

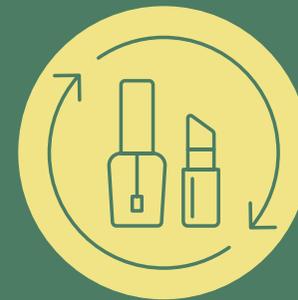


# KICKS

## Sustainability Report 2021



BEAUTIFUL  
MINDS



BEAUTY  
RECYCLING



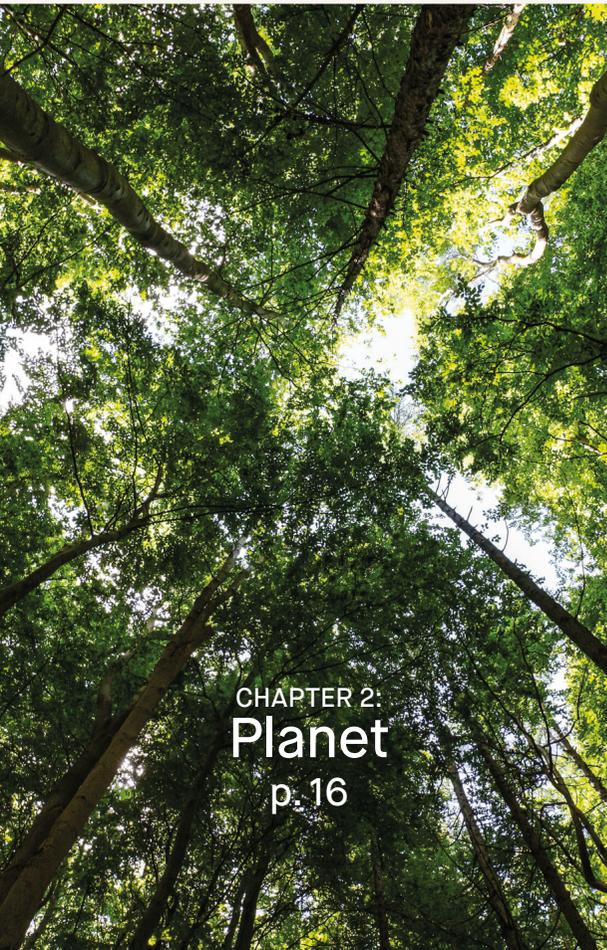
I'M  
CONSCIOUS



CEO's statement  
p. 3



CHAPTER 1:  
People  
p. 9



CHAPTER 2:  
Planet  
p. 16



CHAPTER 3:  
Product  
p. 21



BEAUTIFUL  
MINDS



BEAUTY  
RECYCLING



I'M  
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# Contents

- CEO's statement . . . . . 3
- About Kicks – We exist to set beauty free . . . . . 4
- KICKS sustainability goals . . . . . 5
- Risk analysis. . . . . 6
- KICKS value chain. . . . . 8

## Chapter 1: People

### Beautiful Minds:

- Mental health is an issue close to our hearts . . . 10
- BlueCall: How KICKS work with mental health internally . . . . . 11
- KICKS employees: Our most important asset. . . . 12
- Diversity & Inclusivity: Measurable goals. . . . . 14

## Chapter 2: Planet

### Beauty Recycling:

- Dispose of your cosmetic waste at KICKS. . . . . 17
- Beauty Recycling: This is how it works . . . . . 18
- Packaging: Plastic targets for increased circularity 19
- Climate: Next steps to reduce emissions. . . . . 20

## Chapter 3: Product

- Where KICKS inhouse brands are produced . . . . 22
- Supply chain:
- Sustainability is an important part of our purchasing process. . . . . 23
- Conscious: Facilitates conscious beauty choices 24
- It's about the ingredients . . . . . 25
- Product development:
- Sustainability already in design phase . . . . . 26
- Ingredient restriction list. . . . . 27
- Supplier list . . . . . 31
- Auditor's statement. . . . . 34

# CEO's statement

**KICKS CEO Freddy Sobin explains how our company's sustainability work has continued to develop throughout 2021.**

The past year was not only another year marked by the Covid-19 pandemic but also, gratifyingly, by an escalating public debate and awareness of sustainability and above all a focus on action. The climate has been high on the global agenda, but a number of other issues such as diversity and inclusivity in our societies, plastics and their impact on our environment and biodiversity have also been up there. At KICKS, we not only think that this is important, but this is also very positive from several perspective, because sustainability very much engages both us as employees and also many of our customers. As a company, we want to take responsibility, and we can and always want to do more - because it is needed.

During the year, we have developed a new diversity and inclusivity strategy, because we want to move from single initiatives to a defined footprint that is measurable and long-term. We have therefore chosen five focus areas with clear goals that will be continuously followed up - Recruitment & Promotion, Values, Community Engagement, Business Development and Marketing Communication. We are also working long-term for better mental health among both customers and employees. By highlighting the issue of mental health issues, we want to help de-dramatise the topic, so that more people become more comfortable talking about it. Every year as a company, we also make a financial contribution to Nordic support organisations that work to promote mental health. Through fundraising campaigns in our stores, we have enabled our customers to be involved in supporting the important work these organisations do.

The social and human aspect is key to us as a company, but so are the product and planetary perspectives that are closely

linked. In the latter, we have continued to work to make it easier to make conscious beauty choices in the categories Eco, Fair Trading, Natural, Locally Produced, Minimal Waste and Vegan Formula. We have also made a move to strengthen our initiative on the handing in of cosmetic waste so that these are recycled properly, as new legislation has partially undermined our progress. Furthermore, we have replaced our e-commerce packaging so that it is made from recycled and uncoloured paper and we have also switched to paper tape and paper bubble wrap to completely phase out plastic.

In addition, we have also adopted new climate targets and we want to work primarily to reduce emissions in the factories that manufacture our products, emissions from transport and also guide customers on how they can reduce their emissions. However, the largest climate emissions do not come from our own operations but from the production stage, something we are now making an effort to influence in the right direction and we are optimistic because many major players with whom we cooperate have adopted ambitious and far-reaching plans for the future. We can use this as inspiration for others who have not yet come as far.

At KICKS, we choose to look at the sustainability challenges of our time very seriously, but also with great optimism that we can jointly develop solutions and we still see that our work in that area has only just begun!



# About KICKS

## We exist to set beauty free



### KICKS operations

#### SWEDEN

132 stores and kicks.se  
2,400 employees in sales, warehouses and head office

#### NORWAY

69 stores and kicks.no  
650 employees in sales and a small office

#### FINLAND

32 stores and kicks.fi  
250 employees in sales

### About the report

This report relates to KICKS Kosmetikkedjan AB, corporate ID number 556432-9281. KICKS reports its sustainability efforts on the basis of the sustainability aspects deemed to be of significance with regard to the company's operations and stakeholder expectations. The sustainability report is inspired by GRI standards. The KICKS Board of Directors is responsible for the sustainability report and for ensuring it is drawn up in line with the Swedish Annual Accounts Act. This is our fourth sustainability report. It covers the 2021 financial year and all parts of the company.

### Key policies

At each new employment, new employees are given an introductory package containing central policies regarding zero tolerance for discrimination and victimisation, working conditions, sustainability and a code of conduct, called a business ethics code. This code includes zero tolerance for bribery and corruption and must be signed by all employees.

KICKS' contractual partners require everyone to understand and sign KICKS' Supplier Code of Conduct, the amfori BSCI Code of Conduct, which covers social, environmental and business ethics aspects. Compliance with the Code is followed up through third-party audits for suppliers in risk countries, according to the amfori BSCI risk classification.

- Code of business ethics
- amfori BSCI Code of Conduct
- Health and safety policy
- Sustainability policy
- Diversity and gender equality policy

### As the leading beauty chain in the Nordic region, KICKS offers a mix of external brands and own brand products. Our aim is to inspire our customers to explore their own beauty.

KICKS offer a holistic concept in makeup, fragrance, skin care and hair care. With well-trained beauty experts in 230 stores in Sweden, Norway and Finland and a modern omnichannel solution integrating the physical store and e-commerce, KICKS offer personal and inspiring beauty services and around 25,000 products from 250 brands. Our offering consists of a mix of major and smaller external brands as well as our inhouse brands BeautyAct by KICKS, KICKS Beauty, Atelier Rouge, Budgie, Continu, Flaer, MON|SUN and Skin Treat, produced by contracted suppliers. Our beauty experts offer makeup services and skin care analysis in all our stores. At some selected stores, we're also able to offer beauty services in the form of hairdressing salons, nail salons, brow bars and facials.

KICKS has the Nordic region's biggest customer club within the field of beauty with 2.7 million members. During the year we also launched KICKS Beauty Talks, a community where members can share their favourite products, beauty hacks and participate in competitions.

KICKS was founded in 1991 by KF, Kooperativa Förbundet

(Swedish Co-operative Union). Since May 2002, KICKS has been part of Axel Johnson AB, which is owned by Antonia Ax:son Johnson and family.

#### Governance

The responsibility for sustainability is shared by everyone at KICKS. The ultimate responsibility rests with the KICKS CEO. Sustainability means running operations at a high ethical standard where the risk of corruption is minimised in order to protect people and the environment, and where there is no risk of the KICKS brand attracting a negative reputation. As a profit-making company, we have a responsibility to ensure that financial profitability is created in a sustainable way that protects the world around us. This responsibility is delegated to the KICKS CFO, with support from the senior management team. Overall responsibility for sustainability issues is delegated to the sustainability manager, while social sustainability regarding employees is delegated to the Head of HR at KICKS. Today KICKS has a Sustainability manager and a sustainability specialist, based in the Marketing department.

# KICKS sustainability goals

KICKS sustainability strategy is based on three pillars, PEOPLE, PLANET and PRODUCT. Every year we raise our goals in both the short and long-term.

