

**Marketing Sustainability to Amika, Eva NYC, and Ethique Consumers**

Elizabeth Austing, Sally Hofmans-Currie, Devon Hale, Grace Jaworski and Sarah Liang

School of Environment and Natural Resources, The Ohio State University

ENR: 4567 Assessing Sustainability, Solicitation #0018

Dr. Greg Hitzhusen & Dr. Tim Jaquet

Autumn 2023

Primary contact: [austing.6@osu.edu](mailto:austing.6@osu.edu)

## Table of Contents

<b>Executive Summary</b>	<b>2</b>
<b>Introduction</b>	<b>4</b>
<b>Consumer Base</b>	<b>6</b>
<b>Company Branding</b>	<b>7</b>
<b>Sustainability Initiatives</b>	<b>7</b>
<b>Benchmarking</b>	<b>10</b>
<b>Educational Framework</b>	<b>10</b>
<b>Content Creation Process</b>	<b>12</b>
<b>Influencers</b>	<b>13</b>
<b>Recommendations</b>	<b>14</b>
<b>Conclusion and Future Steps</b>	<b>16</b>
<b>Works Cited</b>	<b>18</b>
<b>Appendix 1: Data Sources</b>	<b>19</b>
<b>Appendix 2: Influencer Suggestions</b>	<b>21</b>
<b>Appendix 3: Brand Value and B Corp Story Mockups</b>	<b>24</b>
<b>Appendix 4: Sustainability Certifications and Partnerships Mockups</b>	<b>25</b>
<b>Appendix 5: Sustainability Efforts Feed Post Mockups</b>	<b>26</b>
<b>Appendix 6: Sustainability Efforts Story Post Mockups</b>	<b>27</b>
<b>Appendix 7: Product Image Mockups</b>	<b>29</b>
<b>Appendix 8: Sustainability Pamphlet</b>	<b>30</b>
<b>Appendix 9: B Corp Instagram Story Highlight Example</b>	<b>31</b>

## **Executive Summary**

Amika, Eva NYC, and Ethique are haircare brands that recognize and engage with sustainability through their core values, actions, and acquired certifications. Sustainability is becoming increasingly important to these brands and their consumers. From this project, these brands are looking for marketing strategies to increase consumer awareness of their current and increasing dedication. Our primary objective was to create effective ways for the brands to communicate their respective brand values, sustainability efforts, and sustainability certifications via social media to their consumers. A crucial step was to align the marketing strategies with the core sustainability values of each brand to illustrate their clear commitment to sustainability. This process was guided by the following key research objectives.

First, it was paramount to understand consumer awareness of various sustainability issues, efforts, and language. Understanding how consumers understand and think about sustainability is crucial to making impactful communication and effective sustainability content. This was done by analyzing customer relationship management data provided by the brands. We found that consumers understand and engage most with the following sustainability issues, efforts, and language: environmental impact, responsible sourcing, trees, and recyclability.

Second, it was imperative to analyze and benchmark competitor and peer approaches to ensure we were considering all viable sustainability marketing techniques and identifying gaps in the market. Through this analysis, we found that clear and continuous campaigns are the most effective and popular sustainability social media marketing strategy. Consumers engage with sustainability content when they are repeatedly presented with engaging questions and inspiring conversations. This works to further educate and lead consumers to care about sustainability. The principal gap in this content is increased brand transparency. Amika, Eva NYC, and Ethique can

create unique content that sets them apart from competitors while communicating in ways that align with their consumers' values and preferences. Continuous feedback and open communication between the brands and their consumers will further these strategies and create a clear sustainability marketing campaign upon the conclusion of this project.

Third, it was crucial to analyze the brands' current social marketing strategies to serve as a baseline for the creation process. This included assessing the current Instagram feed and story posts with the highest engagement. In the scope of this project, engagement means social media views and comments, participation in campaigns, and overall purchasing. This enhanced our understanding of how consumers respond to and digest sustainability-related content in the beauty market. We took these findings and combined them with the core values and certifications these brands want to highlight such as B Corp and Climate Neutral certifications. We then combined this with analyses of the target consumers for each brand to begin formulating tailored content that effectively engages and inspires consumers. This included creating social media mockups, an educational pamphlet, and identifying potential influencers for future brand partnerships.

We recommend developing new initiatives such as purpose-driven campaigns and developing new collaborations and partnerships with influencers to reach new audiences that are already engaging with sustainability content. To ensure all communication is effective, our final recommendation is to distribute the educational pamphlet to any stylist or influencers selling these products to ensure accurate, brand-specific information. This could also be done via a QR code that leads consumers to this pamphlet on store displays. All of this will work to elevate the current social media marketing strategies and increase consumer awareness of the brands' sustainability values, efforts, and certifications.



