

# NEWSPAPER

2023

## Melting Greenland – 20th Anniversary Project

A 23-day Arctic Expedition:  
What Climate Change Looks Like on the Frontline

Environmental Education is Key to Changing Climate Change

SME Crossing the Finish Line to RE100 Commitment

The 3-minute Shower Action

Choose O'right & Achieve Carbon Neutrality

Her Locks Reveal the Secret...

zero  
CO<sub>2</sub>

zero  
IMPACT

●'right

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Unveiling Melting Greenland in the Snowy Landscape



Before the 23-day Journey Across the Arctic...

In 2021, unprecedented rain fell for the first time in recorded history at Greenland’s ice sheet summit – a sign that climate change is fueling irreversible extreme weather events. We have long been ardent advocates for the earth and global climate. On O’right’s 20th anniversary in 2022, we chose not to go the typical lavish celebration route; instead, we chose to stay true to our core values. In continuation of our dedication to empowering people through environmental education, we initiated the Melting Greenland project with United Daily News Group and Vision Project – a 23-day expedition across the Arctic to witness the impacts of climate change up close and the irreversible damage it has inflicted upon humankind.

“Greenland today could be the tomorrow of your city, your home. Greenland is a country on the frontline of global warming. We are the first generation to be hit with the worst impacts of climate change, and we could also be the last,” O’right founder Steven Ko stressed.

Greenland – The Frontline of Global Climate Change

Climate change is spelling disaster for Arctic glaciers. With our planet earth heating up, glaciers are melting and shrinking at a rate far worse than we have imagined. Over 10,000 tons of melting ice sheets flow into the oceans every second and Arctic glacial ice retreats up to 10-40 meters every minute. The rate at which the sea level is rising can no longer be ignored.

A new study by NASA has revealed that Greenland’s ice is melting on average seven times faster than it was at the beginning of the study period. Climate change is inevitable, and it is happening faster than any climate model has predicted. Such worsening extreme weather events are significantly affecting the well-being and livelihood of the earth’s population. With temperatures ranging from a low of 0°C to a high of 30°C, the extreme impacts of climate change are being felt nationwide. Without ice sheets, temperatures soar, sea level rises, and ecological balance is disrupted.

Adapting to Change and Taking Action Proactively: Lessons to Be Learned

Ocean warming is benefitting the fishing industry economically. Greenland’s meltwater generates massive hydropower, creating over 60% use of renewable energy resources. Thawing ice is creating more fertile land for agriculture and more pasture for raising livestock. People in Greenland accept that climate change is happening, but they are concerned about the other parts of the world, especially the population in port cities and coastal areas. Are they prepared for the sea level to rise 7 meters? Are they prepared for agricultural transformation or food shortage? Former prime minister of Greenland Kuupik Kleist asked us: “How high is Taiwan above sea level?”

O’right is responsible for neutralizing the transportation carbon footprint associated with this environmental documentary. Our carbon neutrality achievements have been verified by third-party organization SGS.



An Abandoned MIT TV Reduced to Marine Debris in the Arctic

Your careless disposal of waste will forever remain on earth. In the end, they will always find a way to travel from one place to another, whether via wind, tides or ocean currents, living for eternity on our planet. In an abandoned settlement near Sisimiut, non-recyclable plastic, metal waste and even a used “Made in Taiwan” television set were discovered. The impact of marine debris is far worse than we ever imagined. What can we do to prevent irreversible damage and catastrophic effects – before it’s too late?



Charity Screening of Melting Greenland

Founder of Melting Greenland O’right allocated US\$1 million from our 2020 revenue to make this project possible. With the support of the World Climate Foundation and RE100 Climate Group | CDP, we aim to inspire other climate advocates to take part in this meaningful project and use it as environmental learning materials for non-profit purposes. The Melting Greenland documentary provides a glimpse into the impacts of climate change, helping younger generations adapt to the future climate and become the protagonist of change. It was launched at the World Biodiversity Summit 2022, which took place during UNGA 77 (the 77th session of the UN General Assembly) and Climate Week NYC, and the World Climate Summit during COP27. More than 500 schools, businesses and organizations have shown their support for the charity screening of Melting Greenland.

