



# ACTING FOR LIVING BEAUTY

SUSTAINABLE DEVELOPMENT REPORT 2024

# ACTING FOR LIVING BEAUTY



For 200 years, Guerlain has been inspired by nature's most precious gifts, in all their beauty, rarity and complexity. Acting for Living Beauty means recognizing the interdependences within our planet's ecosystems, as well as our responsibility in preserving their balance, guided by our sentinel, the bee.

Alongside our partners, we are exploring new paths to pass down a more inclusive, diverse beauty, from one generation to the next.

## 1. INNOVATE FOR LIVING BEAUTY

For Guerlain, nature is a limitless source of inspiration. However, its resources are limited.

Most of our impact is linked to the impact of our products.

That is why eco-design lies at the heart of all our creations, drawing on lessons learned from nature, where everything functions in a circular system. For every new development, our teams assess the environmental impacts – from raw materials to recyclability – and choose the best possible option.

Guerlain is constantly exploring new avenues: lighter packaging made from recycled materials, refillable bottles and designs crafted to last.

We prioritise the use of renewable natural resources in our formulas and when synthetic molecules must be used, we strive to ensure they are derived from green chemistry processes wherever possible.

## 2. INTEGRATE SUSTAINABILITY INTO CORE STRATEGY AND OPERATIONS

To be both effective and meaningful, sustainable development must be systemic.

At Guerlain, sustainability shapes the House at every level, from overall strategy to day-to-day operations. Because these issues concern everyone, they extend across all departments, are part of every decision and are present at every stage of every project.

Guerlain is also establishing a network of sustainability ambassadors across its sourcing channels in order to share best practices and implement local initiatives.

Furthermore, Guerlain regularly consults external experts to broaden its perspective, inspire innovation and guide its actions.

## 3. ACT FOR SUSTAINABLE AND INTERCONNECTED ECOSYSTEMS

We are fully aware that we are part of a vast web of life in which all participants are connected and interdependent.

In this ever-evolving network, the Maison continually seeks to improve its practices in partnership with its suppliers, raw material producers and the organisations it supports.

It is through collective effort that we can implement effective action: reducing our CO<sub>2</sub> emissions to combat climate change while also protecting biodiversity through long-term relationships with stakeholders in our value chain and the certification of our key sourcing channels.

## 4. SHINE, TRANSMIT, AND SHARE OUR COMMITMENT

With nearly two centuries of history, Guerlain takes the long view, always keeping future generations in mind, those who will inherit the consequences of our choices.

From the restoration of the Tianzi reserve to the Women for Bees programme and from Bee Schools around the world to funding research projects, we share the knowledge and awareness that our partners have passed on to us.

That is also the meaning behind our cultural and artistic initiatives: to contribute to creating value that is not solely measured in economic terms.

Our view of knowledge mirrors our vision of beauty: living, diverse and inspiring action.

# INTERVIEWS



## GABRIELLE SAINT-GENIS

President and CEO of the Maison Guerlain



When I joined Maison Guerlain in 2023, I was struck by the maturity and depth of its environmental commitment. Having previously worked in a company where everything had to be built from the ground up in terms of CSR, I quickly realised just how far Guerlain had already come. It is truly a pioneer, whether in sourcing supply chain traceability, eco-design or the natural origin of its formulations.

I was delighted to discover that for the Maison, a connection to nature is not mere rhetoric, but a living heritage. For over two centuries, Guerlain has cultivated a unique relationship with suppliers across the globe, from Venezuela to India. This legacy creates a distinctive responsibility: to protect the living world that inspires and enables our creations.

Today, we must take things a step further. The urgency of the environmental crisis demands that we move up to a new dimension and activate new levers, but we must remain humble, as these are complex challenges and we do not have all the answers. Committed to protecting all forms of life – human, plant and animal – we must strengthen the impact of our actions and establish them in the long term. That is the mission behind our new programme: 'Acting for Living Beauty'.

Let's take the example of the **Women for Bees** programme. Since 2020, it has enabled women around the world to become beekeepers, allowing them to contribute both to local economies and, biodiversity. Our ambition now is to go further in supporting the economic development of communities, particularly in China.

We are working in a number of areas, such as plastics. The shift is complex, as it involves numerous knock-on effects. We must explore and deepen our knowledge, but also accelerate and scale up our actions.

Our clients are asking for it: a segment of our clientèle – especially the younger generations – is well-informed, and they are demanding on environmental issues. Another segment is sensitive to these topics but less familiar with the details, and is not necessarily ready to compromise on comfort or aesthetics. For everyone, the most visible environmental impact of our products is the packaging, and we are placing particular focus on optimising it.

One of our greatest strengths is that sustainability is deeply embedded in our company culture. All departments are involved. Indeed, part of our employee profit-sharing scheme at Guerlain is directly linked to the achievement of the sustainable development objectives which rally our entire workforce.

Naturally, protecting the nature that inspires our creations remains a central focus. But we must not forget the women and men who make it all possible. Our vision for the Maison is also social, especially when it comes to inclusion. As a company rooted in beauty, addressing disability inclusion is a natural concern and we know there is more we can do. That is where we are focusing our efforts, particularly with our HR teams.

Guerlain has existed for 200 years. To last for another 200, we must remain agile and actively engage with the societal issues that will enable us to remain a driving force for innovation in our sector and as a responsible luxury brand. The challenges are just as significant as the stakes. Now more than ever, **the truth lies in the journey. Together, we are carving out this path which is now part of Guerlain's story.**

'Committed to protecting all forms of life – human, plant and animal – we must strengthen the impact of our actions and establish them in the long term.'

# INTERVIEWS



## CLAIRE COLETTI

Global Sustainability Director



Since 2007, with its 'In the Name of Beauty' programme, Guerlain has been showing its steadfast commitment to a sustainable approach. Today, as environmental challenges grow more urgent, we must go even further and ramp up our efforts.

This new dynamic is embodied in our 'Acting for Living Beauty' programme.

'Acting for Living Beauty' means bringing action back to the heart of our strategy, on our own scale, through a systemic approach and in collaboration with all our

stakeholders: first and foremost our employees, our supplier-partners, NGOs, our clients and our retail partners.

Our responsibility is both global and collective. It spans our entire value chain, from sourcing to points of sale, across all our areas of expertise and in every country where Guerlain operates. It involves everyone who helps to shape and sustain the Guerlain brand.

Our top priority is to bring true meaning to product innovation.

We have made significant progress in eco-design, thanks to the dedication of our packaging and marketing teams: nearly half of our fragrances are now refillable, and we continue to make steady advances in incorporating recycled materials and exploring alternatives to plastic.

We've also made strong strides in formulation: 65% of our skincare products now contain over 90% ingredients of natural origin, and we have the objective of using 100% organic alcohol in our fragrances by 2026.

On climate issues, our roadmap is fully aligned with the Paris Agreement. We've significantly improved our sea-to-air transport ratio,

invested in energy efficiency across our sites and are working to reduce the growing environmental impact of digital communications.

But beyond the metrics, we must also communicate and ensure these commitments are understood. Such is the aim of a new platform launched on guerlain.com: to make our CSR actions accessible and easy-to-understand, for both clients and beauty advisers alike. We intend on engaging our broader ecosystem more effectively, strengthening education around our initiatives and building trust.

We also have a mission of sharing knowledge. The bee lies at the heart of our identity, as well as our responsibility. Through the Bee School programme, our employees across the world actively raise awareness around biodiversity among both children and adults. The initiative is now available in multiple languages and has been rolled out in over ten countries. In 2024, we reached a major milestone by forming a structured partnership with the Espace pour la Vie foundation, supporting the Montréal Insectarium to develop new educational content focused on wild pollinators.

We continue to support numerous bee conservation organisations and, since 2024, have extended our commitment by funding scientific research projects led by researchers in France and Quebec.

Our CSR governance is also strengthening, with the creation of a global network of ambassadors across all subsidiaries to help implement our commitments on the ground. And we continue to surround ourselves with external experts to inform our thinking and challenge our practices.

**At Guerlain, we believe in making an impact by taking action:** action that is sincere, collective and uncompromising, fashioned by our own hands. **It lies at the heart of who we are today and of the promise we are making for the years to come.**

'We've significantly improved our sea-to-air transport ratio, invested in energy efficiency across our sites and are working to reduce the growing environmental impact of digital communications.'



# INTERVIEWS



## HÉLÈNE VALADE

Environmental Development Director of the LVMH Group



Three years after the launch of the LIFE 360 environmental roadmap, and thanks to the commitment of all the Houses of the Group, the results are crystal-clear. **The Group has achieved significant milestones in transforming its model**, particularly in terms of circularity, traceability, emissions reduction, and biodiversity preservation. Among the key advances, we reached our target of a 50% reduction in greenhouse gas emissions two years ahead of schedule. Fully

aware of the close link between our products and nature, we are rolling out regenerative agriculture across our various sourcing channels. To date, 3.8 million hectares have been preserved or restored. We have established regenerative agriculture programmes in several regions worldwide, relying on strong partnerships with NGOs such as FAS in Brazil, UNESCO for its Biosphere Reserves, and WWF for ecosystem protection.

This transformation is, of course, driven by all our employees. Positive impact is now an integral part of every different role within our Houses. Beyond the awareness-raising efforts of previous years, we are now entering a phase of upskilling to ensure everyone acquires the necessary expertise. In October 2024, we established our LIFE Academy campus at La Millière, the biodiversity reserve developed by Yann Arthus-Bertrand's organisation. This offers our employees the opportunity to learn in a particularly inspiring setting, which Guerlain had already identified as the ideal setting for its Jardin des Partages.

That's because at Maison Guerlain, environmental concerns have been a priority for many years, and the teams are fully committed, whether in formulation, eco-design, traceability, or certification of sourcing. Despite the uncertainties posed by the economic and political context, Guerlain is staying the course, embedding sustainability both in its overarching strategy and in the day-to-day work of every occupation. Iconic products such as Terracotta foundation stand as flagships of refillability. The air/sea ratio – measuring the shift from air to sea freight – is tracked as closely as sales performance, and these efforts directly contribute to the reduction of the House's carbon footprint.