## Introduction

This project aims to develop effective consumer marketing strategies for the brands Amika, Eva NYC, and Ethique. The core objective of this capstone project is to enhance consumer engagement and awareness of these beauty brands' sustainability initiatives and foster a deeper understanding of their certifications and associated values. From recycling programs to sourcing ingredients, Amika, Eva NYC, and Ethique have implemented a number of sustainability initiatives, all indicating a strong sense of environmental stewardship. For consumers to engage in this same stewardship, they must understand what initiatives the companies have. To achieve the core objective, four main goals were set:

1. **Increase awareness for all three brands:** Ethique, Amika, and Eva NYC all have strong sustainability stories rooted in their brand's strategies. It is important to educate consumers on the strides and progress their teams have made, and what they plan to continue doing in the future.
2. **Drive engagement:** Educating consumers on the brands' sustainability initiatives is the first step, but it is also necessary to create content that makes the average customer care. Content that is interactive and visually appealing generally gains more engagement, ie: views, likes, and read time.
3. **Enhance brand loyalty:** Ethique, Eva NYC, and Amika all have differing consumer demographics, which is why the branding strategies need to be unique for each brand. Creating individualized branding strategies helps foster a sense of connectivity between the brands and consumers by highlighting shared sustainability values.

4. **Influence consumer behavior:** Inspire consumers to adopt more sustainable practices in their daily routines. This fosters a community of conscientious consumers who are aware of the brands they are consuming.

With these goals in mind, the team created a list of research tasks that will further this project in a successful direction. Those objectives are:

1. **Analyze consumer awareness:** Using consumer research market (CRM) data, we analyzed the baseline understanding of sustainability amongst the target consumers. This data also allowed us to identify what aspects of corporate social responsibility and sustainability are most important to the consumer.
2. **Identify brand engagement strategies:** Analyze Ethique, Eva NYC, and Amika's current and past social media campaigns/posts to see which received the highest levels of consumer response and engagement - likes, comments, and outbound clicks. Our team held meetings with the marketing and social media teams to gain more insight into this.
3. **Conduct a comparative analysis:** Benchmark against other sustainable beauty companies and B Corp certified brands to analyze what marketing strategies are being implemented. Identify gaps or unique approaches that could differentiate Amika, Eva, and Ethique against these competitor companies.
4. **Develop a messaging and communication strategy:** Develop compelling mockups and visuals that demonstrate sustainability initiatives in a digestible way. Make a digital pamphlet housing all relevant sustainability information in a readily available platform. Decide which social media platforms and channels are the most effective to convey this information.

All in all, the objectives and tasks set for this project aim to achieve the overarching goal of developing effective communication and marketing strategies for the brand's initiatives.

## **Consumer Base**

The first and perhaps most important step of this capstone project was to familiarize ourselves with the companies' target consumers, branding, and sustainability initiatives. With three different companies to make suggestions for, understanding the similarities and unique points of each brand allowed us to create more targeted content. While many of the sustainability initiatives are similar across the three brands, large differences in consumer bases exist. Amika typically targets consumers in the high-end market. These consumers are looking to find a high-quality, trustworthy brand. These consumers prioritize products that deliver effective results and enhance the condition of their hair, are easy to use, and have clean ingredients. Eva NYC targets more of the general population. Like Amika consumers, Eva NYC's Gen Z consumers are likely to consider some sustainability aspects when deciding what to purchase but are more concerned with the impact on their hair. Ethique consumers differ from Amika and Eva NYC consumers, as they are typically more environmentally conscious and prefer brands that are zero-waste, plastic-free, with ethically sourced ingredients. Ethique describes their consumer base as "committed sustainability enthusiasts and those who are dipping their toe in the movement". This is the most environmentally conscious consumer base of the three brands.

## **Company Branding**

In addition to understanding the target consumer base, it was also important for us to familiarize ourselves with the companies' branding. Exploring social media and a guide

composed by the Amika social media team, we learned how the companies promote themselves. In their 2023 social content themes, Amika noted success when focusing on personalized hair routines and product recommendations. The final note in this guide was the success of the reduce, reuse, refill trend. Sustainability often does not get the best engagement, but creating relatable content allows Amika to deliver information on the refill pouches in an easily digestible way. The final note in this guide was the success of the reduce, reuse, refill trend. Sustainability often does not get the best engagement, but creating relatable content allows Amika to deliver information on the refill pouches in an easily digestible way. Eva NYC achieved notable success by correlating their sustainability initiatives with visual representations. Ethique measures heightened engagement through their strategic collaborations with social media influencers and brand ambassadors.

### **Sustainability Initiatives**

The final step prior to benchmarking Amika, Eva NYC, and Ethique against other B Corps and sustainability-focused brands was to understand the companies' initiatives. By analyzing Amika and Eva NYC's 2023 Sustainability Reports, we familiarized ourselves with the following initiatives.

- **TerraCycle Program:** Partnering with TerraCycle, Amika and Eva NYC are working towards eliminating the idea of waste completely. Unlike curbside recycling programs where pumps and tubes are rarely recycled, TerraCycle guarantees 100% recyclability of Amika and Eva NYC product containers. This TerraCycle collaboration has three separate programs - one for tubs and tubes, one for aerosols, and one for heat tools. Standard recycling facilities do not have the time to recycle heat tools which is

unfortunate because these materials are valuable and needed for renewable energy. In order to take advantage of the TerraCycle program, all a consumer needs to do is box up their used packaging, print a prepaid shipping label, and mail it off. The TerraCycle process is visualized in Appendix 5: Sustainability Efforts Feed Post Mockups.