People	Target	Outcome	United Nations Global Sustainability Goals	
Percentage of employees with an international background	20%	27%	8	
Percentage of managers with an international background	20%	18%	8	
Percentage of employees who have signed the Code of Business Ethics	100%	50%	16	
40/60 balance between the proportion of men and women among employees	40/60	94% women	5	

Planet	Target	Outcome	United Nations Global Sustainability Goals	
Percentage of stores collecting cosmetic waste in Sweden	32%	27%	11,12	 
Net zero CO2e emissions from business travel, outbound transport and energy consumption in premises by 2030 (tonnes)	0	575	13	
Percentage of recyclable plastic packaging 2025	100%	70%	12	
Percentage of packaging made from renewable raw materials or recycled materials 2030	100%	0%	12	

Product	Target	Outcome	United Nations Global Sustainability Goals	
Percentage of sales from our Conscious range	20%	20%	12	
Percentage of certified palm oil according to the mass balance principle in inhouse brands	90%	97%	8, 12, 15	  
Percentage of suppliers in high-risk countries that have approved the review cycle	100%	100%	8, 16	 

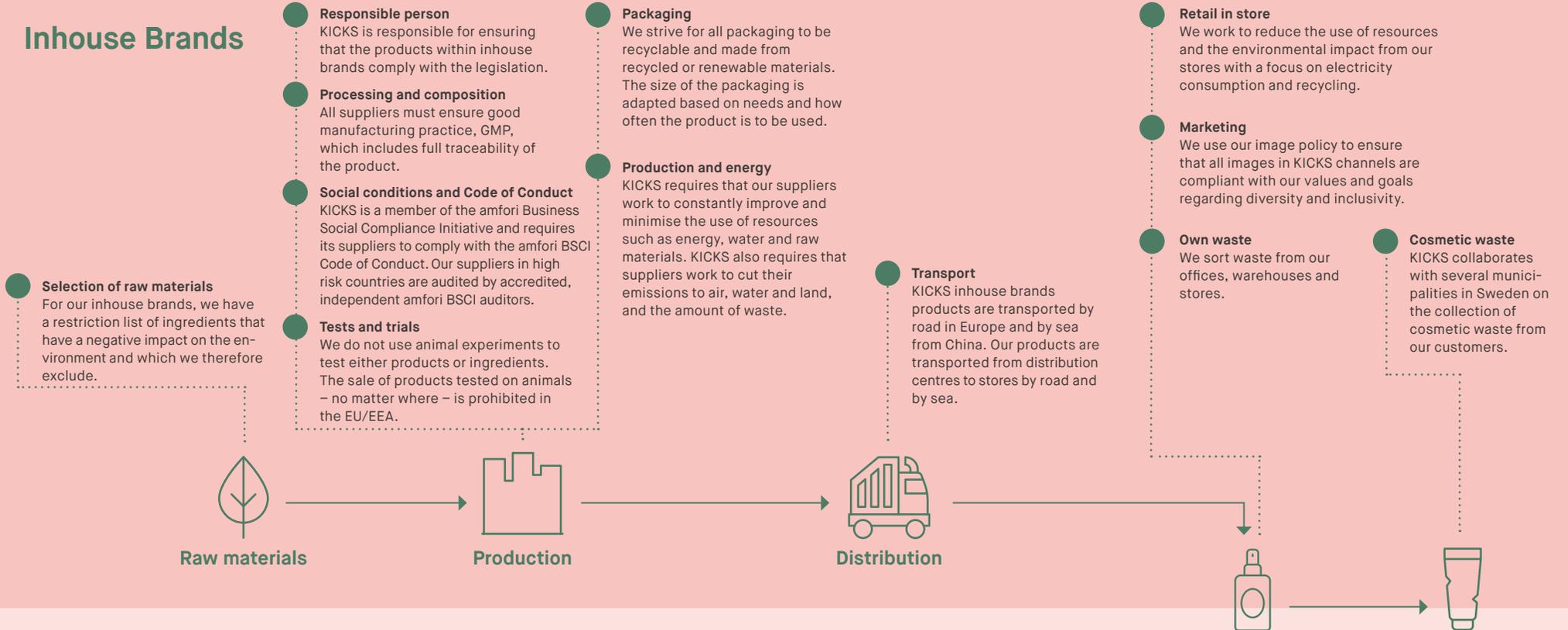
# Risk analysis

Risk area	Description	Risk mitigation measures
<b>Anti-corruption</b>	Corruption attempts Impact of business relationships	Zero tolerance of bribery in the Code of Business Ethics signed by all employees annually
		Requirements and follow-up via the amfori BSCI Code of Conduct
		Whistleblowing system for anonymous reporting of suspected irregularities
		Certification scheme for payment of invoices
<b>Environment and climate</b>	Deforestation	Prohibition against the use of endangered species in supplier agreements
		FSC-certified paper or recycled material in inhouse brand paper packaging
		Recycled paper material in e-commerce packages
		Requirements for palm oil certified according to the mass balance principle in inhouse brands
	Environmentally harmful chemicals	Ingredients restriction list for inhouse brands
		Requirements linked to chemicals handling in supplier agreements
	Climate change	Annual monitoring of energy consumption in our own premises
		Only electricity from renewable energy sources in our own premises
		Energy survey for large companies
		Survey of energy in production of our own brand products
		Requirements in supplier agreements for reduced energy consumption
		Requirements in transport agreements for reduced emissions
		Requirements for reduced emissions from company cars and business travel
		Annual monitoring and reporting of energy consumption in premises, outbound transports, business trips and company cars
	Overconsumption of water	Survey of water consumption in production of our own brand products
		Requirements in supplier agreements for reduced water consumption
	Incorrect handling of cosmetic waste	Collection of cosmetic waste in cooperation with several local authorities in Sweden
		Customer information about recycling
	Packaging that cannot be recycled	Mapping of packaging within inhouse brands
		Packaging policy to ensure materials can be recycled

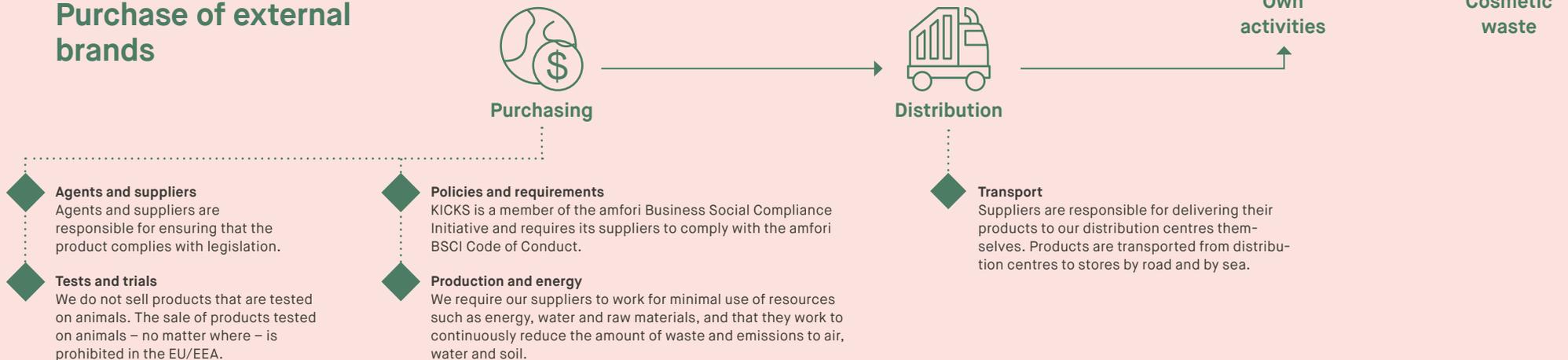
Risk area	Description	Risk mitigation measures
<b>Diversity and inclusivity</b>	Unconscious bias Exclusionary and assimilating work environment Lack of diversity in marketing communication	Diversity and gender equality policy to reduce the risk of discrimination
		New guidelines for recruitment and ads to avoid unconscious bias (2022)
		Updated interview template to avoid unconscious bias (2022)
		Inclusivity training for all employees (2022)
		Follow-up on inclusivity tutorials, collaborations and content
		Image policy with guidelines for representation of diversity
<b>Human rights</b>	Breaches of freedom of association, safety, discrimination Lack of employment contracts and reasonable working hours and pay Child or forced labour	Requirements and follow-up via the amfori BSCI Code of Conduct
		Third-party audits (BSCI, SEDEX with SMETA, SA8000)
		Whistleblowing system for anonymous reporting of suspected irregularities
		Quarterly supplier follow-ups for inhouse brands
<b>Social responsibility</b>	Health and safety risks, work-related injuries, stress-related health risks and deficiencies in gender equality and diversity among employees	Work environment policy for a good, safe work environment
		Diversity and gender equality policy to reduce the risk of discrimination
		Whistleblowing function that is readily accessible to all employees
		Bimonthly staff surveys with follow-up and discussion in relevant team
		Systematic work environment management in the fields of safety, harassment and the work environment committee
		Prevention of mental illness internally by means of access to motivational talks in the BlueCall app
	Health and safety risks and poor working conditions among suppliers Objectification in marketing communication	Requirements and follow-up via the amfori BSCI Code of Conduct
		Third-party audits (BSCI, SEDEX with SMETA, SA8000)
		Image policy with guidelines and examples for opting out of objectifying marketing materials

# KICKS value chain

## Inhouse Brands



## Purchase of external brands





CHAPTER 1:  
**People**



**BEAUTIFUL  
MINDS**

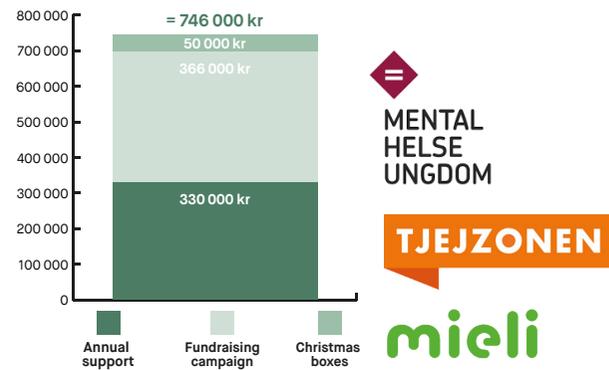
# Beautiful Minds: Mental health is an issue close to our hearts



Mental health is an issue close to our hearts for us at KICKS, and with our work with Beautiful Minds we want to maintain a long-term approach to boosting mental health among both customers and employees. By highlighting the issue of mental illness, we want to help de-dramatise the topic so that more people become more comfortable talking about it.

**KICKS supports Tjejzonen, Mental Helse Ungdom and MIELI**  
KICKS supports and cooperates with organisations working with mental health as part of our long-term efforts to prevent and raise awareness about mental health issues. In Sweden, we collaborate with Tjejzonen, Sweden's biggest support organisation for everyone who identifies themselves as female. In Norway, we collaborate with Mental Helse Ungdom, which is working to increase openness with regard to mental health issues and the availability of care; and in Finland, we cooperate with MIELI, which runs Sekasin chat, to ensure that no young people are left alone with tough and difficult thoughts. Every year KICKS grants funding to support the organisations so that they can help more people. In addition to the annual contribution, we carry out two annual fundraising campaigns in our stores, where our customers are offered the opportunity to round up the amount at checkout for the benefit of the respective organisation in each country.

