

# beesline

A BEEGAN COMPANY

**SUSTAINABILITY REPORT - 2022**



**Sustainability is at the core of our**

**MISSION: WELLNESS FOR PEOPLE AND THE PLANET  
AND VISION: A GLOBAL INNOVATOR OF CONSCIOUS COSMETICS**

at Beeline:

**“Sustainability is a  
common sense\*”**

*\*Common sense is the knowledge that all humans have. Such knowledge is unspoken and unwritten – we take it for granted. We acquire it imperceptibly from the day we are born. Source: Britannica*

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# “WHEN SUSTAINABILITY STRATEGY AND PRACTICES MEET THE ORGANIZATION’S GROWTH”

We are facing a massive sustainability crisis. According to McKinsey’s latest study, the closest planetary boundaries we are crossing are loss of biodiversity, climate change, land deterioration, chemical and plastic pollution. It is important to note that they are linked, and are also greatly affected by other factors. The beauty industry, in which we operate, is a major contributor to this crisis. Whether it be through harmful ingredients that deplete resources or bioaccumulate, or through packaging – often plastic – that ends up in landfills and oceans, killing biodiversity and increasing emissions that contribute to climate change, our industry is having a significant impact on the planet.

In light of this, at Beesline we have made it our mission to disrupt the beauty industry and take proactive measures to protect the planet. We refuse to continue acting as if we are not in a state of urgency. In these times, traditional CSR activities seem obsolete to us. Instead, in order to address the complex and interconnected challenges facing our world, we are adopting a holistic approach known as CSR 2.0, and fundamentally rethinking our systems, business model, and offerings to truly serve the greater good. Rather than supporting causes that align with our business strategy, we are changing our strategy to align with sustainability goals.

As a result, we have been looking at the root causes of environmental and social issues, rather than just the symptoms. Sustainability has been the main driver for our innovation process and has challenged our creativity. Our Research, Innovation, & Technology team has released many breakthrough products, including our recently Cosmoprof Awards-winning “Forever Deodorant” as well as a full range of zero-waste products and waterless formulas, in addition to a forever-refillable range.

Positive societal change is woven into our inclusive marketing campaigns, rather than being a standalone PR stunt. Our version of CSR is not only environmentally sustainable, but also financially and socially sustainable.

Co-founder & CEO  
Mohamad Arayssi



*Siddik*

*Maha*

*Mohamad*

## “ON OUR QUEST FOR PROFITABLE SUSTAINABLE GROWTH”

On our quest for profitable sustainable growth, we endeavor to deepen and widen our ownership and embracement of Environmental and Social Governance and to integrate its teachings and guidelines within the DNA of the organization. On the spectrum of adoption, sustainability at large is now growing internally as a creed strengthened by the corporate’s mission being “Wellness for People and The Planet”.

Our venture towards realizing our vision as a Global Innovator of Conscious Cosmetics is now a driving engine that has rearranged priorities with a clear bias towards our sustainability must wins. Structures, systems, strategy, skills, staff, style, and shared values continue to be built and harmonized for the purpose of meeting both people and planet positive outcomes.

On one hand, the organization’s solid endorsement to the mission has culminated into the allocation of considerable resources. The focus on talents has considerably risen, the acquisition of technological solutions has been accelerated, and investments in eco-innovation have been multiplied by several folds.

On the other hand, the organization has broadened its network of partnerships encompassing world-class advisory and certifying bodies.

Beesline team has been successful in sustaining growth for the past 5 years in a row. We have profitably grown the numbers, we have efficiently grown in number, we have consciously grown our portfolio, we have ethically directed our growing investments, and we have proudly enhanced our markers for planet positive impact.

Beesline is now a well-designed and determined organization to pursue this journey strengthened by a genuine scientific belief that sustainable growth is the path to follow and embrace.

**COO**  
**Siddik Zaza**

# **“GOOD FOR THE SKIN, PEOPLE, AND PLANET IS TRULY OUR ONLY STANDARD”**

Beesline has always strived to create long-term value. In our journey to sustainability, we have adopted a holistic approach.

With concern for the environment during manufacturing, we implemented, and were granted, the ISO 14001 Environmental Management System (EMS) by TÜV Nord this year. To tackle climate change and reduce our carbon emissions, we have been increasingly relying on green energy in our plant operations, covering 55% this year and aiming to reach 75% and more in the coming year.

In the second half of the year, we focused more on bee-centered beekeeping and wild bee conservation projects, which will boost biodiversity conservation as well as ecosystem restoration. Launched in Lebanon, this initiative will be spread to other countries in the coming year.

Zero waste production is a must for all industries and cities. At Beesline, we have succeeded in sorting all types of industrial waste and have attained our goal of zero waste to landfill by 2025.

Working on our product life cycle through cradle-to-cradle processes, we formed a task force to focus on increasing our use of renewable materials at all levels, from raw materials to packaging, designing products and processes for waste elimination, especially at the consumer's end-of-life stage. Furthermore, with the product life cycle in mind, we have been developing four lines of products with reduced carbon footprint and zero waste at the product end of life.

At Beesline, we care about people: our team members' growth, as well as the safety of our consumers and the well-being of the communities we serve are of premium interest.

Finally, eco-innovation is at the heart of Beesline and we are setting key performance indicators (KPIs) to measure it, as well as measuring the progress in our technological infrastructure.

**Co-founder & CSO  
Maha Arayssi**



**“BY COMMITTING TO SUSTAINABILITY, BUSINESSES LIKE BEESLINE CAN TAKE SHARED RESPONSIBILITY FOR ACHIEVING A BETTER WORLD.”**

## About the UNGC

**VISION:** UN Global Compact aims to mobilize a global movement of sustainable companies and stakeholders to create a better world we want.

**CREATION:** September 2015, all 193 member states of the united nations adopted a 15 years plan “agenda 2030” for achieving a better future. At the heart of this plan was the 17 sustainable development goals (SDGs) based on the Ten Principles intrinsic for the sustainability of business, people and the planet.

The UN Global Compact remains the single, global normative authority and reference point for action and leadership within a growing global corporate sustainability movement.

**NEW STRATEGY:** intends as it is so imperative, to elevate expectations by persuading the global business community, and its leaders, to scale up their contributions to the 2030 Agenda and the Paris Agreement.

For more info: <https://www.unglobalcompact.org/about>

Located in  
**162**  
countries

**21,493**  
Corporate  
Participants  
Worldwide

Beesline is one of  
**193**  
Participants in  
Lebanon



### **ABOUT THE SDG PIONEER:**

Every year the UN Global Compact recognizes the pioneers of SDGs:

These professionals who are leveraging a principles-based approach to implement the 17 sustainability Global Goals in their business.

The local round competition included several companies with outstanding profiles. The nominations for the award were evaluated according to regulations and guidelines set by the UN Global Compact Office in New York and the ranking was determined by a jury.



# Our Commitment to the 17 SDGs

The sustainability mindset has always been a strong guiding value at Beesline. We are proud to be part of the UN Global Compact, as our participation with them is crucial in advancing the UN Sustainable Development Goals Agenda and critical in implementing our ESG program.

Over the past years, we have incorporated the 10 principles into our company's policies and culture and continued strengthening our commitments to responsible management through various projects. Additionally, we had the opportunity to go through two important programs with the UNGC through its Academy Platform, the "Climate Ambition Accelerator" and "Target Gender Equality" which helped us set ambitious targets and create a clear path towards net zero emissions and equal representation and leadership for women.

We also signed an MoU to enroll in the Lebanese Environmental, Social, and Governance (ESG) Stewardship Program launched by the United States Agency for International Development (USAID). The program aims to support companies in adopting internationally accepted environmental, social, and governance practices and contributing to a more sustainable and diverse financial ecosystem in Lebanon.

Furthermore, Beesline is on the road to becoming a Certified B Corporation. The B Corp Certification is one of the most important and powerful ways to build credibility and trust for our business. It ensures that we are meeting the highest verified standards of social and environmental performance, legal accountability, and public transparency.

Sustainability is a continuous improvement, and at Beesline, we have a clear focus to succeed in accelerating our sustainability agenda and ensuring our business makes a positive and sustainable impact on both the planet and people.

We measure the success of our CSR by whether our people, planet, and ethics are safe or in danger. We believe that by remaining stuck in the first four stages of CSR: Defensive, Charitable, Promotional, and Strategic, we will not be able to support the serious consequences on the environment, society, and governance. Therefore, we aim to raise the Systematic CSR 2.0, which is characterized by the five principles: Creativity, Scalability, Responsiveness, Glocality, and Circularity, and focusing on being "good" to communities and ecosystems more than being "less bad."

Planet Positive Impact Manager  
**Marianne Itani**



# Planet

*Reinventing ourselves to  
prioritize the environment*

Generation  
**BEEGAN**

## Commitment 1: Preserving Biodiversity With Bees at the Heart

### OUR BEEGAN PURPOSE

Beesline was founded in 1992 on the concept of Apitherapy—the science of bee byproducts. We have, since our beginnings, shown a commitment to natural ingredients that are respectful of the skin. With human health as a motivation, we steered away from synthetic chemicals as well as popular petroleum-derived materials. This nature that was so generous to us, we instinctively respected it, appreciated the wealth it offered us, and wisely sourced our ingredients from it: by causing the least harm as possible to the plants and the animals.

A few years ago, and with the rise of conscious consumerism, beauty brands around the world started shifting to more natural and sustainable solutions. New sustainable brands were flourishing, and many of them were bought up by major multinational companies that wanted to “green” their portfolio. Most importantly, they were heavily communicating about it. What we had been doing for over a couple of decades, suddenly became trendy. What we had taken for granted, this “common sense of responsibility” was actually an edge that we could leverage. In fact, it became a duty to communicate about it as it had become a consideration for consumers and we had the potential ability to influence people to shop more responsibly—be it Beesline products or another brand’s. We had the duty to further raise consciousness by fueling the conversation.

One thing we surely did not want to fall into was greenwashing. While transparency has been a core value at Beesline since day 1, we wanted to communicate our green practices in the most straightforward way. This was also the occasion to go down further in our sustainability journey and think how we could give back to the planet.

In that context, beesline became a Beegan company. Not only did we commit to continue sourcing our ingredients ethically— including the only animal products we use: our certified cruelty-free bee byproducts; We also committed to actively safeguard the declining bee population. To do so, we are launching programs to support ethical bee-centered beekeepers as well as to conserve wild bees.

Our first program, Guardians of the Wild, was launched in 2022 in Lebanon, and is scheduled to be launched internationally in 2023.

# GUARDIANS OF THE WILD

## WHY?

We believe the public already cares about bees, and they have the power to remove the devastating threats that are placing the bees in peril. What the public lacks is awareness.

Efforts are generally focused on honeybees, disregarding the remaining 19,991 species of wild bees that do not produce honey.

In reality, honey bees are in no real danger of extinction because humans are managing their populations in a livestock industry.

That is why the Guardians of the Wild awareness campaign focuses on the unacknowledged super-pollinators: **THE WILD BEES!**

## HOW?

We chose to convey this message through a flyer. The latter uses a storytelling method to bluntly and accurately list the causes of wild bee disappearance, what our world would look like in case they went extinct, and ways to prevent that from happening. Upon request, our customers may receive a native seed mixture with the flyer to feed the bees. This campaign, which was originally launched in Lebanon, sheds light on a very important fact about our tiny country.

**LEBANON**  
is a **BIODIVERSITY HOTSPOT**;  
it has **3 TIMES MORE** bee species per Km<sup>2</sup> than  
**EUROPE**



## CONSCIOUS SEED SUPPLIER CHOICE

The seeds that we distributed are native, locally sourced and pesticide free, so no species could be invasive to the local flora. BUZURUNA JUZURUNA, heirloom seed producers and an organic school-farm, formed an association between one hundred participants of various backgrounds in order to transmit the best eco-agricultural practices in the Levant. Since large commercial seed producers have held the farmers hostage and monopolized the market through establishing patents on their genetically engineered traits and seeds, this association created a single unit out of otherwise separate family small-scale farmers, thereby supporting their subsistence and independence from commercial seed producing channels.



**250,000**  
seeds were distributed in  
less than a month

Feeding  
**30+**  
native bee  
species

**2** endemic &  
**3** monolectic bee species

**Bees endemic to the  
Levant  
and very selective foragers**



**Hylaeus  
Cornutus**



**Exoneuridia  
Libanensis**



**Megachile  
Pilicrus**



**Anthidium  
Rotundum**




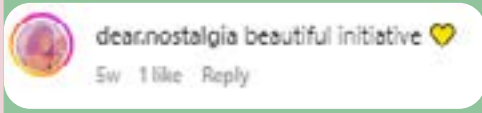
## IMPACT ON OUR CUSTOMERS

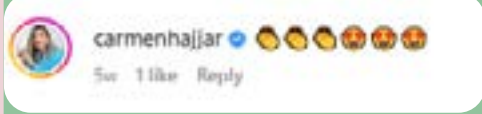
We discovered that the Lebanese audience is interested in sustainability.  
This campaign was massively shared on social media which led to a buzz that amplified our effort.

**40%**  
of orders placed  
requested seeds

## GREAT ORGANIC RECEPTION FROM THE START

 kids.dough Amazing!!!! 🍪🍪  
5w 1 like Reply ... **8000 Followers**

 dearnostalgia beautiful initiative 🤍  
5w 1 like Reply **104,000 Followers**

 carmenhajjar 🍪🍪🍪🍪🍪🍪  
5w 1 like Reply **461,000 Followers**



# USER GENERATED CONTENT

## Engaging Story



## Micro Influencer Collabs



## The seeds sprouted and are growing to feed the bees!



## One more from social media



Thanks to the success of our campaign in Lebanon, Guardians of the Wild will be launched internationally in 2023 with a particular focus on distributing seeds of plants that endemic and declining bee species forage on.

