

# beesline

A BEEGAN COMPANY

SUSTAINABILITY REPORT - 2023



## Beesline's understanding of:

**Apitherapy:** The science of maintaining health with the use of products from the honeybee hive — honey, bee pollen, propolis, royal jelly, and bee venom. Apis means "bee" in latin; apis mellifera is the honey bee.

**Beegan:** A commitment to safeguard bees, supporting ethical beekeeping and wild bee conservation. Formulated with ethically sourced bee-byproducts for their high potency and safety to all skins.

**Advanced Beegan Formulations:**

Bee Byproducts + Fresh Botanicals + Safe Biotechnology

**Our Mission:** Wellness for people and the planet.

**Our Vision:** We see ourselves as a global innovator of conscious cosmetics.

**Our Purpose** for these coming years is to: Empower people to lead conscious lives while protecting the bees to ensure a future for humanity on earth.

**Generation Beegan** is our program of initiatives dedicated to the safeguard of wild bees through conservation and awareness. If you care for the bees, you are **#GenBee**.

**Bee Centric Beekeeping** is the practice of taking care of the bees well-being:

- Treatment free of chemicals and antibiotics.
- No bees exploitation.
- Harvesting honey in convenient times.
- Caring for each colony to survive.



**We CARE for our PLANET, SHARE with our PEOPLE, and DARE innovating to keep our business PROFITABLE.**



Sustainability is rooted in the principles of treating our environment with care, extending mindfulness to our communities through sharing, and driving profitability by daring to innovate and create new solutions.



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## message from the board

### THE FOUNDATION OF A SUCCESSFUL SUSTAINABLE BUSINESS

Recent studies emphasize the growing significance of sustainability for companies across diverse industries. Executives are recognizing the necessity of a sustainability strategy for competitiveness and the prolonged success of their organizations.

The social dimension is gaining prominence within companies, as employees express a willingness to transition, provided they receive guidance and support from their organizations. Implementing due diligence across supply chains has become essential for businesses to ensure their sustainability and continued existence. Consumers are increasingly seeking clarity and transparency in product communication to make responsible choices. Simultaneously, a rapidly changing legal framework is raising companies' accountability throughout their operations and business relationships. Scrutiny is increasing from all stakeholders and companies must address all areas to achieve success.

For over 30 years, sustainability has been woven into Beesline's DNA and our purpose. In the last four years, our sustainability journey has risen to another level as we committed to contributing to the Sustainable Development Goals (SDG) agenda and incorporating

the Ten Principles of the UN Global Compact into our strategies and operations. Eco-innovation, openness to novelties, and constant environmental exploration have provided Beesline with a competitive advantage.

On this path, we identified crucial prerequisites for advancing sustainability:

**Full Organizational Engagement:** Sustainable business transformation requires the full engagement of the board of directors and the broader organization.

**Collaboration:** Shaping comprehensive solutions necessitates collaboration with other organizations.

**Alignment of Strategy and Sustainability:** Ensuring alignment between strategy and sustainability, and developing forward-thinking sustainability policies are imperative.

**Compliance as a Priority:** Compliance with environmental regulations, human rights, and labor responsibilities is of the essence.

**Transparency:** Openness, clear and accurate disclosures, recognition of responsibilities, and continuous improvement practices are paramount.

In summary, integrity, values, compliance, and transparency play a pivotal role in building trust, essential for managing a more sustainable business.



Mohamad Arayssi  
**CEO**



Siddik Zaza  
**COO**



Maha Arayssi  
**CSO**

# message from our sustainability manager

## SUSTAINABLE DEVELOPMENT GOALS



Marianne Itani  
Sustainability Manager

### ESG: AN IMPERATIVE FOR ALL ORGANIZATIONS

Five years ago, the creation of the Sustainability Department at Beesline marked a milestone in our journey as a clean and conscious skincare brand. Since then, sustainability has become more than an intuition and a common sense for us; it is the driving force behind our innovations and our business strategy. Our focus on environmental, social, and governance efforts underscores our dedication to ethics, responsibility, and integrity.

We recognize the importance of managing our company's ESG performance effectively as we are compelled to work tirelessly for the well-being of both people and the planet. Our dedication to ESG principles and practices was demonstrated by the recent acquisition of the ESG Stewardship Program Certificate of Commitment, affirming our commitment to sustainability and responsibility.

This approach not only aligns with current and anticipated regulations but also creates competitive advantages such as ensuring compliance, building a robust shareholder base, fostering increased stakeholder trust, enhancing brand equity, and mitigating the impact of the value chain.

By embracing sustainability in all aspects of our operations, we are not only contributing to a better future but also positioning ourselves for long-term success in the ever-evolving business landscape.

Your ongoing commitment is crucial as we collaboratively strive for a future marked by sustainability and responsibility.



# Cultivating sustainable excellence

## Achievements, Certifications & Awards

### 2022 in key figures

**SDG**  
PIONEER

Local Award



Zero Manufacturing  
Waste to Landfill

Up to  
**99.5%**  
organic



COSMOS  
ORGANIC



Environmental  
Management System

### 2023 in key figures

#### PLANET

**SDG**  
PIONEER

Global Award

**93%**



Recycling Index

**51%**



Reduction in Total  
Solid Waste in our  
operations

**25%**



Reduction in Water  
Consumption

**39%**



Treated and Reused  
Wastewater

**51%**



Green Energy

#### PEOPLE & GOVERNANCE



**New Policies**

Human, Labour Rights,  
Environmental and  
Anti-Corruption.

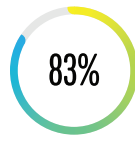


ESG Certification  
of Commitment



**WOMEN'S  
EMPOWERMENT  
PRINCIPLES**

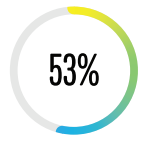
Gap Analysis



of Promotions  
Granted to  
Women



Women's  
Representation in  
Beeline



Women in  
Managerial  
Positions



### NEXT TARGETS

2024



45001:2018

ISO 45001

Occupational Health  
& Safety

2025

**100%**



Treated and Reused  
Wastewater

2026



50001:2011

ISO 50001 Energy  
Management  
System

### BY 2030

**45%**



CO<sub>2</sub> emissions  
reduction

**100%**



Green Energy

**60%**



Water  
Consumption  
Reduction

**65%**



Reduction of Total  
Solid Waste in our  
operations

**fulfilling  
performance**

**realistic  
claims**

**lower carbon  
footprint**

**ethical  
sourcing**

**naturalness  
& safety**



**transparency**

**responsible  
packaging**

**Welcome to a New Era of Skincare -  
Where Beauty Meets Sustainability!**



## 2023 highlights

Jan 2023

### Becoming a Skincare-First Brand

Over the past 5 years, Beesline has witnessed a threefold increase in revenue. To sustain this growth, the focus for the next 5 years is on transforming into a skincare-first brand. Currently, about 70% of Beesline's revenue comes from the Personal Care category, where it stands as a category leader. The goal is to shift to a 60/40 ratio, with a greater emphasis on skincare. The skincare category is 12x the size of the roll-on deodorant category, where Beesline holds the position of the #2 brand in KSA.

Beesline is well-prepared for this transformation, having accumulated scientific expertise to craft cutting-edge and effective formulations. The brand has developed operational capabilities for efficient commercialization. As part of this evolution, Beesline is modernizing its brand identity, elevating its commitment to sustainability, and phasing out less relevant products. Core and new products undergo reengineering to feature planet-friendly, recyclable or reusable packaging and science-backed biodegradable formulations.

The transition commences with the launch of Beesline's supercharged face serums and barrier-strengthening face creams. These new ranges are formulated with breakthrough ingredients at their optimal doses to deliver visible results. Our formulas continue to be powered by ethically sourced bee byproducts for their high potency and safety to all skins. They also include botanic extracts and safe biotechnology. For the first time, our full ranges are made with glass.



## 2023 highlights

February 2023

### Beesline Lands in Scandinavia

This year, we proudly set foot in Europe, starting with the Scandinavian market, and our products are now in over 450 retail and pharmacy locations. In Norway, Beesline products can be found at the country's leading natural beauty store chain, Sunkost (40 doors). This strategic placement is a testament to our unwavering commitment to clean, safe, and effective products—a perfect match for the discerning clientele at Sunkost. We are also available at Apotera health stores and at concept store Cubus (170 doors). In Sweden, we are present in high-end beauty chain Ahlens (48 doors) as well as in over 200 pharmacy drugstore chains. Our presence expands to the beauty website Lyko. A special thanks goes to our trusted partner, Mentellow, whose exceptional service and support have played a pivotal role in our successful launch. We are grateful for the team's dedication as we continue to grow our brand and share our passion for natural skincare and beauty.



March 2023

### Cosmoprof Worldwide Bologna 2023: Creating a Full Retail Experience

Continuing our tradition of pioneering innovation, Beesline proudly participated in Cosmoprof Worldwide Bologna 2023, a cornerstone event in the cosmetics industry.

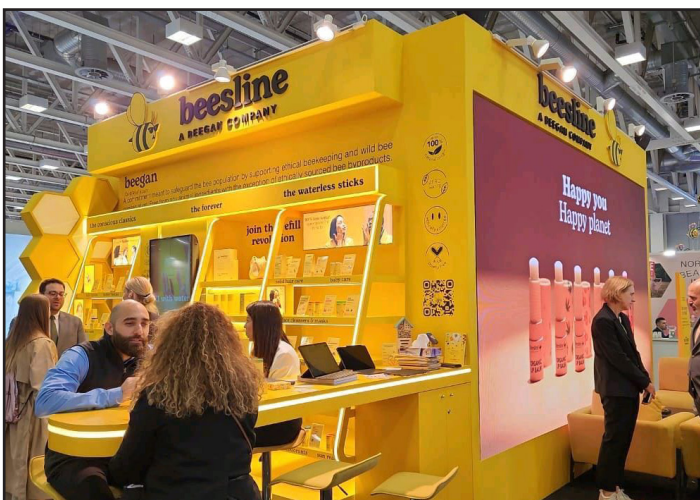
Last year, we proudly won the Cosmoprof Award 2022 for #1 innovation in the "Natural & Organic" category for our Forever range, among 600 international participants.

This year's goal: Retail Excellence at its best!

Our strategically positioned booth captured visitors' attention, upgraded to provide a real store-like experience, covering an area of 80m<sup>2</sup>, with three branded gondolas, a 4-meter full wall unit, and a play area for product discovery.

Combining highly potent apitherapy ingredients, zero-waste packaging, and breakthrough waterless formulations, as well as refillability; our 3 disruptive ranges left visitors in awe, ticking all the boxes: safety and efficacy, sustainability, aesthetics, and user-friendliness.

The excitement and energy around Beesline's booth were evident, with over 1,000 international visitors stopping by to learn about our products and our story.



## 2023 highlights

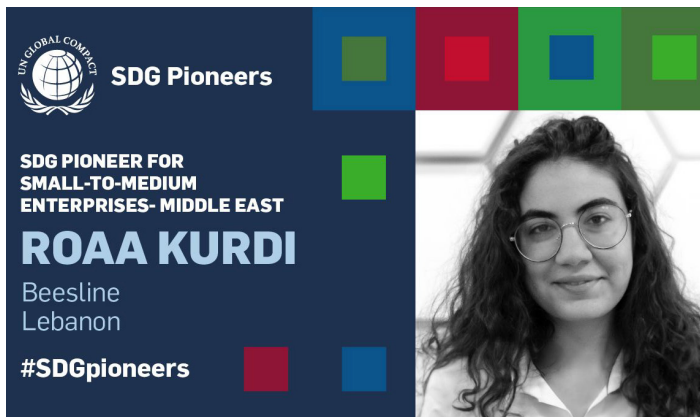
September 2023

### United Nations Global Compact SDG Pioneer: the GLOBAL AWARD

Beesline's ongoing dedication to effect positive change earned us the title of Lebanon's local SDG Pioneer for the second consecutive year and the 2023 UN Global Compact SDG Pioneer for Small and Medium-Sized Enterprises in the Middle East. This recognition was the outcome of a rigorous and competitive selection process by a diverse multi-stakeholder group, comprising representatives from the United Nations, the UN Global Compact Network Lebanon Board, and civil society. It reflects our impactful initiatives in wild bee conservation through the Generation Beegan program. Sanda Ojiambo, Assistant Secretary-General, CEO & Executive Director of the United Nations Global Compact, commended the winners' unwavering dedication and impactful initiatives, emphasizing the pivotal role businesses play in driving positive change and addressing sustainable development challenges.



