



TODAY'S RESPONSIBILITY. TOMORROW'S BEAUTY.

Our contribution to a more sustainable future.

ANNEMARIE
BÖRLIND
NATURAL BEAUTY

01

What makes us
special

02

Our roots in the
Black Forest

03

The BÖRLIND team:
our most valuable
ingredient

04

Mission 2025:
1 planet & 4 goals for
more sustainability

05

Our products and their
life cycle

06

CO₂ emissions

07

Certifications &
awards

08

Partnerships &
further commitment

09

Questions &
answers

For us, sustainability is not just a trend or a marketing promise. We are vehemently against any form of greenwashing. Sustainability is deeply rooted in our DNA. Our founder, Annemarie Lindner, stated over 60 years ago, „What I can't eat, I won't put on my skin.“

Today, in the third generation, we, Alicia Lindner and Nicolas Lindner, continue to run the family business, alongside Co-CEO, Dr. Peter Müller-Pellet, with the same commitment. Respect for nature, responsibility for future generations, an unwavering determination to develop effective products, and to uphold our corporate responsibility.

At a time when our planet faces growing environmental challenges, we see it as our duty to lead by example. We firmly believe that economic success and ecological and social action are not mutually exclusive. On the contrary, they are interdependent.

Our commitment to sustainability is reflected in every detail of our business. From sourcing natural ingredients to sustainable packaging, our responsibility to sustainability guides each step. Equally important to „what“ we do is „how“ we do it — with compassion for people, respect for nature, and awareness of the impact of every decision.

This report outlines our goals, actions, progress, and the challenges we face. It reflects how we see ourselves as a company and serves as a promise to act responsibly. Our statements are built on solid knowledge and firm foundations because true sustainability requires expertise, accountability, and transparency. We will continue to passionately make our processes, products, and partnerships more sustainable. This is what we stand for. We have no room for empty promises.

Our heartfelt thanks go to all those who join us on this journey. To our business partners, customers, and all those who share our values and help shape our work. Your trust, your support, and your shared commitment to a sustainable future are invaluable to us.

Yours sincerely,

*Alicia Lindner, Nicolas Lindner
& Peter Müller-Pellet*



Alicia Lindner
Co-CEO and Co-Owner



Nicolas Lindner
Co-CEO and Co-Owner



Dr. Peter Müller-Pellet
Co-CEO



WHAT MAKES US SPECIAL

On-site laboratory
for research &
development in
the Black Forest

Made in the
Black Forest

Certified
natural cosmetics

Free from
questionable
ingredients such
as microplastics,
silicones, paraf-
fins & PEG's

100 %
vegetarian

5x
Green Brand
Germany Award
winner

100 %
green electricity
since 2012

Offset
CO₂ emissions
(through climate
protection
projects)

79 %
vegan

PETA-
approved

> 45
COSMOS Natural
certified products

Eco-design
packaging

3/4
of plant oils &
extracts come
from organic
cultivation

Own deep
source

Sustainability
has been part of
our DNA since
our foundation
in 1959

OUR ROOTS IN THE BLACK FOREST

Our home is the Black Forest. Our claim: natural cosmetics with attitude. For people, skin, and the environment.

Nestled in the scenic Black Forest region of Germany, our company has built its heritage on a deep respect for nature. Known for its dense forests and clear springs, it's more than just a beautiful destination. It's where we call home. Amidst fir trees, tradition, and our own deep spring water lies the foundation of our entrepreneurial activities. Our roots run deep, both geographically and in spirit. Growing up with nature taught us early on the importance of respecting it. The Black Forest has shaped us as people, as a family, and as a company. It is not just a backdrop but also an inspiration and a responsibility.

At our headquarters in Calw, in the northern Black Forest, lies the heart of our company's production. This is where our natural cosmetics are created. We use only the purest water from our own deep spring, which is approximately 545 feet below ground. The region provides us with valuable resources, which we use with the utmost care and respect. For us, sustainability means respecting and protecting nature's delicate balance and never exploiting it.

While we learned our responsibility to nature in the Black Forest, it guides us far beyond it and everywhere we work. Our mission is clear—to make the best natural cosmetics with integrity, for people, while respecting and protecting the planet.



THE BÖRLIND TEAM

OUR MOST VALUABLE INGREDIENT



> 250
employees

14
nationalities

Community of
4
generations



Selection of
32
internal training
courses



Women's quota:
78 %

91
people have been
with us for
over 10 years



15+
most popular
office dogs

43
employees have even
been with us for
over 20 years

The most valuable raw materials are of little use if they are not processed with passion and expertise. It is only through the commitment, experience, and ideas of our employees that our natural cosmetics are created — they are the heart, enablers, and future drivers of BÖRLIND.

As a family business, we value closeness, trust, and appreciation. Many of our employees have been with us for decades. This long-standing connection is a gift—and a responsibility that we take very seriously.

For us, sustainability also means mindfulness, care, and striving for something lasting. That's why we create a working environment that inspires, encourages, and enables genuine cooperation. Each and every one of them brings not only expertise and personality, but also the desire to make a meaningful difference together. Because true sustainability can only be achieved when the people behind the product are doing well. Whether in product development, design, or day-to-day collaboration, our teams work with passion and a deep understanding of our values. Together, they are shaping the future of BÖRLIND.

Sascha Pauli
Head of CRM & Customer Service B2C

"I like working at BÖRLIND because we have great colleagues and a friendly working atmosphere. I can quickly implement my own ideas - even in cross-departmental projects - thanks to short decision-making processes."

Magdalena Gackenhaimer,
Research & Development Secretary

"I've been working at BÖRLIND for 18 years and like the family atmosphere in the team and the great products that we produce with a lot of sustainable commitment"

Inka Wollensak
PR & Influencer Marketing Manager

"BÖRLIND combines innovation with responsibility - being part of this journey makes me proud."

What would natural cosmetics be without nature? And what would BÖRLIND be without the people who make it possible?

Diversity

For us, diversity is the foundation of sustainable corporate management – in the way we think, act, and work together. As an employer, we promote equal opportunities and specifically focus on diversity, equity, and inclusion. We are convinced that real innovation comes from different perspectives.

Health Management

The well-being of our employees is our top priority, both physically and mentally. As part of our company's health management, we offer access to a fitness portal featuring a network of over 10,000 sports and wellness facilities in Germany and Austria. We also support our employees with offerings such as job bikes, a company pension scheme, and supplementary health insurance.

Working Environment

We create a working environment that combines security, flexibility, and personal development. This includes permanent employment contracts, flexible working hours with flextime and over-time reduction, as well as the opportunity to work remotely – even from abroad. Whether full-time or part-time, at our headquarters in the Black Forest or at our location in Stuttgart, we offer space for individual life plans.

Managers

Our managers stand for value-based action, a sense of responsibility, and genuine cooperation. They create space for development, promote diversity, and make decisions aligned with our core values. 100% of our managers undergo mandatory training on our leadership principles and diversity, equity, and inclusion because good leadership requires clarity, attitude, and continuous development.