## THE RED LIST: WALKING THE TALK

Before the launch of the Guardians of the Wild campaign, we wanted our findings to be consolidated by the only wild bee scientist in Lebanon – Dr. Mira Boustani.

Dr. Boustani explained that Lebanon’s high biodiversity is due to the particular location of Lebanon between three continents. The wild bee fauna has similarities with Europe, Central Asia, and North Africa making it one of the most species rich countries compared to its surface.

Unlike Europe, Australia and North America, Lebanon does not know much about its bees. This means that if a certain unknown bee species is threatened then, without proper conservation measures, these bees would go extinct and we wouldn’t even know about it!

A Red List of bees will allow us to figure the status of each bee species, so that conservationists efforts would be targeted to protect the bees that are facing extinction

### Why hasn’t this been done already?

Dr. Boustani mentioned that the scientific community hasn’t been able to proceed with this due to the lack of funding.

Like many other national treasures in Lebanon, the true richness of our bee diversity is unknown and its yet to be uncovered with the Red List project.

## The Bee-Centered Beekeeping Initiative

### EMPOWERING SMALL-SCALE BEEKEEPERS

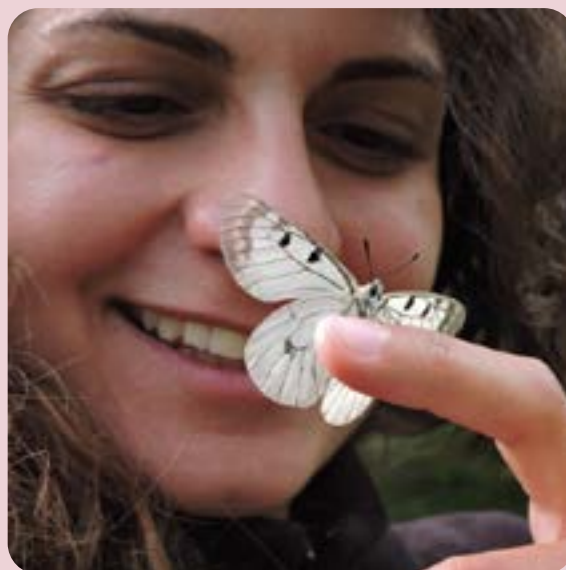
Bee-centered beekeeping is an approach that focuses on putting the bees’ needs at the center and only allows beekeepers to harvest excess byproducts.

While we work on protecting the wild bees, empowering small-scale beekeepers to increase hive yield ethically without the urge to increase hive number—which harms wild bees—is still essential.

The absence of a functional leader for the beekeepers, policies, and proper marketing tools has made the beekeeping sector in Lebanon highly chaotic and problematic.

While there is a need for proper regulations, there is also a need to support beekeepers to make the most out of their produce. In the aim of having a positive impact both socially on beekeepers welfare as well as environmentally for bees wellbeing, we are planning to launch an initiative that unifies the “bee-centered” best practices of Lebanese beekeepers, defines them, and translates them into a seal for the consumer to recognize bee byproducts sourced from these ethical bee farms.

Beesline will provide training and consultancy service to beekeepers, sharing skills and knowledge to help them expand their businesses.



**Dr. Mira Boustani**

*PhD in zoology*

*Researcher at University of Mons Belgium*

***Beesline has decided to step forward and take the lead in making the Red List happen through fully funding the process.***



#### SOME OF ITS PRACTICES INCLUDE

- 1-Choosing a wooden vertical hive (similar to the honeybees’ natural habitat in tree barks).
- 2-Leaving some of the honey to the bees during winter.
- 3-Proper and fine-tuned management of diseases through more natural treatments (as opposed to jumping towards aggressive chemicals).
- 4-Planting bee-friendly flowers like sage, lavender and rosemary. These flowers not only sustain the honeybees (preventing them from competing on food resources with the local native bees), but also may provide a second income for the beekeepers through the extraction of essential oils.



# Planet

Reinventing ourselves to prioritize the environment

Generation BEEGAN

## Commitment 2: Innovating to Counter the Footprint Generated by the Beauty Industry

### STRATEGIZING TO REDUCE OUR ENVIRONMENTAL IMPACT: LIFE CYCLE ASSESSMENT(LCA)

#### LCA: A METHODOLOGY TO EVALUATE OUR PRODUCTS ENVIRONMENTAL FOOTPRINT (PEF)

Human activities, mainly industries and agriculture are the main causes of the global warming. Increased human use of fossil fuels (gasoline, diesel, natural gas, petrochemicals including plastics and fertilizers) is leading to the rise of GHG emissions.

Lately, at Beesline, a task force was created, to follow on the Product Life Cycle, a kind of eco-design and planning tool that helps product developers assess and define various scenarios and strategies regarding the products formulation, production, packaging and use, offering the most sustainable solutions to the eco-conscious consumer.

### ROLE OF THE LCA TASK FORCE

#### 1. Build Awareness

About the needs mapping out the main barriers, about ingredients, material hot spots...

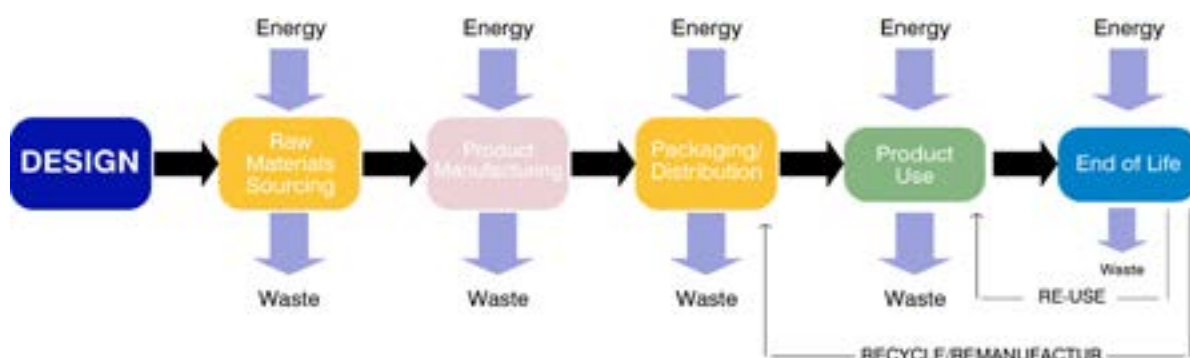
#### 2. Elaborate Solutions

Propose effective tools, recommendations, advanced developments, bold proposals, overcoming barriers...

#### 3. Catalyse Actions

To enable the implementation of recommendations and bold proposals. Implement internal policies....

Researchers assert that the **DESIGN STAGE** determines between 70% - 90% OF THE LIFE CYCLE



The LCA provides a way to calculate the environmental impacts of a product from beginning to end, including the raw material inputs, through the manufacturing or process completion, to the output and end-of-life management (see diagram). Such full impact accounting can provide a company not only with a complete understanding of the impacts of their products but also valuable marketing and transparency gains that cannot be gleaned from any other form of analysis. A company can improve its environmental footprint as well as gain insight into how to reduce or even eliminate costs associated with environmental cleanup, disposal of hazardous materials, pre-treatment, energy costs, etc.

It can help a company improve not only its bottom line, but its public image and brand reputation. *Source: Life Cycle Assessment: The New Business Imperative*

“By revealing the big picture, a life cycle approach ensures that a company doesn’t create improvement in one area at the expense of another. Rather than looking at specific indicators in isolation (e.g. recycling rate, recycled content), an increasingly wide-spread consensus exists that state-of-the-art LCA, based on internationally-accepted standards, is the best approach to quantify the environmental impacts a packaging might have on the environment from cradle to grave.” *Source: 2012 Environmental Leader. The Benefits Of Life Cycle Analysis*



## PRODUCT AND PROCESS INNOVATION AT BEESLINE: LEADING THE WAY TO A BRIGHTER FUTURE

At Beesline, innovation is in our DNA. Our RI&T (Research, Innovation, and Technology) laboratories are dedicated to pushing the boundaries of what is possible in the world of cosmetics, and our recent reorganization into agile teams focused on specific projects has allowed us to stay at the forefront of the industry.

By adopting the Scrum Agile methodology, we are able to move quickly and stay ahead of global trends. Through design thinking, we generate innovative ideas that focus on the needs of our customers, while also addressing the environmental challenges that our industry faces. Our product ranges are designed with a sense of purpose, engaging all stakeholders and especially appealing to the growing number of eco-conscious consumers.

Through the work of our dedicated RI&T team, we are leading the way in driving sustainability and progress in the cosmetics industry. We are constantly working to improve our products, packaging and processes to minimize our environmental footprint and ensure that our business is responsible and sustainable for years to come.

Product and process innovation is essential for the future of Beesline, as well as for the future of the planet and its inhabitants.



*Some of our  
RI&T team members*

**“CONSUMERS ARE BECOMING VERY EDUCATED, VERY CONSCIOUS OF NOT ONLY WHAT THEY ARE PUTTING ON THEIR SKIN, BUT ALSO THEIR IMPACT ON THE ENVIRONMENT. IT’S A REAL CHANGE THAT WE ARE SEEING THAT REALLY CAN’T BE IGNORED”.**

**Mirna El Hajj  
RI&T Director**



## ELECTED #1 INNOVATION AT THE COSMOPROF AWARDS

Beesline has always been committed to staying at the forefront of innovation. For several years, we have been exhibiting at Cosmoprof Worldwide Bologna, one of the most prestigious and well-respected exhibitions in the cosmetics industry.

At Cosmoprof Worldwide Bologna 2022, we had the opportunity to introduce our latest concept, the Beegan range, to the thousands of visitors from over 30 countries who came to our stand. This range, which pushes the boundaries of sustainability, while achieving effectiveness and functionality, was extremely well received and generated a lot of interest among the visitors.

We were honored to have been awarded the #1 Cosmoprof Award for innovation in the “Natural & Organic” category for our disruptive Forever Roll-on Deodorant—the last deodorant pack you will ever buy! The product consists of a refillable roll-on applicator that you can keep forever, with refill tablets sold on the side in a compostable package (each tablet = 30 applications).

This award is a testament to the hard work and dedication of our teams, and we are proud to have been recognized for our innovative approach to sustainable skincare.

We would like to take this opportunity to thank Cosmoprof Worldwide Bologna for providing us with the platform to showcase our latest innovations and for recognizing our commitment to sustainability. We look forward to continuing our participation in this premier event in the future.

The Beegan concept was met with great enthusiasm from visitors at Cosmoprof Worldwide Bologna, and we were thrilled to have the opportunity to share our vision for sustainable skincare with such a diverse and engaged audience. We are proud to have been recognized for our efforts by the Cosmoprof Awards and are committed to continuing to push the boundaries of sustainable skincare in the future.

Omar Touma  
Business Development Director





# RETHINKING OUR PRODUCT PORTFOLIO IN THE MOST SUSTAINABLE WAY

Today, we are launching in the market with 4 new eco-conscious ranges: our conscious classics, our waterless sticks and our once and forever pills/powders. Products with different functionalities: Cleansers, creams, masks, shampoos, and even sunscreens; we are offering a one-stop-shop for the conscious consumers based on the formulas that we have been perfecting for the past 30 years.

## 1. THE CONSCIOUS CLASSICS

Our first range might be on the traditional side when it comes to format, yet the packaging checks the sustainability factor: from reusable glass jars and tins to recyclable aluminum tubes and PCR plastic.

On a formulation level, we are sticking to our commitment of using highly active plant extracts combined with the super efficient bee byproducts. Star ingredients such as matcha, charcoal, natural seed oils, and hemp come together with beeswax, propolis, honey, and royal jelly. This range also includes our all-time hero product, our Lip balm that has achieved the highest level of organic certification with cosmos organic, this is why we are one of the few “organic lip balms” that have reached up to 99.5% organic content from total. Products are all PETA certified cruelty-free, GMO free, with all ingredients sustainably sourced.



# “Waterless, the Next Revolution in Beauty.”

## 2. THE WATERLESS STICKS

For the more adventurous and the early adopters, we have removed 80% of water from our formulas and turned them into condensed solid sticks that are super convenient and travel-friendly! They come in compostable cardboard packaging with an inner PCR plastic cartridge that can easily be separated and recycled, making this range a zero-waste one with lower greenhouse emissions.

Balm means you get a higher concentration of ingredients! From cleansing balms to solid foundation sticks, deo sticks, shampoos, facial masks, and body balms. Depending on the product, either rub it directly on your dry skin or apply some water before using it. Our condensed formulas last longer, which ultimately means that consumers will be buying less—packaging that is. With the second range, we push the boundaries of traditional consumption and invite skincare users to rethink their habits. This means that your sunscreen stick will last you all summer and you will not be buying a new bottle of shampoo every month.



In terms of transportation, cosmetics in solid, balm formats contribute to reducing the product’s carbon footprint as they occupy much less space than their liquid versions. *Source:natrue.org*

“According to Tina Hedges, founder of Loli, most skin and body products contain anywhere from 80 to 95% water, while hair shampoos, conditioners, shower gels and even facial toners can contain as much as 95 to 97% water.

This means that the products, and the active ingredients that the brand is marketing to consumers, are mostly diluted and therefore, less effective. And because you have water, which can breed bacteria easily, most likely the product contains chemical preservatives and lots of other synthetics explains Hedges”.