The key challenge of Scope 3, which represents 90% of the Group's total environmental impact, is indeed central. To address it, we launched the LIFE 360 Business Partners programme at the end of 2023, in which Guerlain is actively involved. This initiative supports our suppliers in their own sustainability transitions. The House has successfully built effective partnerships with its suppliers, fostering a shared progress approach.

**Guerlain demonstrates that it is possible to reconcile excellence, desirability, and responsibility.** In leading a systemic transformation of its production methods and collaboration models, the House is breaking new ground. By relying on these concrete initiatives, driven by the energy of our teams and the coherence of our strategy, we will successfully lead the environmental transformation of our Group and enhance our ability to mobilise the luxury sector.

'Despite the uncertainties posed by the economic and political context, Guerlain is staying the course, embedding sustainability both in its overarching strategy and in the day-to-day work of every occupation.'

# 18 YEARS OF COMMITMENT



# INSPIRED BY THE BEE, THE MAISON GUERLAIN TAKES ACTION IN HARMONY WITH THE ECOSYSTEM



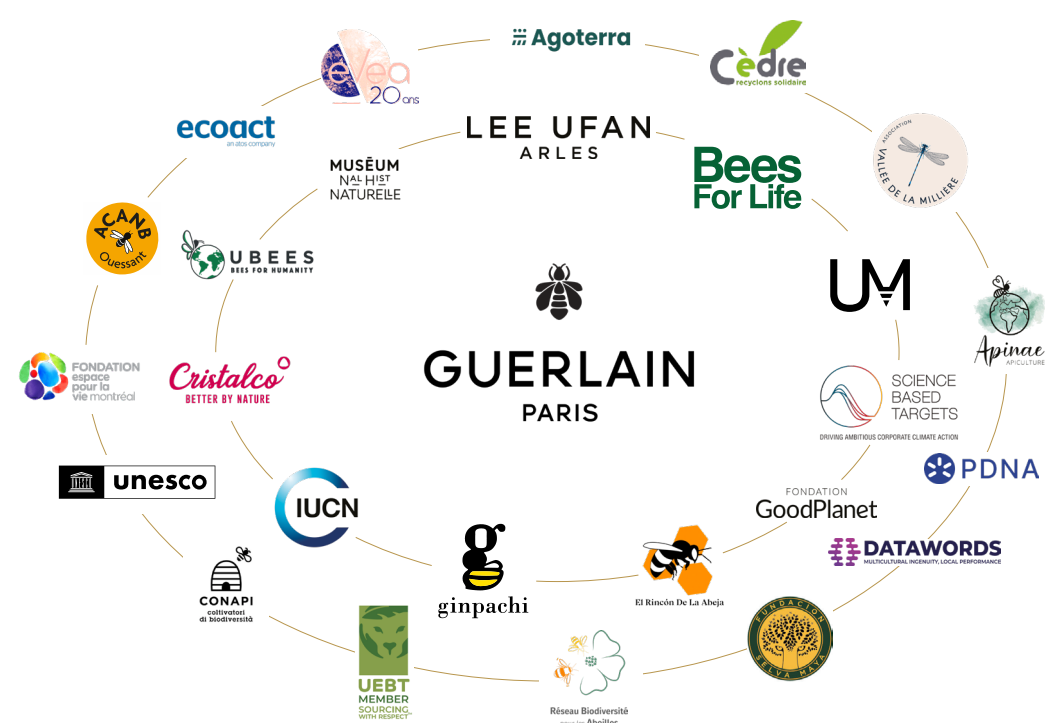
## THE BEE, EMBLEM OF THE GUERLAIN ECOSYSTEM

The bee, an emblem of the Maison Guerlain since 1853, is a symbol of living nature.

It is also a beautiful symbol of the interdependent relationships that make up the ecosystem. As a pollinating insect, it plays a key role in the renewal of life for many plant species. Bees are diverse; there are 20,000 different species on Earth, each with a role uniquely adapted to the plants it pollinates. Thanks to bees, we can also obtain honey and royal jelly, ingredients found in some of our products.

We owe them a lot, which is why we are committed to their protection through initiatives such as our Women for Bees programme, which empowers women through beekeeping; Bee Schools, which educate future generations on biodiversity conservation; and several pollinator monitoring and protection efforts, through our Guerlain for Bees Conservation Programme.

## PARTNERS OF THE MAISON GUERLAIN



# PILLAR 1

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## INNOVATE FOR LIVING BEAUTY





# ECO-DESIGNING OUR PACKAGING



Our Eco-Design Packaging Committee<sup>1</sup> meets weekly to launch and follow up on innovation projects aiming at optimising our product packaging. In our constant efforts to reduce our environmental footprint, we focus on four key areas for improvement:

- 1. Lightening and simplifying:** to combat over-packaging and optimise the weight-to-volume ratio in relation to the amount of product contained
  - 2. Reconsidering our raw materials:** to reduce the use of virgin materials and prioritise certified, responsible sources
  - 3. Extending product lifespan:** to develop refillable solutions while ensuring the optimal design of refills
  - 4. Optimising product end-of-life:** to simplify the separation of different packaging components and improve the recyclability of the materials used

## LIGHTENING AND SIMPLIFYING

Guerlain is careful to avoid excessive packaging wherever possible and to optimise the weight-to-volume ratio according to the quantity of formula in each pack. This concept is demonstrated by ever more lightweight jars and bottles, the progressive slimming of outer packaging and a reduction in the number of layers of packaging, a challenge we set ourselves at each new development and relaunch.

### Product examples as illustration:

#### Eco-designed shipment packing

Since 2021, Guerlain has been redesigning its gift and shipment packing. The gift boxes are tailored to the size of each order and are now

made from FSC-certified<sup>2</sup> paper and cardboard, featuring a mechanical seal system that reduces the use of glue and eliminates the need for magnets. Customers may also choose a more environmentally friendly shipping option, receiving their products directly in an eco-designed shipping box made from recycled paper and cardboard. Its self-sealing, form-fitting paper cushioning system minimises packaging material while still ensuring the products are protected.

#### Rouge G: the evolution of an icon

Rouge G, refillable since 2018, is a symbol of the art of customisation. Available in a regularly updated array of creations, its case transforms lipstick into a collectible object that is designed to be refilled, cherished and passed on. In 2024, it took on a new design: 19% lighter and containing 33% less metal along with an optimised manufacturing process, resulting in a 30% overall reduction in CO<sub>2</sub> emissions. According to its Life Cycle Analysis, using a single case with 10 refills reduces CO<sub>2</sub> emissions by 60% compared to purchasing 10 complete lipsticks.

## RECONSIDERING OUR RAW MATERIALS

The possibilities are endless, but each concept requires strict testing, particularly to address all our quality and safety criteria.

- Recycled glass:** the integration of recycled glass into our Abeille Royale cream jars was a groundbreaking innovation on the luxury market in 2019 and today it has become a Guerlain standard. We systematically incorporate between 15% and 40% recycled glass into every new bottle we create for our skincare, fragrance and makeup products.
- Recycled or bio-based plastics:** whenever possible and appropriate, we eliminate virgin fossil-based plastic or replace it with recycled or bio-based plastics derived from agricultural waste. This transition is occurring gradually, because these materials must meet food-grade quality standards to avoid any risk of interaction with formulas and because demand in this market is high.
- New eco-materials:** these alternatives appeal to us, both for their innovative character and because we wish to support the start-ups that are developing them. For example, they use waste from our packaging production to create new materials that meet our technical, aesthetic and environmental standards.

58%

of products sold in glass packaging contain more than 15% recycled glass

95%

of all wood, paper and cardboard purchased is FSC- and PEFC-certified

The objective is to reach 100% by 2026

### Product examples as illustration:

#### Orchidée Impériale Black: seeing porcelain debris as a resource

For the Orchidée Impériale Black Art Edition, Guerlain took a new step in eco-design in 2024 by creating, for the first time, a refill made from plant-based plastic that incorporates up to 40% porcelain fragments. Sourced from the porcelain case production workshops, these fragments – once considered waste – are now repurposed and reintegrated into the production cycle. This process reduces plastic use while giving a second life to a noble material, symbolising craftsmanship.

#### Gifting, reinvented

We want the signs of our commitment to be visible to our customers. This is especially important when we give them gifts. Since 2022, we have begun a process of streamlining and reducing the environmental impact of these gifts. For example, we have eliminated the use of magnets and reduced the use of metal zips by 40%. For the coming years, our goals include:

- Using 100% GOTS-certified cotton<sup>3</sup>
- Using 100% recycled polyester (including for linings)
- Using 100% FSC-certified paper and cardboard for our gift packaging

<sup>1</sup> Eco-design: an approach aimed at reducing the environmental impact of products (goods, services or systems) at every stage of their life cycle, including raw material extraction, manufacturing, packaging, transport, distribution, use, and end-of-life. This approach begins at the design phase.

<sup>2</sup> The Forest Stewardship Council® is an international label guaranteeing that the wood we use (whether untreated wood or derivatives like paper and cardboard) comes from responsibly managed forests.

<sup>3</sup> The Global Organic Textile Standard (GOTS) label certifies not only fair working conditions but also respect for the environment and ensures that products are safe for the health of those who wear them.

## EXTENDING PRODUCT LIFESPAN THROUGH REFILLS

With the ultra-premium Orchidée Impériale Black line, whose Limoges porcelain jars have been refillable since 2018, the House began transforming its product range. Since then, this approach has gradually expanded across all its collections:

- In **skincare**, the premium Orchidée Impériale (2022) and Abeille Royale (2023) lines have also become refillable, enabling up to a 50% reduction in carbon footprint compared to purchasing a full product<sup>4</sup>.
- In **perfumery**, all fragrances have been refillable since 2018 at Guerlain Parfumeur<sup>5</sup> boutiques thanks to perfume fountains and the iconic Bee Bottle. In 2021, the bottle for the L'Art & la Matière collection – now made from recycled glass<sup>6</sup> – also became refillable. In 2022, the relaunch of the Aqua Allegoria line marked another milestone: its fragrances can now be refilled at home, in bottles made with 15% recycled glass.
- In **makeup**, the refillability first introduced with our lipstick was extended in 2024 to another iconic product of the House: Terracotta.