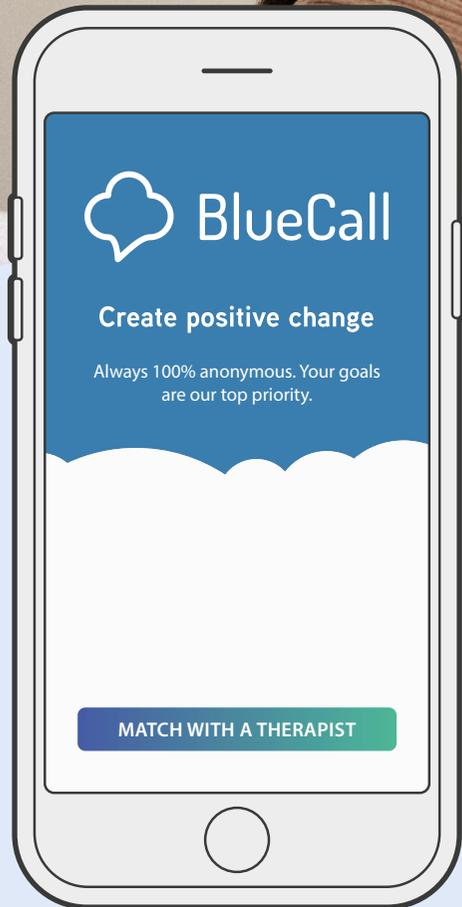
## Amounts donated to organisations in 2021



### Influencer collaborations with strong profiles

To attract attention to the fundraising campaigns and our Beautiful Minds initiative, during the year we have conducted influencer campaigns in Finland, Norway and Sweden together with Maiju Voutilainen, Malin Nesvoll and Peg Parnevik. For the campaigns, we chose to collaborate with three profiles, each of which has their own experience of mental health issues. Their mission was to produce a miniseries of videos and chronicles where they shared their experiences and tips for dealing with mental illness. The videos and texts were then distributed both in the profiles' own social channels and in KICKS social channels as well as sites and newsletters.

It was important to collaborate with three profiles who all have their own experience of mental illness and who also talk about it in their channels to break taboos and encourage others to talk about it. The posts and texts received a lot of positive feedback from both the profiles' own followers and KICKS followers in all countries.



## BEAUTIFUL MINDS

### BlueCall: How KICKS works with mental health internally

Mental health is also something we focus on within the company, including through a collaboration with the BlueCall app, where our employees are offered motivational conversations with quality-assured conversational therapists free of charge to find a good work/life balance.

KICKS strives to be an employer that creates the conditions for, and provides support that promotes, physical and mental well-being. Our goal is to create a good, pleasant work environment with an open corporate culture, where people should feel comfortable about talking about how they feel.

For us, BlueCall is a great tool where our employees get the opportunity for in-app mental training and access to motivational conversations with a conversation therapist. The app is easy to use, and as the calls are anonymous it can provide extra security for users. The hope is that our collaboration with BlueCall will lead to increased well-being among our employees while strengthening the resilience against mental health issues. BlueCall allows us to provide our employees in need of support with a useful tool for dealing with everyday challenges. During the year, 88 employees used the service.



# KICKS employees: Our most important asset

**Our employees are our most important asset. It is through them that we meet customers and the world around us and they are what creates value for the company. We are constantly striving to ensure that the people who work for us feel good, feel involved and have an opportunity to develop, and that nobody is ill-treated or discriminated against, irrespective of gender, background, age or other factors.**

KICKS' work environment effort is governed by current work environment legislation, rules and regulations, and strengthened with KICKS' own guidelines, procedures and processes in the area. Our work environment effort is clarified in a work environment policy, KICKS' ambition is to be at the forefront at all times, thus our systematic work environment effort is a top priority. The goal of KICKS' work environment effort is to create a physically, mentally, socially sound and developmental workplace for all employees, where risks of occupational injuries and work-related unhealthiness are prevented.

The company works actively with the local safety representatives at our units locally, to ensure that our procedures are followed everywhere, at other units we collaborate with the unions' regional safety representatives. Health and safety work differs between the different workplaces. In stores, we focus a lot on safety and security, while in our e-commerce, for example, we focus more on ergonomics. A general focus area is the organisational and social work environment, where, for example, a top priority is the psychological security to be offered to all employees, in each unit of our company.

**Target: All employees must sign the KICKS Code of Business Ethics yearly**



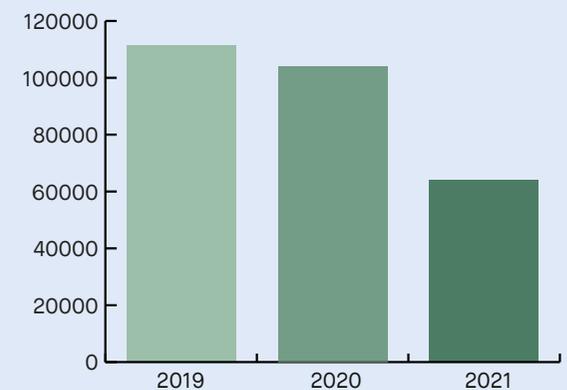
2019: 100% • 2020: 24% • 2021: 50%

In 2020, due to the pandemic, and the resulting work from home and furloughs, it was decided that only new employees should sign the Code of Business Ethics. In 2021, the Code of Business Ethics was sent out to all employees, but the compilation of signed documentation has been deprioritised due to the high workload because of the pandemic.

	2021
Whistleblower reports	24
Corruption cases	0

KICKS has a whistleblower service in place so that employees can anonymously report suspicious activity that could seriously affect the company or a person's life or health, or that fails to comply with our company's values and principles on business ethics. 24 incidents were reported via the whistleblower service in 2021. Following closer investigation, these cases were classed as HR matters.

## Number of courses completed



In 2021, the Beauty Academy training platform has been converted from about a hundred short videos to four educational blocks, which is why the number of completed courses has fallen sharply.

Learning and skills development are important if we are to provide the current and future skills needed at KICKS. *KICKS Academy*, our digital training portal, allows employees and managers to take part in learning activities so that they can develop in their roles. Our training portal is open 24/7 and offers digital courses, podcasts and e-books in a number of areas. The range of courses includes KICKS Beauty School, training courses and inspiration from internal and external brands, in-store services, leadership programs, procedures and guidelines. Our learning is mixed, i.e. a combination of digital courses, webinars and physical meetings and training in different parts of everyday life.

In 2017, KICKS began offering the *Skincare Advisor* and *Makeup Artist* certification courses and since starting has certified just under a hundred *Skincare Advisors* in Sweden and Norway, as well as eighty *Makeup Artists*. We have also completed a first *Fragrance Expert* certification for some 20 store employees in Sweden. In addition to this, in 2021 we implemented our

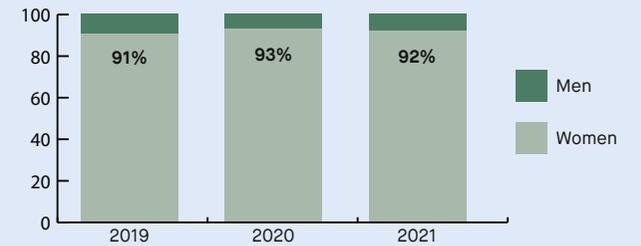
new purpose *Set beauty free* as well as our new values; *Engage, Execute and Excel*.

2021 has also been characterised by the Covid-19 pandemic and we have had to adapt our operations to the changing conditions in the market, as well as to the authorities' recommendations. Furloughs continued for employees in the office during the first quarter and for stores during the second quarter. Teleworking has been the norm for all employees in the office, except for some in critical role who have had to work in the office. The office was reopened at the end of September, but capacity was limited so that a maximum of 50% of employees were on site at the same time. Furthermore, business travel has been minimised and security measures to prevent the spread of Covid-19 have been introduced both in store and in the office, such as calls to maintain social distance, limit the number of people in premises and extra cleaning routines.

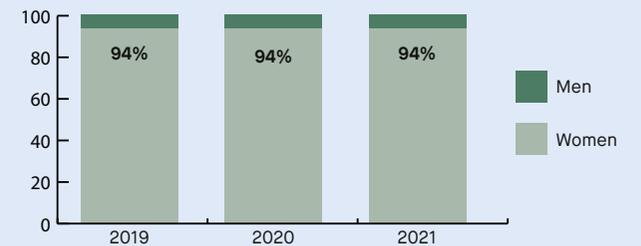


The figures are based on KICKS Sweden, because we do not conduct the same follow-up in Finland and Norway.

**Target: 40/60 distribution between women and men among management**



**Target: 40/60 distribution between women and men among employees**



We have a long way to go to strike a balance between female and male employees. In 2022, we will review our recruitment and advertising guidelines to hopefully attract more men to join us.



# Diversity & inclusivity: Measurable goals

**At KICKS, diversity and inclusivity are an important issue. We work to reflect society at large in our range and among our employees. Josefin Hård, Sustainability Manager at KICKS, explains how we work to be at the forefront when it comes to these issues.**

## Why is diversity and inclusivity important to KICKS?

"Diversity is important for us to understand our customers and for us to be relevant. It is also important for us to be able to attract and recruit employees from all over the talent pool. The fact that we work with inclusivity at the same time, where we take advantage of all experiences and perspectives, is absolutely crucial for us to be able to benefit from the advantages of diversity."

## What is the purpose of the diversity and inclusivity strategy?

"We want to raise the level of ambition and move from single initiatives to a defined footprint that is measurable and long-term. We have five focus areas with both long-term and short-term goals: recruitment and promotion, values, community engagement, business development and marketing communication. The targets are set so that it is administratively easy and legally secure to collect data."

## How does KICKS ensure that this is followed?

"All goals are followed up on an annual basis. For example, we follow up representation linked to age, gender and background through data from Statistics Sweden that is based on Swedish personal identity numbers. We also measure perceived inclusivity with the help of employee surveys."

## Is KICKS' range of brands and products affected by this strategy?

"The availability of a fully inclusive range of makeup testers for foundation makeup in all our stores is unfortunately a challenge. We have a wide online range where many of our brands offer over 40 shades of foundation, but that breadth is unfortunately not possible to have in all stores due to lack of space. Therefore, we plan to try a larger number of testers in store in the future, so that the wide range we have online becomes available to all customers. This trial will only begin once we have secured a long-term and sustainable solution, because rebuilding our stores is costly and time-consuming. Our ambition is that this will be in place in early 2023."