*Source: Fashionista-waterless-formulas*



meet **our pills**

## forever

one tab for multiple use in a forever container



deodorant  
**rosemary**



antiperspirant  
**fragrance free**



deodorant  
**coconut**



deodorant  
**fragrance free**



deodorant  
**lavender**



antiperspirant  
**coconut**



antiperspirant  
**rosemary lavender  
& eucalyptus**



shampoo  
**chamomile**



shampoo  
**pomegranate**



shampoo  
**honey & neroli**



shampoo  
**rosemary propolis  
& eucalyptus**



shower gel  
**rosemary  
& eucalyptus**



shower gel  
**honey & neroli**



facial wash  
**hemp & rosemary**



micellar  
**water**

## once

one tab for each use



tooth  
**pill**



mouth  
**wash**



tinted  
**fluid**



sun  
**fluid**



shampoo  
**chamomile**



facial  
**coffee wash**



3in1  
**cleanser**



# MAKING PLASTIC SUSTAINABLE THROUGH INNOVATION

## “THE REFILL REVOLUTION”

### 3. THE FOREVER RANGE

Our team made it possible and created a completely disruptive range. Breaking the basic rules of trade dealings and commerce, Beesline introduced the waterless dissolvable skincare tablets along with the forever refillable bottles.

A very few start-ups have developed this concept, but Beesline has been pioneer in offering a wide variety of skin as well as personal care successful formulas to cater to all skin and hair needs.

Made from 100% natural actives, this new way of buying few grams of product that will last you a whole month, will become the norm for skincare in the near future. The bottle is made from recycled plastic waste. You buy the forever bottle once, fill it with water, drop in the tablet and you will never buy another container again.

### 4. THE ONCE TABLETS AND POWDERS RANGE

To help tackle over-consumption of single-use packaging, at Beesline we developed waterless powders and tablets that you activate by adding few drops of water and mix in your palm before spreading and massaging on your skin or hair.

**“IF REFILL BOTTLE DESIGNS AND MODELS WERE TO BE APPLIED TO ALL BOTTLES IN BEAUTY AND PERSONAL CARE AS WELL AS HOME CLEANING, PACKAGING AND TRANSPORT SAVINGS ALONE WOULD REPRESENT AN 80-85% REDUCTION IN GREENHOUSE GAS EMISSIONS”.**

SOURCE: ELLEN MACARTHUR FOUNDATION

#### **FOREVER BOTTLE**

MADE OF 50% POST-RECYCLED CONSUMER PLASTIC



# Planet

*Reinventing ourselves to  
prioritize the environment*

## Commitment 3: Moving to Greener and More Sustainable Operations

### HIGH-LEVEL COMMITMENTS AND STRATEGY

#### Pledges & Initiatives

**BEESLINE'S ENVIRONMENTAL PROTECTION TARGETS  
TAKEN IN 2020 WHERE TO BE:**

Zero  
Carbon  
Footprint

Zero Waste  
To Landfill

50%  
Switch to  
Green Energy

20%  
Less Water  
Consumption

*by 2025*

**BY 2022 BEESLINE ACHIEVED THE FOLLOWING TARGETS**

Zero Waste  
To Landfill

55%  
Switch to  
Green Energy

# FOLLOWING THE STANDARDS AND IMPLEMENTING INITIATIVES

## ISO STANDARDS TO PROMOTE SUSTAINABLE GROWTH

ISO standards enable businesses to plan their future growth around meeting consumer expectations. They enable transparency about products and best practices for limiting their impacts. Beesline has been granted the following ISO standards and is taking ISO 45001 in 2023.



ISO 9001 Quality Management System granted in 2015 renewed every 3 years.



ISO 14001 Environmental Management System Taken in 2022 And renewed every 3 years



ISO 22716 Good Manufacturing Practices Granted in 2018, renewed every 3 years

**IN ORDER TO MEET THE SDGS BY 2030, THE INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO) HAS ANALYSED THEIR STANDARDS IN-DEPTH TO SEE WHICH ALIGN THE MOST.**

### 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 organisation’s supply chain
- Facilitate innovation with a focus on long-term goals
- Ensure responsible consumption by looking to reduce waste and improve quality

The ISO 9001 Standard aligns specifically with the following SDGs:



### 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 such as the Paris Climate Agreement and the UK Government’s Clean Air Strategy
- Reduce the negative impact of their business on the surrounding environment on land and at sea by analysing the life-cycle of all business aspects
- Facilitate good health and well-being by reducing air pollution

The ISO 14001 Standard aligns specifically with the following SDGs:



### ISO 45001 : 2018 – Health & Safety Management System

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

The ISO45001 Standard aligns specifically with the following SDGs:



# SWITCHING FROM FOSSIL FUELS TO RENEWABLE ENERGY SOURCES

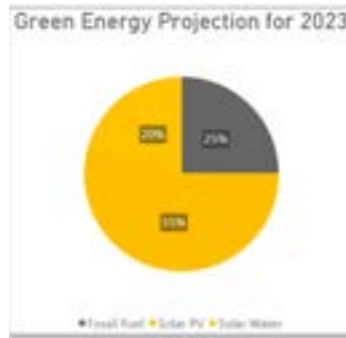
## Beesline reached 55% of Green Energy

Beesline is working hard on reducing its energy consumption and reaching 100% green energy in the coming years. We have installed renewable energy and efficiency systems that have reduced our energy and CO2 emissions by 29.4%. Additionally, 50-60% of our green energy is produced through Solar PV and 13% of our energy consumption is saved through solar water heating systems. We also saved 5% of our energy consumption through an energy audit conducted by an outsourced consultancy that helped us monitor and control our consumption. Furthermore, we have reached 90% of green energy in our outbound warehouses due to the installation of a 10KW Solar PV system.

“On December 2022, Beesline reached 55% of Green Energy”

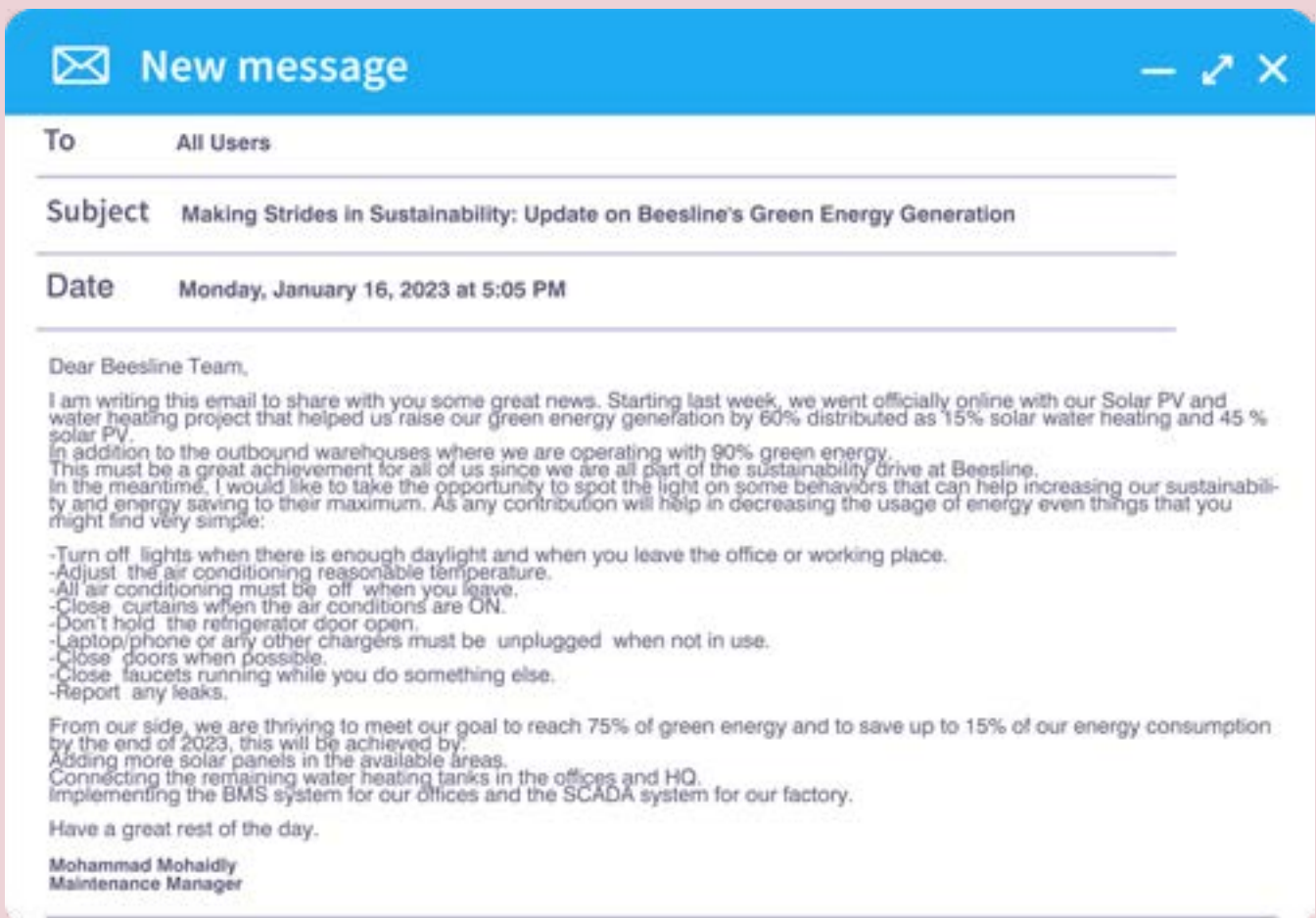
## Contingency Plan

As we continue to work towards our goal of 100% green energy, we have also made sure to have contingency plans in place. We have installed a smart system that allows us to transfer the load from the solar system to the generators in case of any need, and vice versa.



“We aim to protect the environment beyond regulatory requirements”

## INTERNAL EFFORTS



Mohammad Mohaidly  
Maintenance Manager



# WASTE MANAGEMENT: ZERO MANUFACTURING WASTE TO LANDFILL

Waste management is a key element of our Environmental Sustainability Agenda and we are committed to achieving Zero Waste to Landfill. Following the ISO 14001 standards, we have implemented new guidelines and collaborated with recycling companies to deal with all types of waste, including non-recyclable materials. RECYCO is responsible for the paper, cardboards, plastic, and metals collection; LEBANON WASTE MANAGEMENT collects the styrofoam waste, ECOSERV for the E-waste, and finally, CEDAR ENVIRONMENTAL for the reject. We have placed recycle bins throughout the offices and factory, and created a large outdoor sorting area for the final collection. We also thank our EARTH CUBE (a Lebanese eco-innovation. From COMPOST BALADI) for converting our organic waste into fertilizers!

## CONTINUOUS TRAINING ON WASTE SORTING

To ensure the successful implementation of our system, all team members receive continuous trainings on waste types and sorting, and we have issued two policies related to waste and the environment: "Waste Management Policy & Procedure" and "Environmental Policy". We are proud to say that we have Zero Hazardous Waste To Landfill, since it is all treated as per MSDS recommendations. Additionally, our recycling index is 0.97, with 97% In DEC of our waste being sent for recycling.

In 2022 Beesline has reached ZERO Manufacturing Waste to Landfill at its site and diverted 10.5 tons of plastic from the landfill.



## WITH ZIAD ABI CHAKER WE COULD EVEN RECYCLE THE NON-RECYCLABLE: REJECT PLASTIC

### MEET ZIAD ABI CHAKER



We are proud to partner with industry leaders like Ziad Abi Chaker and his team at Cedar Environmental—who have helped us find an outlet for our otherwise nonrecyclable materials. An award-winning multi-disciplinary engineer, Ziad Abi Chaker specializes in building municipal recycling facilities on the communal level. Abi Chaker’s aim is to leave no waste material to be disposed of. Driven by this purpose, he has turned waste into organically certified fertilizers and has developed a new technology that transforms plastic bags into solid plastic panels, dubbed ECO-BOARD, which can be used outdoors to replace wooden and steel panels. They have won the 2013 International Energy Globe Award for this revolutionary process.

## OUTDOOR SORTING AREA FOR THE FINAL COLLECTION





# FROM GARBAGE TO GARDEN

In CEDAR ENVIROMENTAL's Beit Mery recycling facility, Ziad Abi Chaker transforms nonrecyclable waste to furniture and plantable "green walls".



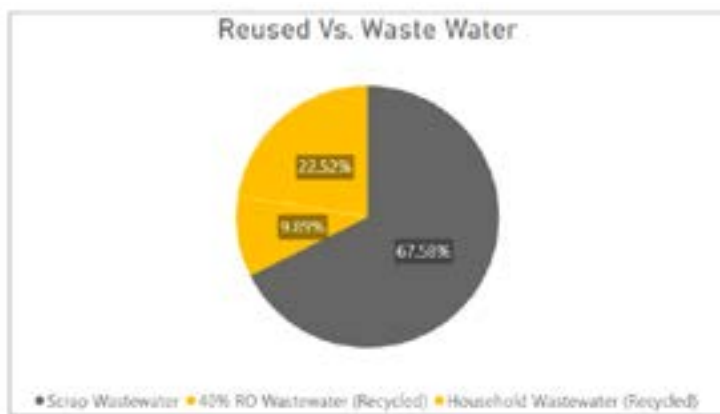
# WATER STEWARDSHIP: Creating Ecological and Circular Solutions in Our Production Processes.

## 1. REDUCING OUR WATER FOOTPRINT: Water Saving Initiatives

We use the high-quality groundwater for manufacturing processes and as a raw material for cosmetics. We are proud to have implemented a wastewater management system that filters and reuses 32.24% of our wastewater for watering our outdoor gardens and car washing.

We are working to reduce water consumption and aim to reduce it by 8% per year.

Cooling methods have been remodeled in certain equipments to collect water from air conditioners, chillers, and boilers in one container, which is then reused for cleaning utilities and other needs. Furthermore we are introducing a water-saving type of faucets and training staff on specific water use reduction instructions.