REFILLABLE PRODUCTS AND THEIR REFILLS NOW REPRESENT **40% OF THE HOUSE PRODUCT RANGE.**

### Product examples as illustration:

#### Terracotta, now refillable

Terracotta, a Guerlain icon, took a major step forward in 2024 with the launch of a refillable version, designed to combine beauty, innovation, and a reduced environmental impact. Thanks to optimised packaging and the removal of certain components from the refill – particularly the

base and lid – this next-generation version significantly lowers its environmental footprint:

- A 34% reduction in total packaging weight<sup>7</sup>
- A 30% reduction in carbon footprint starting from the very first refill<sup>7</sup>

By rethinking the entire life cycle of the product from design to reuse, Guerlain affirms its commitment to a more circular approach to luxury through this iconic product, encouraging a longer product lifespan and more sustainable practices.

## OPTIMISING PRODUCT END-OF-LIFE

The end of a product's life is a crucial stage in its life cycle and has a significant impact on its overall environmental performance. At Guerlain, we strive to incorporate principles that promote better recyclability from the design phase onwards: the use of more easily recyclable materials, the adoption of mono-materials, and improved separability of components. These choices – though seemingly simple – are still subject to many technical constraints, particularly in the world of makeup, where compact formats and multiple functions make separating materials more complex. Fully aware of these challenges, we work closely with CEDRE, the LVMH Group's sorting and recycling service. CEDRE continuously explores new recycling channels in France and abroad, and tests innovative processes to improve the recyclability of beauty-specific components.

## A STRUCTURED, QUANTIFIED APPROACH, PUSHED FURTHER THAN EVER

### Making the right choices thanks to end-of-life analysis

Guerlain is guided by the scientifically proven results of Life Cycle Assessments (LCA) to orient its future choices in terms of eco-design and packaging. From 2020 to 2024, 15 comparative LCAs were conducted (at a rate of three per year) to provide clear, factual insights into the environmental impact of materials, the benefits of new recycled plastic technologies, and the gains associated with implementing refill systems.

## The Eco-Design Packaging Committee: a strategic decision-making body

Each step of development leads us to make eco-design choices. This is the role of the Eco-Design Packaging Committee, which includes top management, marketing teams, packaging development, purchasing, quality, regulatory affairs, sustainability and general management. These meetings are an opportunity to compare the benefits from various points of view and to take the most suitable decisions according to the situation. Refillability versus the lightening of jars and bottles; the slimming and simplification of boxes versus visibility on the shelf; the use of recycled materials versus impacts on pricing; development turnover times versus compliance with our quality standards... All these choices are collectively discussed to take into account the challenges from every point of view and optimise customer satisfaction.

### Measuring to objectively assess progress

Our eco-design strategy is rigorously embedded in the product decision-making and development process. It relies on the training and involvement of all teams, as well as on the measurement of our packaging's environmental impact through a powerful tool developed by the LVMH Group: EDIBOX. It calculates the **Environmental Performance Index (EPI)**, which enables us to evaluate the application of eco-design rules. To better meet the objectives of LVMH's LIFE 360 programme and to increase stringency, the EDIBOX tool was enhanced in 2024 with a more precise methodology, now using scoring out of 100 rather than out of 20. The objective is twofold: to strive for continuous improvement with each launch and to achieve a minimum score of 60/100 for all our products by 2030.

AVERAGE SCORE OF GUERLAIN PRODUCTS: **39/100\***

OUR OBJECTIVE: AN ENVIRONMENTAL PERFORMANCE INDEX SCORE OF **60/100** MINIMUM FOR ALL NEW PRODUCT LAUNCHES BY 2030

\*sales volume-weighted average<sup>7</sup>

<sup>4</sup> Comparison between the Orchidée Impériale cream jar and its refill. The comparative CO<sub>2</sub> equivalents arising from the product packaging and its transport throughout the world are calculated according to the life cycle assessment method. The evaluation takes into account the nature of the materials, the origin and manufacturing process for the components, their transport, and the transport of the finished product.

<sup>5</sup> Service available in countries where regulations allow

<sup>6</sup> 10% recycled glass, including 1% post-consumption recycled glass and 9% internal post-industrial recycled glass, since 2021

<sup>7</sup> Comparison of the CO<sub>2</sub> equivalent emissions associated with the new 2024 packaging and its refill, versus two packaging formats from the previous generation, calculated using the life cycle assessment (LCA) method. The evaluation takes into account the nature of the materials, the origin and manufacturing process of the components, their transport, the packaging and transport of the finished product, and the end of its life cycle.

# ECO-FORMULATION AT THE HEART OF OUR PRIORITIES



Being the result of long-term research and development efforts, the composition of our formulas is one of our foremost priorities. Our goal is to offer ever more virtuous eco-formulated products, taking into account scientific, societal and regulatory developments without compromising on safety, effectiveness or sensory appeal.

## AN ECO-FORMULATION APPROACH BASED ON THREE MAJOR AREAS

- **Exacting formulation:** our mission is to develop products containing the most virtuous ingredients possible to guarantee the safety, effectiveness and sensory appeal that make our creations outstanding. While our R&D teams have always been rigorous about scrupulously selecting the raw materials that go into our creations, we have chosen to increasingly and continually reinforce the stringency of our charter, going far beyond regulatory expectations to make it one of the strictest in the luxury industry.
- **Natural ingredients and sustainable sourcing channels:** inspired by nature for nearly 200 years, Guerlain chooses natural raw materials whenever possible. However, we may also use synthetic ingredients. Choosing natural options requires us to manage our raw materials in a very rigorous, sustainable way. We cannot draw on nature's resources without consideration for what we seek to protect. And so, we surround ourselves with the best specialists to determine a sustainable sourcing strategy that makes it possible to reconcile our ambitions for product development and for the protection of biodiversity.
- **Transparency and traceability:** in 2019, we launched a pioneering transparency initiative in the luxury industry with the creation of the Bee Respect platform, which allows users to trace the origin of the components in our products. When it comes to our natural raw materials specifically, we work with trusted third parties such as UEBT, enabling us to achieve traceability all the way to the country of harvest.

## 90% NATURAL FORMULAS: A QUANTIFIED OBJECTIVE RATHER THAN A FRANTIC RACE

We are closest to this objective of 90% natural formulas in skincare. In makeup, the objective is more challenging to achieve, particularly for certain formulas such as eyeshadows, where colour performance is more difficult to reconcile with high levels of natural origin. However, our R&D teams intend to accomplish that as soon as possible. As early as 2019, we rose to this challenge with our foundation and lip products, achieving high levels of natural origin in certain formulas. Reinventing the iconic Terracotta – and later its 'Light' version – with a formula composed of 96% ingredients of natural origin required several years of research to identify natural powders capable of delivering the same makeup performance. In fragrance, aiming for 90% natural ingredients is not always the most relevant choice. It can restrict our perfumers' creative palette, increase allergy risks, or compromise the sustainability of certain formulas. In such cases, we turn to synthetic molecules – a practice deeply rooted in our heritage –, especially when recreating 'mute' flowers (those that cannot be extracted naturally) or enhancing specific natural notes.

Nonetheless, true to our inspiration drawn from nature, we have reformulated the Aqua Allegoria collection – our Allegories of Nature – with a natural-origin content between 90% and 95%, without compromising on olfactory quality or lasting power.

## UNCOMPROMISINGLY CAPTURING THE ESSENCE

Extraction is a key step in perfumery, as it captures the olfactory heart of a raw ingredient. Depending on the type of plant, the process can be performed using steam distillation, volatile solvent extraction or cold pressing. While these techniques are well established, they can sometimes be energy-intensive or alter the most delicate compounds.

Guerlain is now exploring an innovative method in perfumery: supercritical CO<sub>2</sub> extraction. Historically used for spices, this low-temperature process helps preserve the full olfactory identity of raw materials while significantly reducing environmental impact. Free of solvents, it minimises water use and prevents pollution. It is also a circular process, with CO<sub>2</sub> being captured, recycled and reused.

Guerlain is testing this technology on floral jasmine in India, near the fields where the flowers are grown and in partnership with Jasmine Concrete (Jasmine Concrete Exports Private Limited). Shalimar Millésime Jasmin is the first fragrance of the Maison to incorporate an extract obtained using this method, marking a new milestone in our eco-formulation journey.

## TOOLS TO GUIDE US

For monitoring purposes and to ensure we make the best decisions, we rely on two key measurement tools for our eco-formulation:

### The IFE Index: measuring to enable transformation and progress

Our eco-formulation approach is based on a measurement tool called the IFE (Index Formulation Eco-conceived), based on six criteria: natural ingredients, traceability, environmental impact through biodegradability and ecotoxicity, sustainability, the substitution of controversial ingredients, and the quantification of the number of ingredients required. It is based on internationally recognised standards (e.g. ISO 16128, the Social Hot Spot Database, the Product Environmental Footprint framework, and so on) and is fully compatible with the evaluation method developed by the EcoBeautyScore Consortium. This allows our formulation teams to score each of our products, assess their performance and make improvements where needed.

### The Eco-Formulation Committee, guardian of formulation excellence

As the custodian of our formulas, the Eco-Formulation Committee brings together the House's key cross-functional teams every six months: R&D, Marketing, Regulatory Affairs, Sustainable Development, and others. Its purpose: to decide upon the major formulation principles, to take stock of progress already made or that needs to be made, and to call on the R&D team's scientific precision and continual pursuit of innovation, particularly in terms of biotechnology and green chemistry. The Committee's task is an ambitious one: to offer rare, precious, natural, sustainable beauty in keeping with the House's historical distinctiveness.

# TRACEABILITY AND TRANSPARENCY: DRIVERS OF INNOVATION



At Guerlain, product development is guided by a precise understanding of the impact of each ingredient and component. Tools such as Bee Respect and TRASCE allow us to document, measure and improve our decisions at every stage, while also meeting our customers' growing expectations for transparency.

