority and zero impact our goal. The sustainable beauty brand puts ingredients through rigorous, no-nonsense testing to make sure that the formulas are truly clean, truly green and truly sustainable.
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**Gluten-free**  
O'right curates gluten-free hair and skin care products that are healthy and safe for people and the environment.



## Recycle & Regenerate: The Last Mile Towards a Circular Economy



Ten years ago, the phrase “zero carbon” was unheard of, but O’right had already set off on a green journey with the launch of the world’s first zero carbon shampoo in 2011. We take bold action to protect the place we call home, and for over a decade, we have exerted every possible effort on our road to zero carbon and zero impact.

### Thank You for Choosing O’right Zero Carbon Products

Ever since we began measuring our carbon footprint, we have overcome countless challenges and obstacles such as increasing cost over the past 10 years before finally celebrating a new milestone in 2020, our zero carbon year. That same year, we made the promise to make all of O’right products zero carbon by 2021 and become the epitome of zero carbon, setting global standards for businesses with the same goal. As the battle against climate change continues on, zero carbon needs to be more than just a buzzword. Sustainability is everyone’s responsibility to building a greener tomorrow and a better world for future generations.

### Building a Green Paradigm with PCR Materials

Years ago, before sustainability became a thing, we had already made it our mission to design the world’s greenest shampoo—a shampoo that is green from the inside (formula) out (packaging). We adopt Cradle to Cradle principles, meaning we remake products for the circular economy by designing eco-friendly solutions and materials that can be perpetually cycled back to technical or biological ecosystems.

1. Biological cycle: Plant-derived waste materials are used to produce biodegradable polylactide (PLA) packaging bottles. After disposal, the discarded bottles will break down into compost nutrients for nature.
2. Technical cycle: Various types of used plastic packaging materials are regenerated into post-consumer recycled (PCR) materials through the process of recycling, sorting, cleaning and re-melting to create new bottles, thereby reducing the petrochemical materials used in single-use plastic.

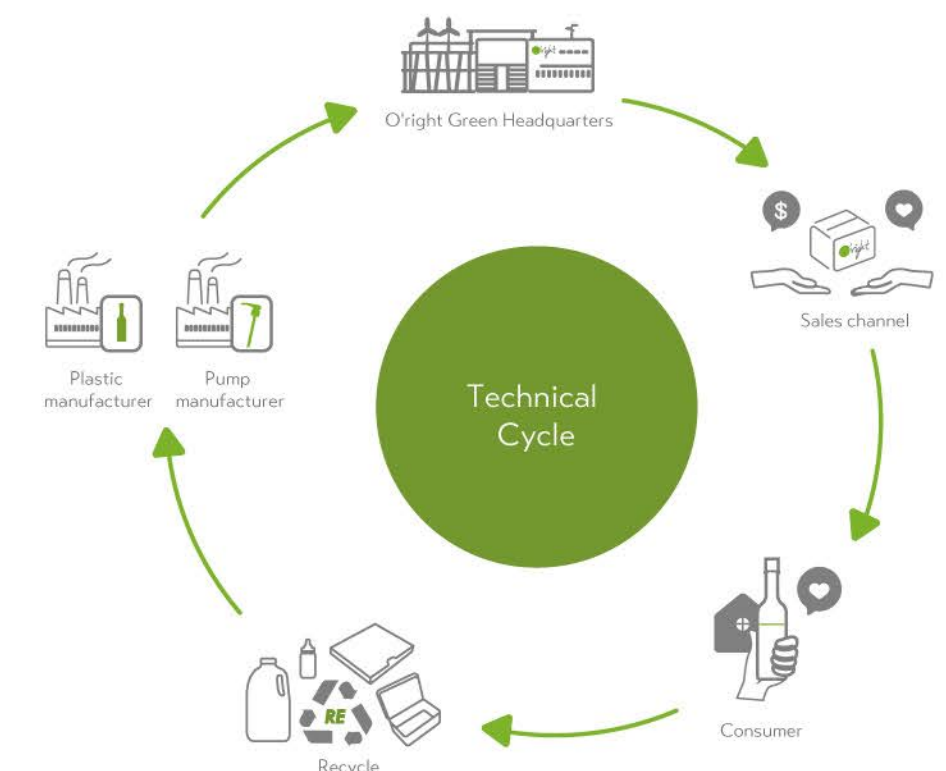
### Free the Oceans from 5,000,000 Single-use Plastic – 100% PCR Can Help

We reached a major milestone ever since we began accelerating towards a circular economy by building a technical circular system that recycles and reprocesses materials. Together with our green supplier Da Fon, a leading recycling company in Taiwan, we developed 100% PCR plastic bottles, which help to significantly reduce carbon emissions by 80%. Since 2017, we have kept 5 million plastic bottles and pumps away from the rivers, oceans or landfills. The recycling rate in Taiwan is 56.4%. Using post-consumer recycled plastic instead of virgin plastic can help to reduce carbon by 47-85%.