- **Reduce Virgin Plastic Use:** As producers, Amika and Eva NYC want to be mindful when creating new products. By using post-consumer recycled material (PCR), 65% of the energy that it takes to produce virgin material can be saved (Amika, 2023). Additionally, PCR promotes the idea of a circular economy. For Amika, the current PCR breakdown is 90% in bottles, 60% in tubes, and 30% in jars. For Eva NYC, this breakdown is 50% in spray bottle triggers, 25% in shampoo and conditioner tubs, and 97% in jars. See Appendix 5: Sustainability Efforts Feed Post Mockups and Appendix 6: Sustainability Efforts Story Post Mockups
- **Plastic-Free Packaging:** Ethique’s products are entirely plastic-free. By using solid formulas for shampoo and conditioner bars, they eliminate the need for bottles, jars, and plastic pumps. The home-compostable, recyclable packaging enables this plastic-free, zero-waste initiative. See Appendix 6: Sustainability Efforts Story Post Mockups.
- **Refill Pouches:** One of Amika’s most innovative sustainability initiatives is the creation of shampoo and conditioner refill pouches. Rather than purchasing a single-use bottle with a pump, consumers have the opportunity to purchase a refill pouch. These refill pouches reduce material footprint by 97% compared to bottles and save 76% of emissions. These refill pouches are seen in Appendix 6: Sustainability Efforts Story Post Mockups and Appendix 7: Product Image Mockups.

- **Sustainable Ingredients:** Amika makes a conscious effort to extract and source sustainable ingredients for its products. Mica, a commonly found beauty ingredient, is sourced in Hartwell, Georgia through ethical working practices. For more information on Mica, see panel 6 of Appendix 6. Similarly, the sea buckthorn berry, Amika's signature ingredient, is sourced from a certified organic farm in the Tibetan Plateau. The berry is sustainably harvested, environmental protection is prioritized, and the local economy is supported. Additionally, Amika has certified 100% Roundtable on Sustainable Palm Oil (RSPO) palm-derivatives. Ethique takes this sustainable initiative one step further, certifying their products as palm oil-free. These sustainable ingredients are communicated in Appendix 6: Sustainability Efforts Story Post Mockups.
- **Emissions Tracking:** In contrast to numerous beauty brands that only track Scope 1 and 2 emissions, Amika and Eva NYC additionally track their Scope 3 emissions with the aim of subsequently offsetting them. Amika's 2023 sustainability report gives relevant examples. Scope 1 emissions result from the company's natural gas usage in its three warehouses and Brooklyn office. Scope 2 emissions result from the electricity usage in these warehouses and the Brooklyn office. Scope 3 emissions include everything else including shipping, insurance, software, food, employee commutes, travel, ingredients, packaging, supplier energy, and waste. An example of how to market this to consumers is included in Appendix 5: Sustainability Efforts Feed Post Mockups.
- **Reduce Water Use:** In a typical conditioner, up to 90% of the product can be water. By focusing on shampoo and conditioner bars instead of liquid, Ethique's production consumes significantly less water. In such a water-intensive activity like showering, this

is a great step towards sustainability. See Appendix 6: Sustainability Efforts Story Post Mockups.

## **Benchmarking**

Another important research objective was benchmarking Amika, Eva NYC, and Ethique’s sustainability communication strategies against those of competitor companies. To do this, we selected companies from a list of other B Corp certified brands. We focused on those with similar scores to Amika, Eva, and Ethique, such as Aveda, Weleda, and Beauty Disrupted. A key observation is that other brands incorporate a dedicated B Corp Instagram story highlight and maintain a regular schedule for sharing sustainability-focused content.

## **Educational Framework**

One of our main focuses when creating content was education. For consumers to see value in purchasing from sustainable brands, they must gain a basic foundation of knowledge on sustainable practices and certifications. We researched environmental education and communication in order to relay our brands’ initiatives in a way that will resonate. Through our research, we found a framework for environmental education that guided our content creation (Monroe, et al., 2008). This framework was useful because it was created with both formal and informal education in mind. It also considered both environmental and social sciences which is important because sustainability involves more than the impacts on the physical environment. We tailored Monroe’s pillars to the context of social media marketing and developed the following list of strategies:

1. **Conveying Information:** Simply stating facts or describing concepts and prompting people to seek out more information. This can be done by creating infographics, short videos, and engaging posts that share brief descriptions of sustainability concepts. Consumers should be led to additional information on these concepts through links or story highlights.
2. **Building Understanding:** The main points of concepts are highlighted to ensure consumers are able to visualize the concept. Using visual content such as infographics to make complex concepts more digestible to the average consumer can help highlight the main takeaways.
3. **Improving Skills:** Framing sustainability as a benefit to the consumer and guiding them to our goals by developing skills that will change behavior. Showcasing the personal benefits of using products that are produced sustainably and ethically can help with product purchase. Creating interest in sustainability and then sharing information on how to spot a sustainable brand could potentially influence consumers' purchasing behaviors.
4. **Enabling Sustainable Actions:** Engaging directly with an audience and encouraging conversation through comments, polls, or Q&As is important for increasing understanding. This is where we want to empower consumers to make informed decisions regarding the products they are purchasing. We want to give them the tools to be analytical and investigative when shopping in the future.

