



NEWSPAPER

Spring 2021

O'right

The world's first carbon neutral cosmetic company

Achieving the milestone 10 years ahead of Apple and Microsoft

A global beauty champion from Taiwan

A green superpower: Innovative mindset & world-class manufacturing

**56 products & 3 ingredients are certified
biobased by USDA**

A revolutionary green toothpaste & winner of 4 global awards

2021



Living by a green mission to a sustainable future



Taiwan, home to the world's first carbon neutral-beauty brand

With carbon neutrality gaining global momentum in recent years, Taiwan leads the way as the 11th country in the world to develop a carbon footprint label for products. O'right is the first company to go carbon neutral in Taiwan. In 2010, the green beauty brand started measuring its carbon footprint and introduced the world's first zero carbon shampoo the following year. In 2020, the zero carbon pioneer lead the way by achieving organizational carbon neutrality and carbon neutral for 77 of its products, making it the first carbon neutral beauty brand worldwide. O'right is not only raising the bar of green beauty, but also an international leader in zero carbon. The green brand's achievements demonstrate Taiwan's status as a world-class leader in zero carbon.

The first beauty brand to put a price on carbon

O'right is a six-time winner of CommonWealth's Excellence in Corporate Social Responsibility Little Giant Award, competing with the likes of Google, Apple and Chanel. O'right chooses to be great instead of big, and recently became the first company in Taiwan to join RE100 to make the commitment to 100% renewable power by 2025. In 2020, dubbed the Zero Carbon Year, O'right went on to set a price on carbon of 31.184 US dollars per ton. O'right believes that the most efficient way to reduce greenhouse gas emissions is to put a price on it.

Achieving zero wastewater in 2020

O'right developed 3 water management systems and calculates its water footprint to preserve water resources and improve water use efficiency. The foaming agents have also been improved to make its shampoo products easier and quicker to rinse off, thus reducing the product's water footprint. These water resources policies go beyond strict regulatory requirements to achieve the company's zero wastewater discharge goal.



O'right @ Lyko - The leading beacon of beauty in Scandinavia

Lyko boasts Sweden's largest e-commerce site with an average traffic of 30 million visits per month, along with 37 physical stores in Sweden and Norway. In 2020, O'right joined forces with Lyko, opening the door for the Taiwanese brand to make its green values and products seen in the Nordic region. O'right green products even hit the top seller list on the e-commerce platform. As a green brand, O'right believes that the key to having a greater influence in every part of the world is to inspire green living and consumption. When it comes to sustainability, distance and national borders don't matter.



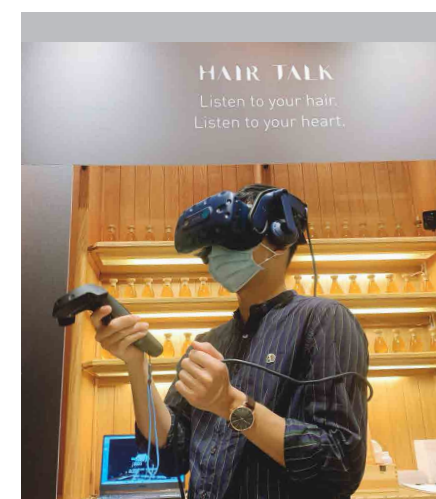
O'right @ Isetan Shinjuku - Japan's leading department store in fashion and beauty

O'right is the first Taiwanese beauty brand to make its way into Isetan, a leading department store located in the heart of Tokyo's Shinjuku and is considered a trendsetter in fashion and beauty. Upholding Isetan's strict standards, the premium zero carbon beauty products designed and made in Taiwan are sure to make green waves in Japan's beauty industry.



Driving towards zero carbon with electric vehicles

To promote energy efficiency and reduce carbon emission, O'right Green Headquarter is equipped with 6 electric vehicle charging stations for company cars.