O’right has successfully developed rPE, rPP, rPET and rPETG products, and proposed packaging with mono-materials while also avoiding electroplating of any kind. Therefore, the overall recycling process is faster, more efficient, less energy-intensive and more cost-effective, making our packaging eco-friendlier, more sustainable and easily recyclable, and ultimately moving us closer to a circular economy.

## The Mastermind Behind the World’s First PCR Pump

What’s a PCR shampoo bottle without a PCR dispenser pump? With that, we began on our pursuit for a renewable bottle pump to further reduce the carbon footprint of our products. However, pumps have a much more complex composition than bottles and are therefore much more challenging. For the material, we opted for polypropylene (PP) recycled from beverage cups and heat-resistant food packaging. We eventually did the impossible and introduced the first PCR plastic pump in the world.



### What is 100% PCR?

1. 100% PCR products are items that consumers recycled every day, such as milk cartons, yogurt bottles, shampoo bottles, body wash bottles and other household waste that are recycled and reprocessed into new products to prolong a product’s life.
2. Data on carbon footprint assessed according to PAS 2050:2011 specification published by the British Standards Institution (BSI) show that the carbon emissions of recycled HDPE materials is 449.74g CO<sub>2</sub>e/kg, while the carbon emissions of new materials is 1,973g CO<sub>2</sub>e/kg (source: Da Fon Environmental Technology). The use of renewable PCR materials reduces over 4.3 times the carbon emissions of new materials. In other words, the carbon emissions of 1 × bottle of 250ml shampoo made from new materials equal to that of 4 × bottles made from 100% PCR materials.
3. We maximize the value of resources that nature has bestowed upon us. Let’s all be conscious and responsible consumers.
  - You choose to use O’right 100% PCR products and recycle them.
  - O’right regenerates your recyclables and reduces carbon emissions on your behalf.

Keep the gift of nature circulating together!



## The Next Big Thing in Sustainable Beauty

Green Tea Shampoo – 20th Anniversary Forest Green Edition

TOGETHERGREENER  
O'RIGHT  
**20<sup>th</sup> ANNIVERSARY**  
GREEN TEA  
**SHAMPOO**

400mL / 1000mL




**The World's First Zero Carbon Shampoo**  
On our 20th anniversary, we debut our bestseller and the world's first shampoo to wash away global carbon footprint, the iconic Green Tea Shampoo in a forest green edition.