**Show Your Support**  
Scan the QR code and fill out the form to support the charity screening of the Melting Greenland documentary for non-profit environmental learning purposes only.  
**Contact us:** [esg@oright.inc](mailto:esg@oright.inc)

Melting Greenland Trailer



Support the Charity Screening of Melting Greenland



Zero Carbon, Our Gift to the World

“Now I can have guilt-free hair care!” exclaimed the host at the end of the panel session of the World Climate Summit at COP26. 2022 marks our third year attending the World Climate Summit, the most important official side event at the annual UN Climate Change Conference. Continuing our tradition from last year’s World Climate Summit, we prepared a zero carbon gift for the attendees at COP27 – the internationally-acclaimed and best-selling Caffeine Shampoo. This special gift conveys O’right’s 20 years of commitment to sustainability and our many accolades.





## SME Shines on the Global Stage, Making a Positive Green Impact on the World



### Accelerating Action on Carbon Reduction at COP27

#### The Circular Economy is Crucial to Meeting Climate Goals

The UN Climate Change Conference (COP27) took place in Sharm el-Sheikh, Egypt. Steven Ko, CEO of the world's first zero carbon beauty company O'right, was among the speakers who attended the World Climate Summit – The Investment COP 2022, the leading forum for business and investment-driven solutions to climate change that is recognized as the most important official COP side event.

"Shifting from a linear mindset to applying circular economy practices to business thinking is crucial. Moving towards a circular economy is the solution. We must consider the ecological footprint of products throughout their life cycle in order to truly incorporate the 'ecological' in corporate thinking," Steven said. He further added that O'right has already fulfilled our RE100 commitment, having reached 100% renewable energy target in November 2022, and that we have achieved product and organizational carbon neutrality, including Scopes 1, 2 and 3 emissions for 3 consecutive years. During the panel session, Steven took everyone by surprise by asking them to turn on AirDrop so that he could send the Melting Greenland documentary and promote environmental education.

#### We Are All Responsible for Decarbonization



On November 14, day 2 of the programme, which was also designated as Water Day at COP27, Steven initiated his 3-minute Shower Action, urging everyone to take real action to accelerate decarbonization. According to the Environmental Protection Administration of Taiwan, the average Taiwanese spends 10 minutes in the shower. A 10-minute shower consumes 100 liters of hot water, which requires 3 kWh of energy to heat from 25 to 38°C. If everyone could cut back their shower time to 3 minutes, it could save around 70% of water use and 2.1 kWh of energy consumption, reducing 1.05 kg of carbon emissions. In other words, a 3-minute shower could effectively reduce 25,550 kg of water use and 384 kg of emissions, equal to the amount of CO2 absorbed by 35 20-year-old trees.

We know the solution. What are you waiting for?



#### UNGA 77 & Climate Week NYC

The Melting Greenland documentary, supported by Sam Kimmins (Head of RE100) and Jens Nielsen (CEO of the World Climate Foundation), made its global debut at the World Biodiversity Summit 2022 that took place during UNGA 77 (the 77th session of the UN General Assembly) and Climate Week NYC with the hopes that our 23-day Arctic expedition can resonate with society and galvanize public awareness on the worsening climate crisis, offering a visceral look at the impacts and solutions through our eyes.

#### RE100 Leadership Awards

We were announced as the winner of the RE100 Enterprising Leader Award at the RE100 Leadership Awards ceremony held during Climate Week NYC. The RE100 Leadership Awards give members the opportunity to showcase their global leadership and commitment to 100% renewable electricity. We are incredibly honored to be recognized and acknowledged by RE100 for our pioneering work in renewable energy as "a small business with big ambitions" amongst all of the big names that were shortlisted, including Burberry, LG Energy Solution and Interface. We joined RE100 in 2018, and made the commitment to go 100% renewable by 2025, which we already achieved in 2022. We even installed a PV wheeling system, paving the way for innovation strategies for renewable energy in the future.



#### Sustainable Beauty Awards

We triumphed at the Sustainable Beauty Awards for the 6th time, taking home the Sustainability Leadership Award for our zero carbon beauty supply chain, which we spent 15 years building, developing circular packaging and ingredients with green suppliers, eventually becoming the first zero carbon beauty company in the world. We aim to deliver products and services that respect the environment and society. Every decision we make as a sustainable business is underpinned by core values – Green, Sustainability, Innovation. We lead the beauty industry to sustainable corporate governance and pioneer the pathway to net zero.