## Celebrating Pride is a matter of course for KICKS

At KICKS, we celebrate Pride because the equal value and rights of all people are a matter of course. We are behind what Pride stands for – that you should be proud of yourself and who you are. Whoever you are. Always.

During August, KICKS customers were able to purchase the Solidarity Bracelet in our stores in the Stockholm region and Visby. By purchasing the Solidarity Bracelet, Pride organisations and events are supported in countries where LGBTQ rights are not a given. The bracelets cost SEK 50, where SEK 30 per bracelet sold supported Sofia Pride in Bulgaria and Pride organisations in Hungary and Poland, among others, and SEK 15 per sold bracelet went to the Stockholm Pride association's continued work to develop Scandinavia's largest Pride festival. Together KICKS customers in Stockholm and Visby bought SEK 31,000 worth of bracelets!



To me, Pride means  
**freedom**,  
the freedom to  
be oneself!

/Viktor

**What do KICKS think about image selection, tonality in text and choice of content in their channels?**

"It is very important that we show what we stand for externally. This is work that is constantly ongoing and we will focus more on inclusivity and diversity across all our channels. For example, we already do tutorials for all skin tones and hair types, as well as select models in our communication who represent different ages, skin types and sizes. We also plan to highlight more multicultural holidays in our communication."

**How are KICKS employees trained in diversity and inclusivity?**

"Together with KICKS owner Axel Johnson, we will develop educational material on inclusive employment and leadership as well as recruitment, but also updated policies and guidelines, so that all of us at KICKS know how to act inclusively in practice."

The majority of our stores have educated makeup artists who can guide all customers regarding suitable shades and desired coverage. KICKS' training school Beauty Academy also offers digital courses and tutorials which include colour theory for varying skin tones and information about different skin types, as well as reviews of what can be challenging in the matching of, for example, foundation for different needs."

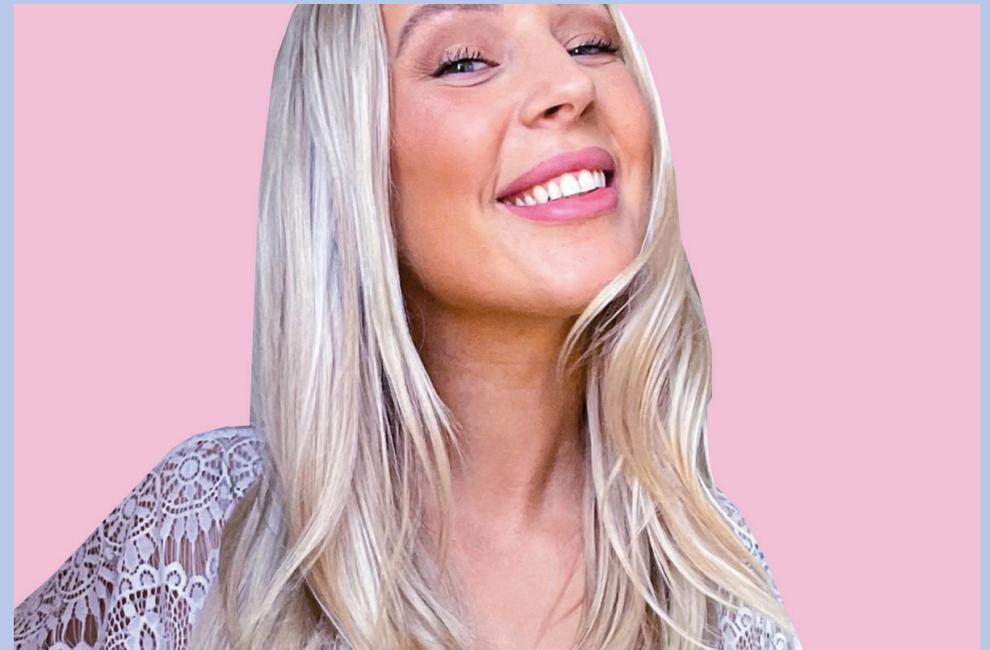
**How does KICKS engage in these issues at societal level?**

"We have been involved in these issues for several years, including through co-working with Yrkesdörren, which helps new Swedes broaden their network of contacts with the help of established Swedes. During the past year we have also held activities during Pride, which we will continue to hold, and have collaborated with The Global Village foundation by means of a CV workshop in Järva."

Target	Outcome	Focus area
International background: 20%	27%	Recruitment & promotion
Men & Women: Balance 40/60	94%	
Age range: At least 10% in all age groups (up to 29 years old, 30-39 years old, 40-49 years old, 50-59 years old and over 60 years old)	New 2022	Basic values
Inclusivity: Highest in the industry	New 2022	
3 collaborations to promote inclusivity per year	New 2022	Community engagement
Offer a varied range for underrepresented* groups of product choices in all product categories	New 2022	Business development
Self-produced material and content should reflect Sweden's demographics	New 2022	Market communication

\* Underrepresented means a person or group of people who are insufficiently represented – in this specific case with reference to the beauty industry in the Nordic countries.

To me, Pride means  
*being proud,*  
 being proud about showing who you are,  
 and having the opportunity and  
 the right to love the one  
 you love.  
 /Monica





CHAPTER 2:  
**Planet**



**BEAUTY  
RECYCLING**

# Beauty Recycling: Leave your cosmetic waste at KICKS

Few of us are aware that cosmetic waste such as nail lacquer, hair dye, eyebrow dye, perfume, hairspray and so on contains substances that mean it should be deposited for recycling rather than being flushed down the toilet or disposed of as regular household rubbish. We guide our customers to take care of their cosmetic waste properly.

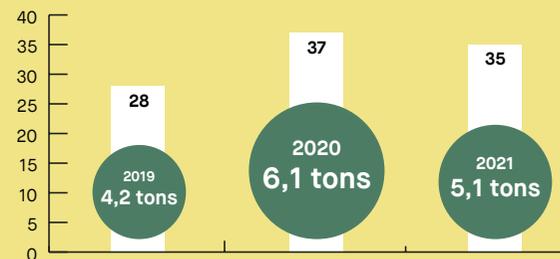
Previously, it was only possible to take your old cosmetics to recycling stations and recycling centres, which tend to be in remote locations and difficult to access without a car. KICKS wants to help minimise the environmental footprint of beauty products and make them easier to dispose of after use. Since 2017, it has been possible to hand in your cosmetic waste, no matter what brand, at selected KICKS stores. It started as a pilot project in Stockholm and since then we have connected more municipalities and stores around Sweden.

In Sweden, local authorities have a monopoly on collecting consumers' cosmetic waste. Therefore, KICKS aren't allowed to collect cosmetic waste ourselves and need to work with the local authorities or their waste management companies by acting as a collection point for local authorities that collect and process the waste. KICKS therefore have to get the local authorities on board to be able to collect cosmetic waste. This presents a challenge, because KICKS have stores in almost 90 municipalities.

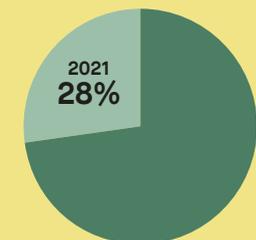
During 2021, we also investigated the possibilities of collecting cosmetic waste in Norway and Finland as well. In 2022, we will make a decision on whether we will start collecting cosmetic waste in these countries as well.



Number of stores

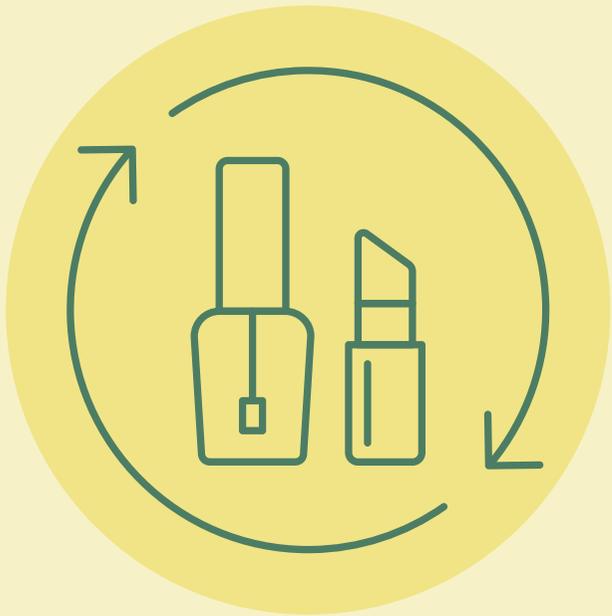


Amount of cosmetic waste collected and number of stores receiving cosmetic waste



Target: At least 32% of stores in Sweden receive cosmetic waste

Two stores that collected cosmetic waste were closed in 2021. We did not reach the goal of 32% of stores in Sweden offering collection of cosmetic waste. This is partly due to reprioritisation in connection with furloughs, and partly because of new legislation that risked affecting the possibilities for collection in our stores and which have been investigated during the year.



# Beauty Recycling: This is how it works

KICKS carried out a customer survey to find out about customer behaviour when it came to cosmetic waste. It showed that not many people recycled their used beauty products. The reason turned out to be that they simply don't know how to go about it. Half of the people who completed the survey answered that they don't know where they can hand in used beauty products and 66% don't know how to sort them for recycling. To guide our customers correctly, we've produced a quick reference guide for the bathroom.

## To the household waste



Cotton buds, wet wipes, cotton wool pads, hair and tampons should not be flushed down the toilet. These cause major obstructions at water treatment plants and should be disposed of with general household waste. In Stockholm alone, 40 tonnes of rubbish is flushed down the toilet every week! Only toilet paper should be flushed down the toilet.

## To packaging recycling



Empty packaging from shampoo and skin creams, for example, is sorted by material: plastic, paper, cardboard and glass etc. Packaging with some detail in a different material is sorted by the material that most of the packaging is made of. By sorting and recycling packaging, the material can be used to make new packaging.

## To the recycling centre or applicable KICKS stores



Of course, we want our customers to use up the products they buy, but sometimes people do want to get rid of a product. Nail polish, hairspray, perfume, etc. all contain environmentally harmful ingredients that should not be poured down the drain or thrown out with household rubbish. Half empty packages should also be handed in\* – the residues should not be poured down the drain.