The biggest initiative: eco-innovating to reduce the water added to the products by developing concentrated versions of products with less or no added water such as sticks, tablets and loose powders.

## 2. REDUCING OUR WASTE WATER INTENSITY: A Greener Wastewater Management

Cosmetics wastewater is one of the sources of nitrogen and phosphorus pollutants that cause eutrophication of water bodies. The increasing need for a green and eco-friendly environment necessitates a search for treatment processes to mitigate the environmental degradation attendant upon the discharge of wastewater from cosmetic industries, which effluent is inevitably discharged into the environment. This wastewater is characterized by its high content of suspended solids, chemical oxygen demand (COD), oils and fats (colorants, oils and emulsions). At Beesline, our Quality Assurance department tracks the waste water pollutants of concern on a trimesterly basis and implements initiatives to lessen their Intensity:



1. Scraping our vessels from oil and grease to the maximum before washing them.
2. We are planning to install a common purifying waste water station, to make sure. That our sewage water intensity is much lower than the limits.



# SUPPLY CHAIN IS AT THE CORE OF MANY GROUNDBREAKING SUSTAINABILITY EFFORTS: Sustainability Initiatives That Make an Impact

The world is changing faster than ever and manufacturers have had to evaluate their supply chain to accommodate shifting suppliers, trade tensions, budget constraints and overall economic uncertainty, Manufacturing and distribution companies must begin to adapt and become more flexible and responsive, by innovating while re-designing their operations with the climate change in mind.

To accomplish this, you need proactive specialists like May Abou Ghannam, Beesline’s Supply chain director, who is a member of a global team at ASCM\*(Association Of Supply Chain Management) and has been recognized this year as a technical contributor to the updating of the most widely used Supply Chain models. “SCOR : Supply Chain Operational Reference.

The updated SCOR model focuses on seven primary management processes: Orchestrate, Plan, Order, Source, Transform, Fulfill and Return.



Supply Chain focus on creating long-term value by embedding sustainability into its E2E strategies, plans and tactics. We collaborate with upstream& downstream partners to boost environmental, social and governance (ESG) efforts while promoting SDG principles in BEESLINE Supply Chain. **May Abou Ghannam**

## Technical Contributors to the SCOR Digital Standard

ASCM would like to extend our gratitude to the following subject matter experts for their technical contributions, time commitment, expertise, and passion to the continued development of the SCOR Digital Standard (DS). The development of SCOR depends on the support and input of SCOR practitioners, supply chain subject matter experts, and ASCM members. The following individuals have devoted time and effort to the development of the SCOR DS. We would also like to specially recognize the SCOR DS Facilitators for leading this update, as well as their task force volunteers who actively assisted throughout the SCOR DS 2022 update. Thank you!

### SCOR Update Facilitators

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**Samer Majdi Almadhoun, CSCP, CLTD, SCOR-P**

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### SCOR DS Update Task Force Members

**May Abou Ghannam, CSCP, SCOR-P**

Beesline, Muhakat

**John Danley, CPIM, CSCP, CLM, CDDP**

Spirit Aerosystems

\*The Association for Supply Chain Management (ASCM) is the global leader in supply chain organizational transformation, innovation and leadership. As the largest non-profit association for supply chain, ASCM is an unbiased partner, connecting companies around the world to the newest thought leadership on all aspects of supply chain.

# Planet

*Reinventing ourselves to  
prioritize the environment*

## Commitment 4: Optimizing Our Systems to Increase Efficiency With Sustainable Operations

### PROJECTS LED BY OUR IT TEAM

Manufacturing is becoming smarter and more efficient than ever before. Advancements in Technology allow us today to conduct many aspects of our business operations far more efficiently than just a few years ago. This efficiency translates into continuous improvements in reducing our footprint with less waste generated, cleaner and safer operations, and a greater environmental-friendly impact of our technologies in use.

#### ERP: Our Core Solution in The-Making

Beesline started the implementation phase of this project to put in place a new Enterprise Resource Planning (ERP) System. The ERP will integrate full processes covering manufacturing, inventory, accounting, sales and workforce management allowing us to ensure all materials are in place and available for production. With traceability, our products can be traced all the way back to their component parts. This solution also ensures that our financials are accurately and automatically recorded to track cost and profitability. Through these and various other features, the ERP is able to successfully manage and automate all our important manufacturing activities and workflows through optimized processes and cycles.

#### How Does An ERP System Support Sustainability?

We believe that our sustainability is deeply tied up to our organizational viability. And one way to boost business efficiencies, while also incorporating sustainable practices is by utilizing an ERP system. Implementing an ERP solution allows our business to nail down our supply chain waste, improve productivity, eliminate silos, and incorporate sustainable practices.



*The IT Team*



## LEAN MANUFACTURING: minimizing waste within manufacturing systems while simultaneously maximizing productivity

Introducing Lean concept to the whole team was an efficient way to optimize the resources, the efforts and the energy used during our operations towards an additional value creation to the customer. This comes hand in hand with the excessive and relevant trainings and awareness sessions to team members till we reach people specialization. A continuous process of focus and concentration to create a pool of experts within the organization.

Moving towards an Organic Structure within the function was quite beneficial for the Business at different levels. The team had a clear understanding of the Corporate "Vision, Mission, and Values" along with a Generalized knowledge to accomplish the Corporate Strategic Pillars and The Decision-making process is now distributed: Vertical (Top-Down & Bottom Up) as well as horizontal communication.

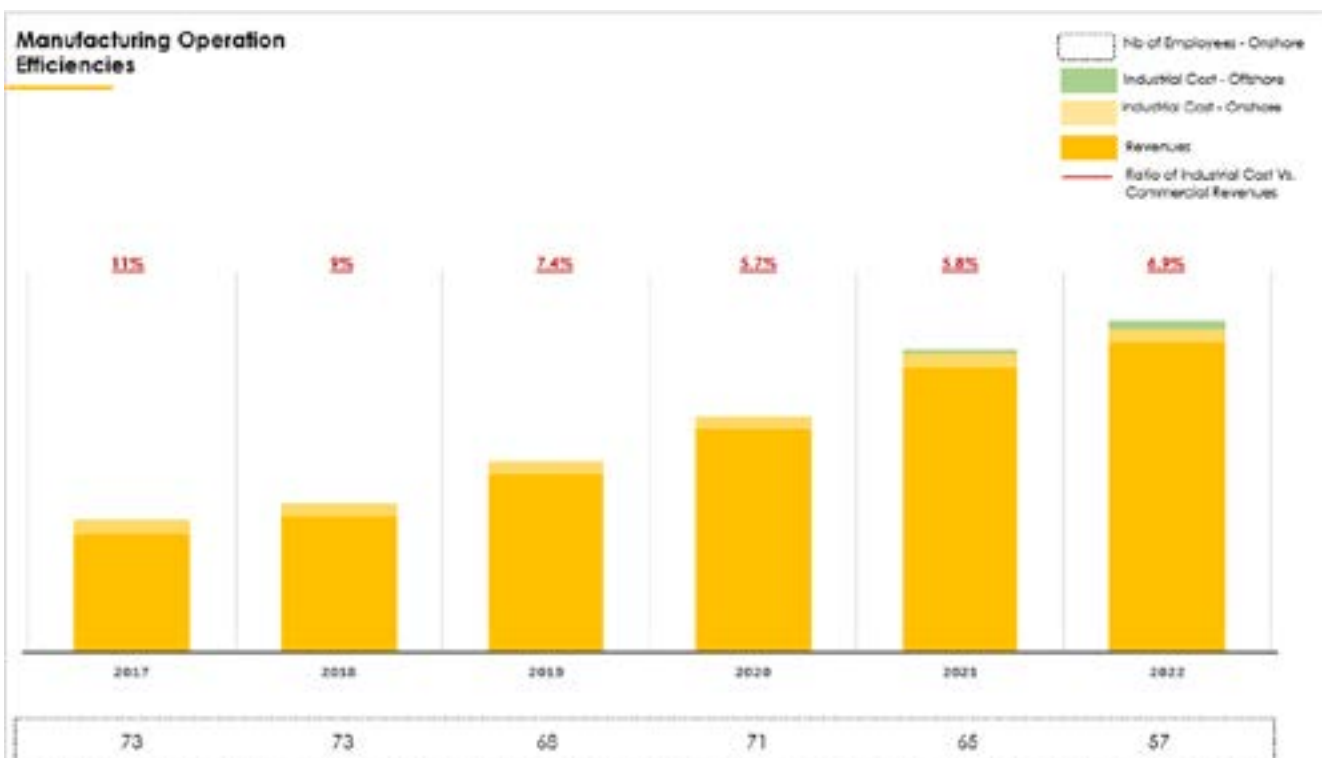
Technology came as an accelerator for Business. It helps shifting our pant layout and integrating devices and tools to automate our production lines, streamline our processes and reduce energy.

In my current role as Manufacturing Operations Director, I continuously work on providing a solid support year on year to the overall organizational role through my department's contribution to the achievement of the corporate objectives. We continue to leverage lean manufacturing and using renewable energy within our daily operations to secure a wealthy planet for future generations.

Farah Missi  
Director of Manufacturing Operations



Mohammad M. & Farah





# Power BI: Better Forecast for Better Resource Management

## How using Power Bi has helped Beesline support its sustainability goals

In the beginning of 2022, Beesline started using Power Bi for several goals. Firstly, it was used within the e-commerce operations in order to analyze each step of the fulfillment process. Data was utilized to build dashboards that drew out the timings of the steps of the process and their evolutions, which enabled both the e-commerce and Supply Chain teams to identify bottlenecks, inefficiencies and delays at every step.

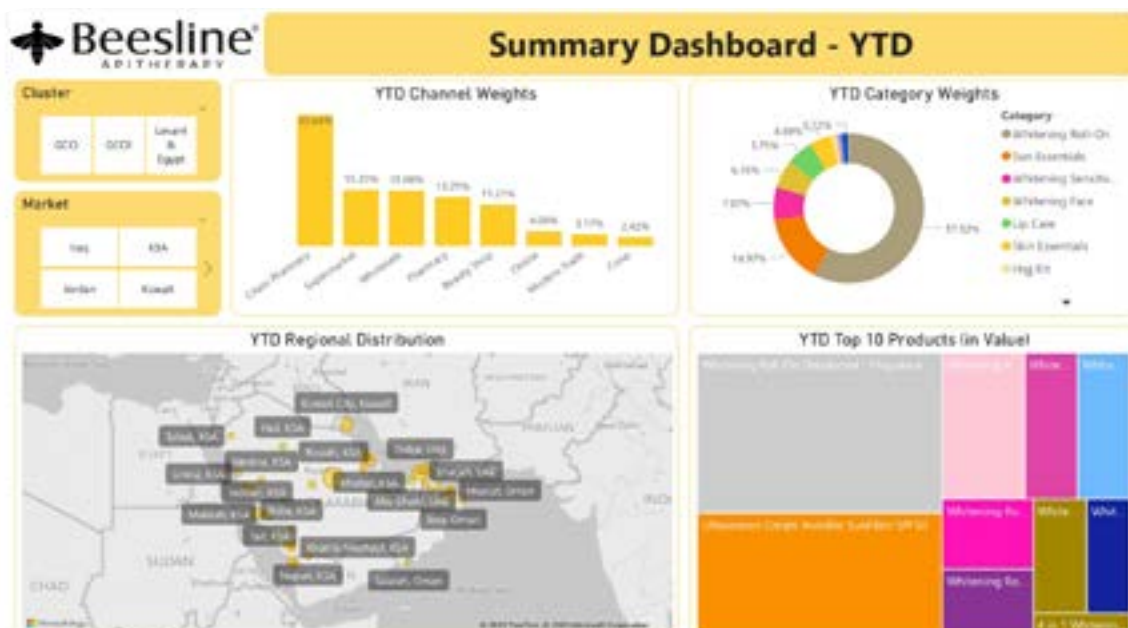
Secondly, with the support of the Supply Chain team, several dashboards were built in order to analyze the sales forecast accuracy. The data allowed us to drive informed decisions on granular levels – by item, by region, by country, by month. The use of Power Bi has helped improve the collaboration between the teams involved and thus improving Beesline’s forecasting.

Lastly, with the support of our distributors, we have been able to generate dashboards that allow us to quickly evaluate our customers’ performance in detail – by client, by door, by city, by channel, etc. This has enabled the team to collaborate more efficiently with distributors, align on business plans and focus on improvement areas. Thus, consequently allowing us to improve our sales and forecasts.

The dashboards have also helped us eliminate 100% of paper waste as we previously used to print around 30–40 A3 papers monthly to present the numbers to the upper management.



Yasmina Tabbara  
Business Analyst



# People

*Enabling individuals and communities to thrive*

## Commitments 5: Enabling Individuals and Communities to Thrive

### TRACEABILITY IS CRUCIAL TO ACHIEVE SUSTAINABILITY

# 1

We understand the importance of traceability in our supply chain to ensure that our eco-conscious and ethical profile is reflected in our line of products and to guarantee that our eco-innovations are supported by responsible actions.

# 2

Traceability helps us identify and mitigate risks related to materials produced under uncontrolled conditions, such as environmental impacts on endangered species or violations of human rights, child labor, forced labor, and slavery. It also provides insight into labor conditions and wages for workers.

# 3

Today, traceability is becoming increasingly important as consumers demand transparency in sustainable sourcing, the origin of recycled raw materials, and the product environmental footprint PEF. Vague claims such as “environmentally-friendly”, “sustainable origin”, or “ethically sourced” are no longer sufficient.