#### Green World Awards

Five-time winner of the Green World Awards, we were honored with the Innovation Gold, Environmental Policy Silver and Sustainability Bronze. Special thanks to Taiwan External Trade Development Council for their many years of support, allowing us to thrive, flourish and become the green brand we are today.





# Choose O'right & Achieve Carbon Neutrality

## The World's First Zero Carbon Beauty Company

In 2020, we became the first beauty company to achieve carbon neutrality. In 2021 and 2022, the world's leading testing, inspection and certification company SGS conducted an independent carbon neutrality validation of our direct, indirect and Scope 3 emissions and awarded us the declaration of achievement of carbon neutrality. That includes the emissions associated with our business operations and the entire product life cycle – from raw material acquisition, manufacturing, distribution, marketing, consumer use to final disposal.

"It's only a matter of time before all brands go green" – this was the bold prediction Steven made before embarking on his green journey way back in 2006. Back then, the concept of "green" and "sustainability" was still in its infancy in Taiwan. Few people knew what "green" meant, none of the textbooks mentioned anything environmentally-related and we had no predecessor to emulate or teacher to learn from. It was like venturing into uncharted territory, a vast wilderness. But we took the risk, setting green standards one by one along the way. In 2010, we calculated the carbon footprint of a shampoo by means of a greenhouse gas inventory with our green supplier, and the following year, we introduced the world's first zero carbon shampoo.



## First, Define Boundaries

Many people aren't aware of the defined boundaries for carbon footprint reporting. Take a bottle of shampoo for example: the carbon emissions associated with the 4 stages of its life cycle, raw materials acquisition, manufacturing, distribution, consumer use, and final disposal, only account for 8% of the total amount. The emissions one hair wash generates can contribute up to a whopping 92% – including the water used to rinse the hair and the energy used to heat the water. However, the consumer use phase is often omitted.

Choose O'right shampoo and we will help you achieve carbon neutrality. The carbon footprint attributed to consumer use will not vanish into thin air just because the manufacturer only calculated the direct emissions of the manufacturing stage. All it takes is determination and commitment. It is hard enough to be willing to take the step, not to mention the act of communicating "zero carbon" to consumers. No matter how much the global climate emergency is being talked about and how much effort nations are putting forth to build a roadmap that charts a path

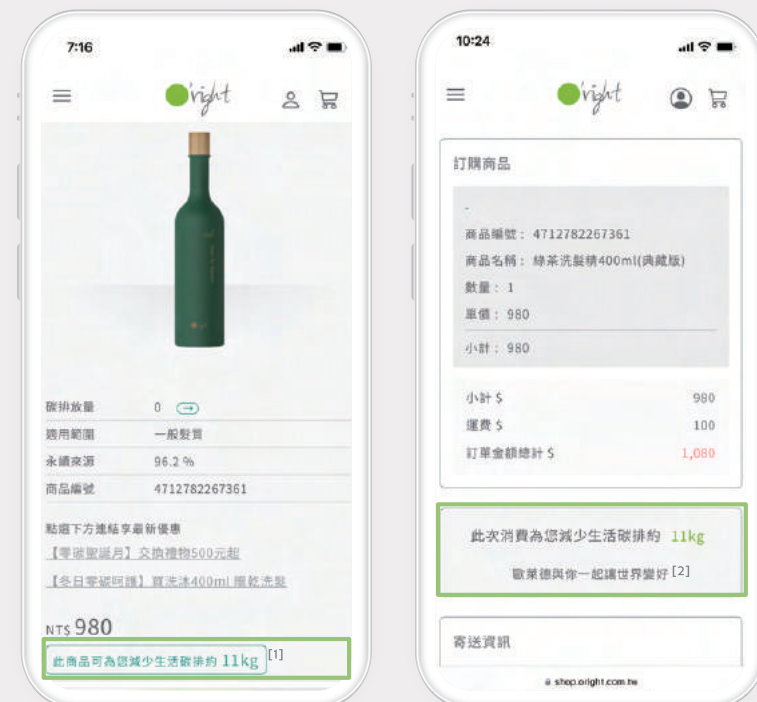


## O'right Leads the Switch-off Earth Hour Taiwan

### Another Record-breaking Earth Hour

Earth Hour, the world's largest grassroots movement for the environment, has seen an unprecedented 18,000 landmarks and monuments in 192 countries and territories switching off their lights. As partner of WWF's Earth Hour for 12 years, O'right has united governments, communities, businesses, celebrities, schools and green salons and distributors worldwide to come together and take a stand against climate change. We also disclose our carbon reduction achievements every year. As of 2022, we have helped save millions of kWh of electricity, demonstrating Taiwan's green impact to the world.