*\*Half-empty packaging isn't recycled as hazardous waste in Finland.*

# Packaging: Plastic targets for increased circularity

**Packaging is a large part of the product as a whole. When developing new products, the packaging is chosen based on how often the product will be used and the kind of product it is. With KICKS' plastic targets, we work both to make all our plastic packaging recyclable and to use more recycled materials.**

Most of KICKS' own packaging is made from plastic. Plastic is a really good material in many respects – it is durable, malleable and light. Traditionally, however, plastic has been made from fossil fuels. To reduce our carbon footprint, we want our packaging to be suitable for recycling so that the fossil oil used for the packaging can be recycled several times over.

Together with the Axel Johnson Group, we have set targets for plastic packaging for our own brands, which must be recyclable by 2025 and be made from recycled or renewable materials by 2030.

The cosmetics industry has long believed that all plastic packaging is suitable for recycling, but we now understand the complexity of the recycling system. Black plastic and other dark colours are extremely difficult for sorting machines to identify. Even if the black plastic could be sorted out, there is no great demand for it. Black plastic contains so many different pigments that making new plastic packaging in other colours from it is difficult.

We've started phasing out the black plastic from our own brands, and now only a few of our products still use black plastic. When we develop new products, we are careful to choose materials that can be recycled and reduce the amount of mixed materials.

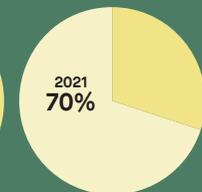
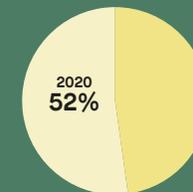
To ensure and follow up our plastic work, we have developed

a packaging policy and participated in Axfoundation's pilot for a digital tool that contributes to systematic plastic work by compiling, analysing and visualising data and making it possible to continuously follow up on their plastic use. With the help of The Plastic Progress Tool, we can also identify problematic plastic flows and make conscious design choices for products and packaging to allow more plastic to be recycled. Working methods, definitions and a demo of the tool are available to the public on Axfoundation's website.

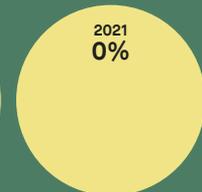
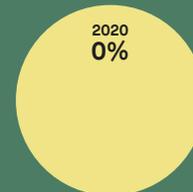
To reduce our e-commerce packaging footprint, during the year we have changed from black to brown boxes made from recycled materials. The paper that protects the products is also made of uncoloured recycled paper. On the inside of the e-commerce boxes is a brief guide to Beauty Recycling and how products and cardboard should be recycled.

## PUMP BOTTLE, TUBE OR JAR?

Creams in a pump bottle have the longest shelf life, followed by tubes, and finally jars, where bacteria enter when you dip your fingers in. But when you use tubes less is left behind than if you use pump bottles.



**Target: 100% of plastic packaging for inhouse brands to be recyclable by 2025**



**Target: 100% of plastic packaging for inhouse brands to be made from renewable raw material or recycled materials by 2030**

# Climate: Next steps to reduce emissions

In 2021, KICKS adopted new long-term climate targets. Here, our sustainability specialist Åsa Fredriksson Jedeskog explains what the goals mean – and how the work has begun.

## Why has KICKS developed new climate targets?

"We need to create a framework for measures and guidance in the development of our operations. Few will have been able to avoid hearing the alarming reports from the UN and science about global warming and that we must all ensure that temperatures do not rise more than 1.5°C to avoid catastrophic consequences for humans and our habitat. The overall goal of KICKS' new climate strategy is to reduce our greenhouse gas emissions in a strategy that is aligned with the 1.5°C target."

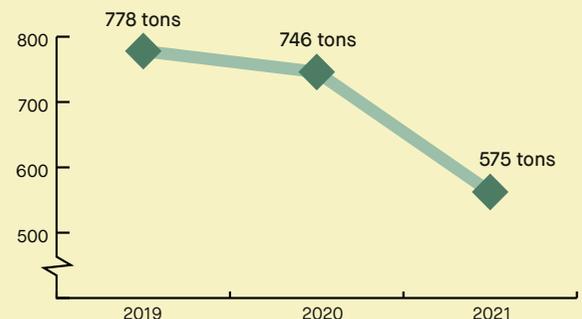
## What do the climate goals mean?

"KICKS already has a goal of being climate neutral regarding the emissions that we ourselves control in our own operations by 2030. That is, emissions from transport from our warehouses to stores and customers, our business trips and company cars and energy consumption in our premises. Some emissions can be reduced through climate-offsetting activities, and according to the goal, we have the opportunity to compensate a maximum of 15% of these emissions. However, the largest climate emissions come not from our "own operations" but from the production stage. We will, therefore, focus on reducing emissions from production of the products we sell, with the first milestone being to halve our emissions at the production stage by 2030. Part of the climate strategy is also about inspiring and guiding our customers and employees in how they can reduce their climate impact."

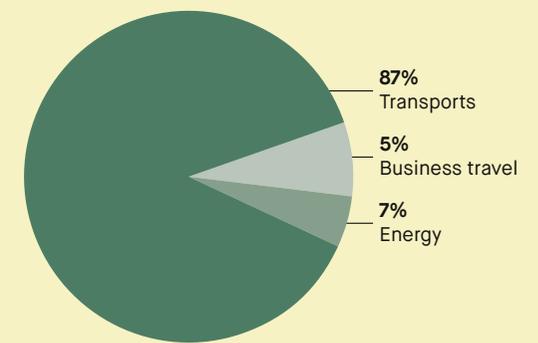
## What measures have already been taken?

"We measure and follow up the climate footprint from stores, business travel and transport from our warehouse to customers and stores. We're working to optimise the size of

the packaging to the product content to reduce the transportation of air, and thus carbon dioxide emissions. We also require our hauliers to reduce their emissions. Furthermore, we have started the work of mapping energy and water consumption in production. Since we do not have access to all the real data, we will partly need templates to map our emissions linked to the entire value chain in order to replace as much as we can with actual figures over time. During the year, together with other companies within the Axel Johnson Group, we also entered into an agreement to build a solar farm with an annual production of just over 30 GWh. Through this park, we have signed a Power Purchase Agreement, where we commit to purchasing the electricity produced at a solar plant, among other things, to reduce the environmental impact and enable the production of new renewable electricity."



Emissions from transport from distribution centres to stores and from e-commerce warehouses to customers, business travel and company cars and energy consumption (tons of CO2e)



The distribution of our carbon footprint from transport to stores and customers, business travel and energy consumption at our stores



CHAPTER 3:  
**Product**

**I'M  
CONSCIOUS**

# Where KICKS' inhouse brands are produced

**SWEDEN**  
**27%**

Skincare and hair care products are primarily manufactured in Sweden.

**GERMANY**  
**4%**

**NETHERLANDS**  
**1%**

**SWITZERLAND**  
**< 1%**

**ITALY**  
**25%**

All makeup is made here.

**Greece**  
**< 1%**

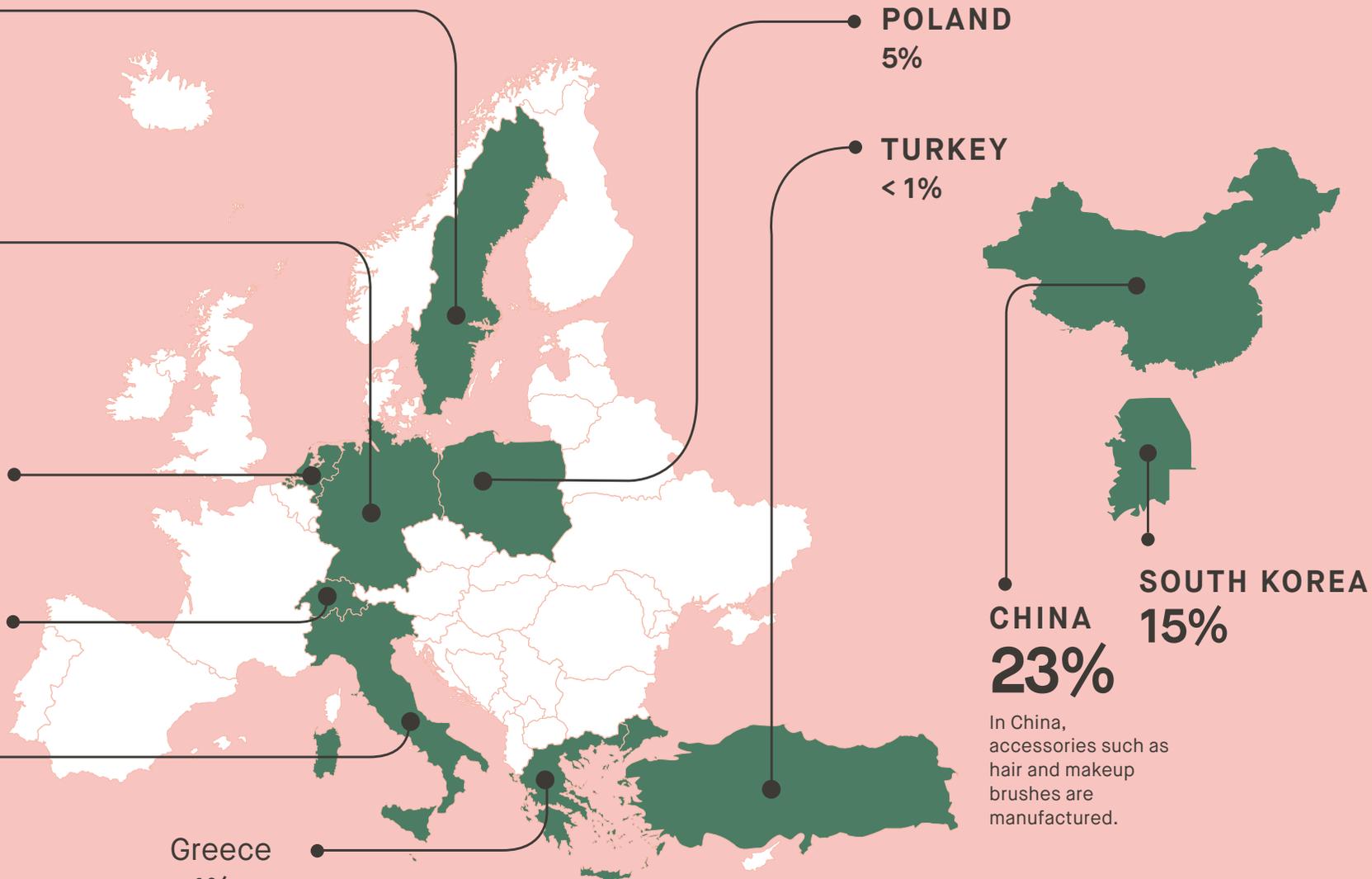
**POLAND**  
**5%**

**TURKEY**  
**< 1%**

**CHINA**  
**23%**

In China, accessories such as hair and makeup brushes are manufactured.