## OUR CHOICE OF SUPPLIERS

Transparency and honesty have been among our values for over 30 years. Since day 1, we were disclosing all kind of information about our formulas, solvents and methods of extraction. Today we disclose the results of our climate-related gap analysis, as well as our internal social policies and culture, trying to make continuous improvement by following ISO standards and to go even beyond requirements.

### WELLNESS OF PEOPLE AND THE PLANET IS BEESLINE'S MISSION

1. We need our suppliers to have the same values and be transparent about their own environmental and social strategies and operations. We share with them the supplier code of conduct policy and make them fill a sustainability questionnaire.
2. The best choice is when the supplier has obtained the EFFCI Certification to ensure the good practices in the elaboration and manufacturing processes of cosmetic ingredients, and ISO26000 which effectively assesses and addresses social responsibilities.



Around 60% of our suppliers are European, Canadian or American, and follow ISO 26000, whose 7 principles are:

- 1- Accountability
- 2- Transparency
- 3- Ethical behavior
- 4- Respect for stakeholder interests
- 5- Respect for the rule of law
- 6- Respect for international norms of behavior
- 7- Respect for human rights

They all show a commitment to continual improvement through the development of green materials, green chemistry using new technologies and ethical operations. This establishes a more robust, stable supply chain and contributes to sustainable development reducing harmful environmental, social and economic impact while helping to manage and reduce risks.

Beesline intends to deploy suppliers onsite audits to assess their human rights practices.

### SUPPLIERS GREEN LINES

In the face of challenges relating to sustainable production and consumption, a great deal of our suppliers are extending their portfolio and developing a green ingredients list, including replacements for functional cosmetic ingredients that became banned because of an environmental safety or ethical sourcing issue.



BEE BYPRODUCTS ARE ETHICALLY SOURCED WITH RESPECT TO  
THE BEES HABITAT AND IN A FAIR TRADE WAY

## SUSTAINABLY SOURCED BEESWAX

KOSTER  KEUNEN

### **PRESERVING OUR EARTH, BEES AND BIODIVERSITY WITH SUSTAINABLY SOURCED BEESWAX**

The act of bee pollination is a key factor that keeps flora and fauna in balance. Healthy trees and plants prevent climate change, desertification, and soil erosion. Sustainable beekeeping helps with preserving and supporting a biodiverse ecosystem.

#### **TRACEABLE FROM THE HIVE TO THE CUSTOMER**

Our Beeswax Sustainability supply chain is built on allegiances between all participants on the value chain. It is fully traceable from the beekeepers to our customers delivery. This traceability and transparency is reflected in the quality, quantity, crop and price paid to each beekeeper.

#### **SUPPORTING THE FOUNDATIONS OF BEEKEEPING**

Our team located in West Africa includes an expert staff who are involved and present in the field and with the beekeepers. We proudly fund safety programs and support coalitions donating specialized equipment to beekeepers. We are fully engaged in creating a positive impact, starting in the flowers and fields, and focused on our three pillars: Social, Economic and Environmental.

*Source: Koster Keunen on sustainable beeswax*

Since its founding in 2007, EcoVadis has grown to become the world's largest and most trusted provider of business sustainability ratings, creating a global network of more than 100,000+ rated companies.







## REVIEWED VERSION of the COSMOS-standard V4 coming January 2023

COSMOS-Standard AISBL continually reviews the criteria that companies must meet to ensure their products are genuine organic or natural cosmetics produced to the highest feasible sustainability practices. In this latest version, Version 4, we are pleased to have strengthened criteria and added new ones across five key priorities. The changes that have been implemented are the result of a far-reaching internal review by COSMOS working groups, including external expert input and subject-specific surveys among companies with COSMOS certified product and ingredients. In addition, a public consultation process took place in 2021 to ensure that feedback was incorporated from the wider COSMOS network.

The key priorities under review in V4.0 were:

- Palm oil and its derivatives
- Ingredients and processes
- List of organic physically-processed agro-ingredients (PPAI)
- Mineral and mineral original ingredients
- Sustainable packaging

**COSMOS**  
Trust in organic and natural cosmetics

THE COSMOS STANDARD

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**Protection of endangered species in the harvest of raw materials**

Due to concerns about the possible use of endangered species (e.g. pigtailed macaques for labour in some supply chains such as the harvest of coconuts) COSMOS is taking a precautionary sustainability measure.

## PEOPLE POSITIVE INITIATIVES

At Beesline, we believe in being a responsible corporate citizen and making a positive impact on the communities where we operate. Our commitment to respecting and empowering communities is evident through the various initiatives we undertake to support the well-being and development of individuals and groups. Below is a highlight of our People Positive Initiatives for the year 2022.

### **Beesline x Beirut Marathon in support of Women's Race 2022**

Beesline supported the 8th edition of the Beirut Marathon Association's Women's Race with the theme of "Draw Your Path" – a message of empowerment that aligns with our values. Several Beesliners participated in the race, showing their support for the cause and embodying our commitments.

### **King Fahad Cancer Center**

In Jordan, Beesline partnered with the King Fahad Cancer Center by donating 10% of our revenue from product purchases to support their efforts in providing cancer care and treatment.

### **Blood Donation Day**

This year again, we organized a Blood Donation Day in partnership with the Lebanese Red Cross, giving our team members the opportunity to give back to their community by donating blood and potentially saving a life.

### **Beesline x LOST**

As part of our corporate social responsibility efforts, Beesline supported the Lebanese Organization for Studies and Training (LOST) by donating palm oil, colorants, perfumes, and soap molds. Our team also conducted a workshop to train a group of village women on how to make soap, providing them with a valuable skill and the means to generate income while the country faces an economic crisis.





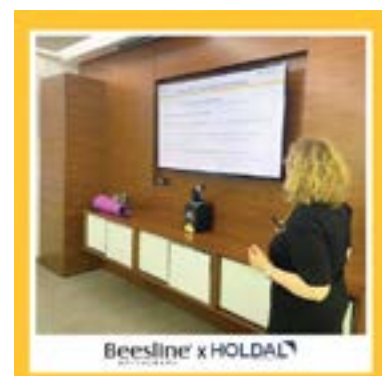
## Building a Sustainable Ecosystem Through Collaboration

We reassert that from the beginning of our journey, Beesline is committed to look for and collaborate with partners who share our values of sustainability and ethical practices. In 2022, we were proud to work with individuals such as the Lebanese Athomologist Dr. Mira Bustany and Environmental Engineer Ziad Abi Chaker.

This year, we also got to collaborate around sustainability with our long-term partner and distributor in Lebanon, HOLDAL Group. We had the pleasure of hosting the first session of a series of workshops aiming to allow both companies to learn from each other's strengths and collaborate towards a sustainable future.

This first workshop focused on the importance of sustainability as an essential element in corporate strategy. Topics included the importance of adopting a sustainability strategy, identifying sustainability stakeholders, understanding different sustainability certifications, and implementing sustainable actions within an organization.

Through these workshops, we aim to empower our partners and build stronger ecosystems where every entity's growth benefits everybody and contributes to the greater good. We are honored to have the trust of our partner and look forward to our next session, where they will be sharing their expertise in corporate social responsibility.



# People

*Enabling individuals and communities to thrive.*

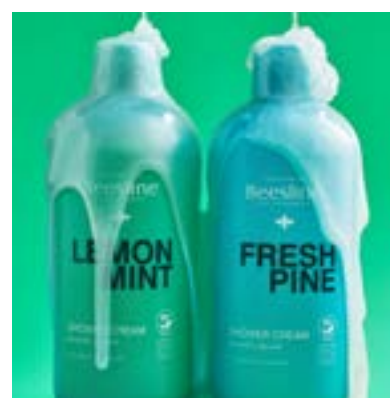
## Commitment 6: Granting Everybody Access to Quality Skincare and Personal Care

### AFFORDABLE QUALITY SKINCARE FOR ALL: BEESLINE'S COMMITMENT TO LEBANON'S PEOPLE

At a time when Lebanon is facing an unprecedented economic crisis, the purchasing power of the Lebanese people is decreasing by the day. It is during these difficult times that we at Beesline stand in solidarity with our fellow Lebanese citizens, recognizing the importance of access to quality skincare and personal care products.

We believe that everyone should have access to quality personal care products, regardless of their financial situation. While imported brands have become unaffordable for many, we have made it our mission to develop a line of accessible products that do not compromise on ingredients or effectiveness.

With this in mind, we are proud to have launched a range of affordable, yet high-quality products this year, including:



A line of 96% natural roll-on deodorants, powered by quality natural ingredients including aloe vera and alum crystal for a 48h protection, available in 10 fragrances to suit all tastes.

A hair care range for all hair types, formulated with ingredients up to 98% from natural origin, and rich in highly effective natural ingredients such as sage, rosemary, honey, royal jelly, Propolis and more.



## BEESLINE'S LAUNCH OF MICELLAR WATER: A COMMITMENT TO QUALITY SKIN-CARE FOR ALL



Sticking to green formulation, we developed a formula with 96% natural origin ingredients, free from parabens, alcohol, sulfates, and silicone. It is also vegan-friendly and powered by micelle technology, which uses tiny particles to catch impurities and draw them to the surface of the skin, making it an effective and gentle way to remove makeup in just one or two swipes. The water is also scented with jouri rose, which has soothing properties for the skin.

To ensure that our micellar water was accessible to as many people as possible, we made sure to keep it affordable without compromising on quality. We also compared our micellar water to a popular imported brand and found that our product was more effective and way more affordable—the competitor being over 200% more expensive.

As part of our commitment to sustainability, our “Skin First” campaign emphasized the importance of taking care of one’s skin, rather than just focusing on makeup.

This campaign encouraged people to embrace their natural beauty and prioritize skincare over makeup. We also included educational content about skin health, skin barrier, and pH levels, and distributed reusable cotton pads with every bottle sold on our e-commerce website to promote more sustainable choices.

Our launch party, which we called “Skin Celebration,” was a huge success, with over 200 people in attendance, including business partners, distributors, and influencers. The event generated a lot of buzz and excitement for our new product.

The launch of our micellar water was met with overwhelmingly positive feedback from consumers, with many posting videos on social media of how effectively and easily the product removed makeup. The product quickly went viral and our sales exceeded our expectations.

We are proud to have launched a product that not only meets our high standards for quality skincare but also aligns with our commitment to accessibility.

One of our most popular products yet, our 3-in-1 micellar water. Made with 96% ingredients from natural origin, it is free from harsh chemicals and suitable for all skin types. It has become our best-selling item in Lebanon since its launch, thanks to the high efficacy that resonates with customers and their word-of-mouth recommendations.

At Beesline, we are committed to granting everybody access to quality skincare and personal care products. That is why we were thrilled to launch our first micellar water in 2022.



# People

*Enabling individuals and communities to thrive.*

## Commitment 7: Building a Mindful Society

### INCLUSIVE CAMPAIGNS: A BEESLINE MUST

At Beesline, we believe that building a mindful society starts with representation. That's why we make it a priority to ensure that our campaigns and product photography reflect the diversity of our customers and the world we live in.

For several years now, we made a conscious effort to include models of different body types in our campaigns. This is just one of the many ways in which we strive to promote inclusivity, diversity, and body positivity in our marketing efforts.

We also have made it our mission to use our platform to showcase the beauty of diversity and inclusivity. Our A+ Content campaign, which is featured on our website and social media platforms, is a testament to this commitment. The cast of this campaign is specifically chosen to reflect the diversity of our customer base, and to show that our products are for everyone, regardless of age, color, or gender.

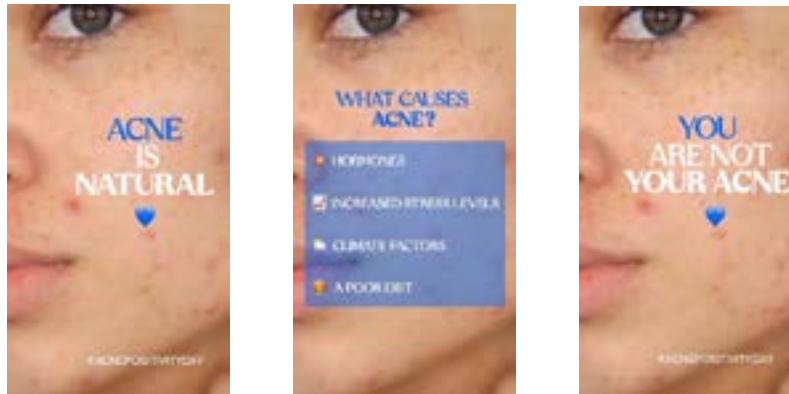
We are proud to be pioneers in this area in the Middle East, where inclusivity in advertising is still a relatively new concept. But for us, it's not just about being different, it's about leading the way in building a more inclusive and mindful society. We hope that by embracing diversity and inclusivity in our campaigns, we can inspire others to do the same.



## SOCIAL MEDIA: AN AWARENESS TOOL

At Beesline, we believe in the power of social media as a tool for raising awareness and promoting important issues. Whether it's skin and body positivity, women's empowerment, or mental health, we strive to use our platforms to educate our community and end taboos.

One of our key campaigns of 2022 was our Acne Positivity Day, in which we aimed to raise awareness about the normalcy of acne and provide solutions for those who wanted them. We used our social media channels to share personal stories and tips for managing acne and also provided a link to our specially curated collection of products for tackling the issue.



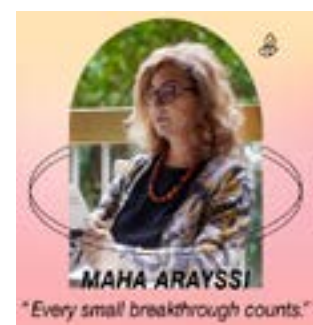
Our Summer Campaign 2022 was a prime example of our commitment to inclusivity and body positivity, as we featured models of all shapes and sizes in our photoshoot.