O'right empowers you to take a moment of solidarity, a moment of calm to reflect on your commitment to protect the planet and respect biodiversity at 8:30 pm on March 25, 2023. As UN Secretary-General António Guterres said in a statement: "The alarm bells over irreversible climate impacts are deafening. We must act now to keep 1.5°C alive." Together we can shape our future and move towards a greener world.



<sup>[1]</sup> Buy this product and save 11kg lifestyle carbon emissions

<sup>[2]</sup> Thank you for saving 11kg lifestyle carbon emissions #TogetherGreener

towards net zero, we are still faced with widespread indifference among consumers. To them, choosing zero carbon products is simply a noun, not a verb, which is what it's supposed to be.

## Building Trust with Transparency

We implement carbon disclosure projects. O'right Shop discloses the lifestyle carbon of our entire range of shampoo, body wash and conditioner products. At checkout, consumers can see how much carbon emissions the items in their shopping cart can reduce for the earth. It is important our consumers know that every choice they make today will determine their tomorrow. Environmental protection shouldn't be seen as a tedious task forced upon you. With a dose of technology, culture and aesthetics, it can be taken as something significant that is truly worth investing in.

### Hotel Partners

O'right hotel amenities at Caesar Metro Taipei and Promisedland Resort & Lagoon have helped guests reduce 243,970 kg and 189,504 kg of lifestyle carbon emissions, equal to the amount of CO<sub>2</sub> sequestered by 22,178 and 17,228 20-year-old trees. The lifestyle carbon includes the water used to wash their hair and body and the energy consumed to heat the water. Every year, 3,294 hotel rooms in Taiwan use our zero carbon shampoo and body wash products.