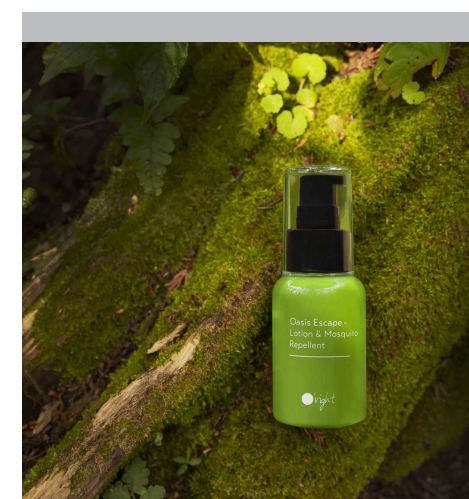


HAIR TALK exhibition goes virtual: Exploring the inner world of women

O'right's Hair Talk exhibition was presented in VR (virtual reality), allowing visitors to explore Hair Talk in a virtual world without any distractions to deliver a memorable experience. The immersive experience brings visitors deeper into the hidden emotions of women as they juggle the roles of a mother, wife and career women every day.



Find out more



A natural mosquito repellent lotion brought to you by O'right x Atunas

O'right is committed to offering truly pure and green hair and skin care products. Atunas, born a natural explorer, is a 45-year-old expert in performance outdoor apparel and gear. The zero carbon trailblazer and forest explorer unveiled their latest adventure: Oasis Escape - Lotion & Mosquito Repellent. Infused with andiroba oil, a native of Amazon rainforests that has been used as a natural mosquito repellent by Amazonian tribes, this natural repellent is the ultimate escape into a tranquil oasis for you to immerse in nature and explore the wonders of the wilderness.

Your green lifestyle begins here



Asia's first GMP certified green cosmetics plant

The greenest company in Taiwan is headquartered in Longtan District, Taoyuan City, and is also the first GMP certified green cosmetics plant in Asia with numerous ISO certifications.

- EEWB Green Building Gold Certification
- Building Carbon Footprint Diamond Certification

O'right Green Headquarters - A building in harmony with nature

The land O'right was about to build its Green Headquarters on was also the home of dozens of frogs who had been living there long before O'right came and set foot on the land. It was that moment that inspired O'right to make the promise to create an environment in which people and living creatures can live in harmony.

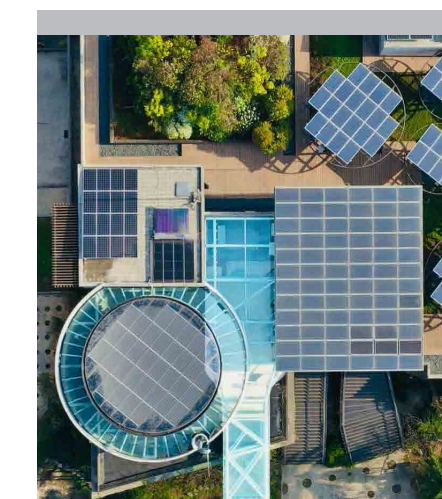
After 2 years of getting acquainted with the soil, natural environment and climate conditions of the site, O'right Green Headquarters set forth on the path of becoming a certified green building.



As of October 2020, up to 30,000 people from over 70 countries have visited O'right Green Headquarters, a green building that welcomes organizations and companies to communicate its green values and sustainable initiatives across all walks of life.