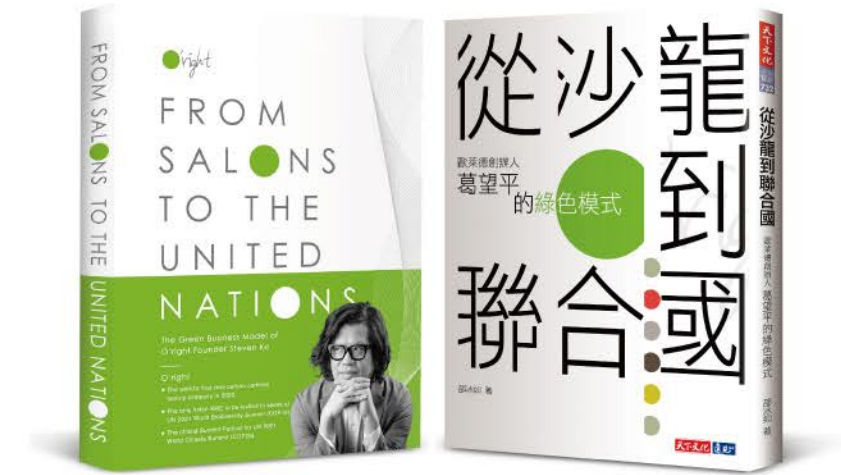
Free Pomade

TOGETHERGREENER  
O'RIGHT  
**FREE POMADE**

50mL



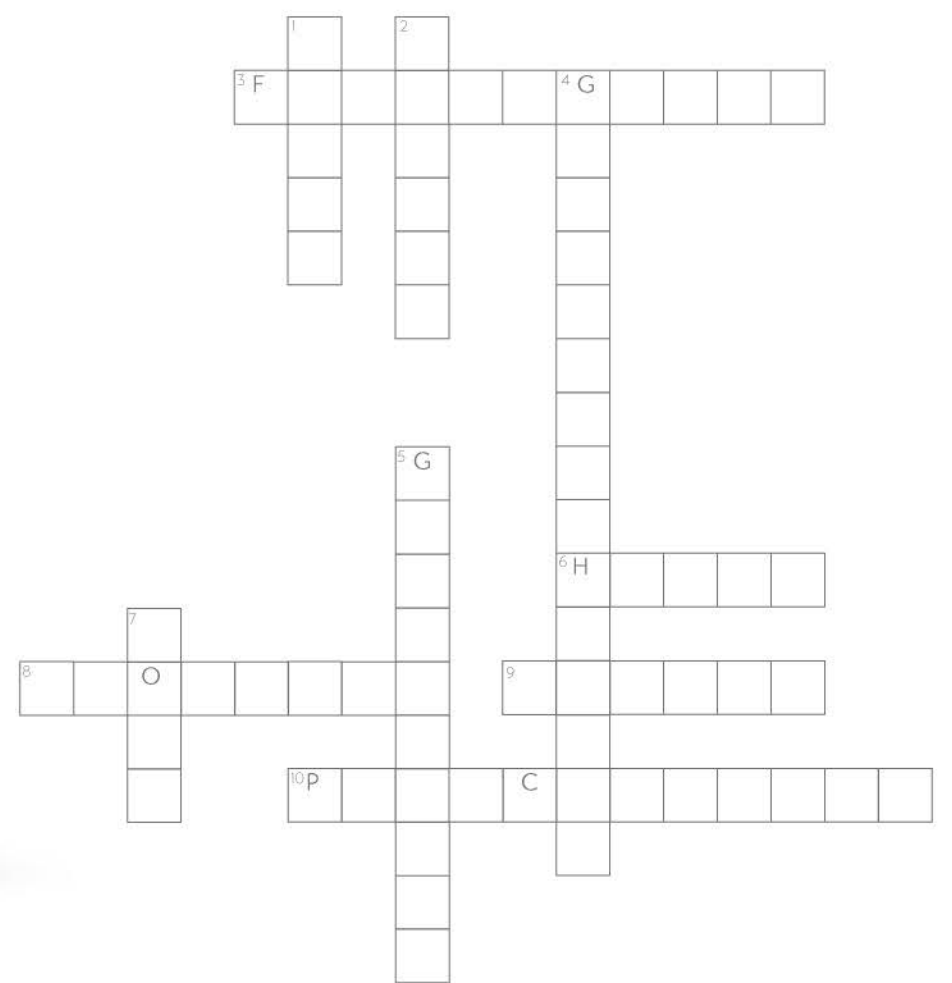
**Style Beyond Limits**  
This water-based pomade provides effortless style with natural-looking hold and shine for unlimited styling, leaving no greasy feel.



### From Salons to the United Nations

Along the way, we also became fully alive to the value of the earth. Mountains, waters and trees are much more important than human beings. We, modern people, should build a Noah's Ark, for we are not only the generation witnessing climate change, but also the last generation with the chance to save the planet.

### CROSSWORD PUZZLE



#### Down

1. Steven Ko shared his views on a circular economy at \_\_\_\_\_.
2. The 3Rs of the #R Plan are Reuse, \_\_\_\_\_, Reduce.
4. The world's first zero carbon shampoo is \_\_\_\_\_.
5. We won the \_\_\_\_\_ Award in Japan for our sustainability-oriented operations.
7. \_\_\_\_\_ bamboo is used for our caps.

#### Across

3. The color of our 20th anniversary limited edition is \_\_\_\_\_.
6. The caffeine in our Caffeine products is extracted from coffee \_\_\_\_\_.
8. USDA Certified \_\_\_\_\_ Product Label verifies that our products are natural.
9. Zero CO<sub>2</sub>, Zero \_\_\_\_\_.
10. PCR stands for \_\_\_\_\_ recycled.

- Complete the crossword puzzle.
- Take a photo and tag @oright\_official on Instagram with the hashtag #OrightNewspaper2022
- Win 100 post likes from O'right!

# ZERO CO<sub>2</sub> · ZERO IMPACT

## The World's First Zero Carbon Beauty Company

O'right receives declaration of achievement of carbon neutrality from SGS

In 2021, for the second time, SGS declared the carbon neutrality across our business operations, including the direct, indirect and Scope 3 emissions associated with the entire product life cycle – from raw material acquisition, manufacturing, distribution, marketing, consumer use to final disposal.



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±R Plan

Pioneering a Sustainable  
Future with an All-new Green  
Consumption Model

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# Zero Carbon, a Gift to the World

World Climate Summit: At Last! Guilt-free Hair Care

## Zero Impact

- The bottle is made from 100% post-consumer recycled HDPE reprocessed from recycled materials to eliminate virgin plastic and reduce carbon emissions by 80%.
- The bottle cap is made from natural Moso bamboo, a fast-growing plant that regenerates quickly after being harvested, making it a sustainable resource. A hectare of Moso bamboo forest absorbs 35-50 tons of carbon.
- The inner cap is made from 100% biodegradable, compostable PLA derived from vegetable waste and plant starch. Comes from nature and goes back to nature.
- The plug is made from planet-friendly LDPE. Recycle and recirculate.



## Non-petroleum-based Materials

- Caffeine Shampoo has been verified by leading laboratory Beta Analytic to earn the USDA Certified Biobased Product Label.
- Formulated with natural foaming agents verified by EU organic organizations, this naturally-derived, environmentally-friendly shampoo gently cleanses and rinses easily without excess residue or build-up.



## Natural Caffeine Extract

- Derived from the extract of coffee husks, the residue from coffee grown in Taiwan, to maximize the value of the earth's resources. Assigned with an exclusive and internationally-recognized INCI name.
- Earned the USDA Certified Biobased Product Label for containing 100% biobased content.



ISO 9001 / ISO 22716 / ISO 50001 / ISO 14001 / OHSAS 18001  
ISO 14064 / ISO 14067 / ISO 17025 / ISO 14046 / ISO 11930

origiht,inc



#TogetherGreener