Roaa's trophy was delivered by Patrick Chalhoub, Group President of Chalhoub Group and Board Member of the UN Global Compact.



Roaa is a passionate veterinarian, biodiversity specialist, and science writer at Beesline. She plays a key role in Beesline's wild bees projects, driving impactful initiatives that embody the organization's beegan purpose. Through Beesline's funding, Roaa collaborates closely with experts aiming to create the first Lebanese Red List of Bees. Roaa also crafts scientific training presentations and content for Beesline's dermo-cosmetics.

October 2023

### Beesline Lands in France: How We Made It to One of the World's Top Beauty Markets

In 2023, Beesline proudly made its entry into France with a mega-launch in over 1,500 pharmacies across the country within just a few months. Beyond being the second-largest beauty market in Europe with a value of \$17.47 billion, France is an epicenter of beauty, shaping global trends and serving as the launching ground for beauty innovations. This successful venture reflects not only the strength of our product portfolio but also our unwavering dedication to spreading sustainability.



## 2023 highlights

### An Effective Product Portfolio with No Compromise

Based on our studies and a consumer-centric approach, we identified the needs and wants of the European consumer, specifically their intent to seek clean and eco-friendly beauty innovations. Like any other market, efficacy and safety remained prerequisites for considering a new brand. So, we decided to build an irresistible offer: leveraging our three decades of expertise in natural, highly safe, and effective skincare, and combining it with sustainable zero-waste packaging inline with our commitment to the planet, without ever sacrificing on customers' experience or functionality along the way.

### A Partnership Built on Passion and Resilience

Our local partners and exclusive distributors to the pharmacy and para-pharmacy channel, Everlab Global Distribution, highlighted that the key differentiating factors mentioned above were what grabbed their attention when they first discovered Beesline. Our approach and learning from Everlab helped shape the launch into a great success. Our mutual passion and resilience were also at the heart of the front-line team, with whom we built bonds based on genuine commitments and hard work.

### Customer Centricity at the Core

Listening to the needs, demands, and preferences of pharmacists and consumers allowed us to adopt the right go-to-market strategy ahead of our launch in pharmacies—a channel we chose because it reflects efficacy, safety, and trust. This was further confirmed during in-depth interviews (IDIs) we conducted with French consumers to better understand their shopping behavior.

### BEESLINE IN FRENCH PRESS



The image shows a screenshot of a French press article from Marie Claire. At the top, there is a navigation bar with a hamburger menu icon on the left, the 'marie claire Prescription Beauté' logo in the center, and a search icon on the right. Below the navigation bar, there is a breadcrumb trail: 'Prescription Beauté → Soins corps → Hydratant corps'. The main headline of the article is 'J'ai testé ce baume secours noté 100/100 sur Yuka et je ne peux plus m'en passer' in large, bold, black font. Below the headline, the author's name 'Par Salomé Touboul' is written in a smaller, teal font. The bottom half of the image shows a photograph of five diverse people (four women and one man) standing around a table. They are all wearing bright yellow outfits. On the table in front of them are several bottles and containers of skincare products, including what appears to be a pump bottle, a jar, and some smaller containers. The background is a warm, orange-toned wall.

# 2023 highlights

## Building a Tailored Retail Experience

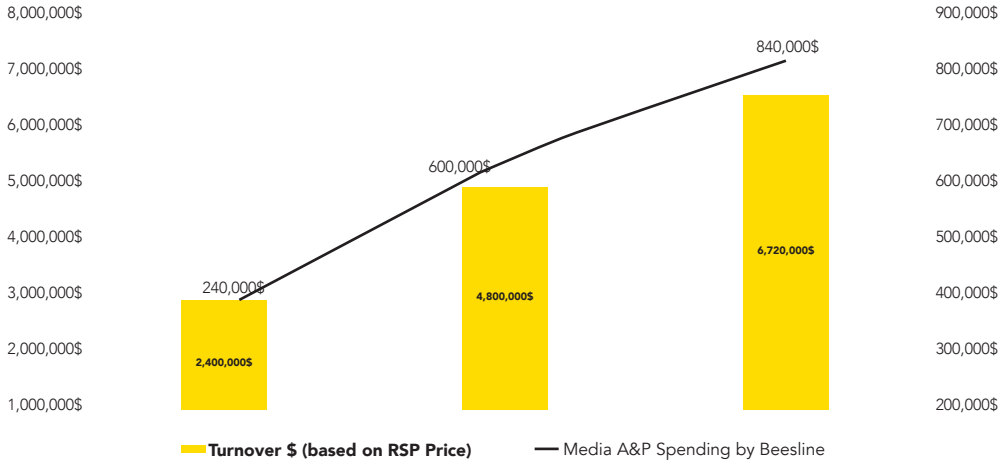
In adopting a Below-The-Line (BTL) strategy, we introduced over 5,000 recyclable prepack units tailored for the universe of thousands of pharmacies spread over 640k sqm. Our macro and micro education storytelling strategy paid off really well; our merchandising units were designed to suit this channel, allowing the consumer to navigate easily through the different SKUs.

## A Localized Marketing Approach

Another key strategic factor related to the customized go-to-market strategy is the marketing infrastructure we adopted. While the print press may not be our primary channel in other markets, we recognize its significance in France, where over 34% of people still enjoy reading magazines and newspapers regularly. Hence, the value of building trust with the press. We teamed up with the French PR agency Ohlala, which organized a series of interviews in Paris for Beesline with the top local beauty editors. These interviews have resulted in over 43 million circulations, with an earned media value of 60,000 euros for the period from October 2023 to December 2023. Moreover, we have partnered with the local digital agency Wôo to develop a strong online strategy.

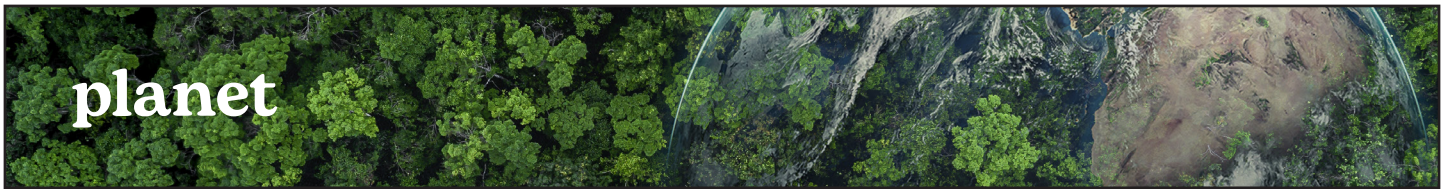
### France: ambitious growth plan

High Media investment & Turnover for Beesline france



## Our Geographic Expansion Plan Till 2026





## Commitment 1:

# “ Preserving Biodiversity With Bees at the Heart ”

### Announcing Our 3 - year Research Funding for the Conservation of Wild Bees

Bees have been inspiring Beesline since day 1, from our apitherapy formulations to our beegan purpose. They have been the driving force behind our passion for safe and effective skincare. Bees also play a crucial role in our ecosystems, which is why we strive to do our best to protect them.

This last year, we have taken our commitment of safeguarding the bees to a new level. Since May 2023, we are excited to fund a first of its kind research in the region: Lebanon’s Red List of Bees.

#### Why are we funding it?

Lebanon, our home country, is home to one of the richest populations of wild bees. Out of 20,000 worldwide species, experts estimate 900 of them to be found in Lebanon (10,452km<sup>2</sup>) vs. 2,300 species in all of Europe. Unacknowledged and highly underestimated, wild bees—the world’s number one pollinators—are not only responsible for the availability of food but also for its quality and diversity. Moreover, with Lebanon being at the crossroads between Asia, Europe, and Africa; the wild bees of Lebanon are important for the biodiversity of the 3 continents. However, lack of data is leading to a lack of public interest and more importantly blocking any conservation policies. When we talked with experts, we clearly understood that to unlock conservation, two elements were missing: awareness and funding.

#### What are we doing?

We are funding a 3-year field monitoring program aimed at gathering crucial data on wild bees to create Lebanon’s Red List of Bees, the first in the MENA region. This document follows international standards and is the most used tool for the conservation of any species of plant or animal. It would allow us to have written proof of the threats faced by our precious pollinators and to unlock conservation efforts through policymaking.

#### Who is leading the research?

The research is led by Lebanese wild bee expert Dr. Mira Boustani (PhD in Zoology, University of Mons, Belgium), a taxonomist and conservationist, who has done extensive research on the wild bees of Europe as part of the European Red List of Bees. In Lebanon, she discovered new species that were completely new to science. The project is in collaboration with Lebanon Reforestation Initiative, a local NGO initiated by the U.S. Forest Service.



**Lebanon Reforestation Initiative**

## 1st year results



**200**

Hours were spent on the field and on bee sorting and identification.



**830**

Insect specimens were collected. New wild bee species were identified in Lebanon for the first time!



**10**

Data deficient sites were monitored across Southern, Northern, and Eastern Lebanon.



**50**

Experts and students were trained on wild bee conservation through monitoring.

## Beesline is Named the Global 2023 SDG Pioneer for SMEs in the Middle East

After being named Lebanon's local SDG Pioneer for two consecutive years, Beesline is proud to be the Global 2023 SDG Pioneer for Small and Medium-Sized Enterprises in the Middle East. In this prestigious recognition, Beesline was among the 12 companies worldwide invited to join the UN Global Compact Leaders Summit in New York. Our Biodiversity Specialist and Science Writer, Roaa Kurdi, underwent a rigorous selection process involving representatives from the United Nations, the UN Global Compact Network Lebanon Board, and civil society.

This honor recognizes Beesline's outstanding contributions to wild bee conservation and awareness through the Generation Beegan program. Being chosen as one of the UN Global Compact's SDG Pioneers highlights our commitment to advancing Sustainable Development Goals.



## 1 Year of Guardians of the Wild: Our Wild Bee Awareness Program

When we discovered that wild bees comprise more than 20,000 species, making them one of the most diverse animals in the world, and yet receive minimal recognition, we were compelled to take action. Our journey in supporting wild bees began with a commitment to raise awareness, aiming to empower the public to actively "save the bees".

In October 2023, we marked the one-year anniversary since the launch of Guardians of the Wild. Since then, the program generated a powerful social media buzz, it was massively shared, and it ultimately paved the way for the creation of Young Guardians.

Many species of wild bees are "picky eaters": some species can pollinate only a few types of flowers. It is essential to plant native flowers local bee species can forage on.



# +3,000,000 heirloom seeds

have been distributed since October 2022.

## Young Guardians: Raising Awareness in Schools

Our awareness effort for wild bees started in October 2022 with the Guardians of the Wild initiative. The latter is aimed at wild bee awareness through customer education and native bee-friendly seed distribution. Following the success of this initiative and responding to customers' requests, the Young Guardians program was launched in April 2023 to take wild bee awareness to schools. This educational initiative aims to enlighten school children about the significance of wild bees and empower them to adopt sustainable and eco-friendly habits. The Beesline Young Guardians team visited schools, delivering presentations on wild bees, honey bees, and pollination. They distributed educational materials, Beesline gifts, and Young Guardians pins. Each student also received heirloom seeds which flowers feed our native wild bees, along with a pot and a planting crash course, encouraging hands-on contributions to bee-friendly environments.