## **Content Creation Process**

After understanding the basics of the three brands, familiarizing ourselves with their sustainability initiatives, benchmarking against other companies, and gaining an understanding



of environmental education, we began the creation process. Our approach was primarily guided by filling in the gaps in each brand's current social media strategy. We believe that the brands could increase the frequency of sustainability-related posts and make this information more readily available on their profiles. When it comes to sustainability information, the brands tended to include this messaging mixed in with other general advertising messaging. This limited how much the brands could highlight their specific sustainability efforts, which is important not only because it conveys brand values, but also as a growing number of consumers are looking to purchase from sustainable brands. Throughout the creation process education was centered as the primary goal. To align our process with current social media strategies, brand values, and education we developed three guiding principles:

1. **Relevance:** We need to ensure that we communicate sustainability information that consumers understand and care about while highlighting individual branding in this communication. To do this, we created content around the brands' sustainability efforts that most closely aligned with the issues we identified as important to consumers from the CRM data.
2. **Engagement:** The information we communicate must be engaging to consumers in terms of both the visual elements as well as the verbiage used. To do this, we prioritized visual elements, minimal text, and emotionally engaging verbiage that have been successful for these brands in the past.
3. **Emotion:** It is imperative that we make emotionally engaging content. We need to ensure this so that consumers are compelled to engage with the content that highlights the brands' sustainability efforts and therefore increase their awareness and understanding of

these efforts. To do this we have focused on including attention-grabbing phrases, imagery, and issues to increase the emotional appeal of our content.

Overall, we need to make certain that the presentation of our content is aligned with each brand's target consumer and individual branding strategies. It is important that our content not only contains specific brand fonts, logos, and colors, but also is relevant to the consumer by maintaining popular and relevant content types, imagery, and phrasing. To do this we have followed the established branding guidelines and created a range of content varying in verbiage and visual elements to engage the variety of consumers these brands reach. The content we created based on these principles is shown in Appendices 3-7 below. Most of the examples shown are for Amika and Eva NYC because our work for Ethique evolved in a different format. After analyzing their sustainability initiatives and realizing that their consumers were already aware of such initiatives, we moved directly into creating content. For International Day of Climate Action, we created content surrounding small changes that better the earth. This content has already been posted to the Ethique World account. Our video from October 24th is available on Instagram @ethiqueworld.

## **Influencers**

Utilizing the three principles above allowed us to have an idea for strong content examples that potential future influencers could create. Finding influencers who focused on both sustainability and beauty proved to be a more difficult task than we originally anticipated. The lists that existed online were not updated and did not target both beauty and sustainability. Due to this, we decided to compile our own list of potential influencers. When searching for sustainable

influencers, we primarily utilized the TikTok and Instagram search bar. We searched for key topics such as sustainability, sustainable beauty, haircare, clean products, and earth-friendly. After filtering these prospects, we recorded key details for each such as TikTok/Instagram following, previous relevant content, and a general overview. This can be found in Appendix 2.

## **Recommendations**

Moving forward, we recommend that the brands prioritize transparent communication and continued education and awareness. Content mockups that we believe will be effective in marketing sustainability to consumers can be found in Appendices 3-7. Some key components of each mockup are described below.

1. **Transparent Communication:** Story highlights are a great way to make important information available and accessible to dedicated followers and new consumers. This is a good place for the brands to showcase their commitment to social and environmental responsibility and to tell the story behind achieving their different certifications. This emphasizes the brands' values and positive impacts while educating and inspiring viewers to think more critically about the products they are purchasing. Beyond having a general sustainability story highlight, we recommend having a separate story highlight dedicated to either certifications more generally or B Corp specifically. The brands' sustainability certifications are often more complicated than general sustainability efforts and require more explanation so that they are digestible for the consumer. We recommend having separate story highlights to not detract interest away from the more general sustainability efforts, and to peak consumer engagement in these certifications by having them stand out on the brands' profile.

2. **Frequent Education:** Increasing the frequency of sustainability-related posts will showcase dedication to brand values and making positive impacts. This could take form in the creation of dedicated sustainability highlights in addition to increasing the frequency of which feed posts contain sustainability information or are dedicated sustainability infographics. This will also demonstrate transparency to consumers and reinforce that sustainability is ingrained in brand values and operations. Posting a mix of educational content and updates on sustainability progress will show consistency and signal to consumers that Amika, Eva NYC, and Ethique are leaders in driving positive change in the hair and beauty industry.
3. **Engagement Initiatives:** Developing interactive and engaging content such as challenges, Q&As, behind-the-scenes looks, and purpose-driven campaigns will elevate awareness and education about sustainability within target audiences. These types of initiatives will create further opportunities to collaborate with influencers and brands outside of the beauty space. The goal is to foster a more informed and analytical audience.
4. **Collaborations and Partnerships:** Reaching audiences that are already passionate about sustainability is a strategy that could increase the perception of Amika, Eva NYC, and Ethique as environmentally conscious brands. Choosing to partner with influencers in the sustainability sphere, like those in Appendix 2, could be an effective way to do this. Generating attention-catching slogans to encompass brand values and sustainability efforts and using them across content types is a strategy that could reach new consumers.
5. **Distribute Educational Pamphlet:** When creating the educational pamphlet, we had hair stylists and influencers in mind. We wanted to create concise and effective talking

points for stylists and influencers to use when promoting products. We recommend that this pamphlet be sent out to any influencers or stylists selling Amika products to make sure accurate information is being shared. We also recommend including a QR code that leads to this pamphlet on store displays. All of this will work to increase consumer awareness of sustainability efforts and certifications without them needing to visit the brands' social media pages. See Appendix 8: Sustainability Pamphlet.