Another important campaign was our Women's Month Activation, where we focused on highlighting the small achievements of women in various fields. We created a landing page featuring women-owned businesses and pushed it through our social media channels. We also gave away yellow "Bee You" bracelets provided by a local supplier, as a symbol of self-love and empowerment.

For Breast Cancer Awareness Month, we emphasized the importance of overall health and early detection. Additionally, we collaborated with Embrace in Lebanon for Mental Health Awareness Day to break the stigma around mental health and provide resources for those in need.

On Valentine's Day, we took a unique approach by focusing on self-love and featuring the faces behind Beesline, giving our audience a sense of community and belonging.

Through these campaigns and others, we strive to use our social media presence to promote important issues and raise awareness within our community.





# People

Enabling individuals and communities to thrive.

## Commitment 8: Sustaining a Positive Company Culture That Promotes Growth



### FAIR FROM DAY 0: OUR RECRUITMENT PROCESS

At Beesline, we believe that people are more than just resources and that every individual is unique. Our recruitment process is designed to assess candidates based on their potential and how they fit within our company culture, rather than just their current skills. Our fair and comprehensive process includes the following steps:

1. Advertising the vacancy or headhunting
2. Shortlisting the most relevant candidates.
3. Conducting initial preliminary interviews.
4. Inviting shortlisted candidates to spend a day at Beesline HQ, during which they complete a business case study and present it to a panel.
5. Offering employment to successful candidates.
6. Onboarding new employees and introducing them to our mission, vision, values, behaviors, and competencies, as well as their specific role within the company.
7. Starting a performance probation period to ensure a smooth transition into the company.

By following these steps, we are able to identify the most suitable candidates for the job, while also promoting fair recruitment practices and providing equal opportunities for all candidates.



## YOUTH EMPOWERMENT THROUGH DEDICATED PROGRAMS

At Beesline, we understand that investing in the youth is not only a social responsibility, but it is also crucial for the sustainability and growth of our company. As the future workforce, young people bring fresh ideas, energy, and a new perspective to the workplace. Our commitment to youth empowerment and employment is reflected in our dedicated programs that provide students and recent graduates with opportunities for career exploration and development. Through our internships, graduate program, and job fair participation, we aim to empower the next generation and create a positive impact in the community.

### Paid Internships

At Beesline, we offer paid internships to students looking to gain experience in their field of study. The internship duration is for 1 month, but can be extended based on performance. If the intern excels, they may be offered a job with Beesline upon graduation. In 2023, we will also be participating in the SDG Brain Lab and Data Hub, a study on how much our team is aware of and acknowledges the importance of sustainability efforts.

### Our Graduate Program

A paid graduate program that targets fresh graduates. The program includes an induction program, hands-on experience, corporate training and coaching by line managers. The program is designed to provide participants with the knowledge and experience they need to become leaders in their field. Upon completion, participants will be evaluated and if they score above 80/100, and there is a vacancy, they will be offered a job with Beesline.

### Job Fairs

Beesline participates in various career fairs, such as those held by the American University of Beirut and Saint Joseph University, as well as the "INTERNISA: The Lebanese Women Job Fair" organized by the Chamber of Beirut and Mount Lebanon. Our aim is to empower youth, encourage women and provide everyone with the opportunity to join our team.



## INSPIRING CAREER PATHS FOR ALL

At Beesline, we understand that our people are the backbone of our organization, and we are committed to creating inspiring career paths for all. Our Performance Management & Development Program (PMDP) is designed to recognize and reward the hard work and achievements of our team members, while also providing support for those who may need improvement.

The PMDP is a system that begins with a “Performance Planning” meeting where the line manager and team member discuss the job description, set specific, measurable, achievable, relevant, and timely objectives, and identify needed competencies. Midway through the performance period, there is a “Progress Reviewing” meeting to assess advancements and at the end of the period, a “Performance Reviewing” appraisal takes place. Performance ratings are then used as a main factor in “Performance Rewarding”.

The PMDP’s goal is to create a positive, cooperative, focused, fair, and result-driven performance management.

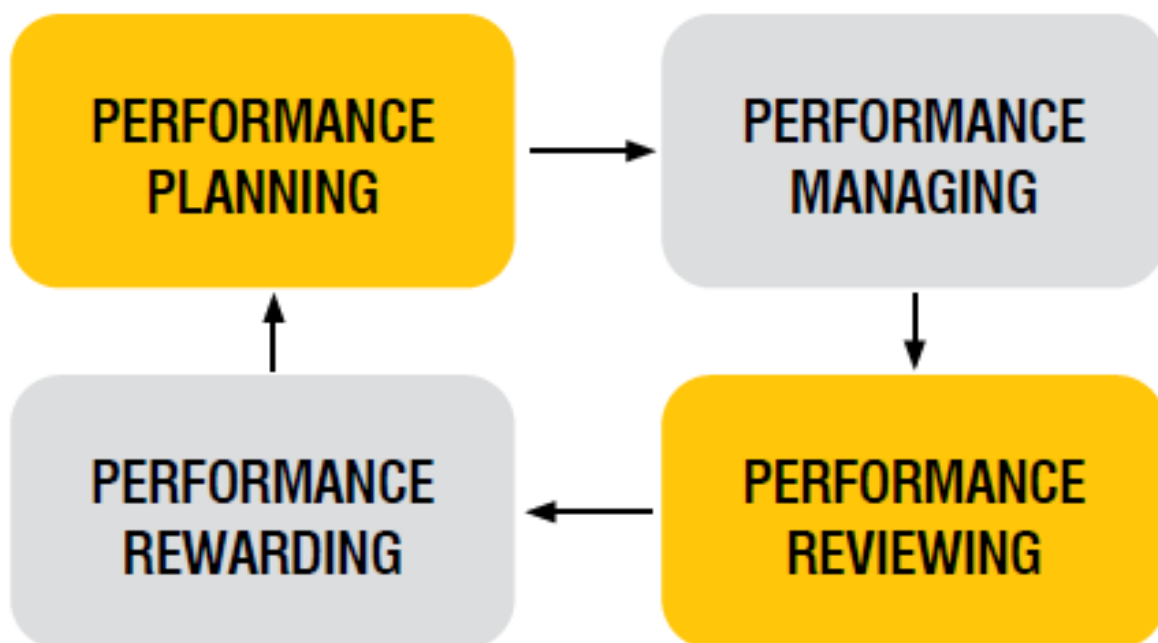
In addition to the PMDP, we also have a Talent Management Program that assesses individual performance and how it aligns with our mission, vision, values, behaviors, and competencies. This program is translated into GROW, a platform that includes the individual’s talent profile, track record, talent map, career path, development plan, training matrix, and relevant compensation and benefits.

We also have a “Performance Improvement Plan” for team members with low performance who are not meeting minimum expectations. This plan provides a limited time frame for improvement.

### RETAINING TALENT THROUGH FAIR COMPENSATION

Regardless of the critical situation in Lebanon, we paid this year’s annual bonuses for all our team without differentiation and based on their yearly Performance Management & Development Program.

Management and line managers are required to provide necessary resources, coaching, guidance, and support during this period.



## INSPIRING CAREER PATHS FOR ALL

### FLAT STRUCTURE

Beginning 2022, Beesline adopted a more dynamic and flexible approach to management: the horizontal or 'flat' structure, which created an organizational synergy between and inside the teams, made the communication pathway shorter leading to more effective and quicker results. Team members gained more autonomy and were more responsible and therefore, felt more motivated, and became more productive. Making quick but united decisions and getting work done has never been more efficient. Creativity and innovation were enhanced and they saw themselves as part of a group function with endless growth opportunities for anyone who excelled. Helping the organization to compete effectively on a global level, our people were genuinely participating in the modern disruptive management revolution.

### AGILE METHODOLOGY EMPOWERING OUR PEOPLE

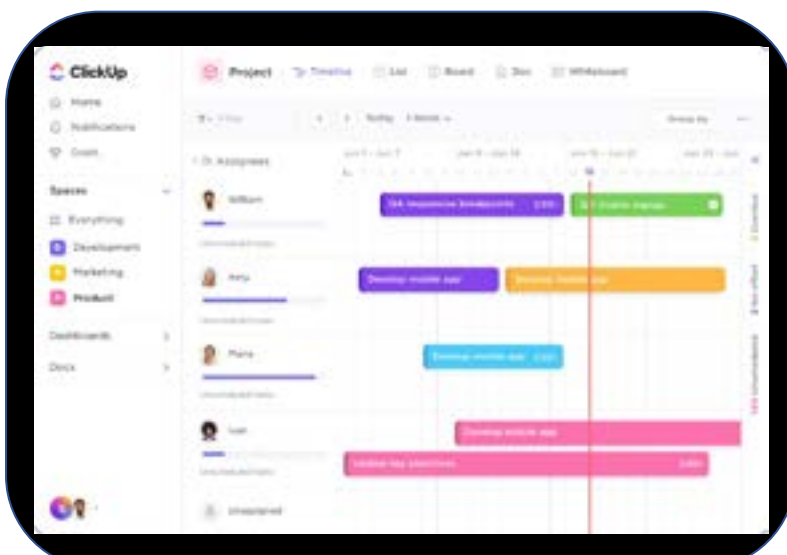
Well aware that an agile organization is the answer to keep up with the current situation of business environment, the Board made sure that all teams learned and implemented the AGILE SCRUM METHODOLOGY in their daily work. The Board gave total trust to the teams and was aware that Beesline teams had the required maturity and feeling of responsibility. Few months later, the first signs of better operational performance, and higher employee engagement lead to the improvement of Beesline's customer satisfaction score as well as a higher customer retention rate.

#### What are the benefits of agile scrum methodology?

- Flexibility and adaptability
- Creativity and innovation
- Lower costs
- Quality improvement
- Organizational synergy
- Employee satisfaction

In addition, the application CLICK-UP was introduced as a technological supporting tool to the scrum methodology.

### CLICK-UP: UNLOCK INSIGHTS WITH REAL-TIME REPORTING





## CREATING OPPORTUNITIES FOR YOUTH

Lebanese Youth are the backbone of Beesline. Realizing that the next generation is the one who's enabling technology, and that Youth are dynamic passionate people, rapid decision-makers and adaptable to fast changes in that modern world, Beesline management opened its doors to students as interns coming from different backgrounds and universities and created opportunities for them to learn on the job while contributing by offering their input. The youth job matching program created with the collaboration of NGOs helped in supporting young people during specialized training paving the way to future employment. Beesline is keeping track of each graduate and intervening to help young people transition from an apprenticeship to their first regular job.

## YOUTH IN MANAGERIAL POSITIONS

Furthermore Beesline has been hunting in Lebanon as well as globally for young people that are excelling in their jobs, attracting them with a high value proposition to become passionate Beesline leaders. While transferring their expertise and knowledge, to quickly adapt to our context, acknowledge our opportunities, business goals, and reasons for the course of action, as well as any risks and their possible consequences. Decisions that impact the entire company are made via voting. Decision-making is thus "democratized" rather than centralized in key management positions. While everyone one is adding its own bit, our young people are shaping our company's unique culture.



## Lebanese Youth are Beesline's Backbone!

Realizing that the next generation is the one who's enabling technology and that Youth is dynamic passionate people, rapid decision-makers, and adaptable to fast changes in that modern world.



**“Organizations that involve youth as partners in making decisions that affect them are more likely to be effective at engaging the population and, therefore, to have a more significant impact”.**

<https://www.etr.org/yen/news/five-ways-that-your-organization-can-involve-youth/>

**“When empowered and given the right opportunities, youth are effective drivers of change.”** – United Nations Population Fund

<https://www.unfpa.org/youth-participation-leadership>

### Continuous Learning, Continuous Growth

At Beesline, we believe that developing ourselves and others is crucial to our success as a company. Our culture is results-driven, with a constant aim to raise the performance bar and achieve better outcomes with less waste. Our people are at the core of our business and our success, which is why developing them is important on both the professional and personal level.

### OnlineBusiness Reviews Subscriptions

To ensure our team has access to the most up-to-date knowledge and competencies, Beesline subscribes to well-known business reviews. This provides team members with access to a wealth of written articles, audio, and visual material that enriches their work experience.

### Beesline Development Center (BDC)

The BDC unit within the HR Department offers a wide range of resources for our team, including a library of books, audio, and visual materials. Additionally, the BDC organizes all learning and development that takes place throughout the organization. As part of our ongoing commitment to improve our team members' statuses as talents, the BDC offers online courses, conducts in-house trainings, and sends team members out to external courses and trainings.

### Grow Coaching Model

Coaching is a key approach practiced at Beesline. All functional heads and line managers are trained on the GROW coaching model and continuously practice it. The objective is to strengthen effective interaction among team members and use effective methods to unlock individual potential.

## Communication Foundations

To improve communication skills among our team, Beesline has started a new course that helps team members learn how to communicate more effectively in a variety of professional situations, including meetings, email messages, pitches, and presentations. The course also shows how to build core competency and communicate in a way that effectively and professionally conveys messages.

## Cosmetic Science Academy

The Cosmetic Science Academy, launched by Beesline's Cosmetic Product Safety and Standards (CPSS) department in 2021, offers a unique training program that prioritizes collaborative learning, with the goal of building training programs as a team, rather than for the team.

In 2022, the Academy focused on deep scientific research and information sharing between the CPSS and Research, Innovation, & Technology departments. Each month, members from both teams presented and discussed a variety of topics, including basic chemistry for formulators, hair biology, new sustainable hair ingredients, sulfate-free hair shampoo, emulsifiers and HLB, and preserving materials.