# 1,000

Kids taught in less than six months.



# 7

Schools and educational centers were visited.



## Beesline's Participation in the Arab Forum for Sustainable Development

Beesline was invited to be one of the spotlights at the Arab Forum for Sustainable Development, to discuss the critical topic of biodiversity loss and the wild bee conservation program.

This forum brings together governments and diverse stakeholders from across the Arab region, focusing on addressing sustainable development priorities, sharing progress, and exchanging experiences from a regional perspective.

Organized in collaboration with regional United Nations entities and the League of Arab States, this event draws a substantial audience of policy professionals, making it an influential platform for discussions on pressing sustainability issues.

<https://afsd-2023.unescwa.org/#5>



## Commitment 2:

“  
**Innovating  
to Counter  
the Footprint  
Generated by the  
Beauty Industry**”



## Reducing Skin and Personal Care's Environmental Footprint Across All Life Cycle Phases

### SOURCING INGREDIENTS

Skin and personal care products are extensively used worldwide, which underscores the need for responsible practices to reduce their environmental impact. At Beesline's «Cosmetic Science & Safety» department, we delve into every step of the product lifecycle, placing emphasis on ingredient-level evaluations to ensure sustainability.

Since May 2023, we have adopted the following guidelines for eco-responsible raw material selection:

Exclusion of animal ingredients, with the exception of sustainable and ethically sourced bee byproducts.

Elimination of new ingredients derived from petrochemical sources.

Restrictions of ingredients that are non-readily biodegradable, bio-accumulative, & persistent.

Avoidance of highly aquatic toxic ingredients, particularly in rinse-off products.



**We have established criteria for assessing the sustainability indicators of raw materials based on their sourcing and end-of-life considerations.**

## Sourcing Criteria

Criteria of raw	Details	Priority
Defining Origin	Natural, from natural origin, organic, upcycled, biotechnology, or synthetic sources, choosing the most sustainable option that respects the environment and biodiversity.	++++
Renewable Sourcing	Ensure all raw materials are derived from renewable sources, discontinuing the use of petrochemical-derived ingredients.	+++
Preserving Biodiversity	Verify that natural raw materials used do not negatively impact biodiversity. For instance, all ingredients derived from Palm Oil should hold RSPO certification. Never use ingredients listed in CITES.	++++
Sustainable Manufacturing	Evaluate raw material manufacturing processes, minimizing ingredients that require excessive energy or water consumption. Collaborate with suppliers demonstrating advanced sustainability practices, such as employing green energy in their operations.	+++

## End-of-life Criteria

Criteria of raw	Details	Priority
Eco-toxicity Assessment	Evaluate terrestrial and aquatic toxicity, considering the potential harm chemicals pose to living organisms within ecosystems. Focus on preventing long-term impacts on biodiversity and ecosystem health by avoiding eco-toxic substances prone to bioaccumulation and biomagnification in the food chain.	++++
Biodegradability	Promote the use of "Readily Biodegradable" materials (if 60% of the organic carbon converts to CO2 within a 10-day window and completely within 28 days).	++++
Bioaccumulation	Address the absorption of chemical substances by organisms through all exposure routes.	+++
Persistent Substances	Identify substances resistant to breakdown, and capable of persisting in the environment for prolonged periods.	+++

These initiatives represent our commitment to sustainable practices and environmental stewardship in the cosmetic industry.

## Eco-Innovation In Formulation And Processes

### Disrupting Industry and Commercial Practices through Eco-Innovation

The global overconsumption of resources and waste crisis is prompting a fundamental change in the beauty industry. At Beesline, we are embracing the refill movement, a powerful strategy gaining worldwide momentum across companies, to minimize resource life cycles and fight environmental impact.

### A New Era of Conscious Littering: Waterless Powder Formulations

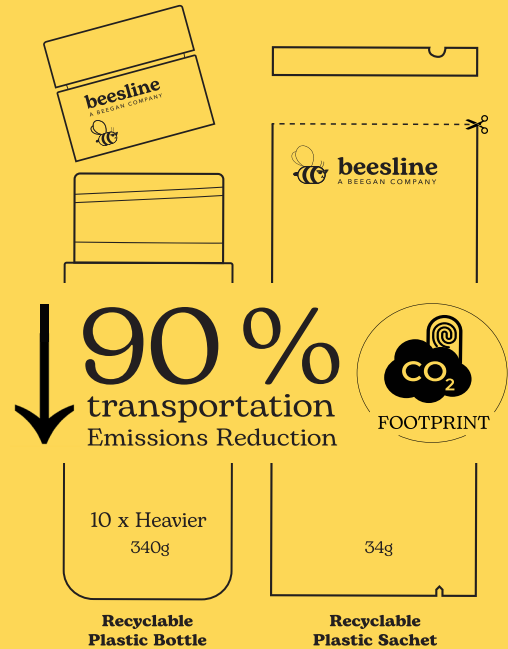
Beesline's formulators have pioneered waterless powder formulations with functional actives, introducing a diverse range of products for face, body, and hair. These formulations are filled in reusable bottles made from 55% PCR plastic. This eco-innovation ensures that consumers enjoy the same product properties and results with reduced transportation, minimized stocking, and zero littering. The process is made simple and elegant—by facilitating fast and total product dilution in a high-end receptacle, using room temperature water. Clear communication about this technology fosters a change in consumer behavior, driven by a shared conviction that this solution makes a significant environmental difference.

There is a great opportunity in seamlessly integrating sustainability into packaging, inviting consumers on a journey towards a more sustainable beauty brand, and Beesline is at the forefront of this transformative journey.



## Environmental Impact Reduction of the Refill Line

once the consumer buys the kit



1 full bottle of shampoo or deodorant weighs 10 times more than its equivalent in a powder sachet. The Beesline Forever Range enables a %90 reduction in transportation CO<sub>2</sub> emissions for individuals worldwide.



An empty bottle is made of 70.3g plastic. An empty sachet is made of 324 g plastic. By choosing the Beesline Forever Range, individuals reduce plastic usage by an astounding 95.4%



Opting for the Beesline Forever Range leads to a remarkable %95.4 reduction in littering.



## The Waterless Sticks Breakthrough

Compact. Convenient. Conscious.

Another eco-innovation we have introduced in the Waterless Sticks: innovative and highly performant skincare solutions for everyday use. Different skincare formulas for different needs, with a focus on face care (serums, moisturizers, spf, and more).

### Innovative at Heart

Innovation was at the forefront during formulation—ensuring safety, efficiency, and stability with minimal water content. The waterless aspect prioritizes natural preservation, catering to sensitive skin while maintaining affordability.

### Sustainable from Formula to Packaging

The sustainable ethos extends to the packaging—76% FSC light cardboard, the internal base, and opercula partly made of PCR plastic. Designed for minimal environmental impact, materials are easily separable and entirely recyclable. The product's affordability is benchmarked against market best sellers, offering a condensed solution for prolonged application.

### Innovative Design for Modern Lifestyles

The easy-glide, no-mess, massage-like application offers relaxation, energizes micro-circulation, and minimizes product waste. The rotating lower part reveals the stick formula without any contact with fingers, ensuring a hygienic application. Designed for on-the-go convenience, it is travel-friendly and uses light cardboard instead of glass, making it both eco-friendly and user-friendly.

## Partnering with Notre Dame University for Research & Innovation in more efficient, safer actives

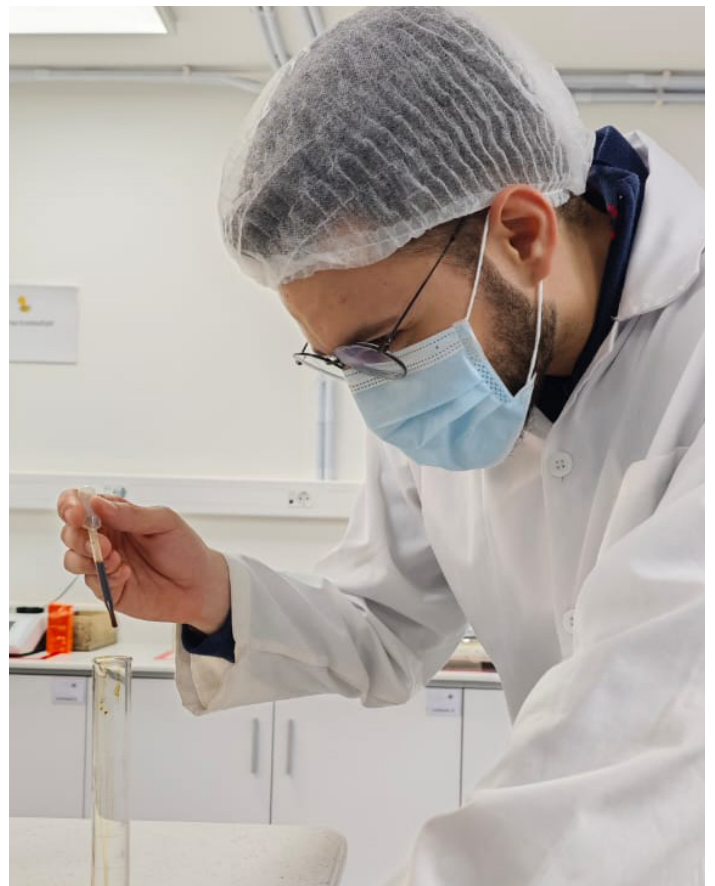


In collaboration with Notre Dame University (NDU) and funded by the EBRD since September, Beesline is pioneering research and innovation in the skincare domain. The initiative focuses on advancing sun care formulations to meet the growing demand for sustainable and natural-based products in the market.

Beesline has teamed up with NDU's graduate students to elevate its sunscreen formulations. The goal is to provide robust UV protection while ensuring skin nourishment and hydration. A key component of this initiative is the incorporation of Kraft lignin as a natural UV filter.

Lignin serves as a natural, bio-sourced sunscreen that effectively shields against UV rays. Notably, it presents a sustainable alternative to conventional organic and synthetic UV filters known for potential endocrine-disrupting and reef-harming effects.

The concept of producing a fully bio-based sunscreen, combined with the integration of lignin in cosmetic products, stands as a pioneering approach in the industry.