Employee Development

The personal and professional development of our employees is a priority for us. Through individual support, education opportunities, and targeted training, we create space for continuous learning and sustainable growth at work and beyond.

DID YOU KNOW?

The undisputed highlight of our benefits is our short Fridays. We give our employees a longer recovery period by starting the weekend earlier on Friday afternoons.

Our positive working culture is reflected in the high level of satisfaction among our team. We have also been honored with two major awards for our excellent working environment. →

Livia Hillhof

Team Leader Warehouse & Dispatch

"I like working at BÖRLIND because I get to work with committed people at eye level. The freedom to make decisions and the tangible closeness to nature make the work special for me."

Patrick Rubenbauer

Marketplace Manager E-Commerce

"At BÖRLIND, I really appreciate the fact that as Marketplace Manager I can take on responsibility and work independently - this creates space for meaningful, sustainable action. At the same time, the good work-life balance allows me to live in harmony with my personal values."

Kathrin Meeh

Assistant to the Management Board

"I like working at BÖRLIND because I can develop in an appreciative environment with a lot of trust, freedom and a great team - for me, that's what true collaboration at eye level is all about."

MISSION 2025

1 PLANET & 4 GOALS

FOR MORE SUSTAINABILITY

Through our goals and projects, we contribute to all 17 **Sustainable Development Goals** (SDGs) of the United Nations.



REDUCE CARBON

Reduce Carbon: Since 2015, our carbon footprint has been calculated and certified by the independent organization ClimatePartner. The calculations are based on the official GHG Protocol. Our goal is continuous reduction through energy-efficient processes, the use of renewable energies, and short delivery routes. We offset unavoidable emissions through carefully selected climate protection projects.

[Learn more →](#)



REDUCE WASTE

Reduce Waste: We aim to avoid waste, conserve resources, and close loops from packaging to production and shipping. We work with our suppliers to cut packaging waste starting at delivery and to introduce reusable systems. We separate and recycle unavoidable waste. We focus on eco-design for our product packaging. For us, this means avoiding and reducing unnecessary materials, using recycled materials, and ensuring a high level of recyclability.

[Learn more →](#)



PROTECT PEOPLE

Protect People: Our employees are the heart of BÖRLIND and the most important driver of our success. That's why we make it a priority to foster a respectful and safe workplace. We are committed to fair working conditions, social justice, and respectful collaboration. Beyond the Black Forest, we support fair and sustainable working conditions worldwide through our international partnerships, sourcing raw materials via social and ecological projects.

[Learn more →](#)

Protect Nature: The protection of nature has been at the heart of our actions for 60 years. We focus on the responsible use of natural resources, the preservation of biodiversity, and the protection of natural habitats. Our raw materials preferably come from organic cultivation and wild collections. We also use innovative technologies to protect nature. Since the company was founded, we have never used questionable or harmful ingredients like microplastics, silicones, mineral oils, and PEGs.

[Learn more →](#)



PROTECT NATURE

- ✓ Switch to **100 % green electricity**

2012

- ✓ Expansion of the annual **CO₂ measurement & compensation** to include the product carbon footprint (PCF)
- ✓ Increased use of **recycled materials**, resulting in CO₂ savings in new production

2022

- ✓ Commissioning of the first phase of a **new photovoltaic system** - this covers 50% of our electricity requirements

2025

2015

- ✓ Annual measurement & compensation of the corporate carbon footprint (CCF)
- ✓ Investments of **over €160,000** in climate protection projects for CO₂ compensation
- ✓ Reduction of transportation emissions through **regional suppliers**

2024

- ✓ Reduction of Scope 1 emissions by **-30.34%** compared to the first assessment year 2018
- ✓ Adoption of a **new energy concept** for the company headquarters

You can find more detailed information about our CO₂ emissions on page 26.



- ✓ Reduction of non-recyclable waste by **30%** (compared to 2019)
- ✓ Relaunch of our make-up line: reduced and more sustainable packaging with a high proportion of recycled materials

- ✓ Innovation: Introduction of a recyclable pump (previously unavailable on the market) for one of our body lotions → packaging is therefore fully recyclable
- ✓ Savings through the **relaunch of our website's shipping packaging**
- ✓ Savings through the packaging changeover of the skincare line NATUROYALE
- ✓ Repair & reuse of broken Euro pallets, marking the start of a collaboration with an external partner
- ✓ **First order and use of recycled glass**

2022

2024

2023

2025

- ✓ **Elimination of wrapping leaflets across the entire product range**
- ✓ Reduction in waste volume by 50,000 kg (compared to 2022)
- ✓ Savings on packaging through the relaunch of ANTI-AGING MASK & BEAUTY SHOTS
- ✓ Improve recyclability and increase the proportion of recycled plastic to over 50% for our plastic tubes

- ✓ **Test run for a reusable packaging project** with one of our largest retail partners
- ✓ Launch of a project to reduce packaging waste in collaboration with our suppliers



REDUCE CARBON

REDUCE WASTE

PROTECT PEOPLE

PROTECT NATURE

- ✓ Mali project – qualification and certification measures for the cultivation, harvesting, processing and export of shea nuts and their products in Mali in cooperation with „Haus der Hoffnung e.V.“ and SEQUA

- ✓ New social and ecological project in Humla, Nepal (rose cherry oil)

- ✓ **Signing of the Diversity Charter** (voluntary commitment to a working environment free of prejudice)
- ✓ Start of the BÖRLIND x Mental Health working group
- ✓ Initiation of a new ecological and social project in Mustang, Nepal (food and better living conditions)

2011

2018

2023

2017

2021

2025

- ✓ Official partner and supporter of the social and ecological project „Jojoba for Namibia“ of the non-profit organization Namib Desert Jojoba in Namibia

- ✓ **Further development of health management** including subsidization of sports, fitness and wellness facilities and job bikes
- ✓ Support for an ecological and social project in Namibia (marula oil)

- ✓ **Update and adoption of a mandatory Code of Conduct for all suppliers**

→ Since the beginning, we have been making regular donations of money and products to a wide range of institutions.

→ Since the beginning, we have been sourcing certified and fairly traded raw materials worldwide.

→ For more than 40 years, we have been working with the GWW Calw sheltered workshop and home for the disabled, with over 3,400 projects.