## BEE RESPECT: UNIQUE, PIONEERING TRANSPARENCY ON OUR MARKET

For more than five years, Guerlain has been going through a long, rigorous process to map our products' value chain. In 2019, we launched Bee Respect, our platform for transparency and traceability developed in partnership with Product DNA, experts in traceability. Accessible to all on our website [guerlain.com](https://guerlain.com), Bee Respect provides information on ingredient origin, packaging components, and manufacturing sites. It is also a continuous improvement tool for our internal team that helps optimise the environmental impact of our products.

After being introduced for skincare in 2019, Bee Respect was extended to makeup in 2020 and to fragrance in 2021. Since then, our goal has been to add all new creations to the platform as soon as they are launched. The platform is now available in seven languages: French, English, Spanish, German, Italian, Chinese, and Japanese.

## TRASCE: A SECTOR-WIDE INITIATIVE TO RAISE STANDARDS

Guerlain is one of 15 cosmetics industry players in the TRASCE (Traceability Alliance for Sustainable Cosmetics) consortium, launched in 2023. This initiative aims to improve the traceability of key formula and packaging components across the sector through a shared commitment to progress.

Supported by the FEBEA (Fédération des Entreprises de la Beauté), TRASCE is part of a broader ambition: to jointly map sourcing channels using a shared digital platform, Transparency-One. For Guerlain, this commitment helps strengthen collective knowledge of the raw materials used, identify CSR-related risks within strategic sourcing channels, and define shared improvement plans.

This collaboration represents a major step towards ensuring reliable and standardised traceability across the entire cosmetics industry.

A gradual integration of our products

2019

Skincare ranges

2020

Makeup

2021-2022

Fragrance



# PILLAR 2

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INTEGRATE  
SUSTAINABILITY  
INTO CORE STRATEGY  
AND OPERATIONS



# TAKING ACTION ALONGSIDE OUR SOURCING PARTNERS IN FRANCE AND ACROSS THE WORLD



Nature has always been a source of inspiration and innovation for our Maison. Protecting, conserving and restoring Nature is essential to ensure the quality and sustainability of the raw materials derived from it.

## A PHILOSOPHY OF PARTNERSHIP ABOVE ALL

In Brittany, across Europe, and in remote regions worldwide, we partner with local stakeholders to establish ethical sourcing programmes for the natural ingredients used in our products. We support environmentally and socio-economically sustainable farming practices through long-term partnerships that may include human, financial, technical or scientific assistance. Concretely, this translates into:

- **signing framework agreements** that include support for implementing environmentally friendly agricultural practices or installing improved processing equipment, such as stills.
- **financing Biodiversity Action Plans** as part of UEBT verification processes.
- **providing direct support to producers** in implementing their socio-environmental action plans, for example by supplying first aid kits or firefighting equipment to our partner beekeepers.

The actions carried out are based on a deep understanding of our suppliers, with whom we have built enduring relationships. Our fragrance development, sustainable development, and purchasing teams regularly meet them in the field.

OBJECTIVE: TO AUDIT  
70 SOURCING CHANNELS BY 2026

## SUPPORTING OUR PRODUCERS WITH BIODIVERSITY ACTION PLANS

At Guerlain, we implement Biodiversity Action Plans (BAPs) across our strategic sourcing channels to better understand and preserve the ecosystems where our natural raw materials are cultivated.

Each BAP focuses on a specific ingredient and its associated geographic area. It aligns with principles 1 and 2 of the UEBT framework and the objectives of the United Nations Convention on Biological Diversity.

These Biodiversity Action Plans enable producers to identify biodiversity challenges they can address and to define specific actions that consider needs, opportunities, and available resources. They also highlight biodiversity-friendly practices already in place, set objectives, and monitor measurable progress indicators.

For instance, in our beekeeping sourcing channels, the BAP involves an ecological assessment within a mile radius around the hives, focusing on the availability of nectar-producing plants across all seasons and the risk of competition between domestic bees and wild pollinators. Until now, 12 of our 26 honey and royal jelly producers have benefited from this programme.

Since 2022, we have also applied this methodology at our two production sites.

FRAGRANCE

73%

of our iconic natural raw material sourcing channels have undergone an audit by UEBT or Fair For Life  
Objective: 100% by 2026

SKINCARE AND COSMETICS

100%

100% of producers of honey, royal jelly, orchid, and peony have been audited by UEBT

12

biodiversity action plans financed for our honey and royal jelly producers

159 ha

(393 acres) under regenerative agriculture financed in 2024 at a farm in the south-western Paris region

UEBT AND FAIR FOR LIFE: TWO STRINGENT STANDARDS

In order to structure and certify our strategic sourcing channels, we (at Guerlain) rely on two recognised frameworks: UEBT and Fair for Life, with the goal of achieving 70 supply chains audited as UEBT Ethically/Responsibly Sourced or Fair for Life by the end of 2026.

The UEBT has established standards for ethical biotrade based on the principles of UNCTAD (United Nations Conference on Trade and Development), the objectives of the Convention on Biological Diversity (CBD), and the UN Sustainable Development Goals (SDGs). Seven key principles are defined:

1. Conservation of biodiversity
2. Sustainable use of biodiversity
3. Fair, equitable sharing of advantages arising from the use of biodiversity
4. Socio-economic sustainability (production, financial and market management)
5. Compliance with national and international laws
6. Respect of the rights of participants in biocommerce trade
7. Clarity on land tenure systems as well as the right to exploit and access natural resources

Guerlain has been a member of the UEBT since 2021.

Fair for Life is an international certification programme managed by Ecocert, which guarantees fair, responsible, and traceable practices throughout an entire sourcing channel, from producer to end customer.

Its criteria include:

- A fair purchase price higher than the market price
- A guaranteed minimum price based on production costs to protect producers in the event of a crisis
- Decent and safe working conditions throughout the sourcing channel, regardless of the production stage or country
- Strengthening the autonomy of producers
- Environmentally friendly agricultural practices that encourage the transition to organic farming

GUERLAIN, A PIONEER IN THE USE OF ORGANIC ALCOHOL IN PERFUMERY

Alcohol is the main ingredient in perfumes, making it a key focus for our House. Guerlain is therefore developing the use of beetroot alcohol sourced from organic farming to reduce the environmental impacts associated with its cultivation.

This alcohol is produced in France by our partner Cristalco, recognised for its environmental commitment to optimising energy consumption, reducing greenhouse gas emissions, and lowering water usage.

The beetroot supply is local, sourced near the distilleries, and all by-products are fully recycled within an industrial ecology framework (in synergy with sugar or bioethanol production).

Used in our recent creations such as Florabloom from the Aqua Allegoria range, this organic alcohol is also gradually being incorporated into the composition of our iconic fragrances, such as Mitsouko.

In partnership with Cristalco, Guerlain also funds pilot projects for the planting of flower strips aimed at supporting populations of pollinators and other beneficial insects, as well as the deployment of a biological soil activator to improve carbon sequestration and soil health.

GUERLAIN EXPANDS ITS EXCLUSIVE PARTNERSHIP IN GRASSE WITH DOMAINE LE MAS DES SOURCES DEDICATED TO PERFUME PLANTS

Guerlain maintains a partnership with the Gastaldi family, owners of Domaine Le Mas des Sources in Grasse, based on shared values and a love of perfume flowers. Their 4-hectare (10-acre) organic farm ensures the continuity of Grasse's traditional expertise by producing roses, tuberoses, and verbena.

Beehives were installed on the estate in 2023, and an independent audit was conducted by UEBT in 2024, allowing the best practices in place to be approved. In particular, these include the promotion of local heritage, organic and traditional farming methods, drip irrigation, recycling of pruning waste, and a traceability system ensuring the quality of harvested flowers.

53%

53% of the alcohol used in our fragrances comes from organic farming

Objective to reach 100% by the end of 2026

100%

of the alcohol used in the Aqua Allegoria range has been sourced from organic farming since 2022

100%

of our organic alcohol is produced in France

# REDUCING THE IMPACT OF OUR SITES: A STRUCTURED, AMBITIOUS AND MEASURABLE APPROACH



Reducing the environmental impact of our sites involves concrete and measurable actions at every stage of a building's life cycle, from construction to use: selection of materials, energy consumption, waste management, mobility and staff awareness. Thanks to rigorous management tools such as the ISO 14001 standard and detailed monitoring of indicators, Guerlain has implemented a continuous improvement approach across all its sites. Whether production facilities, offices, or boutiques, all our locations are managed to minimise their environmental footprint and adapt to current environmental challenges.

## ISO 14001 CERTIFICATION: A CONTINUOUS IMPROVEMENT PROCESS

Guerlain implements rigorous environmental performance management of its sites through the ISO 14001 standard.

Each subsidiary is audited based on a checklist of around 100 indicators, tailored to the different types of sites and activities. This process helps identify priority actions, support projects (such as relocations, renovations, etc.), and monitor progress.

Moreover, we often share our offices with other Maisons of the Group, so that all our initiatives in striving to reach ISO 14001 certification have broader positive impacts, reaching beyond the scope of Guerlain on its own.

100% OF OUR SITES WORLDWIDE  
ARE NOW ISO 14001 CERTIFIED

Internal audits are complemented by third-party audits which verify our compliance with the standard's requirements and also highlight our strengths to be shared across all our sites, such as:

- Commitment to reducing greenhouse gas emissions
- The level of awareness of the House's commitments among all employees
- The precise monitoring of energy savings at our production sites

A portion of employee profit sharing in France is conditional upon achieving ISO 14001 certification.

## SUSTAINABLY DESIGNED BUILDINGS

### Our La Ruche production site

Located in Chartres, the La Ruche production site, certified HQE (Excellent level), is a laboratory of environmental innovation. Thanks to a 100% renewable energy mix (green electricity & biomethane) combined with consumption reduction measures, La Ruche has **cut its carbon dioxide emissions by 93% in three years**.