**SOUTH KOREA**  
**15%**



# Supply chain: Sustainability an important part of our purchasing process

Like many other players in the beauty industry, KICKS do not have our own factories, but instead work with selected suppliers around the world. We demand that the factories that manufacture our products take both people and the environment into account. In this way we work systematically and collaborate with operators on these issues so that we can keep improving.

The majority of KICKS' own production takes place in the EU. Our largest production country is Sweden, where most of the skin and hair care range is manufactured. China produces accessories such as hair and makeup brushes. It is important to us to ensure that our products are manufactured by suppliers and at factories with decent working conditions, and this is an area that we are constantly working on. One step in safeguarding involves auditing our suppliers in high-risk countries in line with a social standard approved by us.

## Requirements

Sustainability is an important part of our purchasing process. When evaluating new suppliers, first and foremost we check that the supplier is able to offer the right product of the right quality, right characteristics and at the right price, but also that the supplier runs their operations sustainably, predominantly from a social perspective. To become a KICKS supplier, companies have to meet our requirements, which include both statutory requirements relating to the product and the production process, and KICKS' specific requirements regarding function, quality and sustainability.

All suppliers, of both self-produced and external brands, must accept our sustainability requirements and supplier code of conduct, which is based on the ten principles of the UN Global Compact. The requirements of this Code harmonise, among other things, with the ILO's (International Labour Organization) core conventions, the REACH chemical regulation and the precautionary principle that we apply in our work and expect suppliers to adhere to. The requirements cover all steps in the production process and the supplier is responsible for informing subcontractors about our requirements and ensuring that they are met.

## Review

The greatest risk of human rights violations lies with suppliers in high-risk countries. Besides approving our Code of Conduct, we require all our suppliers in high-risk countries (according to amfori BSCI's risk classification) who manufacture KICKS' inhouse brands products to undergo on-site audits and obtain approval on the basis of a social standard. The inspections are carried out by accredited, independent auditors. Our target is for 100% of the factories in risk countries that we work with to have valid audit results. KICKS approves several recognised social standards for factory audits: amfori BSCI, SEDEX SMETA and SA8000.

Through our membership of amfori BSCI, we work to ensure compliance with human rights and to improve social conditions at the factories that manufacture our products. When the factories are audited in line with these standards, checks are conducted of whether suppliers offer decent working conditions, have safe production processes and don't use banned substances, whether water, energy and other resources are used effectively and whether the factories have processes ensuring that toxins aren't released into the environment. If non-compliance is identified in factory audits, a plan of measures is introduced for which the supplier has to demonstrate how the non-compliance is to be tackled and within what timeframe. As a last resort, in cases where the measures are considered insufficient and no desire to change is demonstrated, the partnership with the supplier is terminated. The requirements cover all steps in the production process. The supplier is responsible for informing subcontractors about our requirements and ensuring that they are met.



**Target: 100% of KICKS inhouse brands suppliers in high risk countries have a valid audit cycle**



No cases of human rights violations were reported during the year. All the factories in risk countries have been audited and have a valid audit cycle.

**A list of our suppliers can be found at the end of the sustainability report**

# Conscious: Facilitates conscious beauty choices



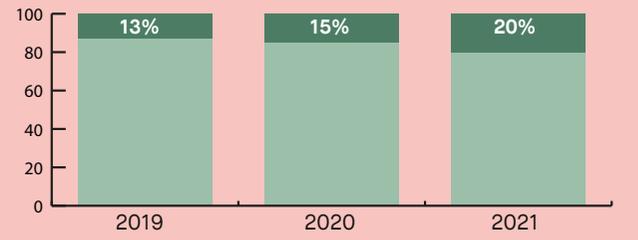
With the help of KICKS Conscious, it has become much easier to make conscious beauty choices. During the year, we launched the KICKS Conscious Beauty Awards, where we presented our customers' most popular favourite products in the categories *Eco, Fair Trading, Natural, Locally Produced, Minimal Waste* and *Vegan Formula*.

Many of KICKS' customers want to make conscious choices when shopping for beauty products. KICKS Conscious has been developed to make it easier for our customers to find organic, vegan, fair trading and locally produced beauty products that have been manufactured with respect for the environment. On our sites [kicks.se](https://kicks.se), [kicks.no](https://kicks.no) and [kicks.fi](https://kicks.fi) you can read more about exactly what requirements are placed on the various range categories. All products included in KICKS Conscious are also clearly labelled, so it should be easy to navigate your way to and find products in the various categories. KICKS Conscious consists of the following categories:

- ECO** - eco-labelled and organic products
- FAIR TRADING** - fair traded products
- MINIMAL WASTE** - recycled material & refill
- LOCALLY PRODUCED** - manufactured in the Nordic region
- NATURAL** - 100% natural ingredients
- VEGAN FORMULA** - no animal ingredients

During the KICKS Conscious Beauty Awards, which premiered during the year, we highlighted KICKS customers' most popular and best-selling favourites in each category. We also presented challengers, which are products that have received extra good reviews from our KICKS Club members in Sweden, Norway and Finland.

**Target: Conscious product range accounts for at least 20% of sales**



# It's about the ingredients

Here are a few examples of common ingredients and the function they have in different beauty products.

## Antioxidants

A group of substances that protect the body from free radicals and thus counteract the aging process in the body, such as tocopherol, tocopheryl acetate and ascorbyl palmitate. Antioxidants also have a protective effect in formulations and are added to ensure that the product is durable throughout its lifetime.

## Anti-statics

Added to conditioners to help detangle the hair, e.g. behentrimonium chloride and cetrimonium bromide.

## Astringents

Tighten skin and shrink pores, e.g. alcohol and several extracts.

## Emulsifiers

Allow fat and water to be mixed to form a cream, e.g. cetyl alcohol, stearyl alcohol and glyceryl stearate.

## Film formers

Create a film on the skin for a smooth feel, e.g. PVP, polyethylene and polysilicone-11.

## Humectants

Retain moisture in the skin, e.g. glycerine, hyaluronic acid, and propylene glycol.

## Colours

Are often stated with a CI number. CI stands for colour index, e.g. carbon black, CI 77266.

## Chelating agents

Stabilise heavy metals in makeup.

## Preservatives

Prevent uncontrolled growth of bacteria, mould and yeast, e.g. phenoxyethanol, methylparaben and benzoic acid.

## Emollients/moisturisers

Lock in moisture and soften and smooth skin, e.g. oils and silicones.

## Cleansers/surfactants

Surfactants are fat and water soluble and encapsulate water-soluble "dirt" so it can be rinsed off with water, e.g. sodium laureth-sulfate (SLES), sodium lauryl sulfate (SLS), sodium lauroyl sarcosinate, betaine.

## pH regulators

Provide the product with the right pH for the area of use, e.g. citric acid, sodium hydroxyde and lactic acid.

## Propellants

Liquids that expand to a gas when released in spray products such as deodorants, hairspray or mousse, e.g. butane, propane and isopentane.

## UV filters

Protect the skin from sun radiation, such as titanium dioxide, zinc oxide and ethylhexyl salicylate.

## Viscosity Controlling

Adjusts the viscosity of the product, e.g. sodium chloride, xanthan gum and sodium acrylates copolymer.

## Vitamin A

Reduces and prevents wrinkles and evens out skin tone, e.g. retinol, retinyl palmitate, retinyl acetate.



## Safe use

Cosmetic products placed on the market within the EU/ESS are regulated by the Cosmetics Regulation. The Cosmetics Regulation places requirements on production, distribution, documentation and traceability of cosmetic products, as well as which ingredients can be used. All products placed on the market must be safe for human health during normal or reasonably foreseeable use. Ingredient-level requirements are updated on an ongoing basis, for example when new information comes from the European Commission's Committee of Experts on Consumer Protection, whose responsibility is to evaluate ingredients.

In addition to the legislation, KICKS also has its own list of restrictions that is used in the development of our own products. It is based on the precautionary principle. This means that we go further than the legislation requires for ingredients that, for example, can be allergenic or that have properties that can have a negative impact on the environment. The list of restrictions is updated annually and pushes us to constantly choose better ingredients for our own brand products. The list of restrictions can be found at the end of the sustainability report.

# Product development: Sustainability as early as the design phase



Sustainability is an integral part of the work to develop and manufacture products for KICKS own brands. The work consists of different parts and covers both suppliers, formulation and packaging. Formulations developed for KICKS' inhouse brands comply with both EU cosmetics legislation and our own restriction list to ensure that the products do not contain ingredients that are problematic for humans and the environment. Here, Hannah Molin, Product Manager at KICKS Inhouse Brands, explains how this happens in the different parts of the production chain.

## How does KICKS work with sustainability issues when new brands and products are developed?

"Working towards more sustainable products requires that we take many parameters throughout the product development phase into account. The formulations we develop should be of good quality and not contain any problematic ingredients. We produce as much as possible locally; a large proportion of our brands are produced in Sweden. When it comes to packaging, we work according to the motto reduce, reuse & recycle. This means that packaging should be developed in monomaterials that can be easily recycled and contain recycled materials. We avoid black plastic in packaging, because it is a type of plastic that is difficult to recycle."

## Are diversity and inclusivity important when it comes to developing new brands?

"I'd say that's a hygiene factor. That said, there's always more to do and it is something we're working with constantly. To mention a few examples, we have expanded the range to 24 shades of foundations in our largest brand BeautyAct. When developing skin care products, we take into account that different formulations are required for different skin types. Of course, we also maintain a diversity perspective when it comes to the models we use in our images."

## Why did you choose to produce vegan products?

"Today, many customers demand vegan products and we see it as a matter of course to be able to offer a vegan range. Almost all the products within KICKS own brands are vegan, there are a couple of brushes with pig bristles in the range."

## How do you make sure that raw material suppliers that KICKS works with take people and the environment into account in their work?

"These requirements are included in our contracts with suppliers, and they need to demonstrate that they have certain certifications in order to confirm that they meet these requirements."