## The Root Cause Analysis

The Root Cause Analysis course is designed to help employees from various functions understand the importance and application of root cause analysis in their work. The course covers key concepts such as defining RCA, working collaboratively to identify root causes, and using advanced tools to effectively analyze and solve problems. Addressing the underlying causes of problems leads to improved performance and efficiency for the organization.

## E-Learning Program

Beesline is dedicated to developing its team members by providing them with up-to-date knowledge and competencies through its e-learning program. The program focuses on micro-learning and enables a continuous improvement strategy through a closed-loop training system. The e-learning platform aims to integrate the Quality Management System and promote a quality culture throughout the organization.

In addition, the platform has expanded to include topics about Sustainability. As a company committed to sustainability, Beesline recognizes the importance of educating and raising awareness among its team members about sustainable practices and topics such as gender equality, diversity and inclusion, water stewardship, waste sorting, energy saving, climate change, and more.

## PEOPLE CARE

At Beesline, the well-being of our team members is essential. As part of our commitment to people care, we have implemented a number of initiatives.

Healthcare benefits to support the health of our team members:

- Doctor visits
- Medical insurance
- 25% discount on dental care
- Teams First Aid training

Moreover, we are committed to creating a safe and healthy work environment for our team members, and we are currently in the process of getting the ISO 45001 certification that covers Occupational Health and Safety Management System and helps create a better and safer work environment.



# LIFE AT BEESLINE

At Beesline, we believe that a positive company culture is essential for promoting growth and fostering a sense of community among our team members. As part of our commitment to sustaining a positive culture, we have implemented a number of initiatives to create a fun and engaging work environment.

In this article, we will highlight some of the activities we have held this year that have contributed to building a strong team spirit and promoting employee engagement.

## SECRET SANTA

One of our favorite traditions at Beesline is our Secret Santa event during the holiday season. This year, from Monday 19th to Thursday 22nd of December, Santa secretly delivered one symbolic gift per day to the person their chance led them to. Finally, on the 23rd of December, we held a party with Christmas carols, Santa Claus, and the distribution of the final gifts. It was a great way to bring some magic to the office and bring our team closer together.



## CELEBRATING BIRTHDAYS

Another tradition we have at Beesline is celebrating birthdays. On the last day of every month, the Beesline family gathers and celebrates the birthdays of its team members born within the month in order to enhance engagement and increase their morale. It is a simple but meaningful way to make our team members feel valued and appreciated.



## TEAM OUTING TO ARSOUN VILLAGE

We also believe in the importance of team bonding and regularly organize team outings to promote cohesion and teamwork. One of our favorite outings this year was to Arsoun Village, where our 140 team members from all functions spent a fun day together, enjoying shared meals and participating in team-building activities, including tree-planting.



## TEAM BUILDING ACTIVITY: A TRIP TO MOUNT MOSES

Finally, we also organize team-building activities that align with our sustainability agenda. This year, we took a trip to Mount Moses natural reserve, where our team learned about sustainability and biodiversity, with a special focus on bees. Through waste sorting and bee identification activities and a hike, our team learned about several endemic species of trees and flowers, and marveled at the remains of Hadrian's wall.



# People

Enabling individuals and communities to thrive.

## Commitment 9: Actively Promoting Gender Equality

### Statistics at Beesline

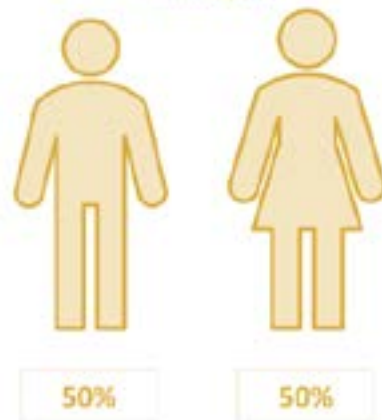
Today, 3 out of 4 members of our board are women. They occupy 54% of total positions and 50% of managerial positions. It is clear that putting our faith in women and men equally has been rewarding for all parties, and we are committed to making society a better place by giving them both the equal opportunity to excel.

Beesline was one of two companies that won the competition held by the World Bank and IFC “Journey to Gender Diversity” which aims to support companies with their workforce gender diversity goals and to help them identify gaps between male and female team members.

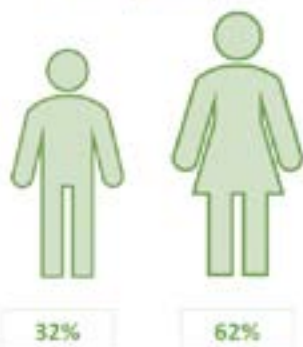
Gender Distribution of Beesline Team In Total



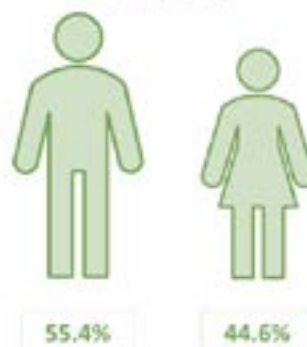
Gender Distribution of Beesline Managers



Gender Distribution of Beesline Team (Offices)



Gender Distribution of Beesline Team (Plant)





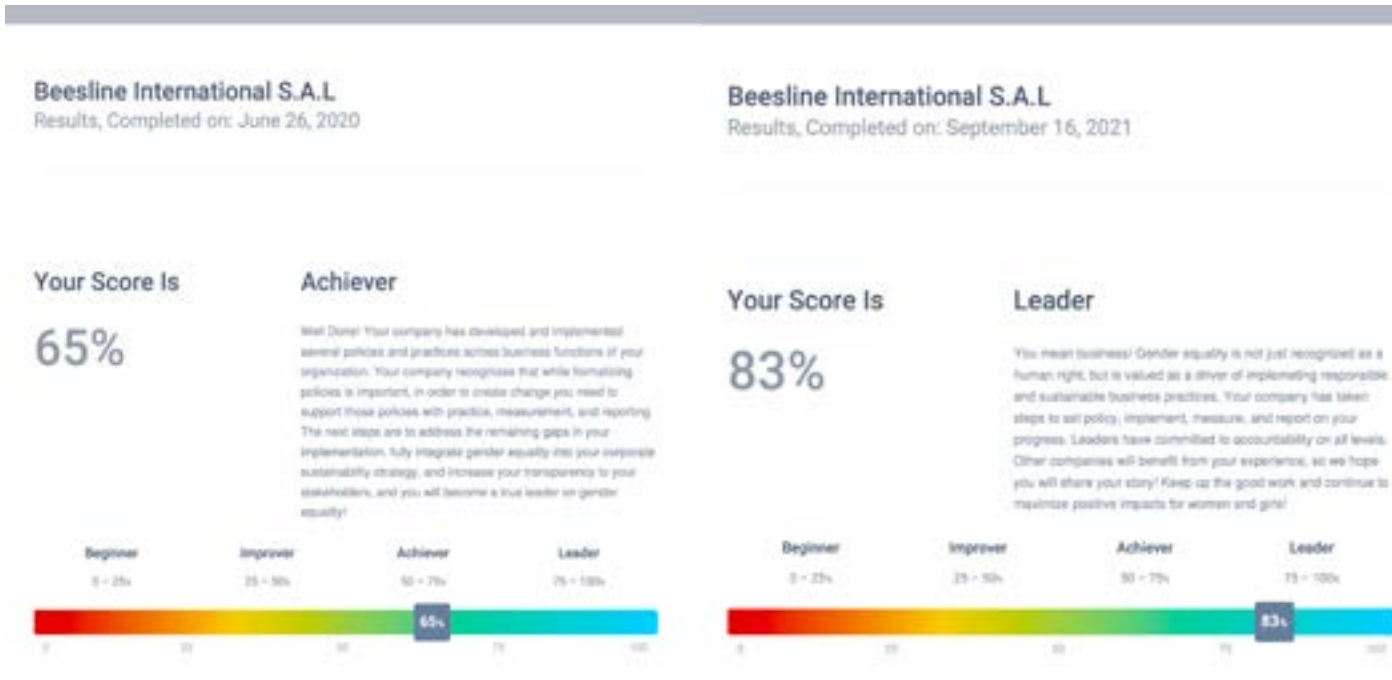
## UNITED NATIONS GLOBAL COMPACT RECOGNIZES BEESLINE'S EFFORTS

BEESLINE IS A PROUD MEMBER OF THE UNGC AND WORKS ACTIVELY, YEAR-ROUND, ON ACHIEVING THE 17 SUSTAINABLE DEVELOPMENT GOALS, INCLUDING GOAL 5: GENDER EQUALITY.

Beesline received a letter of recognition from Global Compact Network Lebanon (GCNL) for its 2-year participation in the Target Gender Equality workshop. Mrs. Sanda Ojiambo, UGNC's Executive Director, particularly thanked Beesline's CSO Maha Arayssi Rifai for her leadership and recognized the active participation of our Planet Positive Impact Manager Marianne Itani.



Beesline renewed its statement of support for Women's Empowerment Principles (WEPs) and, for the third consecutive year, we participated in the "Target Gender Equality" Program conducted by the Global Compact Network Lebanon to support, protect and empower women against all types of discrimination inside and outside the workplace. **Beesline is ranked among the top companies in the world as per UN Women GAP survey results, with a total score of 83%.**



## CELEBRATING THE FEMALE SCIENTISTS OF BEESLINE ON INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE

February 11 marks the United Nations' International Day of Women and Girls in Science. At Beesline, we are proud to have a strong representation of women in scientific roles, with 87.5% of these positions being held by women.

While women have come a long way in the field of science, it is important to acknowledge that equality has not yet been reached. Even in the most advanced societies, women and girls often have to double their efforts, face criticism, and overcome many challenges based on their gender.

In honor of this special day, we asked the female scientists of Beesline to share their advice for young women and girls considering a career in science. We shared their answers on LinkedIn to raise awareness and inspire more young women to pursue their passions in this field.

<p>Beesline<sup>®</sup> + APITHERAPY</p> <p><b>ALWAYS BELIEVE</b></p> <p>Believe in yourself and have the courage to pursue what you love. Scientists can change the world!</p>  <p>”</p> <p><b>Dr. Lilitte Nalbandian</b> DOCTOR OF PHARMACY &amp; CLINICAL RESEARCHER</p>  <p>#WomeninScience</p>	<p>Beesline<sup>®</sup> + APITHERAPY</p> <p><b>HAVE COURAGE</b></p> <p>Your journey won't be an easy one. Be armed with confidence, passion and courage. Aim high and make your own path.</p>  <p>”</p> <p><b>Mirna Elhadj</b> RESEARCH &amp; INNOVATION DIRECTOR</p>  <p>#WomeninScience</p>
<p>Beesline<sup>®</sup> + APITHERAPY</p> <p><b>KEEP LEARNING</b></p> <p>Read, research, talk to people and get to know their experiences. Science is innovation and innovation is what drives the world.</p>  <p>”</p> <p><b>Mireille Rached</b> QUALITY ASSURANCE DIRECTOR</p>  <p>#WomeninScience</p>	<p>Beesline<sup>®</sup> + APITHERAPY</p> <p><b>GO FOR IT!</b></p> <p>If you have an analytical mind and a passion for research... This career will fulfill your needs.</p>  <p>”</p> <p><b>Rola Masrieh</b> COSMETIC PRODUCT SAFETY &amp; STANDARDS MANAGER</p>  <p>#WomeninScience</p>

## POLICIES IMPLEMENTED TO ROOT THE GENDER EQUALITY CULTURE

### POLICIES ARE

The guidelines developed by an organization to govern its actions.  
They define the limits within which decisions must be made.

To clearly define everyone's roles and responsibilities so  
there is no confusion.

**During 2022**

**16 Policies**

**have been developed and implemented.**

**6 Of them include gender equality clauses**

How to implement effective policies and procedures

- ✓ Follow Corporate Policies
- ✓ Customized to Fit the Business
- ✓ Translated
- ✓ Published
- ✓ Trained

### FINALIZED POLICIES

1. Family-Friendly\*
2. Sexual Harassment\*
3. Environmental
4. Waste Management
5. Conflict of Interest
6. Child Labour
7. Forced Labour
8. Occupational Health & Safety
9. Equal Pay\*
10. Freedom of Association
11. Human Rights\*
12. Code of Conduct
13. Equal Employment\*
14. Equality, Diversity & Inclusion\*
15. Tax Management
16. Personal & Professional Development

### UNDER PROGRESS

17. Supplier Code of Conduct\*

### NEXT!

18. Supply Chain\*
19. Anti-corruption

\* related to gender equality

# SKIN

*Making conscious effective formulations a standard*

## Commitment 10: Innovating to Provide Consumers With Increasingly Performant Products



### The Beesline Difference

For over 30 years, Beesline has been a pioneer in the world of green formulations. Since our founding in 1992, we have been committed to creating innovative products that are not only natural and environmentally friendly, but also highly effective.

Our unique approach is rooted in apitherapy, the science of using honeybee hive products such as beeswax, honey, propolis, and royal jelly to promote health and wellness. These ingredients have been used for centuries for their beneficial properties, and we are proud to continue this tradition in our products.

Over the years, we have developed a range of products that are not only good for the environment and the people and animals that produce them, but also highly effective in delivering the desired results. Our customers can trust that when they use Beesline products, they are getting the best of both worlds: natural, sustainable ingredients and proven results.

See our table for more information on the properties and benefits of our key ingredients.