## **Conclusion and Future Steps**

In conclusion, our tailored approaches build upon and expand the current social media strategies of each brand to include content that conveys their respective values, sustainability awareness, and certifications in a way that is educational and engaging to their respective consumers. Considering that these brands have different target consumers and sustainability initiatives, we first familiarized ourselves with their target consumers, branding, and sustainability initiatives. We then benchmarked with peer companies and analyzed CRM data to gain valuable insights into what resonates with consumers. The findings highlighted the significance of emphasizing environmental impact, responsible sourcing, and recyclability, aligning with the brands' core values and existing sustainability efforts. Additionally, we created content mockups for each brand to function both as examples of our recommendations and to provide a foundation for the brands to work from and reference as they work to expand their sustainability marketing.

To maximize the impact of these content strategies, we recommend that the brands prioritize consistent transparent communication and continued education and awareness. Ensuring consumers are well-informed about the brands' sustainability considerations and

engagement will aid in solidifying brand values and sustainability efforts in the minds of consumers while working to create a well-informed consumer base. In addition to these primary recommendations, exploring further collaboration and partnerships with potential influencers who champion sustainability can work to expose new consumers to the brands' values and sustainability efforts. Engaging consumers through sustainability challenges, events, and social media campaigns remains essential and would serve to complement and support our previously mentioned recommendations. These initiatives foster understanding and create an active community around sustainability, encouraging consumers to participate in meaningful discussions and participate in the brands' eco-friendly initiatives.

This report provides recommendations for effective approaches to creating sustainability content and consumer education. As Amika, Eva NYC, and Ethique work to increase consumer awareness of their brand values and sustainability efforts through social media marketing, we encourage them to further refine these into specific practices for each brand. We recognize that we did inadvertently focus more on Amika's sustainability efforts here. However, the general framework and recommendations can be used to flesh out unique strategies for each brand as their efforts grow and evolve moving forward.

## Works Cited

*Amika: Corporate social responsibility + sustainability report.* (2023). Amika.

[https://indd.adobe.com/view/73dd5ce8-175d-4d13-a003-45e8a6143fc2?utm\\_campaign=likeshopme&utm\\_medium=instagram&utm\\_source=dash%20hudson&utm\\_content=www.instagram.com/p/CtomiKfOqsr/](https://indd.adobe.com/view/73dd5ce8-175d-4d13-a003-45e8a6143fc2?utm_campaign=likeshopme&utm_medium=instagram&utm_source=dash%20hudson&utm_content=www.instagram.com/p/CtomiKfOqsr/)

*Eva NYC Sustainability Report 2023.* (2023). Eva NYC.

[https://cdn.shopify.com/s/files/1/0305/5589/files/EVA-NYC\\_SustainabilityReport\\_2023.pdf?v=1689354329](https://cdn.shopify.com/s/files/1/0305/5589/files/EVA-NYC_SustainabilityReport_2023.pdf?v=1689354329)

Monroe, M. C., Andrews, E., & Biedenweg, K. (2008). A framework for environmental education strategies. *Applied Environmental Education & Communication*, 6(3–4), 205–216. <https://doi.org/10.1080/15330150801944416>

## **Appendix 1: Data Sources**

Over the course of the semester, the teams at Amika, Eva NYC, and Ethique provided us with data sources not available for public access. These sets were not created by us but are referenced below.

Dataset #1: amika target.pptx

Sources: Jamie Richards, Director of ESG and Chandler Frenken, ESG Associate

Description: This powerpoint highlights the current and target Amika consumer. It includes data regarding age, diversity, path to purchase, reason for purchase, product features, and brand features.

Dataset #2: BCorp\_Stylist\_WhitePage.docx

Sources: Jamie Richards, Director of ESG and Chandler Frenken, ESG Associate

Description: This word document includes a description of what is measured during the certification process and resonates with educators. It also highlights how a pamphlet could be useful to view information.

Dataset #3: ESG\_Eva\_Sales\_Info\_2023.pptx

Sources: Jamie Richards, Director of ESG and Chandler Frenken, ESG Associate

Description: This powerpoint explains what ESG is, Eva's B Corp status and scores (at the time), similar beauty brands, and a sustainability roadmap.

Dataset #4: Ethique x OSU prelim questions 9.6.23.pptx



Sources: Clare Premo Perez, Grace Tomasini

Description: This powerpoint highlights the two types of Ethique consumers. It also indicates the most successful social media types and brand slogans.