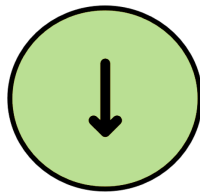
# When sustainability drives packaging innovation



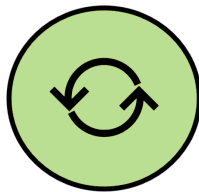
## Packaging life-cycle assessment



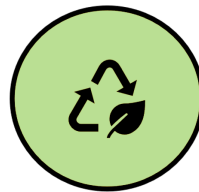
**RESPECT**  
Ethical Sourcing  
Law Compliance



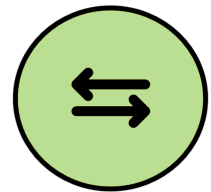
**REDUCE**  
Packaging Weight



**REUSE**  
Refillable Packaging

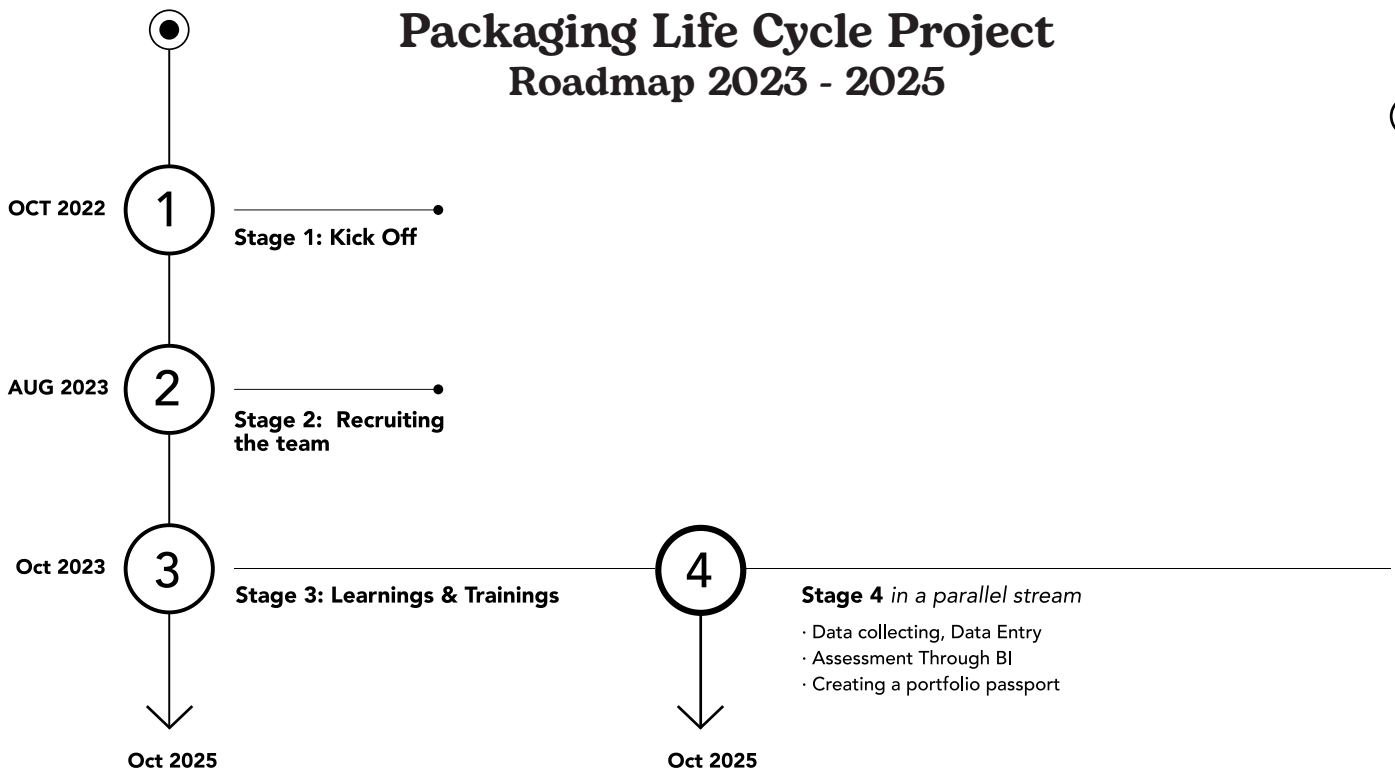


**RECYCLE**  
Increase Recyclable  
Materials



**REPLACE**  
Increase PCR or  
Biobased Materials

## Packaging Life Cycle Project Roadmap 2023 - 2025



The Package Life Cycle Assessment drives us to redesign materials and identify sustainable alternatives, in alignment with our mission to foster wellness for both people and the planet. This initiative highlights our commitment to environmentally responsible practices.

## At Beesline, our commitment to sustainability is reflected in clear environmental targets:

1. Climate protection: reducing CO2 emissions
2. Natural resources protection: prioritizing renewable resources, minimizing material use
3. Preventing biodiversity loss: avoiding habitat destruction and deforestation
4. Plastic pollution reduction: emphasizing on recycled materials, reducing plastic use, encouraging recycling
5. Waste reduction: focusing on material circularity, reuse, and refilling

Compliance with packaging laws is not just a legal obligation for Beesline; it's an opportunity to lead in sustainable practices and contribute to a circular economy. We are dedicated to designing packaging that aligns with our environmental objectives, paving the way for a greener, more sustainable future.

## Guidelines of sustainable packaging & eco-design at beesline



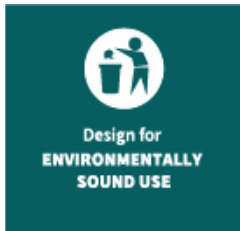
### PHASE 1: SUSTAINABLE SOURCING

- Reduce virgin material
- Use PCR material (recycled)
- Choose non-toxic materials
- Use renewable material



### PHASE 2: SUSTAINABLE PROCUREMENT

- Source from sustainable suppliers
- Ensure traceability and full knowledge of composition
- Use certified material: FSC for virgin cardboard and paper, ethical sourcing, fair trade



### PHASE 3: ENVIRONMENTALLY SOUND USE

- Eliminate single-use packaging (SUPD compliant)
- Minimize excess packaging
- Design for reuse/refill and full recycling
- Design for longer use time
- Design for exact dosing and full emptying of goods



### PHASE 4: DISPOSAL

- Follow EPR Schemes (adapt to local regulations)
- Provide clear disposal instructions on packaging

At Beesline, we are dedicated to reducing our environmental footprint by promoting responsible sourcing, efficient procurement, and sustainable practices throughout the lifecycle of our products. These efforts align with our commitment to a greener and more sustainable future.

[https://ecodesign-packaging.org/wp-content/uploads/05/2020/ecodesign\\_core\\_guidelines\\_online\\_EN.pdf](https://ecodesign-packaging.org/wp-content/uploads/05/2020/ecodesign_core_guidelines_online_EN.pdf)

## Our journey in adopting and complying with european packaging laws

In the dynamic landscape of environmental awareness, Europe stands out as a leader in promoting sustainability. The Packaging and Packaging Waste Directive (62/94/EC) emphasizes on Extended Producer Responsibility (EPR). At Beesline, we embraced the directive, implementing requirements pertinent to the cosmetics sector.

Our commitment is evident in opting for sustainably sourced packaging raw materials. We prioritize resource efficiency by minimizing unnecessary packaging, reducing non-recyclable components, and adopting sustainable design practices like refillability.

Our participation in the Green Dot program underscores our commitment to organized recycling systems. The Green Dot symbol on our products signifies our financial contribution to pack collection and recycling infrastructure where sold.

Beyond the Packaging and Packaging Waste Directive, France has advanced the circular economy with the Anti-Waste and Circular Economy Law (Anti-Gaspillage et Économie Circulaire - AGEC). Beesline aligns with AGEC principles, incorporating proper disposal communication (Triman logo) and joining the mandatory 2025-2020 Hygiene and Beauty Mutual Eco-design plan by Citeo.



## FSC Cardboard Packaging

Forest Stewardship Council (FSC) certification ensures our cardboard is responsibly sourced, promoting conservation, biodiversity, and community well-being.

Why FSC-certified cardboard matters:

- **Preserving the Environment:** FSC-certified cardboard aids in preserving forests, mitigating climate change.
- **Protecting Biodiversity:** Ensures materials safeguard ecosystems and endangered species.
- **Supporting Communities:** Upholds fair labor practices for forest-dependent communities.

2022 vs 2023	Value 23 vs 22	Qty 23 vs 22
<b>Evolution use of FSC Cardboard</b>	<b>+9.93%</b>	<b>+6.83%</b>

In our commitment to the principles of a circular economy, we are proud to introduce new products made from Post-Consumer Recycled (PCR) materials. This significant step leads to waste reduction and highlights our dedication to integrating sustainable resources into our product offerings.

As of 2023, our Supply Chain has initiated a collaborative effort with the Packaging Standardization Unit to rigorously test and adopt mono-materials across both new and existing portfolios. This strategic move aligns with our vision for a more sustainable future, emphasizing the importance of reducing environmental impact.

## Commitment 3:

# “Moving to Greener and More Sustainable Operations”

## Localization of supply chain

A significant stride has been made in the localization of our supply chain, with an emphasis on packaging. This initiative enhances our in-market value and has positive social and environmental implications. The ICV (In-Country Value) and the procurement strategy continues to focus on the qualifying local sources to grow 2022 vs 2023 in %5 increased by its contribution

	2022	2023	Improvement
Local	51%	56%	5%

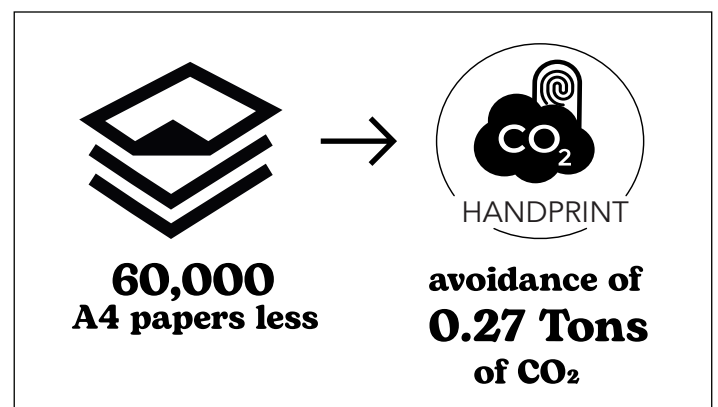
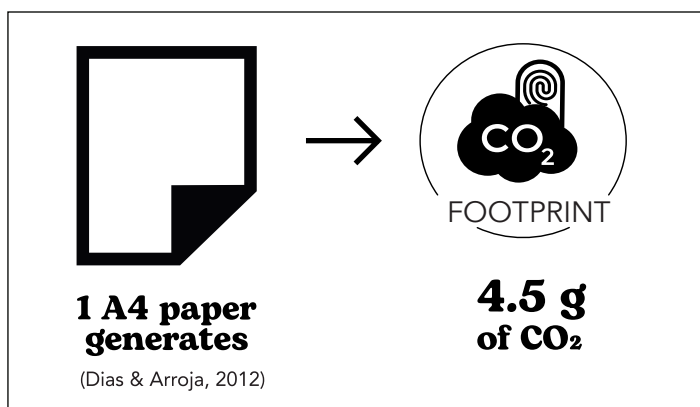
## Sustainable solid waste management

We are proud to share that since 2022, we have reached zero manufacturing waste to landfills. As a natural skin-care brand, the majority of our raw materials comprise organic substances derived from bee byproducts and plants. Consequently, any organic waste generated within our facility is directed toward composting. As for chemical waste, it undergoes treatment following their Material Safety Data Sheet (MSDS), ensuring that no toxic chemicals are released into the environment. Moreover, we have conducted multiple training sessions to ensure our team members are well-versed in proper waste sorting practices.

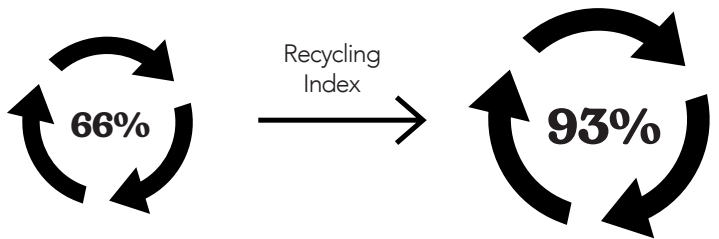
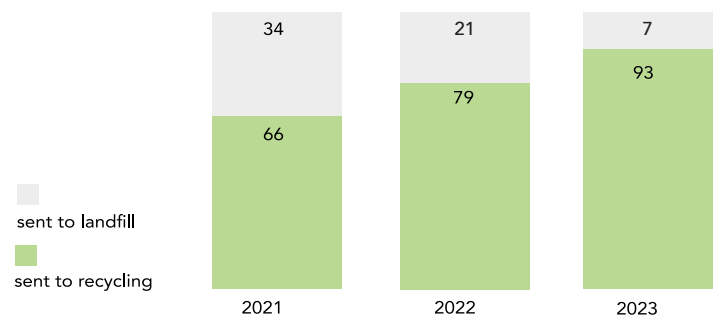
### Driving Waste Reduction: A 51% Decrease in Total Solid Waste in 2023

In a dedicated effort to curtail our environmental footprint, 2023 witnessed a remarkable 51% reduction in total solid waste across our operations. At the forefront of this initiative stands our Waste Reduction Committee.

## Approximately 50% of our total waste is paper



Recycled vs. landfilled waste (%)



We have been collaborating with various recycling centers which enables us to increase our recycling index from 66% to 93%.