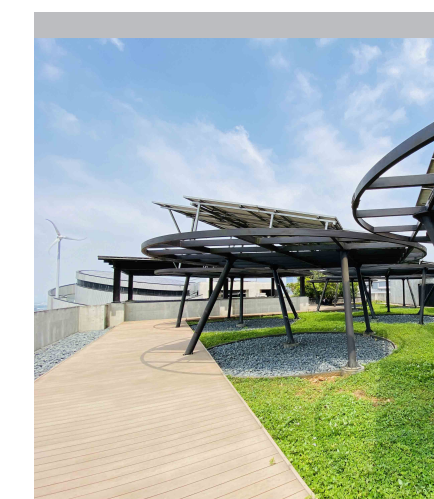


Find out more



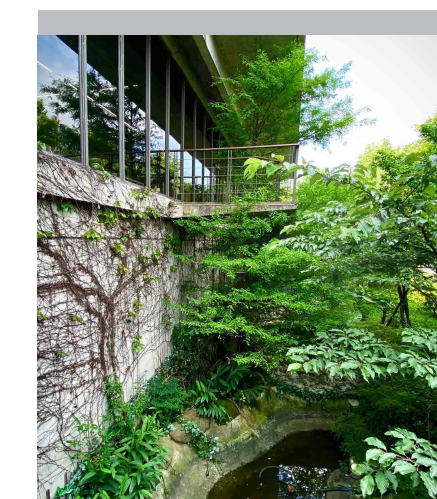
Green production center

O'right uses wind and solar power to generate electricity for the manufacturing of green products to reduce energy consumption. In 2020, the company added more solar panels, taking its green power supply to a new level.



Sky farm

Pebbles are used as a ground cover for the farm, which contributes to reducing the building's temperature and indoor temperature as well as saving energy consumption. A bird habitat is established to preserve native birds and co-exist in harmony with the surrounding environment.



Water management system

Eco ponds are responsible for wastewater treatment, rainwater harvesting and water reclamation. The water collected and purified can be reused for irrigation and cleaning to maximize the value of resources.

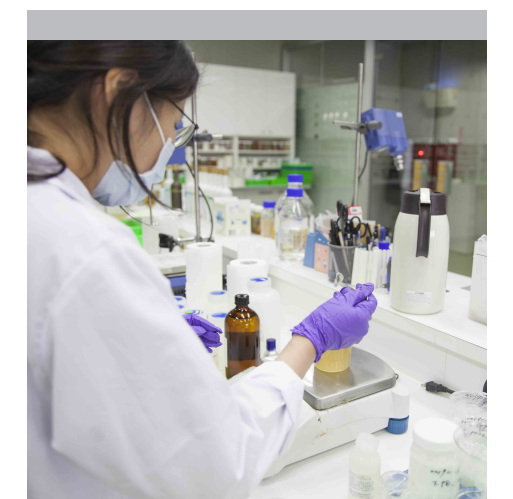


Low carbon office

The spacious, well-lighted and well-ventilated office is equipped with a CO2 monitoring system to provide employees an eco-friendly and healthy workplace.

Re office

Named after the words Recycle, Reuse and Renew, Re Office was originally a storage room. The idea behind the Re Office is to re-circulate unwanted goods into new materials, which gave O'right the idea of keeping the original shelves and turning them into desks. The recreated office desks feature a wooden surface made from tailings and leftover scrap wood of acacia trees and are repainted in a bright green color, the color that defines the brand.



International organic plant extraction R&D center

O'right's industry-leading international laboratory accredited by TAF in 5 categories ensures the quality, safety and efficacy of products, through the highest standards of manufacturing, to give consumers and the earth the beauty they deserve.



Find out more

The next trend to sweep the sustainable beauty world



The green toothpaste revolution

Toothpaste is an essential part of our daily dental hygiene routine. However, its formula has not evolved since the Industrial Revolution and still contains harmful chemicals that are banned from cosmetics products. This inspired Chairman of O'right, Steven Ko to develop a green toothpaste with a never-seen-before formula made with food-grade ingredients and takes questionable chemicals (6 chemicals, to be exact) away from the equation – O'right Toothpaste N° Zero. Featuring a sustainable blend of wood powder, 4 botanical oils and 3 billion chlorella cells, O'right Toothpaste N° Zero offers a sustainable plant-infused brushing experience that goes beyond your ordinary oral care routine – it is beauty care for the oral cavity. The revolutionary green design stays true to the brand's mindset of "zero carbon equals zero impact" and has been recognized by Good Design Gold Award.