REDUCE CARBON

REDUCE WASTE

PROTECT PEOPLE

PROTECT NATURE

- ✓ Signing up for **membership in the Forum for Sustainable Palm Oil** (FONAP)
- ✓ Signing up for **membership in the Roundtable on Sustainable Palm Oil** (RSPO)
- ✓ Start of transition to 100% sustainably certified palm oil derivatives (starting value: <40%)

- ✓ **Planting of 1,121 jojoba trees in Namibia**

- ✓ Use of **sustainably certified palm oil derivatives** increased to 97%
- ✓ Development of our own PF4complex with raw materials from the Black Forest (use: skincare line NATUNEO)
- ✓ Our first **33 COSMOS NATURAL** certified products
- ✓ Increased proportion of our plant oils and extracts from organic cultivation to 75%
- ✓ Planting of **1,200 trees** in Mustang, Nepal

2015

2019

2023

2017

2022

2025

- ✓ **Planting of 4,521 jojoba cuttings** on the plantation „Il Gubasen“ as an official partner of the „Jojoba for Namibia“ project

- ✓ Use of sustainably certified palm oil derivatives increased to 88.9%
- ✓ Planting and annual maintenance of **900 trees** in the Black Forest by BÖRLIND employees in cooperation with Forst BW (forest district of the central Black Forest)

- ✓ **Planting and care of 1,000 more trees in the Black Forest** by BÖRLIND employees and Forst BW (Central Black Forest district)
- ✓ Use of the first microbiome-friendly **organic surfactant** (more environmentally friendly degradable)
- ✓ Almost complete switch to sustainable and certified palm oil derivatives (99.46%)
- ✓ Planting another **1,000 trees** in Mustang, Nepal
- ✓ Expansion of our two bee colonies by two additional colonies on our company property to enhance biodiversity



SONSTIGE ERFOLGE



OUR PRODUCTS AND THEIR LIFE CYCLE

BÖRLIND natural beauty is a promise to nature, to your skin, and to a future where both thrive in harmony. Each formulation is carefully crafted, with mindfully harvested raw materials. Behind every ingredient is a story of people who bring passion, expertise, and respect for nature to create a product that is good for you and the planet.

Every product is a blend of research, expertise, and true craftsmanship. For us, innovation begins when curiosity meets experience and courage opens new paths. Always with a vision of blending beauty and responsibility. A BÖRLIND product is more than skincare. It is a touch of nature, an act of respect, and a step toward a more balanced world.

In the following pages, we invite you on a journey from our first ideas to the finished product. You'll see what lies behind each step, how we work, and what we believe in.

Welcome to behind the scenes at BÖRLIND.

RESEARCH & DEVELOPMENT →

Recipe development & raw materials
Packaging development

PRODUCTION →

LOGISTICS →

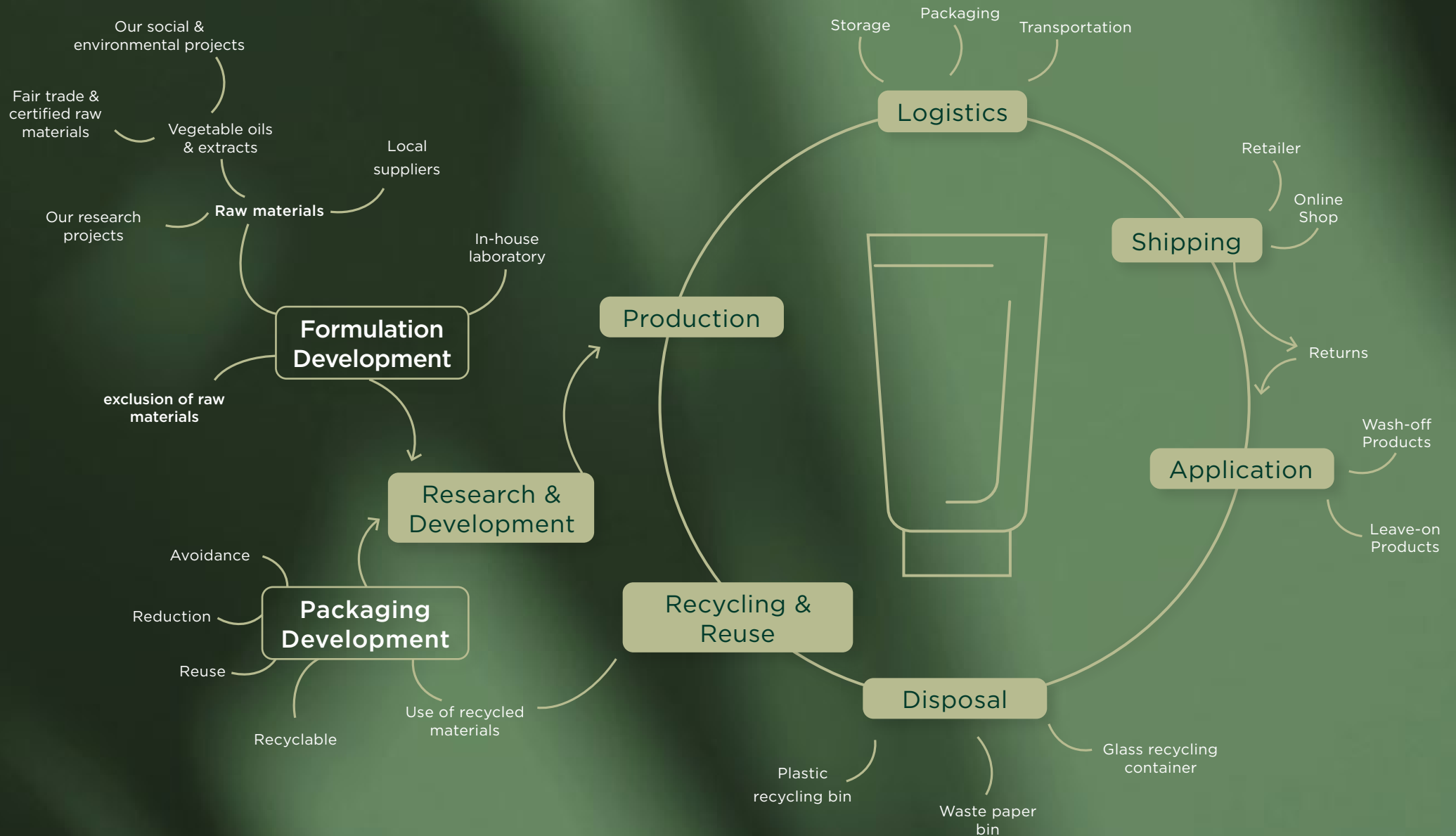
SHIPPING →

APPLICATION →

DISPOSAL & RECYCLING →



PRODUCTS & THEIR LIFE CYCLE



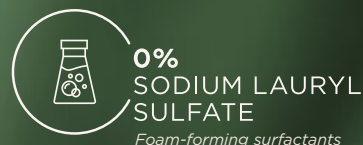
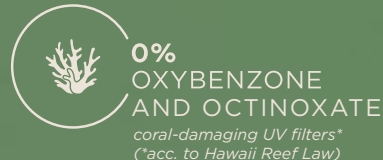
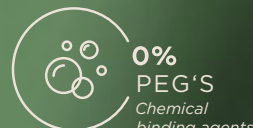
RESEARCH & DEVELOPMENT

FORMULATION DEVELOPMENT & RAW MATERIALS

Formulation development at BÖRLIND is the heartbeat of our products – the moment when everything comes together. This is where we carefully decide how to combine effectiveness with responsibility through lengthy and complex processes. The meticulous selection of our raw materials goes hand in hand with the development of our formulas. We source over 600 raw materials – while we can't introduce you to each one, we'll provide insight into our high standards, strict quality criteria, and selected examples.