### Our headquarters at La Samaritaine

Since 2021, our headquarters and new boutique at La Samaritaine have embodied our environmental commitments within an exceptional architectural setting.

This ambitious project, combining heritage renovation with new construction, was carried out according to a demanding brief, jointly driven by the sustainability initiatives of Guerlain and La Samaritaine.

From reducing greenhouse gas emissions (geothermal energy, thermal rehabilitation, etc.) to waste management, from the choice of materials (eco-labelled, low VOC paints) to rainwater harvesting, as well as the comfort of workspaces and energy efficiency (optimised natural lighting, automatic shutdown at the end of the day, energy-saving ventilation, etc.), every detail has been designed to combine well-being, innovation and environmental excellence.

### Leading environmental certifications recognise this commitment:

- BREEAM Europe Commercial 2009 – Excellent rating for the Rivoli building
- HQE Tertiary Buildings – Exceptional level, with Effinergie+ labels (new offices – Rivoli) and Effinergie Renovation (refurbished offices – Jourdain)
- LEED Core & Shell – Gold level, currently being obtained for the Pont Neuf building

### Our French factories and sites supplied with biomethane through SAVE Energies

In July 2021, Guerlain was one of the first Houses within the LVMH group to partner with SAVE Energies, a supplier of biomethane produced in France from organic waste. This green gas, used as a replacement for conventional gas across all our factories and French sites, reduces emissions linked to thermal uses (heat, processes, heating) by 81%. This commitment is fully aligned with LVMH's LIFE 360 strategy, which aims for a significant decarbonisation of the Group's activities – notably through a 100% renewable energy supply for all its sites and boutiques in France by 2026.

100%

renewable energy for our  
production sites

-24%

of energy consumption at  
our production sites between  
2019 and 2024

## RETAIL: TOWARDS AN ECO-DESIGNED BEE-CONCEPT

Our eco-design approach is rooted in a holistic vision of our business – one that goes beyond our formulas and packaging to encompass all our retail spaces. Over the past four years, we have gradually rolled out a new boutique concept known as the Bee-concept, which integrates strict environmental impact criteria right from the design stage: 100% LED lighting, use of PEFC- or FSC-certified wood, and reliance on local suppliers to limit transportation and support short sourcing channels. In order to go even further, an in-depth engineering review launched in 2023 led to the streamlining of all components of the concept, from furniture and flooring to display units. This initiative resulted in a 40% overall reduction in the weight of installations, significantly lowering resource use and improving logistics. In addition, by optimising both the number and the efficiency of light sources, we were able to reduce the average energy consumption per boutique by 25%. Lastly, all furniture has been designed to be recyclable, modular and adaptable, making it easier to reuse or repurpose in other spaces.



# A RESPONSIBLE APPROACH TO COMMUNICATION AT EVERY LEVEL



From the design of in-store materials to the carbon footprint assessment of our campaigns, and through the ongoing training of our teams, we are progressively embedding sustainable development principles into every facet of our communications, both internal and external.

## APPLYING ECO-DESIGN PRINCIPLES TO POINT-OF-SALE ADVERTISING (POS MATERIALS)

For long-lasting POS materials, several eco-conscious practices have now been systematically adopted by our purchasing teams: reducing the thickness of skincare and makeup display modules, using mono-material injection moulding and incorporating recycled plastics. Beyond permanent merchandising, a dedicated eco-design task force has been established to rethink temporary POS materials used for product launches. Designed for short-term use, these displays must meet strict criteria for lightness, recyclability, and number of different materials used. Presentation furniture has also been redesigned to be modular, allowing reuse from one launch to another, with only a few specific elements needing to be replaced such as visuals.

The main challenge in the coming years lies in establishing a collection and recycling system at an international scale. As a member of a working group created by the Institut du Commerce in France, Guerlain is actively contributing to this effort and trialling practical solutions in the field.

**100% OF TEMPORARY POS ELEMENTS  
HAVE BEEN MADE OF RECYCLED  
PLASTIC SINCE 2023**

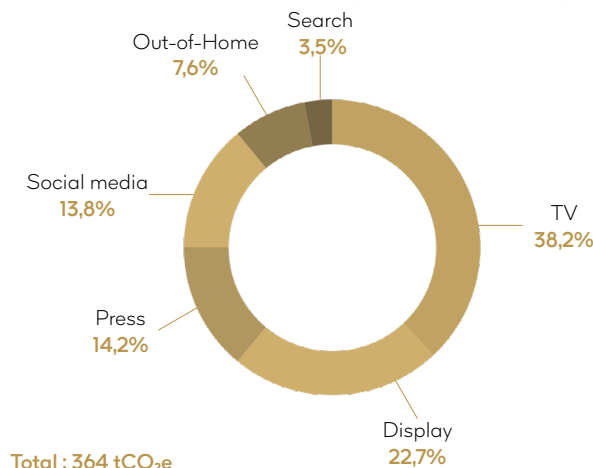
## OPTIMISING AND MEASURING THE IMPACT OF OUR COMMUNICATION

After two years of development, the LVMH group launched MIKE (Media Impact Key Emissions) in 2025 – a tool dedicated to measuring the carbon footprint of communication campaigns.

Developed based on the GHG Protocol, the Product Environmental Footprint (PEF) methodology, and the Global Media Sustainability Framework, MIKE enables calculation of carbon emissions associated with various media formats and communication channels, such as print advertising, digital campaigns, and events. The tool also allows comparative analysis. This helps teams evaluating the environmental impact of different campaigns and selecting the most sustainable options. MIKE provides detailed reports that shed light on key sources of emissions and develop targeted strategies to reduce them.

In 2023, Guerlain was one of the pilot Houses to use MIKE as an evaluator of flagship campaigns such as La Petite Robe Noire and Abeille Royale.

### Media emissions for France in 2024 (scope: press + digital)



The breakdown provided by the MIKE tool lays out a detailed analysis of key challenges and allows for targeted optimisation by campaign and communication channel.

## RAISING EMPLOYEE AWARENESS

### Climate Fresk

The team's involvement in challenges relating to Sustainable Development has recently been ramped up thanks to **awareness-raising tools**: training in global issues, an e-learning course on the climate, another on biodiversity, and a third on the bee (the Bee School programme) are a few examples.

In 2022, the members of Guerlain's Executive Committee launched the first session of the Climate Fresk, attended by employees from our different locations. Today, the workshop is an integral part of the onboarding process of all new arrivals.

### Guerlain Sustainability Academy

By creating the Guerlain Sustainability Academy, we aim to deepen our employees' comprehension of key Sustainable Development issues – such as climate change, biodiversity, and the circular economy – empowering them to actively contribute to our environmental and social responsibility. Co-developed by the Human Resources, Sustainable Development, and Retail teams, the programme is built around two core missions:

- Raising awareness across all teams through tailored content sharing
- Developing skills via customised, ongoing training aligned with the diversity of roles

From webinars and talks to partner film screenings, the wide range of formats ensures that everyone can engage with the topics and take meaningful action at their own level.

**100%**

of Guerlain's  
communication campaigns  
in France were assessed for  
their environmental impact  
in 2024

**100%**

Objective for international  
campaigns in 2025

# PILLAR 3

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ACT FOR  
SUSTAINABLE AND  
INTERCONNECTED  
ECOSYSTEMS



# A SCIENTIFICALLY MEASURED, FRAMED, AND CONTROLLED CLIMATE TRAJECTORY



Our goal to contribute to overall carbon neutrality is based on three pillars:

- Significantly reducing our greenhouse gas (GHG) emissions according to targets approved by the Science-Based Targets initiative (SBTi) and aligned with the Paris Agreement and for so-called incompressible residual emissions
- Contributing to emission-avoidance projects within our value chain
- Supporting projects that increase carbon sequestration

## SBTi: OBJECTIVES ALIGNED WITH THE PARIS AGREEMENT

In September 2021, Guerlain joined the Science-Based Targets initiative (SBTi)<sup>8</sup>, which aims to limit global warming to 1.5°C above pre-industrial levels, in accordance with the Paris Agreement. Guerlain has committed to reduction targets across all three scopes until 2030 and is on track to meet them.

### GHG EMISSIONS REDUCED BY:

|                                   |                            |                                      |
|-----------------------------------|----------------------------|--------------------------------------|
| <b>-79% on scopes 1 &amp; 2*</b>  | <b>-34% on scope 3*,**</b> | <b>-9% in total on the 3 scopes*</b> |
| initial SBTi target: -47% by 2030 | SBTi target: -57% by 2030  | SBTi target: -20% by 2030            |

\*Reduction in greenhouse gas emissions achieved in 2023 (latest available progress data within the SBTi framework), compared to 2019  
 \*\* Target for intensity reduction (ktCO<sub>2</sub>-eq per tonne of product) of emissions related to the purchase of goods and services, transport, and distribution

<sup>8</sup> The SBTi is a joint initiative of the Carbon Disclosure Project (CDP), the United Nations Global Compact, the World Resource Institute (WRI) and the World Wildlife Fund (WWF). It determines and showcases the best practices for defining science-based objectives, and independently evaluates corporate objectives.

## SCOPES 1 & 2: ACHIEVEMENT OF THE REDUCTION OBJECTIVE AS EARLY AS 2022

Thanks to a 100% renewable energy mix, including the **switch to bio-methane in 2021 at our La Ruche production site**, Guerlain has been able to reduce its carbon footprint by 1,000 tons of CO<sub>2</sub>-eq per year. This amounts to two thirds of the 1,559 tons emitted in 2019, the base-line year for our scopes 1 and 2.

This major lever is complemented by **regular energy audits and targeted efficiency actions at our highest-consuming sites**.

## SCOPE 3: REDUCE UPSTREAM, RETHINK DOWNSTREAM

Scope 3 accounts for the largest share of Guerlain's carbon footprint. Among emission sources, transport – especially downstream transport – is a key lever for transformation.

In 2023, upstream and downstream logistics accounted for nearly 40% of our total emissions (across all scopes). Aware of this impact, we work closely with our subsidiaries to reduce air freight in favour of maritime transport.