Not just groundbreaking, but also inspirational

Always at the forefront of sustainability and the driver of innovation in green beauty, the sustainable trailblazer paves the way for a green revolution that encompasses breakthroughs beyond its comfort zone and unleashes infinite potentiality. O'right Toothpaste N° Zero is one of the brand's latest game-changing innovations in its growing Green Lifestyle line to be introduced to the world in hopes of inspiring more people to live healthier and live greener.



Stunning green beauty transformed from discarded coffee husks

O'right extracted natural caffeine from coffee husks using ultrasonic extraction to preserve maximum levels of active plant ingredients. Natural caffeine, which has an exclusive INCI (International Nomenclature of Cosmetic Ingredients) name, has been tested in the company's TAF accredited P2 laboratory in order to determine the optimal amount needed to give the scalp the best care. O'right's caffeine hair and scalp care products have grown to become best sellers worldwide.

The award-winning best seller

O'right Caffeine Botanical Scalp Revitalizer works wonders in nourishing the scalp and balancing its natural oils to promote a healthier scalp. Use after Caffeine Shampoo daily and you will be left with more than just a healthy scalp – and gorgeous hair, too. Made with exclusive technology, Caffeine Botanical Scalp Revitalizer has not just made a name for itself in Taiwan, but also worldwide. It has sold more than 28 Taipei 101 buildings (Taipei 101 is the tallest building in Taiwan, Asia's 6th tallest building and the world's 10th tallest building) across 40 countries.



The world's only Kaoliang liquor-infused hand cream

Beauty Ferment Hand Cream is infused with natural spent grains (sorghum), which is a by-product during the brewing of Kaoliang liquor (or Sorghum liquor) at Kinmen Kaoliang Liquor Inc., which is a famous distillery situated in the island of Kinmen. Kaoliang liquor produces up to 250 tons of spent grains on a daily basis to use as food for livestock. However, because only a certain amount can be consumed, most spent grains are not properly used and, as a result, are discarded as industrial waste. Inspired by nature, O'right adopts a natural and pure approach to harnessing beauty ingredients straight from the source and maximizing earth's natural resources. Seeing the value of this ingredient, O'right unlocks the mysterious beauty within by using ultrasonic extraction and turns it into a valuable beauty ingredient with an exclusive INCI name, offering zero waste, zero impact and zero carbon care for your hands without compromising the natural environment.

Leading the way to a greener world with a shampoo

A total of 55 hair care products (shampoo) in the world have earned the approval to display the USDA Certified Biobased Product Label. O'right leads the way with 19 USDA certified biobased hair products, more than any brand in the world!

Natural and organic certified beauty

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 winner of the Sustainability Leadership Award, upstaging strong contenders in the natural and organic cosmetics world.

Natural and organic certifications decoded: Everything you need to know

The USDA BioPreferred Program uses carbon-14 testing to verify the proportion of biobased content of a sample according to the ASTM D6866 Standard. Biobased products 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. Biobased products that have been approved for use of the label are eligible for Federal preferred procurement. O'right's 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.

*Carbon-14 (radiocarbon) dating method was introduced by Willard F. Libby, a physical chemist who received the Nobel Prize for Chemistry for the technique.