# Energy conservation and green power strategies

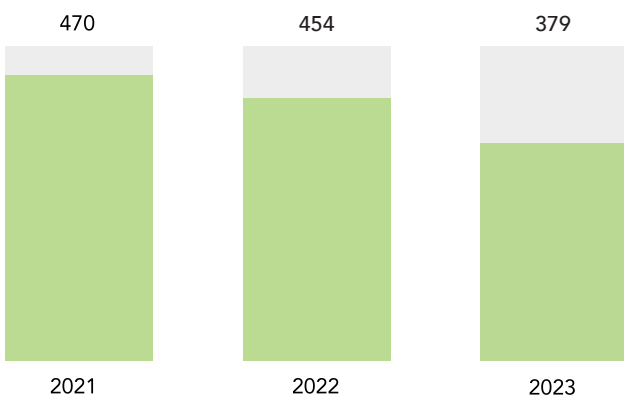
In 2022, the industrial sector was the direct source of 9.0 Gt of CO<sub>2</sub> emissions, constituting 25% of the total CO<sub>2</sub> emissions from the global energy system (IEA, 2023). Additionally, the industrial sector represented 37% of the worldwide energy consumption (IEA, 2023).

Our company has adopted a proactive stance through two primary strategies: decreasing energy consumption and transitioning to more environmentally friendly energy sources. We initiated the reporting of our energy consumption and scope 1 CO<sub>2</sub> emissions as of 2021 since we do not have scope 2 emissions as all the electricity utilized is generated internally, primarily through our generators and more recently, solar panels.



## Energy Consumption Reporting and Reduction

Energy consumption Kwh/Tonnes production per year

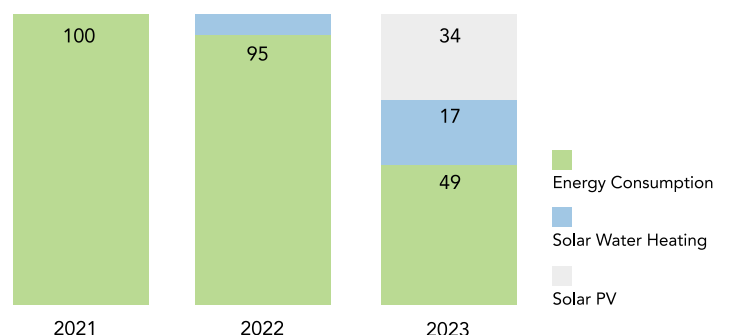


Our yearly energy usage per ton of production decreased from 470 KWh in 2021 to 379 KWh in 2023—a 56% reduction from our baseline. In line with Beesline’s commitment to sustainable practices, the company is determined to take a step forward in 2025 by implementing the Master SCADA (Supervisory Control and Data Acquisition) system, integrated with Building Management Systems (BMS). This initiative promises dynamic energy optimization. Real-time monitoring and control, along with intelligent building systems management, lead to a new era of precision in energy efficiency, aligning with our goal of ecological responsibility.

## Transitioning to Green Energy Sources

Beyond reducing consumption, we are also determined to transition to renewable energy. Solar panels have reduced our reliance on fossil fuels by 51%. Used for both water heating and electricity generation, these solar photovoltaic (PV) systems constitute a primary force in mitigating our scope 1 CO<sub>2</sub> emissions.

Energy composition: Percentage by sources over the years





## Sustainable water management: a crucial commitment

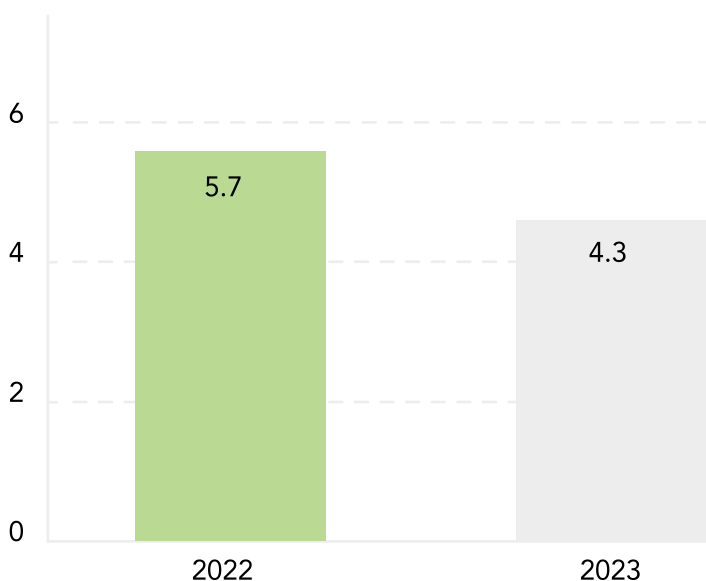
In a world where only a fraction of Earth’s water is suitable for drinking, and projections hint at water scarcity for half the global population by 2025, we recognize our responsibility to manage water resources sustainably. Given the MENA region’s higher risk of water scarcity, coupled with the cosmetics industry’s substantial water footprint, our commitment to responsible water management has become core to our environmental initiatives.

## Addressing waste & consumption and contamination commitment

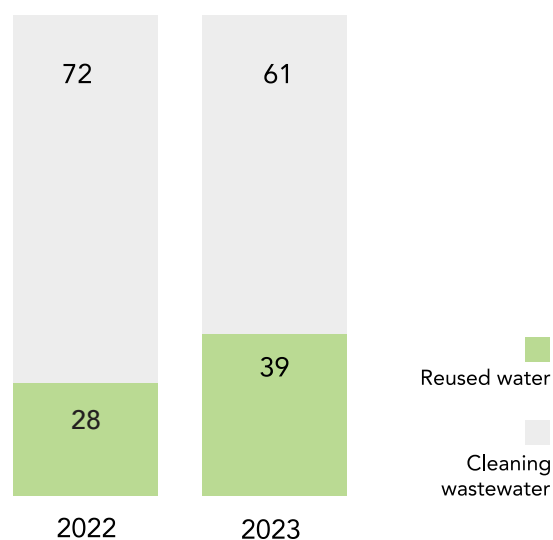
Acknowledging that our products may consist of up to 80% water, we have taken strategic measures to decrease water consumption and prevent contamination. The MENA region’s water scarcity risk accentuates the need for these initiatives.

We implemented a Reverse Osmosis (RO) system at our facilities to drastically reduce rejected water. Over 39% of our wastewater undergoes treatment for repurposing in irrigation, diverting it away from oceans and contributing to sustainable water use.

**Total Water Consumption (M<sup>3</sup>)  
Tonnes Production Per Year**



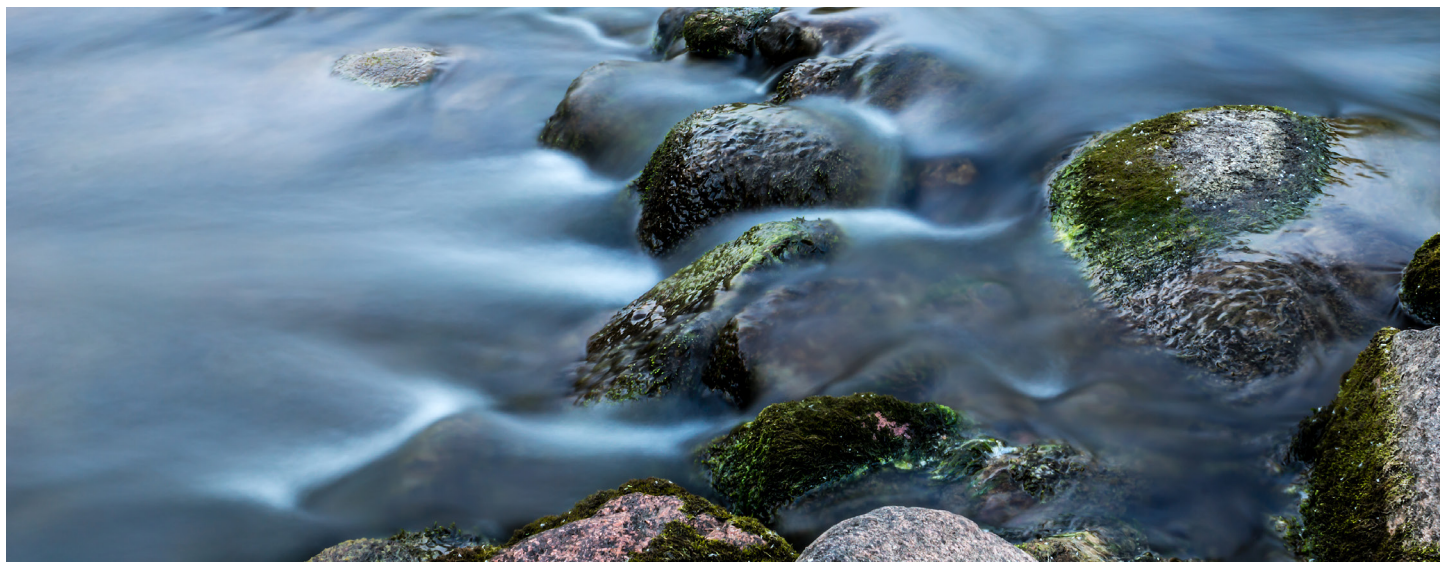
**Percentage Of Cleaning Wastewater Vs. Reused Water**



## Waterless formulas and future plans commitment

We have introduced waterless and water-free formulas which not only reduce water usage but also enhance product efficiency by preventing the dilution of active ingredients. Less product per use translates to a longer product lifespan, fostering sustainable consumption practices and reducing water usage in the long run.

This holistic approach highlights Beesline’s commitment to comprehensive sustainability. We strive to pioneer practices that safeguard water resources and promote responsible consumption.



# Act circular: businesses and innovators leading the change for sustainable development in the mediterranean

Berytech's CLUSTER4GREEN initiative, aimed at advancing the circular economy in the Mediterranean region, organized its third workshop, titled "Act Circular."

The workshop showcased a series of presentations delivered by representatives from local enterprises that have successfully embraced the circular economy model. Among the speakers, Beesline shared insights into implementing circular economy principles, highlighting the advantageous outcomes such as waste and cost reduction, the generation of new revenue streams, and the enhancement of brand reputation. Undoubtedly, the circular economy emerges as a mutually beneficial solution for businesses and the environment.



## Roundtable on sustainability

Beesline took part in the Annual Regional Sustainability and Development Forum Roundtable, Beirut organized by Dialectic Institution, Aspire Training Solutions, and Blue Green Consultancy. As we expand to new parts of the world and think of environmental issues on a global level, we remain convinced that local conversations are essential to develop solutions that impact communities. Beesline joined local influential organizations and leading experts across various industries to discuss sustainability issues, exchange best practices, and find ways for partnerships to strengthen actions and amplify impact.



## Commitment 4:

# “Optimizing Our Systems to Increase Efficiency”



**IT department's contribution to the un sustainable development goals (SDGs) beauty beyond profit: optimizing for a sustainable future**

### We at Beesline believe in sustainability!

As a cosmetics manufacturer, “Optimizing Our Systems to increase efficiency” means a lot for us and go even beyond just efficiency. It's about creating beauty in harmony with the planet. We do believe that, at the core of our Digital Transformation, two major solutions that we are implementing right now are a major dynamic duo for sustainability: our (ERP) Enterprise Resource Planning and our PLM

(Product Lifecycle Management):

- The ERP empowers us to track and optimize our resources allocation, minimize waste, lower our energy consumption and source ethically.
- The PLM allows us to design eco-conscious products, close the loop with circularity, and offer transparency to our customers by tracking the environmental impact of our product lifecycle.

Together, they paint a clear picture of our environmental impact, guiding us towards a future as beautiful as our products. Let's join forces for a sustainable chapter in our story!