Dataset #5: Eva NYC\_ConsumerHaircare\_Crosstabs 06.02.23

Sources: Jamie Richards, Director of ESG and Chandler Frenken, ESG Associate

Description: This dataset is the spreadsheet of CRM data that was collected for Eva NYC.

Dataset #6: Recycling\_101\_2023.pptx

Sources: Jamie Richards, Director of ESG and Chandler Frenken, ESG Associate

Description: This powerpoint is a breakdown of how to recycle Amika and Eva NYC products. It includes misconceptions, materials, and a valuable breakdown of what is and isn't curbside recyclable.

## Appendix 2: Influencer Suggestions

### 1. @RELAUREN

- 225.2k TikTok
  - Post from October 2nd combats the all out environmentalist mentality. Lauren says you can be an environmentalist and want more without giving up everything – she’s a great middle ground, relatable, sustainable influencer.
  - Video from April 27th explaining how to recycle socks with SmartWool. One of her deliverables could be how to recycle with Amika and Eva.
- 128k Instagram
  - Primarily posts reels and Carousel Posts

### 2. @TRASHISFORTOSSERS

- 22.1k TikTok
  - Lauren Singer defines her zero-waste lifestyle as not contributing any trash to landfills. There’s potential for an entirely recyclable product advertising collab
- 339k Instagram
  - Lauren just did an advertisement for Domino Sugar – her post highlights the sustainability efforts of the company. She could explain some of Amika, Eva, and Ethique’s ESG efforts.

### 3. @GOING.ZERO.WASTE

- 319.2k Tiktok
  - In her September 12th post for Cariuma shoes, she explains how a B Corp is one of the main certifications she looks for when she shops. Does an AWESOME job explaining it.
  - Has a “Things I don’t Buy Anymore” series. Could have the answer be shampoo bottles and use Amika’s refillable pouches for the asset.
- 474k Instagram

- Really good at using reels to explain things – how pumpkins are grown and wasted, why landfills aren't meant for decomposition, etc. Could explain how Ethique's products are formulated.

#### 4. @THATCURLYTOP

- 56.3k TikTok
  - Sustainable fashion focused page. Black and Latina woman
- 104k Instagram
  - Sustainable fashion and lifestyle.
  - Has a company called @SustainableBaddie with lots of educational post carousels. Potential to show how Amika, Ethique, and Eva NYC work on all types of hair.

#### 5. @KRYSTALYNNNGIER

- 42.7k TikTok
  - Krystal has a post from September 17th, 2022 about her going into Sephora, researching some companies' initiatives & choosing products based on this. She could explain some of the three companies' initiatives.
- 3k Instagram
  - Has a post from October 6th for Mustela Sunscreen and talks about how it is a B Corp.

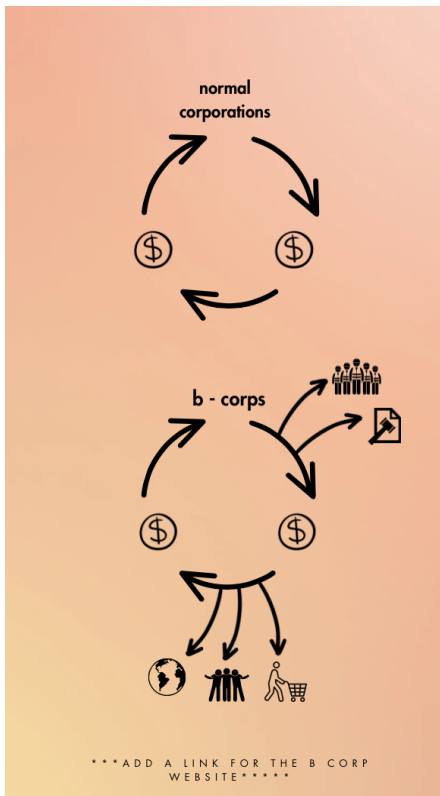
#### 6. @SOPHIAVERDE

- 52.6k TikTok
  - Sustainability, travel, and outdoors focused page. Posted a video on March 31st about her favorite sustainable and clean beauty staples.
- 6k Instagram
  - Bio says slow fashion and imperfect sustainability. Also a UGC creator so she could create some content for the Amika, Eva, and Ethique accounts.

## 7. @CHELSYCHRISTINA

- 182.1k TikTok
  - Post from December 12th talking about what ingredients to look for when building a sustainable skincare routine. Could do this for the ingredients and sourcing of shampoos and hair products.
- 40.2k Instagram
  - More interior design focused. Could be good for Ethique soap bars on bathroom or kitchen counters or even Amika's new hand soap bottle.