No-Go's: Ingredients We Never Use

Less is more: what we don't include is just as important as what we do. That's why we've consciously avoided questionable ingredients since the company's founding – both for the skin and for nature. We also consistently exclude raw materials derived from endangered plant species.



Regional Raw Material Suppliers (for raw materials)

We are proud that 80% of our suppliers for raw materials such as emulsifiers, preservatives, and solvents come from Germany and Europe. Although this often means higher raw material prices, the advantages clearly outweigh the disadvantages for us: reduced CO2 emissions due to shorter transportation routes, strengthening the regional economy, and ensuring good working standards through legal regulations, compared to low-wage countries. Additionally, stricter regulations guarantee higher quality standards and better product safety.

Plant Oils and Extracts

Plant oils and extracts form the foundation of our natural cosmetics. 75% come from controlled organic cultivation and wild harvesting and are guaranteed free from genetic manipulation. Since many of these raw materials do not grow naturally in our climate, we collaborate with responsible partners worldwide. Our responsibility does not end at the borders of the Black Forest. We are committed to ecological and ethical standards, fair working conditions, and fair pay both through our own projects and through partners responsible for social and ecological initiatives.

→ Find out more about social and ecological projects around the world here.

Our Social and Ecological Projects

Jojoba Oil from Namibia: Since 2017, we have been supporting the „Jojoba for Namibia“ project, run by the „Namib Desert“ organization. The project provides fair income for local women and offers training in organic farming. Our support has enabled the construction of wells, pathways, and fences, among other things. Additionally, we have taken over the sponsorship of 1,000 jojoba bushes and ensured the fair, long-term purchase of the harvest.

Rose Cherry Oil from Nepal: Our rose cherry oil comes from Humla, one of the poorest regions in Nepal. Here, we support a rural women's project that empowers young women to lead self-determined lives. We support their independence and education through financial aid, providing production tools such as an oil press, and regularly purchasing their oil.

DID YOU KNOW?

A few years ago, we decided we would use raw materials from social and ecological projects in every new product.

Fairly Traded & Certified Raw Materials

We support numerous projects worldwide through the targeted purchase of certified raw materials via partners who are responsible for social and ecological initiatives and work with local farmers. From avocado oil in Kenya, organic aloe vera in Guatemala, to carnauba wax from Brazil, we cooperate in many projects that promote organic farming methods and provide local people with a fair and sustainable livelihood. We always guarantee a reliable, long-term purchase.

Contains rose cherry oil
from Nepal
▼



BÖRLIND PRODUCTS & THEIR LIFE CYCLE



Contains ►
jojoba oil
from Namibia



Our Research Projects

We are convinced that nature holds enormous untapped potential. That's why we go one step further and develop innovative active ingredients in our laboratory research projects, supported by state-of-the-art technologies. This is how we create our own high-tech anti-aging active ingredient innovations when existing ingredients do not meet our high standards.

2013

Our Plastic & Silicone-Free Eye Pads

Our eye pads are free from plastic, unlike many conventional products. We rely on 100% plant-based hydrogel and cellulose fibers made from renewable raw materials. This enables us to avoid using around 3,000 kg of silicone every year. Our eye pads, made in Europe, prove that eye care is possible without compromise.

2015

Innovation from Nature

Extracts from the Black Forest Rose

Together with Akott Group Italia, our development team exclusively created two new extracts from the stem cells of the Black Forest rose, the Lipo-Extract and the Hydro-Extract. Through sustainable stem cell cultivation, and without altering the genetic material, we preserve nature and obtain highly effective ingredients that specifically promote the well-being of skin cells.

2020

Vegan and Plant-Based Collagen Alternative

The skincare line NATU COLLAGEN BOOST was the first to use a vegan and plant-based collagen alternative. The biotechnologically produced plant collagen, derived from corn, soy, and wheat proteins, offers 100% more moisture retention than conventional animal-derived collagen.

2024

PF⁴-Complex

„Power of the Forest“

We set new standards with our PF⁴ complex. Hyperfermented fir buds from the Black Forest, carefully collected by our employees, combined with lime blossom honey, form an exceptional, antioxidant-rich active ingredient complex that strengthens cell health and results in visibly smoother skin.

2025

Bio-Surfactant Innovation

Surfactants clean effectively, but many conventional variants pollute our environment. In a joint research project with the Fraunhofer Institute, we explored gentler, more sustainable solutions. In the process, we discovered an innovative start-up dedicated to developing biosurfactants in large quantities. After numerous development tests, we were able to find a biosurfactant based on renewable raw materials. We are proud to use this environmentally and microbiome-friendly alternative for the first time in our HAIR CARE Relaunch 2025.



→ Did you know?

We have our own deep spring on the company premises. This forms the basis of all our products with particularly fresh & pure water.

PACKAGING DEVELOPMENT

Every detail matters, not only in our formulations but also in our packaging. We follow the principle – avoid, reduce, recycle, and reuse. Packaging must always meet key requirements such as product protection, ingredient preservation, ease of use, and stability, which is often a challenge. As of 2025, we have achieved our goal of testing and optimizing our packaging for recyclability, material efficiency, complete emptying, and the use of recycled materials. We are proud of these changes, but plan to take them a step further. Our in-house packaging engineers are continuously working to save more resources, close material loops, and explore alternative materials.

Avoiding

unnecessary materials is our top priority because **the best waste is the waste that is not produced in the first place!**

- Using as few resources as possible
- Elimination of unnecessary packaging additions such as leaflets, tissue paper, stickers, and banderoles

Reduction

- Optimization of packaging sizes: Smaller folding boxes reduce material usage and improve logistics efficiency.
- Unfortunately, we cannot reduce the amount of plastic by using thinner tubes, as our formulations are highly sensitive to environmental influences. Our next step will be to explore weight-reducing alternatives for our closures.

Recycling

Use of recycled materials:

- On average, our plastic tubes already consist of 57% recycled plastic
- We use 100% recycled aluminum in our ROSE NATURE Blue Light Protection Spray
- By early 2025, we will convert our first glass packaging to include 25% recycled content

Use of materials that enable good recyclability:

- Avoid non-recyclables and difficult-to-recycle materials
- Switch to mono-materials to enhance recyclability. Uniform materials are used instead of mixed materials.
- Increase the use of glass instead of plastic. Glass is a particularly durable and infinitely recyclable material.
- In the future, bio-based & biodegradable packaging will become even more important at BÖRLIND.

Reuse

Integrating cosmetic products into refillable systems remains a major challenge that is currently nearly impossible to implement. This is due to factors such as special cleaning and take-back processes, ensuring hygiene and shelf life, logistical hurdles, consumer expectations, and high costs. Nevertheless, we are committed to addressing these challenges and are working with reusable partners such as Zerooo to test and integrate the refilling of certain products.