### IT projects and our strategic pillars

Beesline's strategic pillars				
Sustainable Revenue Growth	People at the core	Impressing Customers	Building Equity	Positive Planet Impact
Product lifecycle management (PLM)				
<p><b>Optimizes</b> product development</p> <p><b>Reduces</b> time-to-market</p> <p><b>Enhances</b> product quality</p> <p><b>Leads</b> to higher margins &amp; market share</p>	<p><b>Enhances</b> Collaboration across teams</p> <p><b>Fosters</b> knowledge sharing</p> <p><b>Promotes</b> innovation through digital tools &amp; data accessibility</p>	<p><b>Enables</b> consistent product quality</p> <p><b>Facilitates</b> customization options</p> <p><b>Personalizes</b> marketing &amp; sales based on customer needs</p>	<p><b>Promotes</b> ethical sourcing and sustainable practices throughout the product lifecycle, contributing to a positive brand image</p>	<p><b>Enables</b> design for sustainability</p> <p><b>Facilitates</b> use of recycled materials</p> <p><b>Tracks</b> environmental impact throughout the product lifecycle</p>
Enterprise resource planning (ERP)				
<p><b>Streamlines</b> operations</p> <p><b>Improves efficiency</b></p> <p><b>Reduces costs</b></p> <p><b>Frees up resources</b> for innovation &amp; market expansion</p>	<p><b>Simplifies &amp; automates</b> our process &amp; tasks</p> <p><b>Unifies &amp; improves</b> access to critical information</p> <p><b>Empowers teams</b> to focus on higher-value tasks</p>	<p><b>Improves order fulfillment</b> accuracy &amp; speed</p> <p><b>Enhances customer service</b> through faster issue resolution and personalized interactions</p>	<p><b>Ensures data accuracy &amp; transparency</b> a solid base for data governance</p> <p><b>Strengthens</b> compliance with laws &amp; regulations</p> <p><b>Builds trust</b> with stakeholders</p>	<p><b>Optimizes resource allocation</b></p> <p><b>Reduces waste</b></p> <p><b>Lowers energy consumption</b> through automation &amp; streamlines processes</p>



**Commitment 5:**

**“ Respecting and Empowering Communities ”**

**Beesline’s approach to communicating about sustainability**

In the dynamic realm of sustainable beauty, consumers find themselves in a sea of information, often clouded in confusion and greenwashing. Recognizing this, Beesline adopts a consumer-centric approach that dives into the uncharted areas of consumer understanding.

Our innovative methodology involves thorough research, pinpointing the nuanced gaps in consumer knowledge. We acknowledge the diverse levels of understanding among consumers. Through In-Depth Interviews (IDIs), we uncovered the pivotal need for humility in our approach, coupled with a commitment to providing high-quality education.



**In-depth interview (IDI) findings**

Our IDIs highlighted the necessity for clear, transparent communication. Consumers, we discovered, yearn for simplicity and authenticity, especially in an era where the intersection of beauty and sustainability is clouded with confusion.

What sets Beesline apart is our commitment to education, adopting a knowledge-dissection approach that empowers consumers to make informed decisions. We refrain from making absolute commitments, understanding that sustainability is an ever evolving journey. This strategic approach was spread across our product portfolio, ranging from our Conscious Classics (conventional products in zero-waste packs to our Forever range (infinitely refillable skin and personal care).

Our pledge is not just to provide safe and clean beauty but to lead as pioneers in fostering a deeper understanding of the intricate connection between beauty and sustainability.

**THE SAFE SEEKER**

Camille Lefèvre - 24 yo

Digital media Manager

\$35.000 to \$45.000 per year

Efficacy: ★★★★★

Pleasant: ★★★★★

Beautiful: ★★

Sustainable: ★★

Price: \$\$

**In-depth interview (IDI) findings**

Camille has come across the refillable concept through ads for 900care on Instagram and TikTok. However, she's hesitant to purchase due to concerns about the bottle's lack of labeling and design, its availability in supermarkets, and its subscription model.

**It might be more difficult to switch her from sustainable beauty products for face than body.**

**Forever Purchase decision KPIs**

Camille has a higher intent to choose Forever if:

- ✓ Proven Efficacy    ✓ Safe    ✓ Tested
- ✓ Word of Mouth    ✓ Good Value For Money



## The suppliers sustainability program (SSP)

In an era where consumers demand transparency and ethical practices, businesses must extend their commitment to sustainability beyond their operations to their suppliers. Beesline has embarked on a journey to integrate sustainability across its entire supply chain.

Understanding the multifaceted nature of sustainability, beesline introduces the suppliers sustainability program. In 2024, this program will undergo a trial period before its official launch in 2025. The SSP is a dynamic initiative aimed at assisting our suppliers in navigating the complexities of sustainability.

### Foundations of sustainability

From its inception, beesline has been committed to sustainability, aligning it with its core mission and vision. This year marks a pivotal step as we introduce our suppliers code of conduct policy. This policy outlines environmental, social, and governance (ESG) standards that mirror beesline's principles. It is a formal commitment we urge our business partners to embrace.

### Anticipating future impact

The SSP is a proactive measure, aligning our partners with our commitment to sustainability. It is a collaborative effort to uplift each other and contribute to a more sustainable future. The program's outcomes and its influence on our supply chain sustainability will be shared in detail in our next sustainability report.

### Key elements of SSP

Suppliers self-assessment questionnaire: we've updated a comprehensive questionnaire covering various sustainability topics and challenges. This tool is designed to help our partners evaluate their performance in 2023.

Tailored assistance plans: following the assessment, each partner will be assigned a specific plan tailored to their unique circumstances. This personalized approach ensures that the assistance provided is practical and impactful.



## Sustainability Sphere Of Influence

## ESG certification of Commitment

Beesline is the first skincare company and one of the first companies in Lebanon to receive the environmental, social, and governance — ESG commitment certification. This internationally recognized framework assesses companies' practices and performances on sustainability and ethical issues. Moreover, it measures businesses' risks and opportunities in those areas to help them grow into healthier companies.



## Fortifying ethical foundations: beesline's policy framework

A company's commitment to ethical conduct does not automatically guarantee long-term adherence. To ensure a stable environment in terms of values and principles and to uphold consistent ethical business practices, it is essential to document these commitments through policies that serve as guiding tools for a company's operations and team members. Moreover, these policies contribute to accountability, thereby enhancing the implementation and effectiveness of established guidelines.

During 2022, 16 policies have been issued, this number has been extended to 24 in 2023. The additional policies were formulated to address various aspects of environmental, social, and governance (esg) considerations. These new policies include the alcohol, drug, and smoking policy, women's rights policy, expatriates policy, anti-corruption and anti-bribery policy, supplier's code of conduct, mental health policy, political engagement policy, and energy conservation policy.

We regularly review our policies, ensuring that our guidelines remain relevant, effective, and aligned with the latest industry standards. As we embrace a future marked by constant change, our commitment to ethical business practices remains unwavering.



## Nurturing team wellbeing at beesline

We are deeply committed to the health and wellbeing of our team members. All beesline team members now enjoy comprehensive medical insurance coverage, ensuring access to quality healthcare as a fundamental human right. We also provide free weekly medical and dietitian consultations, in addition to a 25% discount on dental care and free consultations at a dentist's clinic. Recognizing the impact of nutrition, we have introduced a healthy food catering service in our company's cafeteria. Simultaneously, we acknowledge the significance of mental health and emotional wellbeing and have created a designated 'chill room' for relaxation during the workday. Throughout the year, we organize various events to infuse joy and compassion, especially during holidays and birthdays. Additionally, our farewell events for departing colleagues express gratitude for their contributions, fostering a culture of respect, inclusion, and supporting fair workplace practices.

## Nurturing a family-friendly workplace At beesline

We prioritize the work-life balance of our team members. Reflecting this commitment, our updated family-friendly policy extends maternity leave to 12 weeks with full pay, covering both prenatal and postnatal periods. Recognizing the crucial role of fathers, we have expanded paternity leave to 5 days with full pay, exceeding national requirements.



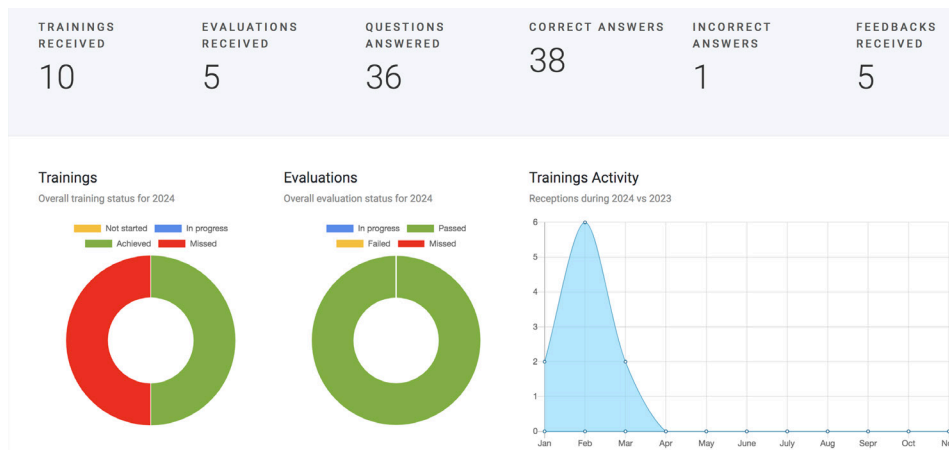
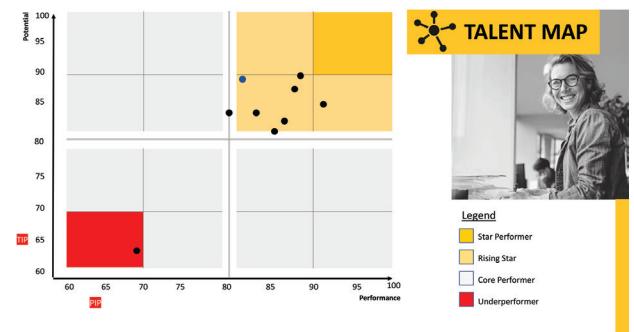
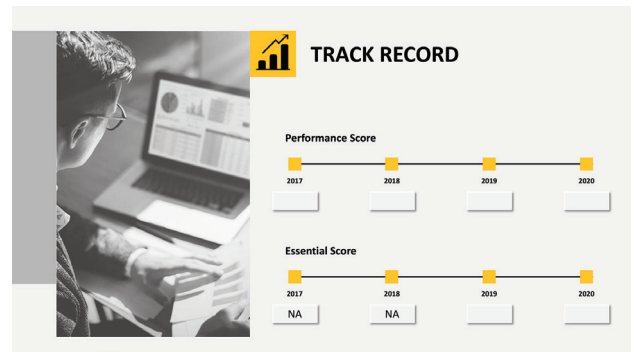
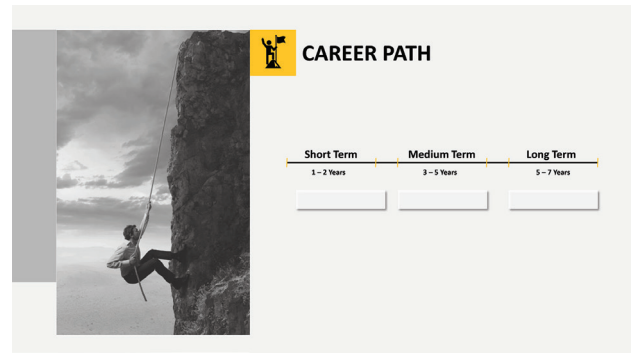
## Empowering growth and leadership at beesline

Coaching is integral to beesline's ethos, with all functional heads and managers adept in the grow coaching model, fostering effective team interactions and unlocking individual potential. Our performance management & development program (PMDP) ensures a positive and result-driven approach. Beginning with performance planning, it culminates in rewarding based on appraisals.

Our talent management program, encompassed in grow, aligns individual performance with our mission, vision, and values. For team members requiring improvement, a "performance improvement plan" offers a timeframe for enhancement.