## Appendix 3: Brand Value and B Corp Story Mockups



what is a b - corp certification? 🔍

- the acknowledgment of a company's commitment to positive social and environmental impacts
- high standards must be met across 5 categories in order to become certified
- Governance, Environment, Community, Workers, and Customers



### BEHIND THE SCENES: B CORP CERTIFICATION

b corp certifications are only awarded to businesses that meet the highest standards of transparency, accountability, and transparency this certification looks at factors like supply chain practices, input materials, employee benefits and charitable giving

WE ACHIEVED THE STANDARD OF EXCELLENCE IN THE FOLLOWING CATEGORIES

- governance**  
does the company operate with transparency and have a positive mission statement that engages with social and environmental impacts?
- customers**  
does the company produce good quality products and do they prioritize data privacy & security, customer feedback, and ethical marketing?
- workers**  
does the company contribute to their employees well being, financial security, or career development?
- community**  
does the company engage with the community it operates in, hires from, and sources from to improve diversity, equity & inclusion, economic impact, and charitable giving?
- environment**  
does the company sell products with environmentally innovative production processes and do they limit their direct impacts on the environment?

## amika:

what drives us?

- the planet**
  - no emissions
  - reduce our footprint
- your hair**
  - kind ingredients
  - salon quality results
- you**
  - transparency
  - salon quality products
- our community**
  - thriving work culture
  - giving back

without these values there would be no amika  
a friend to your hair and the planet

## Appendix 4: Sustainability Certifications and Partnerships Mockups

**Let's go amika:**

April 2022  
Climate Neutral Certified

August 2022  
Energy Star Certification

September 2022  
Clean at Sephora

March 2023  
Certified B Corp

**our sustainability community amika:**

<p><b>TERRACYLE</b> through this partnership we guarantee 100% recyclability of our bottles, jars, caps, pumps, triggers, sprays, aerosols, and refill pouches.</p>	<p><b>GREEN POWER PARTNERSHIP</b> this epa partnership helps us track and promote our renewable energy use.</p>
<p><b>TRIBAL RENEWABLE ENERGIES</b> this partnership helps provide energy independence to tribal nations while supporting workforce development and local STEM education.</p>	<p><b>AGROCORTEXX REDD PROJECT</b> this partnership helps prevent deforestation in the amazon by protecting tropical forests and managing them in a sustainable way.</p>
<p><b>CITY OF HOPE</b> this partnership helps to increase health equity and uplifting underserved communities by expanding access to genetic testing and increasing diversity in clinical trials.</p>	<p><b>GREEN CITY FORCES</b> this partnership helps build greener cities by training young people from low income housing communities for a new more equitable economy.</p>

**our carbon offset projects eva·nyc**

**prairie pothole grasslands**  
this partnership supports regenerative agriculture by helping to protect the breeding habitats for 80% of the continent's waterfowl, and supports sustainable grazing of local ranging families' herds.

**tribal renewable energy fund**  
this partnership helps provide energy independence to tribal nations while supporting workforce development and local STEM education.

**clinton landfill gas & combustion**  
this partnership supports limiting emissions and works to collect and combust methane from landfills to effectively reduce greenhouse gasses.

**CE offset**  
this partnership support communities by working with schools, educators, and industry to build a clean energy future and ensure our communities and the environment are thriving and resilient.

**blandin hardwoods forestry**  
this partnership supports sustainable land management by focusing on maintaining the diversity of natural forest communities by reducing harvest impacts and mitigating climate change.

**OUR SUSTAINABILITY CERTIFICATIONS**

climate neutral certified

target zero, ultra beauty conscious and sally clean

great place to work certified

terracycle

b corp certified

cruelty free, non-GMO, and vegan certified

**eva·nyc**

**Did You Know?**

**CLIMATE NEUTRAL CERTIFIED**

**WE ACHIEVED CLIMATE NEUTRAL IN APRIL 2022**

Which means we have measured, reduced, and compensated for all of our emissions from making and delivering its products and services.

**Did You Know?**

**CLEAN AT SEPHORA**

**We achieved Clean at Sephora in September 2022**

which means means that we're following one of the highest standards of clean beauty.

## Appendix 5: Sustainability Efforts Feed Post Mockups

### sustainable shelf amika:



salon quality results with no harm to the planet

we are dedicated to your hair and to the planet

swipe to learn more about our sustainability efforts

### RECYCLABILITY



**TERRACYCLE**  
we eliminate waste with two mail-in recycling programs through our partnership with Terracycle, guaranteeing 100% recyclability of our products when you send in your products they are cleaned and broken down to be reused for new products

**POST CONSUMER RECYCLE (PCR)**  
none of our products are 100% virgin plastic! to reduce our impact we use PCR plastic, repurposing existing plastic for new use this saves around 65% of the energy needed to create virgin plastic

salon quality results with no harm to the planet

### CARBON EMISSIONS

**CARBON NEUTRAL**  
we are serious about reducing our carbon emissions and have offset all carbon emissions since 2021

**CLIMATE NEUTRAL**  
we offset all carbon emissions in 2021 earning us our climate neutral certification for the first time in 2022

**FOOTPRINT**  
we do not release any product with a footprint larger than our current products before we launch products we consider the impact of its materials throughout every stage from its life and production



salon quality results with no harm to the planet

### KIND INGREDIENTS



**CLEAN AT SEPHORA**  
our certification with sephora means we follow the highest standards in the industry our products sold at sephora are free of parabens, sulfates, sis and sls, phthalates, mineral oil, formaldehyde, and more