The savings achieved through even small changes are significant. See for yourself:

1. By relaunching the skincare line NATUROYALE, we save 5,213 kg (11,493 lbs) of non-recyclable plastic and 330 kg of tissue paper annually.
2. By dispensing with leaflets across the entire range, we save 15 tons of paper, printing inks, and emissions from production & logistics every year.
3. ANTI-AGING MASK packaging change: Switching to recyclable material saves 90% plastic and 3,553 kg (7,833 lb) of non-recyclable material per year.
4. The new Beauty Shots packaging reduces plastic by 80% and now comes in a recyclable glass bottle.

DID YOU KNOW?
100% of our folding cartons are **FSC Mix certified**, meaning they come from sustainable forestry.

→ When selecting and combining our packaging materials, we adhere to the minimum standard for measuring the recyclability of packaging under system participation according to Section 21 (3) VerpackG and the European Packaging Regulation PPWR. → The EU Packaging and Packaging Waste Regulation (PPWR) is among the most ambitious and stringent frameworks worldwide.



PRODUCTION

Made in Germany – Made in the Black Forest

Our production site is proudly located directly at the company headquarters in the Black Forest.

Visionline

In **2024**, we introduced the innovative Visionline production machine, which is new to the cosmetics market. As a key contributor to its development, we can now produce more efficiently and with fewer resources.

Photovoltaic System

With the new photovoltaic system installed in **2025**, we will be able to generate 50% of our electricity needs ourselves going forward. The remaining electricity will continue to be purchased from certified green electricity sources. Our goal is to cover our entire energy demand with self-generated renewable energy, which is why we are expanding the system step by step.

100 % Green Electricity

Since **2012**, we have been sourcing electricity exclusively from renewable energy sources for both our production and the entire company.

Quality Assurance

We conduct regular checks to ensure the quality of our products. Since these checks require products to be opened, the inspected items cannot be sold. To minimize waste, we offer our employees the opportunity to purchase laboratory samples. All proceeds from this sale are donated to social institutions. For example, in 2024, the proceeds were donated to a health center in Guatemala near our aloe vera partner.



LOGISTICS

Shipping Materials

We apply the same principles to our shipping materials as we do to our product packaging. **Avoid, reduce, recycle, and reuse** wherever possible. For example, we have damaged Euro pallets repaired so they can be reused, saving 5 tons of wood every year. Our adhesive tape now consists of at least 85% recycled material. Additionally, by digitizing one work step, we save 110 kg (243 lb) of paper annually.

Integration of reusable system

Wherever possible, we reuse cardboard packaging. To eliminate them in the long term, we are planning to integrate a reusable system. We are currently conducting test runs with one of our largest retailers.

Transport emissions

To minimize CO₂ emissions from our transportation, we prioritize regional suppliers. We also offset unavoidable emissions through climate protection projects.

Optimization of the stretch film machine

By reducing the number of revolutions, using a thinner but higher-quality film (with 70% less material), and simultaneously using mesh boxes in certain work steps, we have been able to save 132 km (82 mi) of film per year.

Storage

Our fully automated high-bay warehouse ensures particularly efficient use of space and energy. It optimizes warehousing, significantly reducing overproduction, spoilage, and storage losses.

Waste

Although waste is inevitably generated during logistics processes, we are actively working to reduce it and replace it with more environmentally friendly and recyclable alternatives. In 2025, we launched a new project in which we are collaborating with our key suppliers to minimize transport materials and integrate reusable systems. Between 2019 and 2021, we reduced non-recyclable waste by 30%. Thanks to a new sorting plant, we have also optimized our recycling rate and reduced our waste volume by 50 tons from 2022 to 2023.



SHIPPING

We sell our products in the EU via retailers such as organic markets, perfumeries, pharmacies, health food stores, and our own online store. Although we cannot directly influence the design of the retailers' shipping materials, we are in regular contact with them to find more sustainable solutions together through transportation, on the shelf, or when communicating sustainability information.

Shipping packaging online store

In 2023, we removed tissue paper and brochures from all shipping packaging, cutting waste by around 1,200 kg (2,646 lb). In 2024, we took the next step by improving our shipping boxes, which are now made from 49% recycled cardboard and are printed with water-based ink. We use recyclable filling material and include inserts made from biodegradable flower seeds in our shipments. Shipping is CO₂-compensated through selected climate protection projects.

Returns

Although our return rate is low, we do receive returns from time to time. Every return is carefully inspected. Products that can no longer be used for safety reasons, such as broken glass or items that have been opened, are disposed of properly. However, the majority of our returns are given a new, meaningful purpose. We regularly donate to women's shelters and social institutions like Innatura. We also offer selected products as part of no-waste campaigns in our online store.



In 2023, we removed tissue paper and brochures from all shipping packaging to avoid waste, saving approximately 1,200 kg (2,646 lb) annually.



Our filling material is made from recyclable paper.



We offset the CO₂ emissions generated during shipping through selected climate protection projects.



In 2024, we started making our shipping cartons with **49% recycled cardboard** and **printed with water-based ink**.



Our insert is made **from flower seeds and is biodegradable** – a small extra that continues to grow.



APPLICATION



Leave-on products

Products that are absorbed into your skin, like creams or serums. For these → formulations, the life cycle ends at this point.



Wash-off products

Products that are absorbed into your skin, like creams or serums. For these formulations, the life cycle ends at this point.

→ Confirmed effectiveness: The effectiveness and compatibility of our products have been scientifically validated by independent test institutes.

→ Over 40 awards with a „very good“ rating from Stiftung Warentest and Öko-Test underline the outstanding quality of our formulations.

→ Our products have a proven shelf life of 30 months when unopened. Therefore, no expiration date is required, but they feature a PAO label (shelf life after opening). The PAO number indicates how many months after opening a product should be used, if stored properly (e.g., cool, dry, and out of direct sunlight).
Important: The PAO applies from the first opening, not from the date of purchase. This is indicated by the symbol of an open jar with a number and the letter „M“ (months).

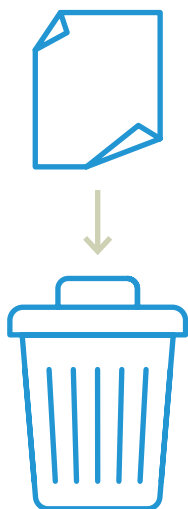


DISPOSAL & RECYCLING

Packaging cannot be completely avoided, as it protects our high-quality formulations and ensures that the products can be used in a consumer-friendly manner. Our packaging is designed in such a way that it can generally be sorted and recycled—provided it is disposed of in the appropriate collection system (yellow bag, used glass, waste paper). **This is where you come into play:** By disposing of it correctly, you can actively support and make a valuable contribution to a functioning recycling cycle. It is therefore essential that you follow the disposal and separation instructions on our packaging. It is important that the individual components – e.g., tube and lid – are disposed of separately, as they are often made of different materials.

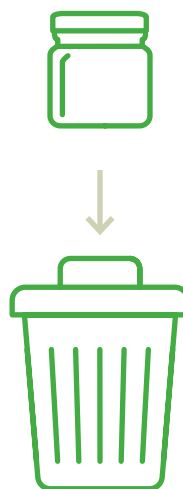
DID YOU KNOW?