O'right recognizes COSMOS and ECOCERT certified natural or organic cosmetics. However, there are things O'right still want you to be aware of:

Take ECOCERT Organic Cosmetic certification for example:

- (1). A minimum of 95% ingredients are natural or derived from natural sources
(Decoded: 5% ingredients are not naturally-sourced)
A minimum 95% of plant-based ingredients are produced by organic farming
(Decoded: Not all ingredients are plant-based)
- (2). At least 10% of all ingredients must be produced by organic farming
(Decoded: The ingredients and products have not been laboratory-tested to verify its organic content; and organic cosmetics does not equal vegan)

Take ECOCERT Natural Cosmetic for example:

- (1). A minimum of 95% ingredients are natural or derived from natural sources
(Decoded: 5% ingredients are not naturally-sourced)
- (2). A minimum 50% of plant-based ingredients are produced by organic farming
(Decoded: Not all ingredients are plant-based)
- (3). At least 5% of all ingredients are produced by organic farming
(Decoded: The ingredients and products have not been laboratory-tested to verify its natural content, like the USDA BioPreferred Program; and organic cosmetics does not equal vegan)

Cosmetics that have been COSMOS or ECOCERT certified have not been approved and verified by a trustworthy natural and organic cosmetic testing laboratory, and are likely not eligible or qualified for the USDA Certified Biobased Product Label.



8 Free+ - Our green promise

O'right took its green formulas to the next level by sourcing vegan, gluten-free and non-GMO ingredients to offer a green lifestyle solution with a promise to give healthy and safe products that are good for people and good for the earth. Truly pure and green beauty – our promise to you.



Stars
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.



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.



Sustainable Ingredients
O'right makes sustainable sourcing its priority and zero impact its 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.



Gluten-Free
O'right curates gluten-free hair and skin care products that are healthy and safe for people and the environment.



100% renewable plastic bottle – Giving recycled goods a chance at a new life

O'right's 100% renewable (post-consumer recycled) plastic bottles help reduce carbon emissions by 60-80%, as compared to new plastic. For consumers, choosing post-consumer recycled goods is the easiest and most efficient way to reduce carbon. For businesses, post-consumer recycled materials cost more, but O'right believes that it is its responsibility to empower more brands and companies to follow its green footsteps along the path to a greener tomorrow.



Taiwan, home to the world's first renewable plastic pump

Following the launch of the 100% renewable plastic bottle, O'right introduced the first renewable plastic pump made from PCR (post-consumer recycled) materials and became the first beauty brand to truly embody the circular economy. Adopting a circular mindset and embracing Cradle to Cradle principles, the green pioneer has completed the final milestone of its carbon and waste reduction accomplishments.



How the world's first carbon neutral beauty company changed the world



O'right products to achieve 100% zero carbon by 2021

Calculating carbon footprints is a challenging and complex task, but O'right has been doing it for 10 years throughout its green building and operations. In 2021, O'right achieved the zero carbon milestone for 77 of its products. The sustainability practitioner believes that measuring carbon footprint is a fundamental and essential part of a business' journey towards zero carbon. According to the Paris Agreement, the survival of humanity depends on cutting back on greenhouse gas emissions, which is the only way to slow the rate of global warming. Zero emissions, or carbon neutrality, is more than just a buzzword. Businesses should be sustainability leaders and bring zero carbon, zero impact products and services to the market for people to use and contribute to building a greener tomorrow.

Two million kilograms of carbon dioxide reduced in eight years

2020 was a critical year. It was the year in which world leaders took key decisions on the future direction on the Paris Agreement, Sustainable Development Goals (SDGs) and Convention on Biological Diversity (CBD). These decisions will affect our own futures and the state of our planet for decades to come. 2020 also marks the 50th anniversary of Earth Day. Fifty years ago, the first Earth Day ushered in a new wave of environmental consciousness and sparked conversations on environmental crisis. Fast forward to now, the fight for a clean environment and sustainable development is still continuing with increasing urgency as the impacts of climate change become more and more apparent every day. This is why the pioneer of sustainability O'right has made 2020 its zero carbon year. Since its Green Headquarters was established in 2012, O'right has reduced a whopping 1,913,054 kg of carbon dioxide emissions through green products, green building, green logistics and green actions. This equals to planting 173,914 trees. For eight years, O'right has been publishing carbon reduction reports twice a year to show that the brand is serious about its commitment to achieving zero carbon. That's not all. Every year, O'right takes an active role in initiating carbon reduction, plastic reduction, tree planting, coastal cleanup and lights-off events. The company has also promised to achieve carbon neutrality for fifty more products and be validated carbon neutral in business operations to bring it closer to a zero carbon world.