## There are lots of types of environmental certification in the beauty industry. What is KICKS' view of these?

"The majority of all environmental certifications are developed by private operators and were originally primarily aimed at the food industry. It is unclear to both consumers and suppliers exactly what the different certifications stand for. Sometimes it may sound better than it actually is. KICKS has chosen instead to be transparent, guiding customers by clearly stating information about the product, such as the proportion of natural ingredients, on our product packaging."

## BeautyAct KICKS BEAUTY BY KICKS

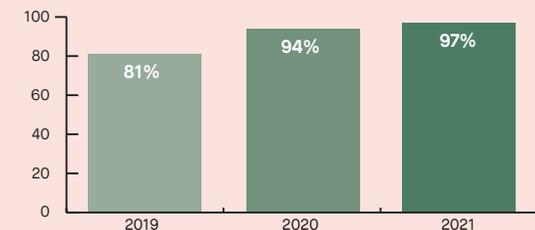
KICKS has two own brands, **BeautyAct by KICKS** and **KICKS Beauty**. KICKS also develops these brands through its subsidiary Myself & Friends:



## Sustainable palm oil

KICKS has signed up to the Swedish Initiative for Sustainable Palm Oil (SISPO), an industry-wide initiative which seeks to make the transition to more sustainably produced, certified and traceable palm oil in products including cosmetics and toiletries.

## Target: At least 90% certified palm oil according to the mass balance principle in inhouse brands:



The mass balance principle is an important method for starting a large-scale transition to sustainably produced palm oil. Through the mass balance principle, sustainably produced palm oil can be mixed with conventionally processed palm oil in existing systems and processes. Mass balance makes it possible to know the exact amount of sustainably produced palm oil entering the system and thus how much can be taken out of the system. In this way, increased demand is linked to increased production, which drives development forward.

# Restriction list for ingredients

The restrictions below apply to own brand products in addition to relevant EU legislation, such as the Cosmetics Regulation (1223/2009)<sup>1</sup> and the REACH Regulation(1907/2006)<sup>2</sup>.

## General requirements

Criteria	Requirement
Concentration limit	The substance must not be present in the product at concentrations above this limit
Not detected	The substance must not be found in the product at concentrations above the analytical reporting limit
Usage ban	The substance must not be used in production and must not be added to the product

## General requirements

Criteria	Requirement
Fragrance	Must comply with the latest International Fragrance Association (IFRA) Standards <sup>3</sup>
Nano material	Must notify Axbeautyhouse in advance if a nano material is to be used
Nitrosamine-forming compounds in contact with nitrate (e.g. diethanolamine, lauryldiethanolamine, 5-bromo-5-nitro-1, 3-dioxane and 2-bromo-2-nitropropane-1,3-diol)	Usage ban
Purity of ingredient	All ingredients used shall be of cosmetic or food grade quality
Substances of Very High Concern (SVHCs) <sup>4</sup>	Concentration limit 0.1 % (1000 mg/kg)
REACH Annex XVII	Follow Restrictions
REACH Annex XIV	Usage ban
PFAS	Usage ban
Microplastics	Usage ban

1 European Commission (2009). Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products. Available at: <http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2009:342:0059:0209:en:PDF>

2 European Commission (2006). Regulation (EC) No 1907/2006 of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH). Available at: <http://echa.europa.eu/regulations/reach/legislation>

3 IFRA Standards Library, <http://www.ifraorg.org/en-us/standards-library>

4 ECHA List of Substances of Very High Concern, <http://echa.europa.eu/candidate-list-table>

## Specific requirements

Chemical substance	CAS No.	Limit value/Requirement
Alpha-hydroxy acids	-	Follow the SCCNFP opinion on Alpha-hydroxy acids <sup>5</sup> - Glycolic acid may be used safely at a level of up to 4% and a pH ≥ 3.8 - Lactic acid up to a maximum level of 2.5% and a pH ≥ 5.0 It is recommended that there should be appropriate warnings to the consumer of: - Avoiding contact with the eyes - Avoiding or affording protecting from UV whilst using products containing AHA because of the suggestion of susceptibility to increased damage from UV
Antimony (Sb)	7440-36-0	Total amount - In polyester ingredients (e.g. glitter flakes): < 260 ppm - In all other types of products: < 10 ppm
Arsenic	7440-38-2	Concentration limit 3 ppm
Benzethonium chloride	121-54-0	Usage ban
Benzophenone-1	131-56-6	Usage ban
Benzophenone-3	131-57-7	Usage ban
3-Benzylidene Camphor	15087-24-8	Usage ban
Butylated Hydroxyanisole (BHA)	25013-16-5	Usage ban
Butylated hydroxytoluene (BHT)	128-37-0	Usage ban in finished product, not in raw material
Butylparaben	94-26-8	Usage ban
Bromochlorophene	15435-29-7	Usage ban
2-Bromo-2-Nitropropane-1,3-Diol	52-51-7	Usage ban
5-Bromo-5-Nitro-1,3-Dioxane	30007-47-7	Usage ban
Cadmium (Cd)	7440-43-9	Concentration limit 5 ppm
Chlorhexadine digluconate	18472-51-0	Usage ban
Chlorhexadine dihydrochloride	3697-42-5	Usage ban
Chlorhexidine and its salts	55-56-1	Usage ban
Chloroacetamide	79-07-2	Usage ban
Chlorobutanol	57-15-8	Usage ban
Chlorophene	120-32-1	Usage ban
Chloroxyleneol	88-04-0/ 1321-23-9	Usage ban
Chlorphenesin	104-29-0	Usage ban

<sup>5</sup> The Scientific Committee on Cosmetic Products and Non-Food Products Intended for Consumers (SCCNFP) (2004). Updated Position Paper Concerning Consumer Safety of Alpha-Hydroxy Acids. SCCNFP/0799/04. Available at: [http://ec.europa.eu/health/ph\\_risk/committees/sccp/documents/out284\\_en.pdf](http://ec.europa.eu/health/ph_risk/committees/sccp/documents/out284_en.pdf)

## Specific requirements

Chemical substance	CAS No.	Limit value/Requirement
Climbazole	38083-17-9	Usage ban
Chromium (Cr)	7440-47-3	Cr (VI) usage ban Cr concentration limit 10 ppm
CI 77288	1308-38-9	Usage ban
CI 77289	12001-99-9	Usage ban
Cetrimonium chloride (CTAC)	112-02-7	Usage ban as preservative (for other uses than as a preservative, follow limits in Annex III in 1223/2009)
Cetrimonium bromide (CTAB)	57-09-0	Usage ban
Cyclomethicone	69430-24-6/ 556-67-2/ 541-02-6/ 540-97-6	Usage ban
Cyclohexasiloxane (D6)	540-97-6	Usage ban, except in make-up
Cyclopentasiloxane (D5)	541-02-6	Usage ban, except in make-up
Dibromohexamidine isethionate	93856-83-8	Usage ban
Dichlorobenzyl alcohol	1777-82-8	Usage ban
Diiodomethyltolylsulfone	20018-09-1	Usage ban
Formaldehyde-releasing compounds (e.g. Diazolidinyl Urea, Imidazolidinyl urea, Quaternium-15, Methenamine, DMDM Hydantoin, Benzylhemiformal, Sodium Hydroxymethylglycinate)	-	Usage ban
Formaldehyde	50-00-0	Usage ban
Fragrance allergens	-	Fragrance allergens must be below the limit of declaration in face products: 0.001% in leave-on products and 0.01% in rinse-off products
Hexamidine diisethionate	659-40-5	Usage ban
Hexetidine	141-94-6	Usage ban
Homosalate	118-56-9	Usage ban
Iodopropynyl butylcarbamate	55406-53-6	Usage ban
Laurylpyridinium chloride	104-74-5	Usage ban
Lead (Pb)	7439-92-1	Concentration limit 10 ppm
Mercury (Hg)	7439-97-6	Concentration limit 1 ppm
4-Methylbenzylidene Camphor	38102-62-4, 36861-47-9	Usage ban
Methylchloroisothiazolinone (MCI)	26172-55-4	Usage ban

## Specific requirements

Chemical substance	CAS No.	Limit value/Requirement
Methylisothiazolinone (MI)	2682-20-4	Usage ban
Nickel (Ni)	7440-02-0	Concentration limit 10 ppm
Octocrylene	6197-30-4	Usage ban
Phenyl mercuric acetate	62-38-4	Usage ban
Phenyl mercuric borate	102-98-7	Usage ban
Phthalates, except Diethyl Phthalate	-	Usage ban
Polyaminopropyl biguanide (PHMB)	32289-58-0/ 27083-27-8	Usage ban
Propylparaben	94-13-3	Usage ban
Quaternium-14	27479-28-3	Usage ban
Quaternium-8	-	Usage ban
Silver chloride	7783-90-6	Usage ban
Thimerosal/Thiomersal	54-64-8	Usage ban
Tosylamide/Formaldehyde resin	25035-71-6	Usage ban
Triclosan	3380-34-5	Usage ban

## Purity restrictions on certain common ingredients

Component	Limit value/requirement
All materials	Must be: - Free from benzene and other residual solvents - Free from CMR (as defined in Article 57 in REACH <sup>6</sup> )
Arachis hypogaea oil (Peanut oil)	Must be refined and of high purity (protein level < of 0.5 ppm)
Cocoamidopropyl betaine (CAPB)	Dimethylaminopropylamine (DMAPA) < 10 ppm in bulk raw material Monochloroacetic acid (MCA) < 10 ppm in bulk raw material Dichloroacetic acid (DCA) < 15 ppm in bulk raw material
Ethoxylated ingredients	1,4 dioxane should be < 10 ppm in all raw materials (i.e. PEG), < 30 ppm in 70% sodium Laureth sulfate and < 10 ppm in the final product
Nitrosamine risk raw materials (materials with a risk of containing nitrosamine before being put in a cosmetic product, e.g. Cocamide DEA, Cocamide MEA, Lauramide DEA, TEA-lauryl sulfate, Lauramine oxide, Cocamine oxide, Triethanolamine)	< 50 ppb nitrosamines, must be documented
Nitrosamine combination risk, i.e. amine and nitrite in same product (e.g. amines in Cocoamidopropyl betaine, Cocamide DEA, Sodium Cocoamphoacetate, and nitrite in magnesium nitrate, 2-bromo-2-nitropropane-1,3 diol)	Must not be in same product (this applies to both raw material and the final product)
Mineral Oil and Waxes (i.e. paraffin, petrolatum, paraffinum liquidum)	Must be of food or pharma quality
Polymers	Shall have a residual monomer concentration of < 0.5%
Talc	Shall be of food or pharma quality, e.g. comply with UK CTPA monograph/purity or similar to show cosmetic purity