As a company based in Germany, we design our packaging according to the criteria of German waste management companies and align our material selection with the minimum standard for recyclability as well as the European Packaging and Packaging Waste Regulation (PPWR).



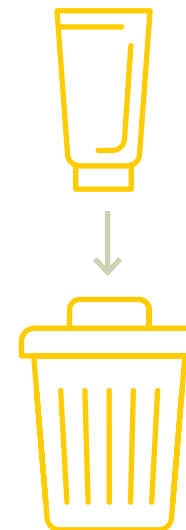
Waste paper garbage can

shipping cartons, shipping materials,
filling material, folding cartons



Waste glass container

glass bottles, glass jars → without lids



Plastic recycling bin

plastic bottles, plastic tubes, plastic jars, plastic lids, aluminum bottles and tubes, sealing disc, roll-on and cap, spray and pump heads, eye pad sachets, mascara, lip shadow/blush/make-up packaging, lipstick

→ **all packaging components that are not made of glass, cardboard or paper**



CO₂ EMISSIONS

TAKING RESPONSIBILITY IN A COMPLEX FIELD

Climate change is one of the greatest challenges of our time, and CO₂, one of the most damaging greenhouse gases, plays a central role. Its concentration in the atmosphere has been rising for decades, with far-reaching consequences for the environment and human health.

We have been recording and offsetting our corporate carbon footprint (CCF) every year since 2015. Over the years, we have expanded our commitment. Initially, individual products were assessed, and since 2022, the entire Product Carbon Footprint (PCF) has been evaluated. This comprehensive approach allows us to better understand our emissions, reduce them in a targeted manner, and take responsibility. Our principle is clear. **Avoid before reducing—and only then, offset.**

What We Measure and Where We Continue to Learn

We prepare our carbon footprint in accordance with the ClimatePartner Protocol, based on the internationally recognized GHG Protocol. A distinction is made between three emission categories: unterschiedlich:

15,6 %

Scope 1: Direct emissions from heating, cooling or our vehicle fleet.

0 %

Scope 2: Indirect emissions from purchased electricity, which is irrelevant for us as we use 100% green electricity.

84,4 %

Scope 3: Emissions along the entire value chain - e.g., from raw materials, packaging, transportation, business travel, or disposal.

DID YOU KNOW?

CO₂e stands for „carbon dioxide equivalents“ and makes the climate impact of all greenhouse gases comparable. We record our emissions entirely in CO₂e — but for simplicity, we refer to them as „CO₂“.

Scope 3 presents major challenges. Many emissions occur outside our direct sphere of influence and are difficult to quantify accurately. We also encounter occasional data gaps. Business trips are an example of this. In such cases, we work with extrapolations to obtain the most realistic picture possible.

On the other hand, the exact total quantities of recycled materials used in our packaging can only be recorded with considerable effort and, therefore, cannot currently be reliably included in our carbon footprint, even though they would reduce emissions. To account for uncertainties, a 10% safety margin is added to the calculated emissions. This approach ensures that our carbon footprint remains realistic, and when there is uncertainty, it may be slightly overestimated to stay on the safe side.

You can find detailed information about our CO₂ footprint here: <https://climate-id.com/en-us/VTMN8R>

Why We Omit Some Figures and Treat Comparisons with Caution

Our CO₂ data is constantly evolving. New findings, improved data quality, and changes to the calculation basis often make fair annual comparisons impossible. Therefore, we only communicate specific reduction figures if the same data sources and methods are used consistently over several years — because this is the only way to make statements that are truly reliable, honest, and comprehensible.



Compensation Through Certified Climate Protection Projects

Since 2015, we have been offsetting our unavoidable CO₂ emissions through certified climate protection projects in collaboration with ClimatePartner. We understand that offsetting is not a free ride, but a transitional solution on the path to actually avoiding emissions.

Clean Water in Cambodia:

1.7 million people receive clean drinking water through locally produced ceramic filters that remove 99.99% of impurities. The filtered water replaces boiling, saves emissions, and protects forests. The project creates local jobs, is low-maintenance, and Gold Standard VER-certified—demonstrating CO₂ savings and delivering added social value.

Microloans for Clean Energy in India:

Women in rural India receive microloans for solar lights and water filters, which they use both privately and professionally. They save costs, repay the loans, and promote clean energy in their communities. This project is also Gold Standard VER-certified and combines climate protection with social impact.

→ *We have already offset over 7,419 tons of CO₂ as part of our corporate footprint.*

Climate Protection and CO₂ – A Changing Topic

Dealing with CO₂ emissions is more complex than ever, and there are no easy answers. Climate protection projects are increasingly being criticized, and the scientific basis is constantly evolving, making it almost impossible to make an objective comparison, especially for Scope 3 emissions. We deliberately avoid terms such as „climate neutral“ because, wherever there is production, emissions will always exist, no matter how efficiently or responsibly we act.

We have observed that many companies are distancing themselves from the topic of CO₂ offsetting because the discussion is becoming increasingly polarized. We also take a critical view of this, not because the issue is unimportant to us, but precisely because we take real climate protection seriously. Greenwashing and simple CO₂-free promises without substance are out of the question for us. Where does the future of this issue lie? We don't know yet. But one thing is clear. The conscious management of emissions remains crucial, even if the current situation doesn't allow for simple solutions.

We have successfully achieved a long-term reduction in our CO₂ emissions through the following measures:

- Adjustment of travel guidelines
- More efficient production processes
- Use of recycled materials
- Reduction of packaging materials
- More regional suppliers
- Since 2012: 100% green electricity
- Route optimization in sales
- Reduction of location-related emissions
- Home office offers for employees

You can find our greatest successes on page 10



CERTIFICATIONS & AWARDS

You can find a wide range of other awards and accolades for individual products on our company website.

CSE

BÖRLIND has been CSE (Certified Sustainable Economics) certified since 2012. This certification confirms that a company operates sustainably across ecological, social, and economic dimensions. CSE-certified companies produce at least 75% of their products according to recognized industry standards such as NaTrue, COSMOS, BDIH, or NCS.

COSMOS Natural

The COSMOS seal is internationally recognized and guarantees environmentally friendly manufacturing processes that are safe for health. Genetically modified organisms and critical ingredients are excluded, and more than 99% of the ingredients come from natural sources. Over 40 products are already certified, and we are continuously expanding our COSMOS NATURAL range.

GREEN BRAND Award

The international GREEN BRANDS organization awards the GREEN BRANDS seal of approval to ecologically sustainable products, services, and companies. The unique three-stage process includes nomination, validation, and a decision by an independent jury. BÖRLIND has received this award five times in a row.

PETA approved

Since our founding, we have been committed to an ethical and sustainable cosmetics industry. To further enhance visibility for this commitment, we made the conscious decision to participate in PETA's „Beauty Without Bunnies“ program in 2024. Our products and their ingredients have always been free from animal testing, and this recognized award now officially confirms this.