Packaging eco-design – reducing the weight-to-volume ratio – is also a strong area for our carbon footprint lightening policy, as well as the prospective management of our product launches. These include a buffer period, allowing for maritime shipping. We are also conducting rail freight trials between Europe and Asia, offering an intermediate solution between air and sea transport in terms of delivery times and emissions. In 2024, the launch of sail cargo delivery tests between Saint-Malo and New York, in partnership with Grain de Sail, allowed us to explore the possibilities of a lower-impact transatlantic transport option, emitting approximately 8 times fewer greenhouse gases than conventional cargo shipping and 1,400 times fewer than air freight<sup>9</sup>.

**65% MARITIME TRANSPORT ON THE SHARE OF ELIGIBLE VOLUMES**

<sup>9</sup> According to Grain de Sail data

## Soft mobility

As part of our emission reduction in Scope 3, Guerlain also focuses actively on promoting soft mobility initiatives. Since 2021, the relocation of our headquarters to the heart of Paris in the La Samaritaine building, has significantly reduced individual car use for commuting, thanks to excellent public transport access and dedicated facilities for bikes and scooters. At our production sites, a carpooling app was launched in January 2023 and is now used by more than 10% of employees.

In France, a cycling allowance is also offered to encourage regular use of two-wheelers.

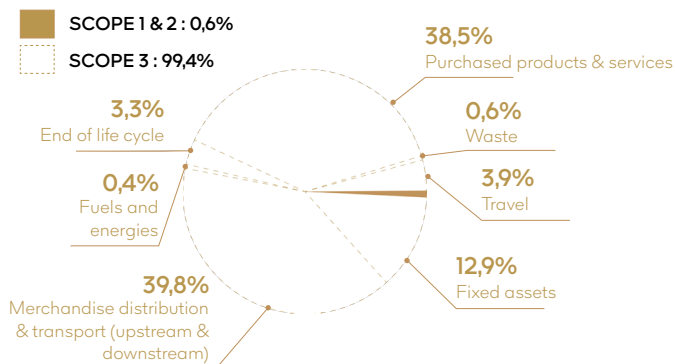
## CARBON CONTRIBUTION: OUR PARTNERSHIP WITH AGOTERRA

Concerning the so-called incompressible emissions in its carbon footprint, in 2024 Guerlain chose to financially support a 149-hectare (368-acre) farm in Gometz-la-Ville, producing beetroot for use in the organic alcohol in our fragrances. The company has committed to reducing 567 tCO<sub>2</sub>-eq over 5 years, notably through:

- The increase in biomass via cover crops
- The reduction of mineral nitrogen inputs

These measures also deliver co-benefits for biodiversity, soil erosion prevention, and air and water quality.

## BGES CHART



# PROTECTING THE BEE MEANS TAKING ACTION FOR LIVING NATURE



For nearly 15 years, bee preservation has been central to our commitment. Today, this cause is more critical than ever, given the bee's vital role in ecosystems: nearly 75% of cultivated plants and 90% of wild flowering plants rely on pollinators<sup>10</sup>.

## There are two types of bees, both essential for pollination:

- domestic bees, or honeybees, the most well-known type being *Apis mellifera*, native to Europe
- wild bees, morphologically diverse and often solitary, which do not produce honey and remain largely under-studied

To date, more than 20,000 species of bees have been identified worldwide and most of them are wild<sup>10</sup>. To support their preservation, Guerlain collaborates with several partners, including the French committee of the IUCN (International Union for Conservation of Nature).

## THE GUERLAIN FOR BEES CONSERVATION PROGRAMME

To demonstrate our commitment and spread its influence throughout the world, we created the Guerlain for Bees Conservation Programme, a network of partners rallied to the cause of bees and putting in place many initiatives for their preservation.

### Preserving and pollinating

**Since 2011:** sponsorship of the Association du Conservatoire de l'Abeille Noire Bretonne de l'Île d'Ouessant (ACANB), aiming for the preserva-

tion of this endemic species of black bee whose honey and royal jelly are ingredients in our Abeille Royale range.

**Since 2022:** partnership with the Fundación Selva Maya (FSM) in Mexico, a not-for-profit organisation dedicated to protect the Melipona bee.

**Since 2022:** partnership with the charity Réseau Biodiversité pour les Abeilles, which supports Guerlain in surveying wild pollinators and meliferous resources around the hives of our beekeeping suppliers, as well as providing seeds to plant around hives. Guerlain also supports the charity in developing its awareness-raising activities aimed at the general public and the agricultural sector, along with research and technical expertise on biodiversity.

### Educating and broadening knowledge

**In 2021:**

- We established a three-year sponsorship – which we renewed in 2024 – of the International Union for Conservation of Nature (IUCN). The objective is to establish the Red List of endangered wild bee species in France, to be released in the autumn of 2026. Determining the threats that they face and quantifying their rate of decline make it possible to inform scientists, the general public and public authorities in order to generate concrete actions in favour of their protection.
- We also established a four-year sponsorship of the Muséum National d'Histoire Naturelle to support their SPI POLL programme. This participatory project encourages volunteer amateur nature observers to take photos of pollinating insects and upload them to an app, creating a database for the scientific community as well as a tool to raise public awareness about biodiversity. Through its financial support, Guerlain helps accelerate the app's performance and reach.

**In 2024:**

- Through the Espace pour la Vie foundation, the Maison supports two projects led by the Montréal Insectarium, a leading institution in entomology:
- The development of the Bee School educational programme to include a wider range of age groups – from children aged 5–6 up to secondary school students – and to broaden its educational content to cover all pollinators.
- Support for the research of a PhD student studying pollinators in Nunavik (Northern Quebec) through the Nunavik Sentinels programme, which involves young people in biodiversity monitoring.
- Additionally, Guerlain backs research by a chemistry professor from the Versailles Saint-Quentin-en-Yvelines University – University of Paris-Saclay Foundation, focused on boosting bees' natural immunity through the development of mineral supplement-based feed additives. Guerlain supports studies across multiple apiaries to identify potential deficiencies that could be addressed to enhance bees' immune defences.

## WORLD BEE DAY

Our various initiatives and partnerships keep our commitment to preserving bees buzzing on a daily basis. However, one day in particular offers a powerful and highly visible opportunity to raise awareness about the dangers these pollinators are facing: World Bee Day.

Since 2021, this international event, celebrated every May, has become a key date for our Maison. On World Bee Day 2024, Guerlain invited the public to (re)discover the beauty of bees and the richness of their world through the lens of Joris Vegter, a renowned specialist in insect macrophotography.

For the fourth consecutive year, Guerlain got its customers and beauty consultants involved: 20% of the proceeds from sales<sup>11</sup> made in store or on guerlain.com were donated to the Guerlain for Bees Conservation Programme.

<sup>10</sup> PBES Assessment Report on Pollinators, Pollination and Food Production

<sup>11</sup> At Boutiques, with a selection of partners, and on guerlain.com, including all ranges



# REGENERATING LIVING NATURE, HERE AND ELSEWHERE



For several years, Guerlain has been actively committed to projects aimed at regenerating living nature, both in France and abroad. Two projects illustrate this deep commitment: our support to the Jardin des Partages in the heart of the Vallée de la Millière in the Yvelines, France, and our backing of a reforestation and rare orchid reintroduction project in Yunnan province, China. These two territories, located at opposite ends of the world, are united by a shared mission: to forge new alliances between humans and other life forms through science, education and concrete action on the ground.

## TIANZI: REBUILDING A TROPICAL ECOSYSTEM AROUND THE ORCHID

### The orchid, an iconic ingredient in Guerlain creations

With more than 30,000 species, orchids possess an inestimable biological capital. Queen of tree-dwelling flowers, the orchid can have a lifespan of 100 years and beyond, even in the most hostile environments. Tianzi, in the south-west of China, is the kingdom of a variety of orchid brimming with an exceptional age-defying power. The destiny of this flower is intrinsically linked to that of its original tropical forest ecosystem in Yunnan.

To explore the resilience secrets of the orchid – the exceptional raw material of the Orchidée Impériale skincare line – Guerlain developed an original research platform named the Orchidarium®. It encompasses three centres: a fundamental Research Laboratory that explores the age-defying benefits of orchids and an experimental garden, both located in Geneva, Switzerland; and the Exploratory Reserve of Tianzi.

### An exceptional reserve in the heart of Yunnan

Since 2011, Guerlain has supported the Tianzi project, a reforestation and orchid reintroduction programme in one of the flower's natural birthplaces. The 400-hectare (988-acre) sanctuary aims to restore the original tropical mountain forest ecosystem while supporting local economic development. This project is divided in two phases, each lasting ten years:

- The first phase (2011–2021) saw approximately 30 hectares (74 acres) replanted, with over 2,000 orchids and 4,000 trees planted.
- The second phase (2021–2030) aims to plant an additional 30 hectares (74 acres) at a rate of 3 hectares (7.4 acres) per year. It focuses on strengthening local biodiversity, protecting endangered species, and improving the living conditions of local communities through employment, training, and the production of high-quality products (Pu'er tea, honey, medicinal plants, etc.).

### Reintroducing *Vanda coerulea*, a rare and endangered species

In 2024, Guerlain launched a specific reintroduction programme for *Vanda coerulea* within the Tianzi Reserve. This orchid was the first to be studied by the Maison and lies at the source of the success of the Orchidée Impériale line. This now-endangered flower plays a vital ecological role in the ecosystems of southern Yunnan. Its reintroduction is scientifically supported by the Department of Ecological and Environmental Sciences at Yunnan University.

### In 2024\*:

**+ 20 000**  
orchid specimens were reintroduced or naturally regenerated

**+ 4000**  
trees were planted, promoting the growth of epiphytic orchids

\*Results of the audit conducted by UEBT in 2024 to measure the environmental and social impact of the project to date and verify its alignment with the previously set objectives.