**CERTIFIED VEGAN**  
a majority of our products are certified vegan, meaning they are free of animal-derived ingredients

**LEAPING BUNNY**  
since 2016 we have been leaping bunny certified our products are guaranteed to be 100% free of any animal testing and our cruelty-free claims are verified

salon quality results with no harm to the planet

### PARTNERSHIPS FOR GOOD

**CARBON OFFSET CREDITS**  
we purchased offset credits in 2022 from the following verified organizations

- ce bright futures
- tribal renewable energies
- agrocortoxo reddi project

**ENERGY**  
we have partnered with the following organizations to increase our use of renewable energy

- green power partnership
- energy star, gpp

**TRANSPARENCY**  
we have partnered with the following organizations to verify our efforts and create industry standards

- eco beauty consortium
- provenance proof points



salon quality results with no harm to the planet

### eva.nyc SUSTAINABILITY FACTS

AMOUNT PER PRODUCT

**NET CARBON EMISSIONS 0%**

Packaging	100%
Recyclability	100%
Ingredients	
Parabens	0%
Sulfate	0%
Gluten	0%
Talc	0%
Clean and Kind Ingredients	100%

I'm not only better for your hair but better for our planet too.



### how do we achieve climate neutrality?

1. calculate carbon footprint
2. set emission reduction goals
3. measure and monitor results
4. compensate for remaining emissions

where do we produce emissions?

how do we offset emissions?



climate neutrality

### terracycling



### curb-side recycling



## Appendix 6: Sustainability Efforts Story Post Mockups

**reduce, refill, recycle**

we can all reduce our impact on our planet through the products we choose to buy



switch and save **76%** of emissions compared to single use

as a friend to your hair and our planet we are dedicated to minimizing our impact.

**amika:**

**PEOPLE**  
**+ PLANET**

---

**PROFIT**

**HOW WE ARE A FRIEND TO YOU AND THE PLANET**

**amika:**

**PEOPLE**

- ✓ prioritize employee wellness and benefits  
→ great place to work certified
- ✓ focus on representation and increasing dei efforts  
→ expanded partnership with swivel beauty to diversify product testing
- ✓ ensure ethical labor practices in our suppliers  
→ working to ensure fair and direct trade practices to guarantee a living wage
- ✓ giving back to our community  
→ donated over \$10,000 to 5 organizations representing our values  
→ have donated \$716,613 as of 2022

**PLANET**

- ✓ working to eliminate virgin plastic  
→ use up to 90% pcr plastic in packaging  
→ terracycle partnership guarantees 100% recyclability of our products
- ✓ offset the emissions we cannot reduce  
→ climate neutral certified for offsetting all 2021 emissions  
→ committed to renewable energy with our green power partnership
- ✓ only use kind and clean ingredients  
→ leaping bunny certified, most product certified vegan  
→ sustainable sourcing to minimize our footprint

### define sustainable sourcing

sustainable sourcing considers the social, ethical and environmental impacts when choosing which suppliers to work with

to truly be sustainable we have to consider the total impact our brand has, even indirectly through our suppliers

sustainable sourcing is one way we reduce our impact on the environment and communities

### what is mica

mica is a natural mineral that is used in many beauty products to add shimmer or color

mica mines have negative social and environmental impacts due to:

**the use of child and forced labor**  
**the mining process contaminating soil, surface water, and ground water**

this is why we sustainably source our mica from Hartwell, Georgia to ensure ethical working practices and reduce environmental impacts



## what is palm oil?



**palm oil** is a vegetable oil used in nearly every type of product it comes from the fruit of oil palm trees which grow quickly and year round

**palm oil plantations** are one of the leading drivers of **deforestation** in some of the most biodiverse forests

**native forests are replaced with palm oil plantations because of their quick growth**

this is why we are committed to using **rspo palm-derivatives**, which meet the current **Rountable on Sustainable Palm standards**, as much as possible

## what is sea buckthorn



**sea buckthorn** is in every one of our products, it's our signature it is our favorite because it is one of the most potent natural ingredients providing your hair with:

**15x more vitamin c than an orange**

**3x more vitamin a than a carrot**

we proudly work with a **certified-organic farm** in the tibetan plateau to not only source our **sea buckthorn** but also to promote more **sustainable harvesting, environmental protections, and support the local economy.**



### how our solid products save water ethique

**01. plastic free**  
plastic production has one of the largest water footprints in the world a typical 350 ml bottle uses 700 ml of water for plastic packaging alone when you switch to a shampoo bar you save 2100 ml of water that was made to produce the plastic bottle equivalents

**02. water free**  
shampoo bottles contain up to 70% water that just gets washed down the drain by switching to a solid shampoo bar you don't lose half of your product down the drain

**save water and make the switch**



### SIMPLE STEPS TO HELP OUR EARTH

- Shop EcoFriendly Brands
- Switch to sustainable products
- Reduce plastic consumption
- Take shorter showers
- Eat less meat
- Reduce Repurpose Reuse

**WE ARE ALL RESPONSIBLE**

Appendix 7: Product Image Mockups



**Appendix 8: Sustainability Pamphlet**



## Appendix 9: B Corp Instagram Story Highlight Example