TOP JOB Employer 2022 & 2024

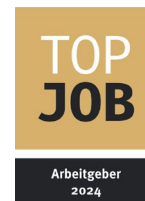
We were honored with the TOP JOB Employer Award in 2022 and again in 2024. This prestigious award recognizes companies that are committed to fostering a healthy, high-performance workplace culture. Thanks to our long-standing dedication and respectful collaboration, we are proud to be one of the best employers in Germany.

FamilyNET 4.0

We received the „familyNET 4.0“ award in the 50-249 employees category. This award recognizes companies with a modern corporate culture. We were celebrated for our successful generational transition, the compatibility of family and career, and our work practices adapted to digital demands.

Socially responsible employer

The “Socially Responsible Employer” seal of quality confirms our commitment to fair working conditions, a cooperative corporate culture, and sustainable business practices. It stands for a credible, transparent award based on recognized ESG and ESRS criteria—with a focus on social and sustainable aspects. Among other things, employee-friendly working conditions, equality and diversity, training and development opportunities, transparent communication, and social engagement are evaluated.



PARTNERSHIPS & FURTHER COMMITMENT

BÖRLIND x Forst Baden-Württemberg

The Black Forest is our home, and its protection and preservation are of great importance to us. That's why our partnership with Forst BW, Forestry District Middle Black Forest, is particularly meaningful. In 2022, we planted 900 trees together with the GWW workshop for the disabled and Müller. Our employees actively participate in this partnership. To support the long-term growth of the seedlings, our volunteers swap their desks for the forest once or twice a year to clear weeds from around the young trees. In the fall of 2025, we will expand our commitment by planting an additional 900 seedlings. We are particularly proud that, as part of this partnership, we receive fir buds, which we pick by hand and use as a raw material for our skincare line NATUNEO.



→ *The forest is the largest carbon sink on land, but CO₂ sequestration varies depending on the plant species and only increases significantly with age, often starting around 25 years old. Therefore, it's not just about planting trees, but long-term preservation of young seedlings and the protection of mature trees. Only living, growing trees sequester CO₂, which is released again when they decompose or are burned.*



BÖRLIND x FONAP & RSPO

Palm oil has been criticized for years, as rainforests are often cleared for its cultivation and valuable peat soils are destroyed. We do not use palm oil or palm kernel oil in our products. However, palm oil derivatives are used in some formulations. They contribute to the rich texture of our creams and cannot always be replaced by alternative ingredients.

Our goal is to switch entirely to sustainable palm oil derivatives by 2025. By the end of 2023, 98.19% of our palm oil requirements were already covered by certified derivatives. Currently, only one raw material lacks a certified alternative. We are actively working to find a sustainable solution.

We have been committed to greater transparency and responsibility in the supply chain for many years and are proud members of the Forum for Sustainable Palm Oil (FONAP) and the Roundtable on Sustainable Palm Oil (RSPO). Both organizations promote the environmentally and socially responsible production of palm oil. This is done by avoiding deforestation, protecting peat soils, preserving biodiversity, and respecting the rights of indigenous communities, small farmers, and workers.

Our membership in FONAP and RSPO will conclude in 2025, but this will not affect

our continued sourcing of certified palm oil derivatives. Sustainable raw materials will remain an integral part of our responsibility moving forward.



Learn more about our partnerships on the next page →



BÖRLIND x Bees

Bees are indispensable to us—silent heroes that pollinate our plants and make life possible around us. For a while now, we have maintained two bee colonies, which are cared for by a beekeeper near our headquarters. In 2025, we expanded our commitment by establishing two additional colonies on our own company property in collaboration with Beefuture. Our large garden, with its variety of flowers and proximity to the forest, provides the bees with a safe, vibrant habitat. This not only contributes to the protection of these vital creatures but also strengthens biodiversity right on our doorstep. In the long term, the honey will also serve as a raw material for our skincare line NATUNEO.

BÖRLIND x VKE Cosmetics Association

We are a member of the VKE Cosmetics Association, which represents the interests of manufacturers and distributors in Germany's selective cosmetics market. The association is dedicated to promoting quality, sustainability, and innovation in the beauty industry and provides a platform for collaboration between industry, trade, and politics. Since 2021, we have been actively involved in the sustainability working group, supporting the development and implementation of numerous VKE initiatives.



BÖRLIND x Ocean Now!

Ocean Now! is a non-profit organization dedicated to protecting the oceans. Through this initiative, we actively advocate for a complete ban on microplastics in cosmetics to sustainably protect the oceans and their inhabitants.



BÖRLIND x Sheltered Workshop and Home for the Disabled (GWW):

For over 40 years, we have closely collaborated with GWW in Calw, an organization committed to creating work and living spaces for people with disabilities in the Böblingen and Calw districts. They assist us with various tasks, such as packing multiple packs or sets. This partnership has already enabled us to create 15 jobs.



YOU HAVE QUESTIONS - WE HAVE ANSWERS

Why did we turn down the second finalist award of the German Sustainability Award?

For us, sustainability is not a trend, but a promise deeply rooted in our values. One based on transparency, credibility, and consistent action. For these reasons, we chose not to accept the finalist award of the German Sustainability Award in 2025.

The decision-making processes behind the award are not sufficiently clear to us. Evaluation criteria are not disclosed transparently, and despite the name suggesting a state award, it is a privately organized competition. This lack of clarity contradicts our understanding of true sustainability. Furthermore, participation involves high costs, and the use of the seal is associated with additional fees, which puts smaller companies at a disadvantage and raises questions about the independence of such an award.

We welcome any initiative that makes sustainable business practices more visible, but it must be credible and fair. As long as the German Sustainability Award does not meet these standards, we cannot align it with our values.

Why are we not B Corp certified?

We carefully evaluate certifications and have made the deliberate decision not to pursue B Corp certification. In our view, its depth and informational value do not sufficiently reflect consistent sustainability. The criteria are solid but fall within the middle range. Points are awarded for positive measures, but no deductions are made for critical practices, which results in a distorted overall picture. In the past, companies with controversial business models, problematic markets, or conventional production processes have also been certified, raising questions about credibility. The assessment criteria and decision-making processes are also only partially transparent.

We have therefore opted for CSE certification (Certified Sustainable Economics) at this time. It considers not only the positives but also the critical aspects, comprehensively and independently. For us, this is currently the more honest and consistent path. At the same time, we regularly review this position. Sustainability standards continue to evolve, and we remain open to change. It is therefore not out of the question that we may pursue B Corp certification in the future if we feel it meets our standards of transparency and rigor.

Why do we use plastic packaging?

Plastic has functional advantages in certain applications, such as seals, pumps, or as a shatterproof cover for sensitive textures, which can currently only be replaced by other materials to a limited extent. Additionally, plastic itself is not inherently problematic. The critical factor is what happens after use. In countries with a well-functioning waste disposal infrastructure, like ours, plastic can be recycled in an environmentally responsible way, provided it is separated and disposed of correctly. Consumers play a key role here. Those who follow separation instructions and dispose of packaging in the designated collection systems contribute significantly to the recycling process.