### Beauty Salon Partners

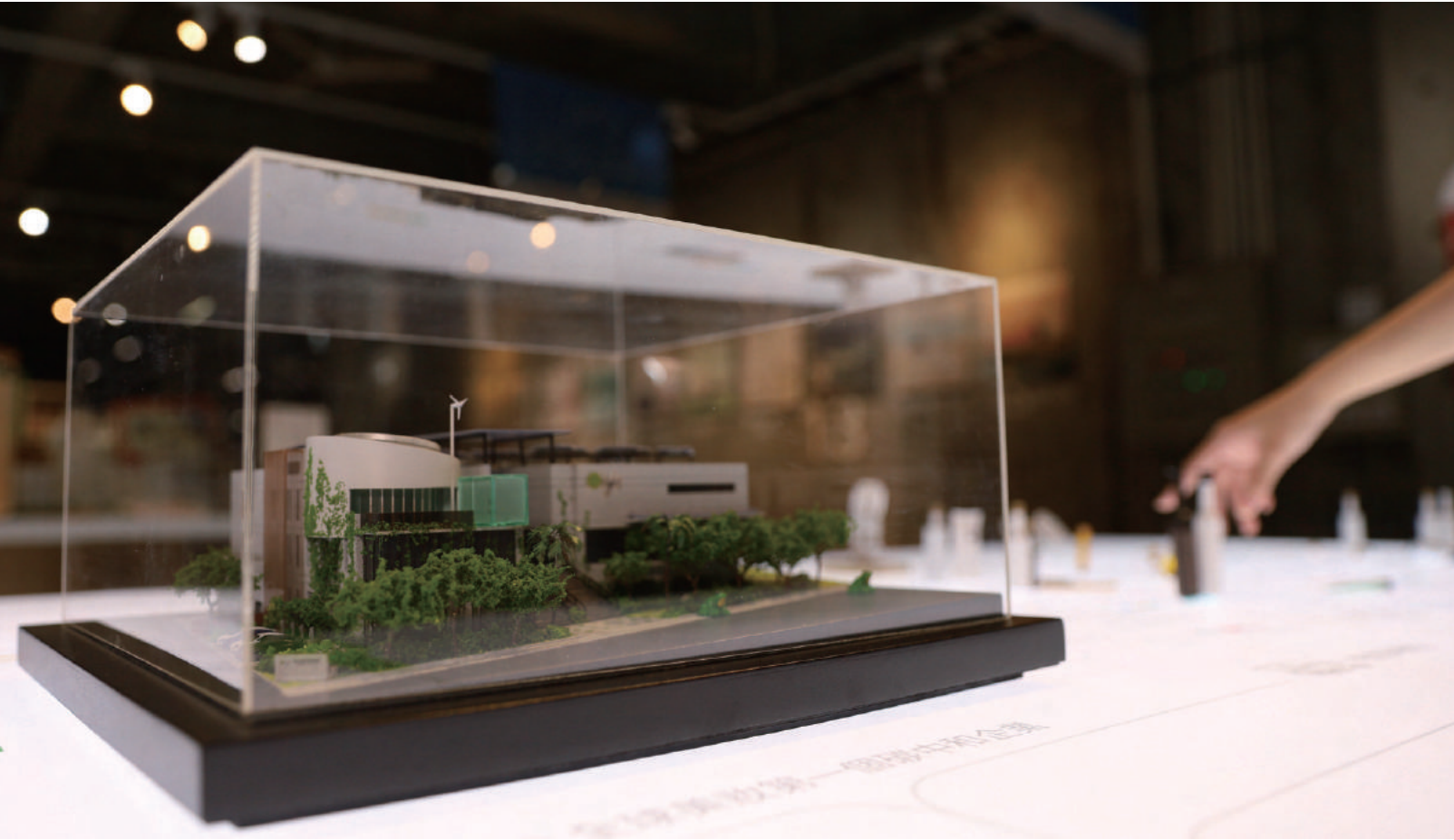
O'right started off in the beauty salon business. So far, 7,000 salons nationwide carry O'right zero carbon shampoo. In 2022, 3,600 green salons were awarded for excellence in zero carbon and their carbon neutral achievements. In 2021, the salon with the best performance in Taipei has reduced at least 79,637 kg of CO<sub>2</sub> emissions so far, the same amount as the carbon sequestered by 7,240 20-year-old trees. This is a major milestone in the global beauty salon industry on the road to net zero.





# GREEN HEADQUARTERS

## Asia's First Green Headquarters with Environmental Education at its Heart



Taoyuan's Longtan is not only home to the world's first carbon neutral beauty company, but also to Asia's very first GMP certified green cosmetic plant. Setting a new paradigm for coexisting with nature, our green building has earned Taiwan's EEWB Green Building Gold Certification and Building Carbon Footprint Diamond Certification, and is the only nationally-certified green cosmetic factory.

We made the decision to transform our brand in 2006, and began our green journey paving the way towards sustainability, always respecting nature and putting our planet first. Since then, green has been embedded into our DNA and everyday life. We have made it our mission to measure the carbon footprint of products throughout the entire life cycle and to make sustainable lifestyle choices. Our Green Headquarters aims to empower those who visit us through environmental education. In 2022, Taiwan's Environmental Protection Administration granted us an Environmental Education Facility and Venue.

Designed with resource recovery and innovation in mind, our Green Education Hall features remodels of recycled and repurposed goods, and a gorgeous glass skywalk that extends over the edge of the building – not something you usually see in an office setting!

**Recreating Greenland**

Can you imagine a television set made in Taiwan eventually making its way to the far end of the earth? Drifts of floating plastic that people have thrown away are flowing into the corners of the earth, the bottom of the world's deepest ocean trench, along the long coastlines of Greenland and into the pristine waters of the Arctic.



**Green Headquarters**

Welcome to O'right Green Headquarters. Explore our nature-inspired educational facility, discover our green values and initiatives and gain insight into our green journey. Let us motivate you towards sustainability.