# BEE BYPRODUCTS IN OUR FORMULAS

Bee Byproduct	Royal jelly	Propolis	Beeswax	Honey
<b>Effect On skin</b>	Skin nourishment Powerful anti-aging Regenerating Hair fortifying Immunity boosting	Anti-bacterial Wound healing Regenerating Immunity boosting	Emollient Protecting Anti-dehydration Moisturizing Regenerating Anti-bacterial Hypo-allergenic	Skin nourishment Anti-aging Regenerating Retains moisture Anti-bacterial
<b>Cosmetic uses</b>	-As an active ingredient in anti-aging creams -In hair fortifying products	-Not commonly used in cosmetics -Used in healing creams for burns & oral treatments as anti-bacterial	-As a preserving agent -Thickener in creams In ointments, lip care: to treat dry, cracked lips, chafed skin, stretch marks	-As an active ingredient in moisturizing creams & shampoos -In burn healing as anti-bacterial
<b>For Beeline</b>	-The hero of the face anti-aging products -the vital hair line	-The hero of the face acne line - In our intimate hygenic products -In our burn healing ointment and propolis solution	-The hero of our skin essentials line -Treating extra-dry & sensitive skin - Burn healing	-The hero of the face moisturizing  -in burn healing ointment
<b>Availability</b>	-Precious, hard to produce -Used in small quantities less than 0.5% -Should be kept at low temperature or lyophilized	-A precious ingredient -Highly concentrated and used in small quantities - Not used in cosmetic formulas due to its dark, color, sticky texture, and pungent smell -Used for burn treatments & oral treatments	-60% of the beeswax production is used in cosmetics -to produce 1 kg of wax 45,000 worker bees should work for 1 day + 17 hours and eat 8 kg of honey	-The most abundant ingredient -used in small quantities in cosmetic formulas because of its sticky formulas -From thyme or eucalyptus, used for burn treatments in hospitals



Royal Jelly



Propolis



Honey & Beeswax

## INNOVATION POWERED BY SUPER INGREDIENTS

### 1. INGREDIENTS SOURCED FROM BIOTECHNOLOGY

The use of plant biotechnology in cosmetics is becoming a valid alternative to produce safe, sustainable, and effective active ingredients for skin care. One of our ingredient suppliers has chosen to develop plant biotechnology to produce molecules of interest in quantities without causing any damage to the environment.

**Lumiskin** (Diacetyl Boldine) a sustainable and effective active sourced by using biotechnology

An extraordinary new antioxidant from Chilean tree bark that helps get rid of darkened skin while encouraging skin firmness. It gives dramatic results in controlling melanin, the pigment that makes skin darker. Lumiskin has been found to make the skin more radiant, to even out complexion safely and effectively.

### 2. INGREDIENTS DEVELOPED BY UNIQUE PRODUCTION TECHNOLOGY

**White Sapphire™** : is a functional filler that improves the skin feel, adds value to our products by instantly tackling wrinkles and texture.

- Spectacular skin healing effects
- Evens out skin tone
- Provides anti-oxidant protection

In Beesline products: the White Sapphire powder has been introduced as radiance boosting agent.

Results: of using 4% of DAB in our deodorant formulas:  
Visible and significant decrease of the epidermic pigmentation

Decrease in melanin synthesis by 51%  
Inhibition of tyrosinase activity by 53%  
Decrease in melanin quantity by 70%

## INNOVATION POWERED BY SUPER INGREDIENTS

### 3. BOTANICALS SOURCED LOCALLY

Beesline uses freshly extracted botanicals, sourced locally such as lemon fruit and olive leaf extracts.

**Lemon fruit** (citrus limonum)

Rich in: antioxidant flavonoids, citric acid (fruit acid), and vitamin C.

Spectacular skin healing effects

One of nature's most potent skin brightening ingredients, Vitamin C inhibits the production of melanin to give a lighter and brighter skin. It also enhances the synthesis of collagen, lifting and rejuvenating skin.

Fruit acids gently remove dead skin cells so that new, fresh skin is revealed. This will result in a youthful, clearer complexion.

It is antioxidant, protecting skin against damage, improving the appearance of sun-damaged skin. It is responsible for wounds and scar tissue healing.

In Beesline products: Lemon extract and vitamin C have been introduced as anti-aging and brightening agents as well as in exfoliating scrubs.

**Olive leaf** (olea europea)

Rich in: polyphenols, oleuropein, hydroxytyrosol, oleocanthal.

Spectacular skin healing effects

A powerful anti-oxidant that reduces harmful UV rays reactions (wrinkles and age spots).

Helps skin regeneration and increases skin elasticity and glow.

Its antioxidant capacity is double than green tea and 400% higher than vitamin C.

It has anti-inflammatory and antimicrobial properties.

In Beesline Products: olive leaf extract has been introduced as anti-aging & radiance agent.

# SKIN

*Making conscious effective formulations a standard.*

## Commitment 11: Ensuring Our Innovations' Safety and Quality

### OUR BRAND'S ATTRIBUTES

Beesline is independent brand with the compelling story: we are our own incubators:

**GREEN** formulation, we only use all-natural, organic ingredients. A selection of our products is also vegan-friendly. The formula is designed to give your body optimum care naturally, enhancing body wellness and providing nourishment to your skin. Made mostly of botanicals: 98 to 100% from natural origin, plant extracts, waxes, oils, waters, powders, and minerals, with a natural index > 0.5 as defined by COSMOS.



**CLEAN** beauty movement, means apply only what is needed, strives to deliver pure products inspired by nature, using only premium quality ingredients that are natural, safe, and ecologically friendly. no. nasties, free from CMRs, paraffin, parabens, sulfates, phthalates, ingredients from animal origin except the bee byproducts.



**CONSCIOUS** products guarantee social and environmental considerations, ethical sourcing, fair trade, from renewable sources, responsible packaging\*, green energy use, clarity around labelling and production, transparency through the supply chain. \*glass and refillable packaging, avoid marine plastic pollution: micro-beads, cotton buds, glitter and wipes are all on the list of offences. reduce, reuse and recycle plastic waste



**HAS A MINDFUL APPROACH TO BEAUTY**, ticking all the boxes of a conscious lifestyle – sustainable, cruelty-free, high-performance beauty that is quick and easy to use while following the strictest standards. We took a simplifying approach, pairing routines and encouraging multi-use products, protecting plants, habitats and communities.





**IS SAFE & EFFECTIVE**, with all ingredients being tested safe, formulated to suit sensitive skin, and with the final product being tested to suit sensitive skin. The margin of safety (MOS) is calculated, effectiveness claims are duly authenticated by clinical tests.

**COSMOS ORGANIC**, the COSMOS-standard defines the criteria that companies must meet to ensure consumers that their products are genuine organic or natural cosmetics produced to the highest feasible sustainability practices (granted to the lip balms range).

## HIGH-QUALITY: MORE THAN A CONCEPT

### FORMULA SAFETY, LOW ENVIRONMENTAL IMPACT AND REGULATORY COMPLIANCE

As we described it in earlier pages, every ingredient used in our formulations is checked for its full traceability. It should be free from petrochemical moieties, of natural origin, from renewable sources (for biodiversity preservation), ethically sourced (fair trade, no child or animal labor). not tested on animals, safe on humans, and not toxic to sea life nor bio-accumulative.

After stability testing phases, formulas are validated for their safety and efficacy, Before submission for registration to governmental organizations (such as the European Commission or the FDA) the product goes through a full toxicological assessment conducted by a 3rd party European Laboratory.

During the process of package development, our latest directions are less packaging, refillable systems, with recycled and recyclable mono-material, made with renewable material such as FSC certified cardboard and bioplastic PLA (polylactic acid) biodegradable under specific conditions.

The **EU Cosmetics Regulation** stipulates that all cosmetics products must be manufactured in accordance with the harmonized standards laid out in GMP: ISO 22716, which we renewed this year along with ISO 9001 and ISO 14001. These standards ensure that all our operations during manufacturing prioritize the quality, the safety of—the product and operations—regarding the operator, the consumer, the community and the environment.



9001:2015



22716:2007



14001:2015

### MORE ENVIRONMENTALLY-FRIENDLY SOLUTIONS WITH SMALLER OPERATIONS FOOTPRINT

Adding to the mentioned, a low impact production system, using partly renewable energy and applying energy conservation measures based on a third party audit.

In a circular economy approach we have reached Zero Waste to Landfill, managing sorting, reducing, reusing and/or recycling of all our waste.

A clean process with full traceability is conducted by our team.





## INTRODUCING COSMETOVIGILANCE: SKIN SAFETY AT THE HEART OF OUR INNOVATIONS

The demand on cosmetics products has expanded over the last decade increasing thereby the incidence of adverse reactions associated with their normal use. In cosmetics, adverse reactions are rare, typically mild and completely reversible. Although Beesline products are dermatologically tested and suitable for sensitive skin, a small proportion of consumers will inevitably experience such reactions. In order to monitor and assess the adverse reactions associated with the use of our products and for the purpose of guaranteeing a further strengthened safety for Beesline's consumers, Beesline implemented a new post-marketing surveillance system called "Cosmetovigilance"—similar to pharmacovigilance in the pharmaceutical industry.

This system was integrated in Beesline's complaint handling procedure. A series of training sessions were conducted to frontline teams including customer support and distributors' teams. Since its implementation in 2020, the number of complaints collected has increased by 40%. Once a complaint is received, our team contacts consumers to reassure them, explain the cause of the incidence, and the measures that should be taken to reduce the effects. This direct communication is key to build a positive relationship with the customers. Maintaining a great customer service will improve customer happiness, loyalty, and retention, which will build brand trust, generate more sales, and therefore sustain the business.

**Asma Abbass**  
Regulatory Affairs Manager

## CUSTOMER FEEDBACK: A KEY TOOL FOR IMPROVEMENT

### Handling Customer Complaint With A Human Touch

Our customers' complaints are handled one by one with specialized real persons that respond immediately by calling the customer, to fill with them a detailed questionnaire, digging deeper when needed by asking the right questions, offering the best solution, and following on the customer to verify that the problem is solved. Each complaint is recorded and logged the complaint so you can track trends

**Internally, in the Quality Assurance department,** steps are taken based on both ISO 9001 and ISO 22716 standards.

Depending on the complaint type (personal reaction or physical default) as well as the customer's type (distributor or end user):

- The complaint is recorded.
- Analyzed based on root cause analysis tools with related functions to know potential root causes and reported.
- Then, corrective/preventive actions are set.
- And the feedback is sent to the customer.

An effective Complaint Management System can help us:

- 1- Identify opportunities for improvement of our processes and products/services.
- 2- Eliminate the root cause of the complaints, which will stop problems from happening again, instead of just dealing with the complaints when the problem arises.
- 3- Dealing with a complaint in its early stages will avoid escalations and problems.
- 4- Improve Beesline's image.
- 5- Improve customer satisfaction and loyalty.

**Mireille Rached**  
Quality Assurance Director

# Positive Comments



Hello beesline 🐝  
 Your products always exceed my expectations: I'm really satisfied with every product I've used so far 🥰  
 & I wanted to thank you for this new order and for the mini testers  
 I wanted to order the toner in full size, but was hesitant. Now I have the chance to try it and see if it suits my skin  
 Thank you for your generosity 🧡!

I received my order today  
 I wanted to take a minute from ur time first to thank

And second I'm reallyyyyyy proud of our Lebanese products

Ur products are very good and u should go viral

I dnt knw how i can help but really just because i love lebanon I'm proud of u guys

Keep it up please 🧡

**singermeray** I am in love with beesline since 20 years ago  
 Cleanser +  
 Toner + exfoliate + booster + moisturizer + serum + sunscreen  
 And also there is a cute small beesline soap I daily use it morning evening 🥰  
 Trust in beesline guys 🧡🧡🧡

Hello!

I am in love with ur products!!! 🧡

Hello!! I really don't know who runs this page  
 But i just wanted to say a big thank youuu from the bottom of my heart to whoever that came up with the 'sensitive zone soap' idea  
 It changed my lifeeeee !!  
 THANK YOUU BEESLINE 🧡

I really enjoyed the natural products you make and my skin felt so soft and smooth, so excited to try everything you sell 🥰🐝

Your team wins for best customer service

Amazing package

Professional 🧡👉...

Great products with an extremely affordable value

Accurate and unique

Keep up the amazing work

Let's always hope for a change

I've been using your products for almost 2 years and really love them !!! 🧡

I want to give you my feedback about your age defense sunscreen reallyyyy it's amazinggg it's the first time i buy same items 5 times , your products are superrrr wonderful!

I love youuuu Beeline

I was checking all the products I have from beesline

and my sisters' ones

and mama

we can open a store 🥰🥰🥰🥰

Indeed, they became my favorite Beeline products, and the whole family knew about these products, and loved them. Thank you

Hi,  
 I just wanna keep a review on the Propolis facial wash. Seriously though THE BEST FACIAL WASH I HAVE EVER PURCHASED!!  
 I've had acne prone skin for like 4 years now  
 And thisuuu like from the 3rd day using it my pimples are gone Arjad!  
 Love it, love you,  
 so proud of this brand 🧡🧡🧡



# CONCLUSION

## SUSTAINABILITY STRATEGIES, A REWARDING MUST

Due to the rise of ethical consumerism, a move toward sustainable development emerged and cosmetic companies started implementing sustainability in their business: ethical, environmental, and eco-friendly initiatives flourished, this last decade.

Beesline was moved earlier, by its original mission and values to imbed internal strategic rules, where people were adequately compensated and treated with respect, and sustainable, environmental and social implications were highly considered, processes rethought, products reformulated to eliminate the last ingredient with the slightest negative impact, and packaging waste at Beesline became a growing worry.

Lately, the need for lowering products environmental footprint became imminent. Consumers are increasingly expecting eco-friendly beauty products that are safe for them and the environment. The market for green cosmetics is rising exponentially. Now more than ever, our all-time greenness feels rewarding.

## THE END

Beesline Sustainability  
Report 2022