## THE JARDIN DES PARTAGES: AN AGRICULTURAL AND EDUCATIONAL LABORATORY

### A unique space within the Vallée de la Millière

In 2020, photographer and environmental activist Yann Arthus-Bertrand, a long-time partner of Guerlain on numerous projects, purchased an exceptional 30-hectare (74-acre) estate in Yvelines, France – the Vallée de la Millière – with the aim of creating a biodiversity reserve through rewilding. Located on the edge of the Rambouillet forest, a historic site for the Guerlain family, this area is now home to over 350 animal and plant species. Supported by LVMH, the Vallée de la Millière serves as a prime research site for scientists to reduce human impact on ecosystems, notably through its partnerships with the University of Paris-Saclay and the Haute Vallée de Chevreuse Regional Natural Park.

Within it, a 1.4-hectare (3.5-acre) area is dedicated to regenerative agriculture: the Jardin des Partages, supported by Guerlain. Designed as a living laboratory, a place for education and dialogue between nature and culture, this garden aims to reconcile abundant and diverse production with lush, ubiquitous biodiversity. It embodies the values of our Maison: passing on knowledge and experimenting with virtuous practices alongside our partners.

In order to measure the environmental impact of the methods applied, Genesis conducts regular soil analyses, allowing key indicators (biodiversity, soil fertility, climate, water management) to be monitored and correlated with external factors (climate stressors, productivity, off-soil biodiversity, etc.).

After three years dedicated to the garden's creation according to agroforestry principles by Tom Arthus-Bertrand and his team, the next three years will focus on developing a melliferous area, creating an experimental market gardening plot and rolling out educational activities for the general public as well as Guerlain and LVMH employees.

**OVER 150 000 TREES REGENERATED  
NATURALLY IN TIANZI\***

# PILLAR 4

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SHINE, TRANSMIT,  
AND SHARE OUR  
COMMITMENT



# WOMEN FOR BEES: ASSISTING WOMEN IN PRESERVING LIVING NATURE



Created in 2020, the Women for Bees programme aims to train and empower women beekeepers around the world, enabling them to develop sustainable professional activities based on their expertise. It also contributes to the protection of bees and the repopulation of colonies in ecologically valuable areas. The programme places particular emphasis on local and endemic bee species.

## LOCAL PARTNERSHIPS AROUND THE WORLD

Initially launched in partnership with UNESCO, the Women for Bees programme began in southern France before expanding to **biosphere reserves**<sup>12</sup> in Cambodia, and then Rwanda, where 33 women beekeepers were trained in 2024. Alongside its partnership with UNESCO, Guerlain is also developing a series of Women for Bees initiatives with leading local NGOs, in particular:

- **Guerlain x Conapi** in **Bologna, Italy**
- **Guerlain x El Rincón de la Abeja** in **Barcelona, Spain**
- **Guerlain x Umeda Mitsubachi NPO** and **Ginza Mitsubachi NPO** in **Japan**

200

women have been trained  
since 2021

+ 3 500

hives have been installed

## THE EXAMPLE OF JAPAN

In 2024, Guerlain strengthened its commitment in Japan by meeting with the 50 women beekeepers who graduated in 2022 and 2023 in Tokyo and Osaka, alongside Mirei Kiritani, Guerlain ambassador in Japan.

Thanks to the support of local partners **Ginza Mitsubachi Project** in Tokyo and **Umeda Mitsubachi Project** in Osaka, the Women for Bees programme in Japan offers a concrete and innovative approach to empowering women in beekeeping, a field traditionally closed to them and dominated by men in the country.

- Considering the ageing population, there is a risk that the beekeeping culture and expertise may not be passed on to the next generation. Women, along with younger generations, play a crucial role in preserving this savoir-faire and developing new practices for the years to come.
- Similarly, the decline in the number of farmers threatens agricultural operations. Fewer farms mean fewer plants providing the essential nectar for pollinating bees. Education and awareness of good practices are key levers for the protection of biodiversity nationwide, including in urban areas.
- To increase productivity per plot despite the decreasing number of farms, and to enhance the value of agricultural products, farmers often resort to use of pesticides, which is a harmful practice for bee survival that we are committed to combating.

## IN FRANCE

with UNESCO  
in 2021

## IN CAMBODGIA

with the Maddox Jolie-Pitt  
(MJP) foundation  
in Battambang  
in 2022

## IN JAPAN

with the non-profit associations  
**Umeda Mitsubachi** in **Osaka**  
and **Ginza Mitsubachi** in **Tokyo**  
in 2022 and 2023

## IN ITALY

with the cooperative Conapi,  
in **Émilie-Romagne**  
and in **Calabre**  
in 2022 and 2023

## IN SPAIN

with the NGO **El Rincón of Abeja**, in **Barcelone**  
in 2022 and 2023

## IN RWANDA

with UNESCO  
in 2024

<sup>12</sup> A biosphere reserve is a site designated by national governments and recognised by UNESCO. Its mission is to:

- Reconcile the conservation of natural and cultural diversity with economic and social development
- Test and develop innovative Sustainable Development approaches locally and internationally

# BEE SCHOOL: RAISING AWARENESS FROM AN EARLY AGE



At Guerlain, we firmly believe that knowledge is a powerful driver to change behaviour and protect biodiversity. Since 2018, this conviction has been embodied in a unique educational programme called the Bee School. Dedicated to sharing knowledge about the fundamental role of bees and, by extension, the functioning of ecosystems, the Bee School programme aims to inform, engage, and inspire all generations, starting with the youngest.

## A SYSTEM THAT GETS EMPLOYEES INVOLVED

The Bee School programme invites each Guerlain employee worldwide to become a spokesperson for Sustainable Development and more specifically for our commitment in favour of bees, by speaking at the establishment of their choice : primary schools, leisure centres, hospitals, etc. The participants are first trained in educational content, challenges and techniques, and are provided with a full teaching kit containing everything they need for a two-hour session. Initially developed for children aged 7–8, it will be progressively extended to all ages beginning in 2025. Beyond its educational role, the Bee School has become a precious tool for internal cohesion. Employees find it a concrete way to embody the House commitments with a human touch and a stimulating approach. Coordinated in pairs to foster team spirit, each session is also an opportunity for intergenerational dialogue.

## FOLLOWING ITS SUCCESS IN FRANCE, THE PROGRAMME WILL BE ROLLED OUT INTERNATIONALLY AND ITS CONTENT BROADENED TO INCLUDE GLOBAL ENVIRONMENTAL CHALLENGES

Launched in France, the Bee School programme has won over a number of countries since. With the kit being translated into some ten languages and with the creation of a dedicated digital platform, employees can now train online, plan their presentations and share their feedback worldwide. Our employees' feedback has contributed to the evolution of the educational kit into versions adapted to different age ranges. Its content – resulting from a partnership with UNESCO and supported by the scientific expertise of the French Committee of the International Union for Conservation of Nature (IUCN) – has also gradually expanded beyond the topic of bees to address broader issues such as biodiversity, pollination and climate change.

## A TURNING POINT WITH THE MONTRÉAL INSECTARIUM

In 2024, the Bee School took a new step forward with the launch of a partnership between Guerlain and the Espace pour la Vie foundation, which supports Canada's largest natural science museum complex, including the Insectarium. With Guerlain's support, the Montréal Insectarium is developing new educational material focused on wild bees and other pollinators, helping to better reflect the diversity and richness of these species across the globe. These resources are designed for both children and young adults.

This unique collaboration allows for the exploration of issues with little public awareness, such as the vital role of wild bees in biodiversity conservation and the coexistence of species. The Bee School continues to reach across generations and borders, encouraging everyone to take action in protecting life on Earth. Guerlain is thus transforming its long-standing affinity with bees into a powerful vehicle for collective commitment, blending education and science.

Through the Espace pour la Vie foundation, Guerlain is funding not only the development of educational kits on bees and pollinators but also research led by a PhD student on pollinators in Nunavik (Northern Quebec). This is part of the Nunavik Sentinels programme, which engages young people in biodiversity monitoring.

## SINCE 2021

660

employees have coordinated  
a Bee School

+ 10 000

children have been  
reached

# ART & ENVIRONMENT PRIZE: A GROUNDBREAKING PARTNERSHIP BETWEEN GUERLAIN AND LEE UFAN ARLES



In 2023, Lee Ufan Arles and Guerlain launched the Art & Environment Prize, which annually honours a project that explores the rich and multifaceted relationship between artistic creation and environmental issues.

## AN ARTISTIC SPRINGBOARD IN SERVICE OF THE ENVIRONMENT

The prize offers the winning artist a customised support programme and access to a studio as part of a six- to eight-week residency, culminating in a solo exhibition at Lee Ufan Arles' Atelier MA.

This unique space in the heart of Arles, both a gallery dedicated to Lee Ufan's key works and a creative hub supporting contemporary artists, provides the laureate not only with the necessary tools to bring their project to fruition but also with opportunities to connect with relevant individuals and institutions: fellow artists, art world professionals and local stakeholders with whom their work may resonate. The exhibition also gives the winner visibility among both local and international audiences, along with the possibility of future collaborations with Guerlain.

## EXHIBITION BY THE FIRST ART & ENVIRONMENT PRIZE LAUREATE, SUMMER OF 2024

In January 2024, Djabril Boukhenaïssi completed a creative residency at Lee Ufan Arles, exploring the impact of light pollution on wildlife. The effects of light pollution include disorientation, the disruption of reproductive and hormonal cycles, and interference with nocturnal behaviours like hunting and migration, whether in seeking out the light or attempting to escape it. In fact, artificial light is the second leading cause of insect extinction after pesticides. Djabril focused in particular on moths in this work.

The exhibition 'À ténèbres' presents a series of original paintings and engravings that form a poetic exploration of contemporary nightscapes, drawing inspiration from German literature, music, and his time in Arles.

## CAROLINE CORBASSON WINS THE 2024 ART & ENVIRONMENT PRIZE

For the second edition, Lee Ufan Arles and Guerlain awarded the Art & Environment Prize to Caroline Corbasson, selected from 551 applicants.