O'right Green Headquarters

- The First Diamond Certified Green Factory in Asia
- EEWB Green Building Gold Certification
- Building Carbon Footprint Diamond Certification
- Green Factory Label (Ministry of Economic Affairs)
- Environmental Education Facility and Venue (Environmental Protection Administration, Executive Yuan)

Green Headquarters Visitors: 35,000+ people & 71 countries



# Global Zero Carbon Beauty Pioneer Brings Green, Sustainability & Innovation to Life

## O’right’s Sustainable Packaging



### PCR: Closing the Circularity Loop Through Recycling & Reprocessing

“We know what kind of shampoo consumers want, but what does the river expect from you?” – We popularized this catchphrase in 2006, making the promise to offer nature-inspired products and services that create green value.

### What kind of sustainable packaging materials do we use?

To stop plastics from ending up in the oceans and landfills, we believe that building a robust green supply chain is an essential corporate responsibility and competitive advantage. In the technical cycle, we work with bottle manufacturers and recycling stations to design PCR (post-consumer recycled) plastic bottles and build a technical circular system that recycles and reprocesses materials (in other words, plastic without virgin fossil oil), preventing carbon buried underground from being sent into the atmosphere and keeping the earth's resources within the system where it belongs. We have successfully created rPE, rPP, rPET and rPETG supply chains and developed packaging with mono-materials while also avoiding electroplating of any kind. With our commitment to PCR, we significantly reduce carbon emissions by 80% and allow our packaging materials to be recirculated back into the system for infinity.

### What is 100% PCR?

100% PCR products are items that consumers recycle every day, such as milk cartons, yogurt bottles, shampoo bottles, body wash bottles and other household waste that are recycled, washed, dried, sterilized and reprocessed into new products to prolong a product's life.

### Interseroh: Packaging for the Circular Economy with Recyclable Mono-materials



Interseroh is one of the leading providers of services for the take-back and recycling of transport packaging, designing intelligent zero waste solutions and products that benefit the environment, the economy and the society at large. O’right pioneers in the development of mono-material outer packaging made entirely from PP, an innovative and sustainable solution to traditional non-renewable mixed materials. This is the first flexible packaging in Taiwan to be granted the Made for Recycling Interseroh+ quality seal.

We are the first in the beauty industry to advocate for and set an example by introducing packaging with non-electroplated coatings. Chemical electroplating is like a wolf in sheep's clothing, disguising its toxic nature in lavish appearance.

Electroplating wastewater contains high concentrations of toxic heavy metals, which are detrimental to the health of the natural ecosystems, livestock and even crops.

O’right’s best-selling scalp revitalizer collection features a zero electroplated pump

For consumers, choosing PCR goods is the easiest and most efficient way to reduce carbon footprint. For businesses, PCR materials cost more, but we believe that it is our responsibility to empower more brands and companies to follow our green footsteps. O’right removes electroplating, uses PCR materials and regenerates your recyclable PCR products, minimizing your carbon emissions on your behalf. When responsible businesses and responsible consumers work together, we can truly make a greener world a reality.

## Internationally-acclaimed Zero Carbon Products



### World Champion Leading Innovation, Research & Development

through our skilled and dedicated R&D team and internationally-certified, award-winning independent laboratory. Organic Plant Extraction R&D Center is a biosafety level 2 (P2) lab and the first cosmetic efficacy testing lab in Taiwan to be accredited by TAF to perform preservation efficacy testing in accordance with ISO 11930 standards. Inspected and reviewed by biosafety officers, we create green hair and skin care formulas and innovative products that exceed expectations and set new industry standards in a safe and isolated environment. Our leading role in R&D, adherence to international standards, rigorous testing process and dedication to green development drives excellence in zero carbon, sustainable beauty.

### Zero Carbon Beauty You and Nature Can Count On

We believe that beauty can be achieved without compromising planetary health and well-being. We are dedicated to bringing Green, Sustainability and Innovation to life, extending our climate-neutral core values across our closed-loop supply chains (upstream and downstream) for Cradle-to-Cradle products. Ever since we began on our green journey, we have strived to be a reliable brand our consumers and the earth can trust, making the promise to develop products that are good for people and good for earth. Our zero carbon hair, body and skin care products comply with the strictest regulations beyond that of Europe and are crafted with biobased ingredients (no virgin fossil oil or petrochemicals) that carry the USDA Certified Biobased Product label and have been meticulously tested in our international TAF accredited laboratory.