Facts you should know

What is carbon neutrality?

Carbon neutrality refers to achieving net zero emissions by balancing greenhouse gas emissions with removal or carbon offsetting.

There are typically two ways to achieve carbon neutrality.

1. A nature-inspired approach: plant trees to absorb the carbon dioxide emissions in the atmosphere.
2. A holistic approach: reduce carbon dioxide emissions and use renewable energy and sustainable materials to manufacture goods.



The design prowess of Taiwan put in the global spotlight



O'right's sustainability efforts awarded Gold at ASRA

In 2019, as the only keynote speaker representing the Asian beauty industry, Steven Ko, the founder and chairman of O'right, was invited to the Asia Sustainability Reporting Summit in Singapore.

In 2020, Asia Sustainability Reporting Awards (ASRA) awarded O'right the Gold Award in Asia's Best Sustainability Report (SME) and praised the brand as "a few outstanding benchmarks that integrate CSR and sustainable practices into the company's products and services." O'right continued to convey its green belief through the CSR report to the public, having been shortlisted for 6 awards in the fields of report content, design, supply chain and SDGs (sustainable development goals). Aside from the Gold in Asia's Best Sustainability Report (SME), the green company also took home the Bronze Awards for Asia's Best Sustainability Design Award and Asia's Best Supply Chain Reporting. O'right's award-winning report demonstrates the organization's leadership in sustainability reporting and its commitment to creating long-term value for stakeholders.



Taiwanese green beauty brand triumphs at Sustainable Beauty Awards for the fourth time

Continuing its string of prestigious awards wins, green beauty pioneer from Taiwan, O'right, was named the winner of the New Sustainable Product category. Sustainable Beauty Awards celebrates brands, suppliers and corporate leaders pushing the boundaries of sustainability in the international cosmetics and personal care industry.

The jury commented: "Congratulations Hair O'right International for winning the New Sustainable Product Award. You really deserve this product award because it's very impressive to see such a small company putting so much effort in looking at all aspects for development to creating products. You continue to tick so many boxes when it comes to sustainability. So I hope this award will motivate you to keep on doing what you do and hope to see you next year again in the awards ceremony."



Find out more



Celebrating the Excellence in Corporate Social Responsibility Little Giant Award, six years in a row

CommonWealth Magazine's Excellence in CSR Award in one of the most prestigious awards in Taiwan. The CommonWealth Magazine's Excellence in CSR Award is one of the most prestigious accolades in Taiwan. O'right has won the award 6 times in a row, proving that it is leading the way in sustainability.

"With sustainability as part of their DNA, O'right brings their brand worldwide with their corporate culture, manufacturing, eco-friendly practices and environmental education. A small giant with big ambitions, O'right continues on making a positive impact in the beauty industry," the jury commented.

RE 100



Hair O'right is a Taiwanese haircare brand. The company is a global leader in sustainable haircare and has won several awards for its products. O'right joins RE100 with a target to source 100% renewable electricity for its operations by 2025.

O'right shortlisted with TSMC for RE100 Leadership Awards

O'right was shortlisted alongside the cornerstone of Taiwan's economy, TSMC (Taiwan Semiconductor Manufacturing Company) and Apple for the RE100 Leadership Awards.

RE100 is a global corporate renewable energy initiative bringing together the world's most influential businesses committed to run on 100% renewable electricity by 2050 at the latest.

O'right joined RE100 in 2018, committing to use 100% renewable energy by 2025. The ambitious company continues on its path towards a zero carbon, sustainable future through its green building, solar power system and organizational and product carbon neutrality. RE100 Leadership Awards jury praised the sustainable pioneer for its impressive green influence and leadership.