Her work investigates our place in the universe through the lens of scientific and collective imaginaries related to astrophysics and cosmology. Her research questions the extent of human knowledge and how scientific discovery reshapes our understanding of the cosmos and our origins. Having grown up in tornado-prone Texas, Corbasson is also fascinated by a related natural phenomenon: the wind. Her winning project explores this ambivalent force: both destructive and life-giving, a vector of pollination.

Following her residency in Arles, Caroline Corbasson will exhibit her work at Lee Ufan Arles' Atelier MA during the summer of 2025.



# INDICATOR TABLE

| PILLAR   | THEME        | INDICATOR   | RESULT |        |        | OBJECTIVE |        |
|--|--------------|---|--------|--------|--------|-----------|--------|
|  |              |   | 2022   | 2023   | 2024   | 2026      | 2030   |
| INNOVATE FOR LIVING BEAUTY                                 |              | Percentage of SKUs containing glass > 15% PCR (sold products)   |        | 60%    | 58%    | 70%       | 100%   |
|  |              | Percentage of tonnes of wood, paper and cardboard purchased that are FSC- and PEFC-certified (products delivered to customers)  | 94%    | 93%    | 95%    | 100%      | 100%   |
|  |              | Percentage of sales volumes covered by an Environmental Product Profile (IPE)   |        | (2)    | 54%    | 90%       | 100%   |
|  |              | SKINCARE – Average IPE score weighted by sales  |        | (2)    | 36     | 50        | 60     |
|  |              | MAKE-UP – Average IPE score weighted by sales   |        | (2)    | 35     | 50        | 60     |
|  |              | FRAGRANCE – Average IPE score weighted by sales   |        | (2)    | 42     | 50        | 60     |
|  |              | Percentage of catalogue products available on Bee Respect (excluding exceptional pieces or one-off items)   | 95%    | 100%   | 66%    | 100%      | 100%   |
| INTEGRATE SUSTAINABILITY INTO CORE STRATEGY AND OPERATIONS | Biodiversity | Percentage of alcohol volumes from organic agriculture delivered to our fragrance production site   |        | 51 %   | 53 %   | 100 %     | 100 %  |
|  |              | Percentage of iconic natural raw material supply chains for fragrance audited by a third party  |        | (2)    | 73%    | 100%      | 100%   |
|  |              | Percentage of iconic natural raw material supply chains for fragrance certified at net-zero risk (Fair For Life, UEBT Ethically Sourced, UEBT Responsibly Sourced, UEBT No Minimum Requirement) |        | (2)    | 53%    | 100%      | 100%   |
|  |              | Percentage of natural ingredient supply chains for skincare and cosmetics (honey, royal jelly, orchid and peony) audited by a third party   | 100%   | (2)    | 100 %  | 100 %     | 100 %  |
|  |              | Percentage of honey, royal jelly, orchid and peony producers certified at net-zero risk (Fair For Life, UEBT Ethically Sourced, UEBT Responsibly Sourced, UEBT No Minimum Requirement)          |        | (2)    | 94%    | 100%      | 100%   |
|  |              | Percentage of production and logistics sites certified ISO 14001  |        | 100%   | 100%   | 100%      | 100%   |
|  |              | Habitat protection and restoration: number of hectares under regenerative agriculture   |        | 75     | 159    | 200       | 500    |
| ACT FOR SUSTAINABLE AND INTERCONNECTED ECOSYSTEMS          | Climate      | Greenhouse gas emissions (in tonnes CO <sub>2</sub> equivalent)   |        | 80 259 | (1)    | 77 000    | 70 000 |
|  |              | Gross direct GHG emissions – Scopes 1 and 2 (in tonnes CO <sub>2</sub> equivalent)  |        | 446    | (1)    | 1 100     | 840    |
|  |              | GHG intensity of indirect emissions (purchasing, downstream transport & distribution) (in tonnes CO <sub>2</sub> equivalent per tonne produced)   |        | 9,7    | (1)    | 9,5       | 6,4    |
|  |              | Percentage of renewable energy at production sites  |        | 100%   | 100%   | 100 %     | 100%   |
|  |              | Percentage of sea freight used among eligible shipment volumes  |        | 56%    | 65%    | 68%       | 70%    |
|  |              | Energy consumption at production sites (in MWh)   |        | 12 660 | 11 336 | 10 300    | 10 000 |
|  | Water        | Water consumption at production sites (in m <sup>3</sup> )  |        | 36 847 | 38 231 | 37 500    | 30 000 |
| SHINE, TRANSMIT, AND SHARE OUR COMMITMENT                  |              | Total number of employees who have held a Bee School since launch   |        | (2)    | 650    | 1 000     | 2 000  |
|  |              | Total number of children who have attended a Bee School since launch  |        | (2)    | 10 000 | 15 000    | 30 000 |
|  |              | Number of women participating in the Women For Bees programme   |        | 100    | 200    | 300       | /      |

## FOOTNOTES

(1) In progress

(2) Data not available

# MATERIALITY MATRIX

## PENDING MATERIALITY MATRIX FROM LVMH

| IMPACT MATERIALITY |  |
|--------------------|--|
| NEGATIVE IMPACTS   |  |
| ESRS E1            | <ul style="list-style-type: none"><li>Greenhouse gas emissions (Scopes 1, 2 and 3)</li></ul>   |
| ESRS E2            | <ul style="list-style-type: none"><li>Pollution of ecosystems</li></ul>  |
| ESRS E4            | <ul style="list-style-type: none"><li>Fragmentation, degradation and loss of terrestrial habitats</li><li>Deforestation</li><li>Contribution to soil degradation across the upstream value chain</li></ul>   |
| ESRS E5            | <ul style="list-style-type: none"><li>Consumption of raw materials across all value chains (including packaging)</li><li>Waste generation, packaging, and point-of-sale materials throughout the product lifecycle</li><li>Potential destruction of unsold/obsolete products</li></ul>                 |
| ESRS S2            | <ul style="list-style-type: none"><li>Working conditions in the value chain</li></ul>  |
| ESRS S3            | <ul style="list-style-type: none"><li>Competing land and resource use</li><li>Water and soil pollution upstream in agricultural value chains</li><li>Use of cultural codes/elements belonging to communities</li></ul>   |
| ESRS S4            | <ul style="list-style-type: none"><li>Management of customers' personal data</li><li>Consumer health</li><li>Spread of stereotypes in society (advertising and communication practices)</li></ul>  |
| ESRS G1            | <ul style="list-style-type: none"><li>Breaches of business ethics</li><li>Protection of whistleblowers' rights</li></ul>   |
| POSITIVE IMPACTS   |  |
| ESRS S2            | <ul style="list-style-type: none"><li>Economic stability and social inclusion of workers in the value chain</li></ul>  |
| ESRS S3            | <ul style="list-style-type: none"><li>Territorial development through job creation and economic footprint</li><li>Contribution to equal opportunities by integrating young people and vulnerable populations into the workforce</li><li>Contribution to cultural access for the wider public</li></ul> |

### LEGEND

#### Environnement

- ESRS E1 Climate change
- ESRS E2 Pollution
- ESRS E3 Water
- ESRS E4 Biodiversity
- ESRS E5 Resource use and circular economy

#### Societal

- ESRS S2 Workers in the value chain
- ESRS S3 Impacted communities
- ESRS S4 Customers and end users

#### Governance

- ESRS G1 Impacted communities

This double materiality analysis is an excerpt from the one conducted by the LVMH Group (refer to its 2024 Environmental and Social Responsibility Report).

| FINANCIAL MATERIALITY |  |
|-----------------------|--|
| RISK                  |  |
| ESRS E1               | <ul style="list-style-type: none"><li>Increase in the cost of raw materials</li><li>Rising energy and transport costs</li><li>Loss of revenue or increased costs due to extreme events affecting sites</li><li>Supply shortages or pressure on available supply volumes</li></ul>                                      |
| ESRS E2               | <ul style="list-style-type: none"><li>Reputational risk related to chemical pollution</li><li>Sanctions and penalties for non-compliance with regulations on substances of concern</li></ul>   |
| ESRS E3               | <ul style="list-style-type: none"><li>Decline in agricultural yields affecting raw material sourcing</li></ul>   |
| ESRS S2               | <ul style="list-style-type: none"><li>Reputational risk from failure to uphold workers' rights and health in the value chain</li><li>Risk of loss of rare artisanal craftsmanship</li></ul>  |
| ESRS G1               | <ul style="list-style-type: none"><li>Damage to the Group's image in case of controversy impacting brand reputation or the protection of the Group's intellectual property</li><li>Sanctions and penalties from involvement in business ethics breaches or practices contravening current economic sanctions</li></ul> |
| OPPORTUNITIES         |  |
| ESRS E5               | <ul style="list-style-type: none"><li>Development of new eco-designed product/service ranges and the use of more sustainable materials</li><li>Development of new business models based on reuse, refills, take-back, and resale</li></ul>   |
| ESRS S2               | <ul style="list-style-type: none"><li>Operational continuity through the maintenance of long-term relationships with key suppliers and improvement of working conditions</li></ul>   |
| ESRS S3               | <ul style="list-style-type: none"><li>Enhanced brand image through promotion of artisanal craftsmanship</li></ul>  |
| ESRS S4               | <ul style="list-style-type: none"><li>Strengthened brand reputation and commercial appeal through responsiveness to growing consumer expectations around sustainability (quality, health/safety, etc.)</li><li>Development of products and services that reflect and respect individual identities</li></ul>           |

As described in this report, Maison Guerlain has taken all these issues into account, embedding them in the company's overall strategy. The actions resulting from this analysis are structured across the various pillars of our sustainable development strategy. Regarding pollution-related topics, these are addressed according to their specific impacts through the different pillars. Water pollution is of limited relevance to Guerlain, as it mainly relates to what are called "rinse-off" products (shampoos, shower gels, etc.), which represent only a marginal share of our product portfolio. However, it is still considered in the environmental management of our production sites. Air pollution is addressed in the climate chapter. Pollution from substances of concern is covered in the chapter "Innovate for Living Beauty". Soil pollution is included in the biodiversity chapter, keeping in mind that the Maison helps limit it by sourcing alcohol from organic farming as much as possible.



**GUERLAIN**  
PARIS