### Our Green Standards

Zero CO2

Zero Impact

USDA Certified Biobased Product label

Vegan

Non-GMO

Gluten-Free

Natural Ingredients without the Compromise

Cruelty-free

Star Label








## See Your True Color

We are like a proud mother to Caffeine Botanical Scalp Revitalizer, having nurtured it since its birth to become the star of O'right and a multi-award-winner across the globe. On a business trip to Saudi Arabia, a friendly Arabian princess from the dates industry, gifted the innovative changemaker and aspiring entrepreneur Steven date palms (Phoenix dactylifera) – the 'tree of life.' After returning to Taiwan, our team came up with the brilliant idea to turn that precious gem into an ingredient and discovered that natural dates are rich in melanin content. They were amazed by the discovery of how well natural caffeine and natural dates go together! When added in scalp revitalizers, the two ingredients can work wonders in preventing scalp aging.

The team applied for a patent and created Caffeine Melanin Botanical Scalp Revitalizer. According to the scalp care research conducted by Hungkuang University and reviewed by the Institutional Review Board (IRB), up to 90% of participants reported being satisfied with the results. This marks O'right's third scalp care research reviewed and approved by IRB (the first and second being Caffeine Botanical Scalp Revitalizer and Goji Berry Age-defying Concentrate), cementing its position as a leader in innovative research and development. With the same benefits as the original Caffeine Botanical Scalp Revitalizer and so much more, Caffeine Melanin Botanical Scalp Revitalizer goes deep into the scalp to reveal hair's natural color.




Caffeine Melanin Botanical Scalp Revitalizer Video



### O'right Triumphs at the Sustainable Beauty Awards for the Sixth Time!

Competing with renowned brands including Guerlain, Lush, Lumene and Apivita, we were named the runner-up of the New Sustainable Product for Caffeine Melanin Botanical Scalp Revitalizer and Sustainability Leadership Award for our zero carbon beauty supply chain at the 2022 Sustainable Beauty Awards.



### Leveraging Melanin in Scalp Care Taiwan Wins Gold at World Genius Convention and Education Expo

The World Genius Convention gathers geniuses of invention, new products and art from all over the world. O'right Caffeine Melanin Botanical Scalp Revitalizer bagged the Gold Medal for the innovative development and use of melanin-rich dates in scalp care to strengthen hair roots and reveal hair's natural color.

### Caffeine Botanical Scalp Revitalizer Caffeine Melanin Botanical Scalp Revitalizer

-  Sustainable Beauty Awards – New Sustainable Product
-  International Exhibition of Inventions of Geneva – Gold Medal & Special Award
-  International Exhibition of Inventions of Geneva – Silver Medal
-  Pure Beauty Global Awards – The Best New Natural Product
-  Green World Awards – Gold Award
-  iENA – Gold Medal
-  World Genius Convention and Education Expo – Gold Award

## The Best Hand Wash Ever

Moringa seed extract contains unique anti-pollution active ingredients that work wonders in protecting skin from environmental pollutants and dirt, purifying the hands, strengthening the skin's barrier and moisturizing skin to leave hands super soft and supple. EU organic verified natural foaming agents transform into a rich lather with smooth and spreadable consistency. Only a little foam is needed for this hand wash to work its magic. Last but not least, the woody scent brings a sense of tranquility and comfort into your daily hand washing routine.

- Save water & use 50% less product
- Natural foaming agents verified by EU organic organizations
- USDA Certified Biobased Product label



Moringa Foaming Hand Wash



Moringa Foaming Hand Wash



# Green Tea Collection

# Green Tea



## Reminiscence of Nature

We transform 20 years of commitment to sustainability into our new Green Tea Collection, formulated with EU certified organic tea tree leaf extract to balance skin's natural oils and leave your hair and skin moisturized and fresh. Think of a mindful immersion into nature and its bountiful, infinite fertility, illustrating the dream of pure innocence reminiscent of nature.

## Wild Rose Collection

# Wild Rose

## Fearless and Resilient Carefree and Courageous

The Wild Rose Collection reflects O'right's 20 years of unwavering commitment and resilience on our journey to zero carbon. Specially designed for chemically damaged, dry hair, the Wild Rose range transforms the fearless beauty of wild rose into powerful hair care products that repair and reinforce your hair, ultimately unfolding into exquisite beauty that is fearless and resilient, carefree and courageous.