We examine every packaging decision with the utmost care, considering environmental impact, product protection, recyclability, and ease of use. Our focus is on recyclable plastics, which we use whenever possible. We are continuously working to improve our packaging by increasing the proportion of recycled materials, reducing the amount of material used, or exploring alternative solutions such as glass or mono-materials. Our goal is as little plastic as possible, while being as responsible as necessary.

Why don't we offer refillable products (yet)?

The concept of refill solutions is an important step toward greater resource conservation—and it is an exciting approach for us. However, the actual implementation has proven to be more complex than it initially seemed. The return and reuse of used packaging come with high logistical and energy costs. Additionally, not all materials are suitable for safe refilling. In natural cosmetics, product safety and hygiene are the highest priorities, which makes thorough cleaning procedures essential. A functioning refill system requires a holistic solution and depends on the cooperation of all parties involved, from the manufacturer to the end customer.

We are in discussions with specialized reusable partners and other market players to jointly explore viable models and further develop this promising approach sustainably. →



Are there conflicts of interest between economic success and sustainability?

Yes, these conflicts do exist, just as they do in any company that strives to be both profitable and sustainable. Sustainability is often initially associated with higher costs, longer development times, or more complex processes. Not every measure pays off in the short term—even if it is the right and necessary choice in the long term.

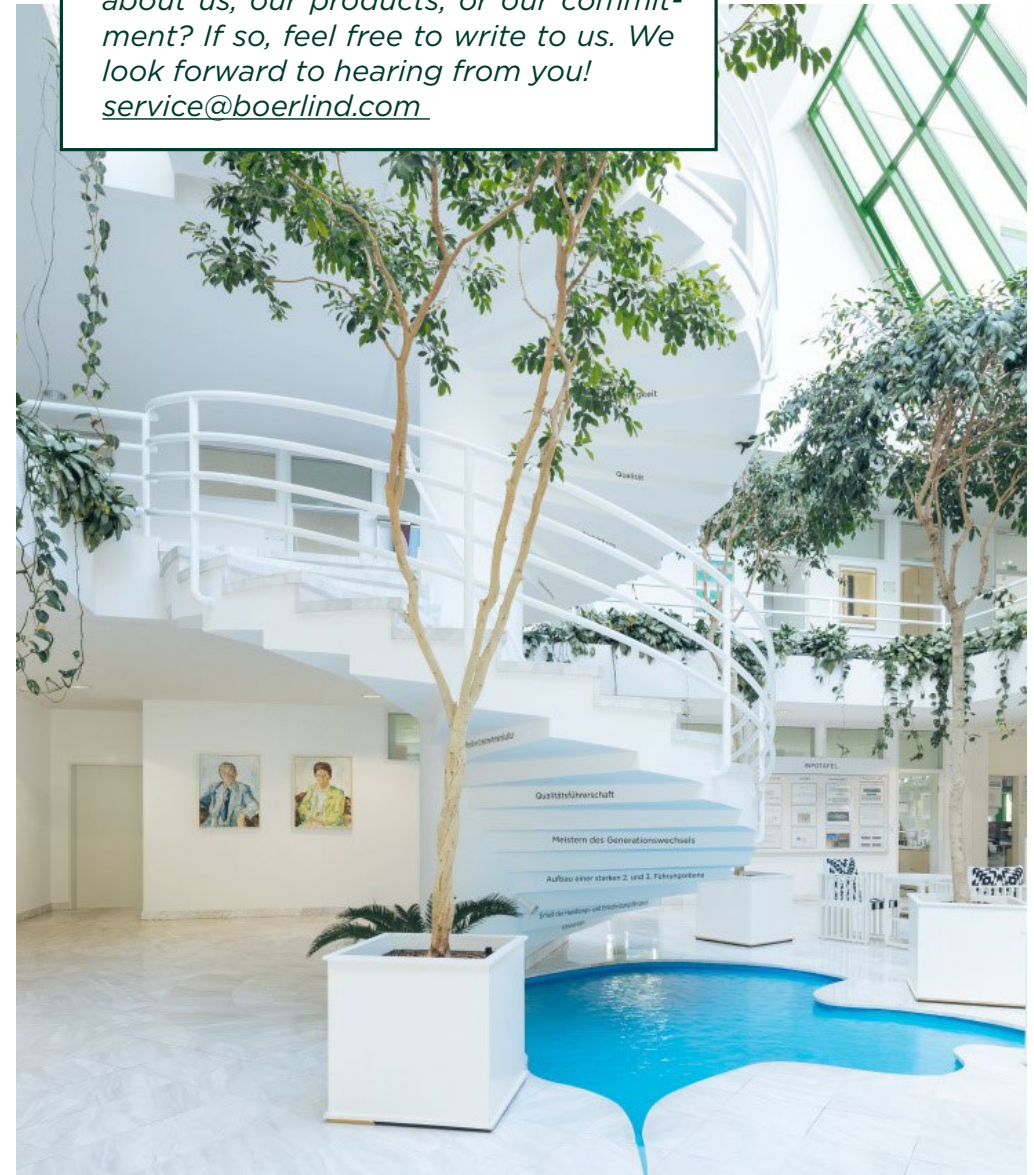
Of course, we must have a solid economic foundation for the company to survive and remain independent in the long run. But within this framework, sustainability takes precedence over short-term profit maximization. We consciously and regularly invest in sustainable initiatives—even if they do not immediately translate into financial returns. We make many decisions not because they are the most economically attractive, but because they align with our values. We are convinced that true sustainability is created when business and responsibility meet, and never at the expense of the environment, people, or quality.

Why do we support social projects abroad when there is so much social need at home?

For us, commitment abroad and helping at home are not mutually exclusive. Both are important and necessary. As an international company, we take responsibility across our entire value chain. This means providing support where our raw materials are sourced or where our products have an impact. Both in and outside Germany.

Many of the social projects abroad that we support are directly related to our core business. For example, through fair working conditions, educational opportunities, or healthcare in growing regions, we are supporting people's lives who make our products possible. For us, this support is part of a fair and respectful partnership. At the same time, we are also involved at a regional level—whether through donations, partnerships, or direct support for local social institutions. Our goal is to act consciously, responsibly, and where we can truly make a difference.

→ Do you have any further questions about us, our products, or our commitment? If so, feel free to write to us. We look forward to hearing from you! service@boerlind.com



**PROUD OF WHAT WE HAVE
ACHIEVED, DETERMINED
FOR WHAT LIES AHEAD!**



IMPRINT

**ANNEMARIE
BÖRLIND**
NATURAL BEAUTY

Börlind GmbH
Lindenstraße 15
75365 Calw, Germany
Black Forest

T +49 (0)7051.6000-0
F +49 (0)7051.6000-60
mail@boerlind.com
www.boerlind.com

Local court Stuttgart
HRB 331614

Management Board
Alicia Lindner, Nicolas Lindner,
Dr. Peter Müller-Pellet

© Börlind GmbH, 2025