<sup>6</sup> European Commission (2006). Regulation (EC) No 1907/2006 of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH). Available at: <http://echa.europa.eu/regulations/reach/legislation>

# Supplier list

## China

Factory name	Country	Address	Product range
Jinzhou Accessories Ltd (R&L)	China	3rd floor, No.6 building, No.4 street, BoFeng Road, QiLing Village, ZhangMuTou Town, Dongguan 523578, Guangdong, China	Tools & Accessories
Zhuoer	China	Liu Jia Song Zhuoer Industrial Park, Da Huai Town, Enping City	Tools & Accessories
Taikone	China	Suifengnian Industrial Park, Shatian Town, Dongguan, Guangdong, China	Tools & Accessories
Fame Creation - Charmian Cosmetic Accessory Company Limited (Dongguan Chuangji Rong Polymer Materials Company Limited)	China	No.97-11, No.111,Dongshen Industrial Zone, Tangxia Avenue, Tangxia, (previous add:No.11., Dongshen Industrial Zone, Tangxia Dadaonan, No.97-11, Tangxia,), Dongguan	Tools & Accessories
Shenzhen Merrynice Cosmetic Utensil Co., Ltd	China	2nd and 3rd Floor, Building B, No. 428, Shenshan Road, Huangwu Village, Tongle, Longgang Street, Longgang District, Shenzhen, Guangdong, China	Tools & Accessories
Ningbo Eureka Commodity Co., Ltd (Chungfat)	China	No.58 Xingzhong Road, Qijashan, Beilun District, Qijashan, Beilun District, Ningbo, Zhejiang, China.	Tools & Accessories
Newplus Enterprise Co. Ltd	China	AREA ONE, FLOOR 4TH, BUILDING 642, DASAN VILLAGE, DASAN COMMUNITY, GUANLAN STREET, LONGHUA NEW DISTRICT, Shenzhen	Tools & Accessories
Planet HK	China	No.33, Qing Lian Rd., Xu Guan Industrial Zone, , Suzhou	Tools & Accessories
Homedollar (Cixi Zhihong Machinery Manufacturing Co)	China	Cixi Zhihong Machinery Manufacturing Co., Ltd	Tools & Accessories
ROOTSMEN(ZQ) COMPANY	China	No.28, First Alley, Shabu Village, Duanzhou Road, Zhaoqing 526060, Guangdong - China	Tools & Accessories
Hairbrush solutions (NINGBO BEILUN JUNYANG BRUSHES CO., LTD)	China	No. 28, Jing 12 Road, Xiaogang, Beilun, Ningbo, Zhejiang, China.	Tools & Accessories
Horizon (Foshan Yuli Cosmetic Accessory Co., Ltd)	China	B1 Pingzhou Industrial District, Guicheng Street, Nanhai, Foshan, Guangdong - China	Tools & Accessories
Ningbo Keyar	China	Nanyuan Village, Fuhai Town, Cixi,, Ningbo 315332, Zhejiang - China	Tools & Accessories
Shenyang Guanpin Woodenware Co., LTD (GIM-HWA)	China	No. 489, Liutiaohe Village, Magang Town, Shenbei New District, Shenyang 110124, Liaoning, China	Tools & Accessories
Terry Packaging Products Shenzhen Company Limited	China	3F, Block C, Jin Kai Jin Industrial Park, Shui Tian, Shi Yan Town, Bao An District,, Shenzhen 518108, China	Packaging
Yangjiang Jinhengda Cosmetic Tools Co (Ray Int)	China	No.1, Zhenxing South Road, Chengbei Industrial Area, Chuangye North Road, Yangjiang, Guangdong, China	Tools & Accessories
JUNHE INDUSTRY & TRADE Co (Ray Int)	China	11, 15, 16#, Metal knife cut industrial park, Zhuhai (Yangjiangwanxiang),, Yangjiang 529900, Guangdong - China	Tools & Accessories
ZHONGSHAN SHANGYANG TECHNOLOGY (SY-beauty)	China	No.28, Xingtang Road, Baishihuan Village, Sanxiang Town, Zhongshan, Guangdong, China	Tools & Accessories
QZBM(HUIZHOU) CO., LTD	China	Floor 1, Building A, Yinshan Industrial Area, Liangjing Town, Huiyang District, Huizhou, Guangdong, China	Tools & Accessories
Cang Zhou Zhen Di Brush Making Co., Ltd.	China	Wang Wei Tun Industrial Area, Ma Chang Town, Qing Xian, Cang Zhou City, Hebei, China 061 001	Tools & Accessories
Shenzhen Meljun Bags And Cases CO. LTD	China	7/F, Building1, FuHong Industrial Zone, FengTang Blvd, Tangwei, FuYong Street, BaoAn district, Shenzhen 518126 Guangdong - China	Tools & Accessories

## Finland

Factory name	Country	Address	Product range
TEAMPAC OY	Finland	Teampac Oy / Dunkatie 4 FI-7880 Liljendal	Skin Care

## France

Factory name	Country	Address	Product range
Chromadurlin	France	52 Avenue de la Gare, 24100 Creysse, France	Makeup

## Germany

Factory name	Country	Address	Product range
A.W. Faber-Castell Cosmetics GmbH	Germany	Nürnbergger Strasse 2, 90546 Stein, Germany	Makeup

## Italy

Factory name	Country	Address	Product range
NEWULF S.R.L.	Italy	VIA DELLA RESISTENZA 45 28803 PREMOSSELLO CHIOVENDA (VB) ITALY	Tools & Accessories
B. KOLORMAKEUP & SKINCARE S.p.A. SB BENEFIT CORPORATION	Italy	via Canonica, 79/A 24047 Treviglio (BG)	
Supplier does not want to make the information public	Italy	-	Makeup
Regi Laboratories	Italy	Via E. Mattei 6-10-14; CAP 26010, Bagnolo Cremasco, Italy	Makeup

## Poland

Factory name	Country	Address	Product range
CHROMAVIS SERVICE SP. Z.O.O.	Poland	Robotnicza 1, 06-400 Ciechanów, Poland	Makeup
Cetes	Poland	ul. Bohaterów Warszawy 2, 02-495 Warsaw, Poland	Makeup

## South Korea

Factory name	Country	Address	Product range
Imine	South Korea	Dakyoung plaza 2F, 36 Dongtangongwon-ro, Hwaseong-si Gyeonggi-do, Korea	Skin Care
Shinwoo	South Korea	95, GoongDong, KuroGu, Seoul 152882, Korea (South Korea)	Skin Care
Beauty Promotions	South Korea	#495 GyulHyun BLDG, GyulHyeon-Dong, GyeYang-Gu, Inchoen, Korea, 21016	Skin Care
Adwin	South Korea	30, Sandan-ro, Pyeongtaek-si, Gyeonggi-do	Skin Care
Eyesome (Oxygent)	South Korea	309, Gieopdanji-ro, Wonggok-myeon, Anseong-si, Gyeonggi-do, Korea. 17557	Skin Care/Color cosmetics/Body care
Coshub	South Korea	LG Twintel 1, #1706, 6, Samsung-ro, 96-gil, Gangnam-gu, Seoul, Korea 06168	Skin Care
Seweon Co LTD	South Korea	ROOM 902-2 531 Dunchondaero Chungwongu Sunnamcity Kyungkido Korea	Skin Care
E.CIS COSMETIC CO. LTD	South Korea	179, Gongdan 1-daero, Siheung-si, Gyeonggi-do, Republic of Korea	Skin Care

## Sweden

Factory name	Country	Address	Product range
SALAB STOCKHOLMS ANALYTISKA LAB	Sweden	Britt-Louise Sundells Gata 15, 134 50 Gustavsberg	Skin Care
HARDFORD AB	Sweden	Norra Svedengatan 30, 582 73 Linköping	Skin Care
Aerosol Scandinavia	Sweden	Fabriksvägen 2, Vallentuna	Hair Care & Skin Care
MARIA NILA AB	Sweden	Andesitgatan 12 Helsingborg, Sweden	Hair Care
SVENSKA KRÄMFABRIKEN AB	Sweden	Västermalmsvägen 13 B791 77 Falun	Skin Care
INEKOGRUPPEN AB	Sweden	Södra Förstadsgatan 23A, 211 43 Malmö	Skin Care
SCANDINAVIAN HAIR COMPANY AB	Sweden	Företagsgatan 17, 233 51 Svedala	Hair Care
DEPEND COSMETIC AB	Sweden	Knäredsgatan 21, 302 50 Halmstad	Makeup
Candles Scandinavia	Sweden	CV-gatan 38B 703 82 Örebro	Not cosmetics
Victoria Scandinavian Soap Ab	Sweden	Muskötgatan 10, 254 66 Helsingborg	Hair and Skin care

## Switzerland

Factory name	Country	Address	Product range
FLAWA	Switzerland	FLAWA Consumer GmbH, Badstrasse 43, CH-9230 Flawil Switzerland	Accessories

## Turkey

Factory name	Country	Address	Product range
CMC Consumer Medical Care GmbH	Turkey	Karaduvar Mah. Serbest Bölge (Free Zone), 6. Cadde Dis Kapi No:25 Akdeniz - Mersin, Mersin 33029 Icel - Turkey	Accessories

# Auditor's statement

Till bolagsstämman i Kicks Kosmetikkedjan AB, org.nr 556432-9281

## Uppdrag och ansvarsfördelning

Det är styrelsen som har ansvaret för hållbarhetsrapporten för år 2021 och för att den är upprättad i enlighet med årsredovisningslagen.

## Granskningens inriktning och omfattning

Vår granskning har skett enligt FARs rekommendation RevR 12 Revisorns yttrande om den lagstadgade hållbarhetsrapporten. Detta innebär att vår granskning av hållbarhetsrapporten har en annan inriktning och en väsentligt mindre omfattning jämfört med den inriktning och omfattning som en revision enligt International Standards on Auditing och god revisionssed i Sverige har. Vi anser att denna granskning ger oss tillräcklig grund för vårt uttalande.

## Uttalande

En hållbarhetsrapport har upprättats.

Stockholm den dag som framgår av vår elektroniska signatur  
PricewaterhouseCoopers AB

Gabriella Hermansson  
Auktoriserad revisor

# KICKS

Sustainability Report  
2021