In the realm of skill-building and development, beesline is dedicated to nurturing a workforce that extends its talents beyond conventional boundaries. Tailored training sessions cover diverse topics, fostering cross-departmental collaboration. The hr department, through the beesline development center (bdc), provides resources for talent and skill development. Our leadership team program, initiated in 2023, focuses on essential competencies and updates, enhancing our leadership capabilities. A workshop in the latter half of 2024 will further fortify our leadership prowess, reflecting our commitment to providing the necessary tools for our functional heads.

The cosmetic science academy, initiated by the cosmetic science & safety (css) department, is a collaborative learning platform prioritizing team-based training. In 2023, it delved into scientific research and knowledge sharing, enhancing expertise in sustainability indicators, powder formulations, rheology modifiers, and natural colorants.



### Completion on schedule



**50.0%**  
Trainings Ratio  
Trainings completed during set duration

### Average Score



**97.50%**  
Overall Average  
For 5 Evaluations

The sustainability department organized 15 inclusive training sessions in 2023, covering diverse environmental and social topics, including climate change, waste sorting, mental health, and governance. These sessions contribute to a comprehensive understanding of beesline's internal policies and global challenges.

Beesline's commitment extends to its e-learning program, incorporating sustainability and quality management system courses. This approach ensures that team members are equipped with up-to-date knowledge and competencies, fostering a culture of continuous learning and growth.

## Commitment 6:

# “ Building a Mindful Society ”



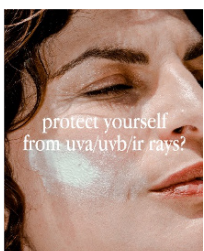
### Responsible marketing & advertising

#### Instant Bright Launch

In 2023, we launched our new skincare range: instant bright. While the skin-brightening industry often turns to harsh ingredients, we took a clean beauty approach, combining natural ingredients with innovative biotechnology. Our gentle yet highly effective formulas harness the benefits of ingredients like vitamin c, niacinamide, aha, and hyaluronic acid, offering a 6-step routine that targets dark spots and dullness for a more luminous complexion from the first application.

For our first-ever range fully focused on face care, we chose to redefine radiance: it is about letting your inner light shine through and finding strength through unity. We teamed up with director elie fahed to shoot a campaign with a diverse cast of 7 influential women from the region.

In Lebanon, the PR launch event, held during women's month, celebrated women empowering women under the theme "pass the glow". The range is now available in 80% of key accounts and has already contributed 6% of overall revenues in this first year. This contribution is expected to increase by 60% in 2024. In addition, instant bright has achieved an astounding 60% market share in the brightening category on a leading beauty e-commerce platform.



#### Wear Sunscreen Campaign

Taking into consideration the risks associated with sun exposure, we turned our summer campaign into a sunscreen awareness campaign. Our campaign's cast feature people from various ages and with diverse skin, emphasizing that sunscreen is indeed a must for all. We also raised awareness on skin cancer and their link to sun damage.





Beesline®  
APITHERAPY



INSTANT BRIGHT  
5 IN 1 CLEANSER

غسول 5-1  
للإزالة فورية

Niacinamide & Vitamin C  
بالتياسيناميد والفيتامين سي



Honey  
بالعسل



Rice Powder  
ببوغرة الأرز

Beesline S.A.L. Lebanon  
100% Natural  
لايحتوي على مواد كيميائية ضارة  
لايحتوي على مواد مسببة للحساسية  
لايحتوي على مواد مسببة للحساسية  
لايحتوي على مواد مسببة للحساسية

Store in a cool, dry place  
Store in a cool, dry place  
تحتفظ في مكان بارد وجاف  
تحتفظ في مكان بارد وجاف  
150ml

# Elevating expertise in dermatology-cosmetic sciences

## CERTIFICATE

The Undersigned declare that

**Asma ABBAS**

has followed the lessons and has successfully passed the exam of the

**"Online Intensive Course in Dermato-Cosmetic Sciences 2023" – 5 ECTS**

organized at the Vrije Universiteit Brussel

Brussels, October 27, 2023

Designed by  
**Vera Rogiers**  
Pharm.D. Pharm. V. Rogiers  
Course organizer

Designed by  
**Jan Danckaert**  
Ph.D. Dr. Jan Danckaert  
Rector of Vrije Universiteit Brussel



In 2023, Beesline has enrolled Dr. Asma Abbas, the Regulatory Affairs Manager, at Beesline, in the Intensive Course in Dermato-Cosmetic Sciences at the University of Brussels. Asma will not only benefit from this learning across her daily activities as she leads the Cosmeto-vigilance program at Beesline, but all Beesline's scientific team, will profit from this acquired expertise as this learning will be spread among them. The comprehensive curriculum covers skin anatomy, physiology, and the latest cosmetic technologies, positioning Beesline at the forefront of cosmetic science. Our objective is to spread this knowledge across the organization, ensuring that the entire team is aligned with cutting-edge practices and positioning us as a leader in the cosmetics industry.

# Empowering the future: beesline's commitment to youth development

Recognizing the pivotal role of youth in shaping the future, Beesline actively engages in initiatives that foster their growth and empowerment. Our participation in the second edition SDG Brain Lab programme, organized by the UN Global Compact Network Lebanon, reflects our commitment to increasing awareness of the Sustainable Development Goals (SDGs) among university students. The Data Hub, one of the three components of the programme, enhances the youth's research skills with a focus on the employees' awareness of their company's sustainability practices. Beesline actively participates in job fairs organized by local universities, providing equal internship, training, and employment opportunities to alumni, fresh graduates, and current students. Through mock interviews and guidance sessions, we equipped the youth with insights into the job market and specific opportunities within Beesline.



Our dedication to youth empowerment is further evident in our structured programs. We offer paid internships to students, providing them with hands-on experience in their field of study. The paid graduate program, tailored for fresh graduates, encompasses induction sessions, hands-on experience, and corporate training, preparing participants to excel in their chosen fields. Those who perform exceptionally well may be offered a permanent position with Beesline, aligning with our commitment to nurturing and investing in the next generation.

## Commitment 7:

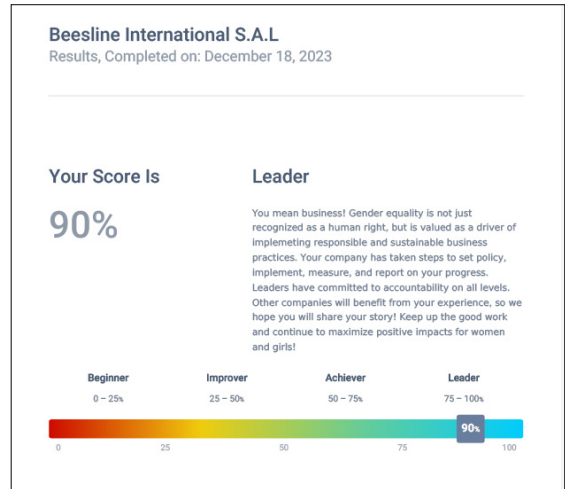
# “ Actively Promoting Gender Equality ”

### Leadership in Gender Equality

Beesline has proudly attained a 90% score on the WEPs Gap Analysis Tool in 2023,

Marking a substantial leap from 83% in 2021 and positioning us among the global leaders in gender equality. Only 4% of companies assessed worldwide are categorized as Leaders, with almost half still in the beginner phase.

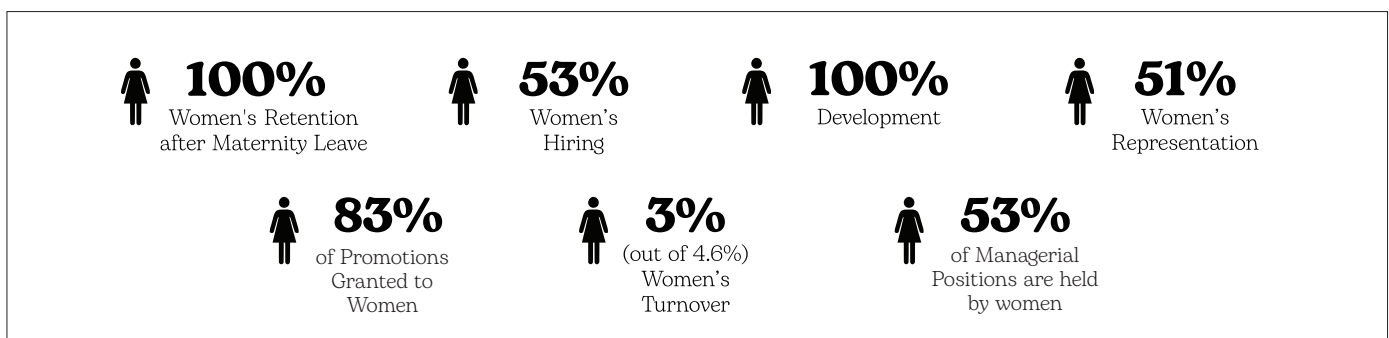
The Women’s Empowerment Principles Gender Gap Analysis Tool, developed in collaboration with the United Nations Global Compact, UN Women, and IDB Invest, underscores our commitment to gender equality across workplace, marketplace, and community.



Beesline strives for a work environment where women thrive. We have embedded this commitment in policies, covering equal pay, opportunities, maternity and paternity leave, prevention of harassment, and work-life balance. Our data reflects gender parity in recruitment, development, and overall representation. Women hold 53% of managerial positions, while 83% of promotions were granted to female team members in 2023. With a 100% retention rate for women returning from maternity leave, Beesline reaffirms its dedication to a bias-free environment, committed to equality and inclusion.



### Women in numbers





**Commitment 8:**

**“ Innovating to Provide Consumers With Increasingly Performant Products ”**

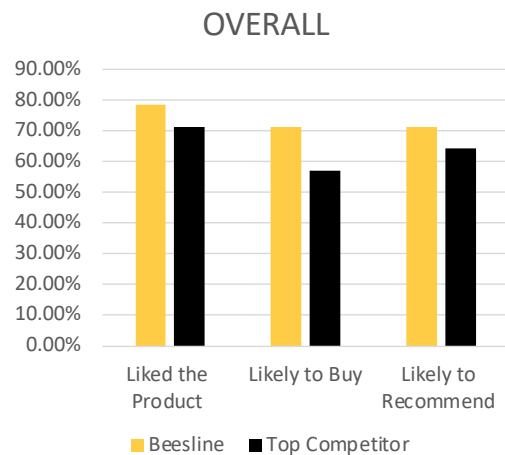
**Beesline: a claim validated brand**

Research study in Germany, June 2023, found that in a blind test beesline products often perform on par or greater than the leading competition

- ✓ Consumers were more satisfied with the cleansing of beesline’s facial wash and would more likely purchase vs. top cleanser competitor
- ✓ Consumers found beesline’s face cream more hydrating and would more likely purchase vs. top face cream competitor
- ✓ Consumers found beesline hand & body cream to be more effective at treating dry, chapped skin



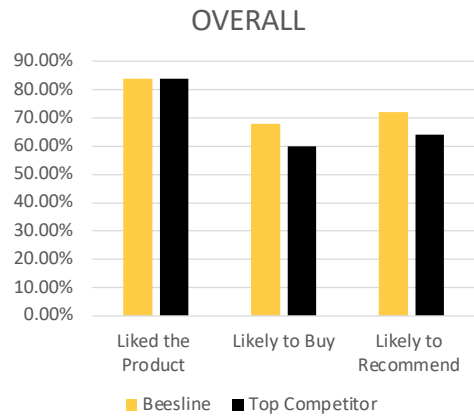
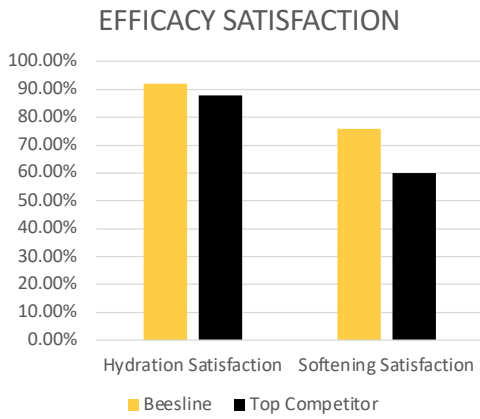
**Beesline cleanser more cleansing and preferred by consumers vs. a top competitor**



Facial cleanser : Beesline vs. Top Competitor

Source: N=28 consumers Germany consumer perception research study beesline June 2023

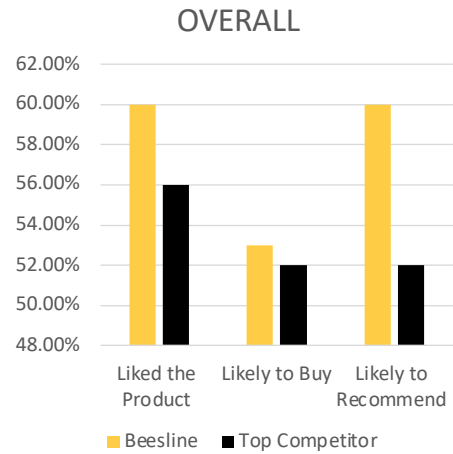
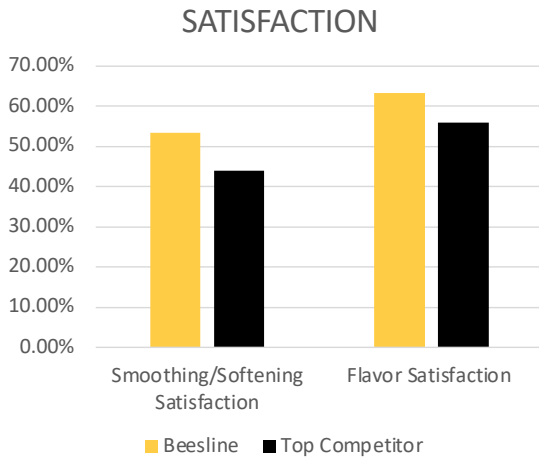
## beesline face cream more hydrating and preferred by consumers vs. a top competitor



### Face cream : Beesline vs. Top Competitor

Source: N=50 consumers Germany clinical research study beesline June 2023

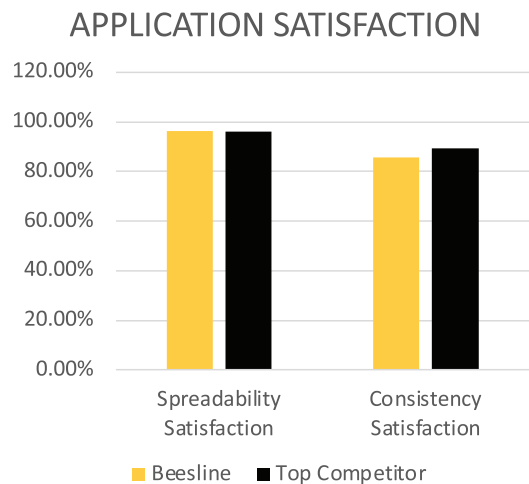
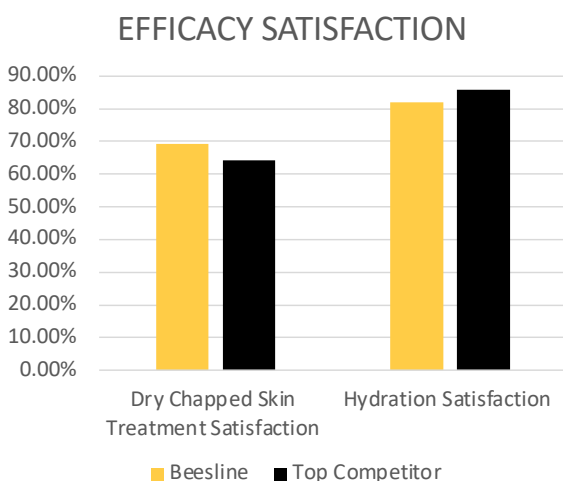
## beesline lip balm more softening and preferred by consumers vs. a top competitor



### Lip balm : Beesline vs. Top Competitor

Source: N=55 consumers Germany clinical research study beesline June 2023

## beesline hand & body cream more effectively relieves from dry skin vs. a top competitor



### Hand & Body cream : Beesline vs. Top Competitor

Source: N=56 consumers Germany clinical research study beesline June 2023

# 2023 Research, innovation & technology teams achievements in product development

## Formula unit



Research

>1680 hours



Formula Challenges

>200



Formula Design

1634



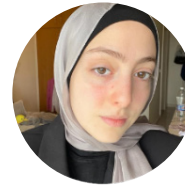
Formula Specs

176



Successful Sign-Off

14



## Clinical Research unit



Clinical Research

>720 hours



Consumer Test

41



Sensory Evaluation Test

55



Statistical Analysis

>100



Clinical Test

20



## Standardization unit



Research  
>500 hours



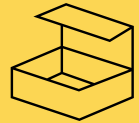
Standard  
1166



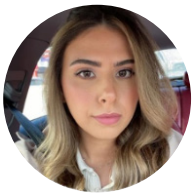
Package Development  
53



Problem-Solving  
>50



Kit Development  
27



## New product development (NPD) Agile Team



Stand-up Meeting  
520 hours



Challenge  
>120



Brainstorming Session  
520



Development Hours  
>195



Successful Sign-Off  
19



## Commitment 9:

# “Ensuring Our Innovations’ Safety and Quality”

## Enhancing cosmetovigilance through collaboration with dermatologists for comprehensive case analysis


Cosmetovigilance, the systematic monitoring of adverse effects and safety concerns related to cosmetic products, plays a crucial role in ensuring the well-being of consumers. As Beesline continues to introduce new products, it becomes imperative to enhance the existing cosmetovigilance system through establishing a collaborative partnership with dermatologists. Although cosmetics-related skin adverse reactions are mild and reversible by nature, understanding their underlying causes may sometimes be challenging and requires specialized expertise. Collaboration with dermatologists can bridge this gap, as they possess in-depth knowledge of skin conditions and can provide valuable insights.

Beesline initiated this collaboration with a dermatologist based in Lebanon, who joined the Cosmetovigilance committee for in-depth case analysis. As of now, Beesline has consulted this dermatologist for four cases. The dermatologist, bringing a clinical perspective to cosmetovigilance, takes into account factors such as skin types, pre-existing conditions, and individual sensitivities. Furthermore, the dermatologist offers insights into appropriate interventions, treatments, and preventive measures.

Collaborating with dermatologists for case analysis represents a pivotal step in enhancing cosmetovigilance systems. This synergy between Beesline’s cosmetovigilance experts and dermatologist fosters a proactive approach to consumer safety.

### 2023 regulatory dpt. achievements:

- Registration of 347 SKUs across all markets and for different manufacturing sites
- Collaboration with a dermatologist in Lebanon for the Cosmetovigilance complaints
- Enhancing the Cosmetovigilance system through including the Seriousness Index
- Safety assessment of 70 formulas
- Environmental compliance for our EU countries
- Trademark registration of Beesline, Began in Europe and US.

Cosmetovigilance Class	Tolerance Gauge of Cosmetovigilance Index (CVI)
Class IV - Poor Tolerance	
Class III - Moderate Tolerance	
Class II - Good Tolerance	
Class I - Very Good Tolerance	

## Importance of an integrated quality management system

An integrated quality management system allows our organization to conduct integrated audits and assessments, as well as optimize processes and resources. It also improves the overall communication between important stakeholders such as suppliers and customers.



## 2023 Quality team achievements

### ISO 9001 : 2015 – quality management system

This standard supports businesses to drive down costs, increase productivity, and boost customer satisfaction by being more efficient and quality-focused.

### Businesses following the guidance of iso 9001 will find they are helping to:

Encourage industry success by maintaining relationships with everyone in an organization’s supply chain  
Facilitate innovation with a focus on long-term goals  
Ensure responsible consumption by looking to reduce waste and improve quality

### ISO 14001 : 2015 – Environmental Management System

This standard supports businesses to reduce the environmental impact of their processes, services, and other activities. Businesses following the guidance of ISO 14001 will find they are helping to: Contribute to achieving the targets set out to reduce climate change. Reduce the negative impact of their business on the surrounding environment on land and at sea by analyzing the life cycle of all business aspects. Facilitate good health and well-being by reducing air pollution.

### ISO 22716 : 2008 – Good Manufacturing Practices System:

This standard supports businesses to manage the human, technical and administrative factors that affect product quality. GMP follows the principles of sound scientific judgment and risk assessment to produce cosmetic products that meet defined characteristics. The standard focuses on the production, control, storage and shipment of cosmetic products.

### Businesses following the guidance of ISO 22716 will find they are helping with:

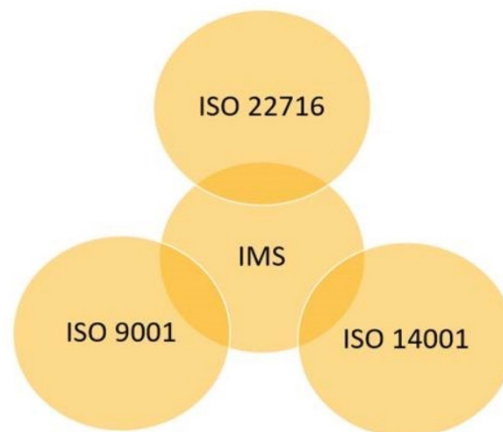
Controlling hazards and risks associated with cosmetic products.  
Supply chain management.  
Regulatory and legal compliance.  
Implementation and integration.

### In progress: ISO 45001 : 2018 – Occupational Health and Safety Management System:

The basic requirement of OH&S is for organizations to provide a safe and healthy place for all personnel to work. This is done by preventing work-related injury or ill-health. This standard supports businesses to control health and safety risks, protect employees and meet legal obligations.

Businesses following the guidance of ISO 45001 will find they are helping to:

- Encourage good health and well-being by protecting their employees from harm.
- Reduce inequality through measures to ensure all employees, regardless of ability, are catered for.
- Promote decent work by setting out best practice guidelines.



<b>886</b> Raw Materials	<b>1876</b> Packaging Materials	<b>2432</b> Bulk Products	<b>4350</b> Finished Products	<b>62</b> SOP Initiated	<b>70</b> Potential Risk Managed	<b>100%</b> Certification Compliance
<p>Inspected, Tested &amp; Released</p>	<p>Inspected, Tested &amp; Released</p>	<p>Inspected, Tested &amp; Released</p>	<p>Inspected, Tested &amp; Released</p>	<p>Reduce Complexity</p>	<p>Eliminate Impact on Business</p>	<p>0 Major/Minor External Audit Findings</p>

## **A Last Word**

### **THE KEY TO A GLOBAL MINDSET CHANGE**

Enabling advancement in sustainable living takes a complete rethinking of our systems—as a company but also as a society. Our role is to inspire and empower behavioral change, and this goes beyond materials used or alternative energy sources. It sure is about consuming better, but even more importantly consuming less. How can this be sustained if individuals feel unsatisfied? This is where mindfulness comes in.

Mindfulness is a kind, non-judgmental awareness that helps us relate to ourselves, others, and our environment with compassion. We can all be mindful; it is rooted in our consciousness, and it is associated with greater emotional intelligence. Mindfulness can literally rewire our brains.

It is a powerful tool to respond to crises. It increases our motivation to support climate change actions. Mindfulness can also encourage us to be more aware of social justice and more sensitive to context. It can help cultivate compassion and our intrinsic moral values which, in return, can be reflected in actions for the common good.

Today, we invite you to intentionally learn how to adopt and spread a mindfulness culture. It is a key for driving global change.

**Beeline  
Sustainability Report  
2023**

**The End**



