



JANUARY 1 - JUNE 30, 2021

PLASTIC SCORECARD

Grove[®]
COLLABORATIVE

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BEYOND PLASTIC

**Why do we care so
much about plastic?**



Image: For more information, watch [Humanity's Impact: How many plastic bottles do we produce?](#) by Studio Birthplace.

INTRODUCTION: BEYOND PLASTIC

We are drowning.

Who asked for packaging to last 500 years?
We're seeking new solutions, now.

Until the very recent past, consumers have never been given a choice between household essentials and packaging that won't last for centuries. Clean hair, clean teeth and clean counters have required a major negative environmental impact—locking customers into a habit of disengagement through an artificial standoff between convenience and sustainability.

If you weren't willing to make your own deodorant using baking soda, you were stuck with a lifetime's worth of empty, non-reusable, non-refillable, non-actually-recyclable deodorant containers.

The consumer packed goods industry has been built on the back of single-use, seemingly disposable plastic. Profits mean pollution.

Given that 76 million pounds of plastic packaging is created every day in the U.S. and only 9% is recycled, we do not feel that our industry is working fast enough or meaningfully attempting to address the plastic crisis. While more work is needed, solutions are available—but unrealistic goals about recycled content in the absence of recycling infrastructure will not get us there. If anything, they will hold us back from adapting to the solutions that we need.

Grove exists to create an alternative solution, where home essentials support environmental solutions rather than environmental destruction. Single-use plastic is not a part of that equation.



GOALS & MILESTONES

Plastic Free by 2025

Our goal is for everything we make and sell to be 100% plastic free by 2025, but we know it won't be easy. We expect that primary packaging will be plastic-free with rare exceptions. We're committed to working with our family of values-aligned, third-party brands to make progress as an industry—rather than charting this course on our own. Success for us doesn't mean chasing down the last 1% of plastic or removing a lot of plastic-containing products from our site in 2024 so that people can buy them elsewhere—it means guiding our industry towards systemic change. What progress looks like will depend on take-back and refillable options as well as new innovations, but at this point, setting a bold goal feels like our best way to advocate for meaningful change.



Image: Grove Co.

COMING SOON

Reduce Plastic Per Grove Order

In 2020, our customers received almost one pound of plastic in every shipped Grove box. Through partnership with our merchandising and marketing teams, we aim to educate customers on how to decouple plastic from growth, shipping less plastic for every pound of product.

Share Industry-Leading Plastic Metrics

As of 2020, plastic and carbon offsets are built into our costs. In this sense, plastic as a percent of revenue needs to decrease for us to become more profitable—and, as we move away from plastic, our business becomes more profitable from a shareholder and environmental perspective. Just as many companies have created an internal carbon price, we have an internal plastic price. For every ounce of plastic we sell, we pay a cost to our Plastic Neutral program.

Roadmap to 2023

By the end of 2023 or sooner, all Grove-owned brands will contain no more than 10% plastic, and no single-use, virgin plastic packaging. As of 6/30/21 we reached:



* Percent of total products containing plastic across all SKUs.



RIGHT NOW

Plastic Neutral

At Grove, our Plastic Neutral program ensures that for every ounce of plastic we sell, we remove the same amount of ocean and nature-bound plastic waste through our partnerships with [Plastic Bank®](#) and [rePurpose Global](#).



STEP 1

Measure

We weigh and record the amount of plastic in every product. Using those numbers, we calculate how much plastic we're sending in each order.



STEP 2

Remove

With Plastic Bank® and rePurpose Global, we recover an ounce of ocean and nature-bound plastic for every ounce of plastic we sell.

UP NEXT

Plastic Free

Grove exists to transform the products you use in your home into a force for human and environmental good, and plastic isn't part of that mission. Beyond Plastic is our plan to solve the single-use plastic crisis for home and personal care products. Today, we're 100% Plastic Neutral. By 2025, we'll be plastic-free.



OUR

Vision

We're looking to disrupt the existing plastic model, reduce overconsumption and provide zero-waste solutions for our customers.



OUR

Mission

We envision a world where plastic is eliminated through redesign, innovation or new delivery models.



OUR

Commitment

Beyond Plastic is our initiative to solve the single-use plastic crisis for home and personal care products. Today, we're Plastic Neutral with an ambition to be plastic-free by 2025.



TRACKING OUR PROGRESS

Plastic Footprint

Originally published in 2020, Grove's Plastic Scorecard is the first of its kind to publicly report on our total plastic footprint. We're using these disclosures to challenge our industry to track and publish their plastic footprints. As we work towards our goal of becoming plastic-free by 2025, these are the baseline totals for plastic used site-wide at grove.com, including all the brands we sell. Based on data collected thus far, all numbers shown compare the first half of 2021 (IH2021: 1/1-6/31/2021) to the first half of 2020 (IH2020: 1/1-6/31/2020).

2,582,976 lbs

TOTAL PLASTIC WEIGHT IN IH2021

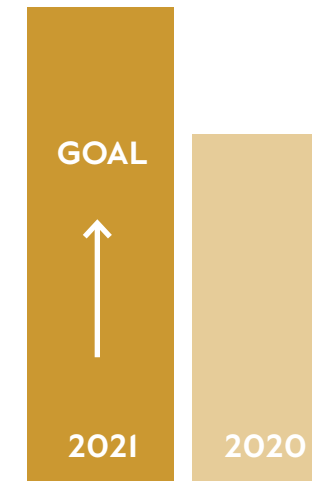
Total weight of plastic shipped from 1/1/21 through 6/30/21, including every brand and every product we sell at Grove. This is an increase of 42,611 lbs compared to 7/1 - 12/31/20, and an increase of 118,715 lbs compared to the same period last year. Our goal is to decouple business growth from our plastic footprint by introducing more plastic-free products into our assortment.

0.75 lbs

AVERAGE PLASTIC PER SHIPMENT IN IH2021

COMPARED TO .71 LBS IH2020

We hope to reduce this number through educating and engaging our community to adopt sustainable habits, like choosing plastic-free and plastic-reducing products.

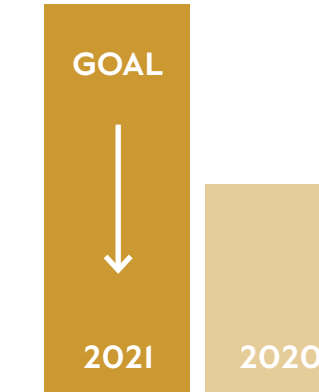


15%

OF PRODUCTS ARE PLASTIC-FREE IN IH2021

COMPARED TO 11% IN IH2020

We continue to seek alternate product and packaging formats to reduce products in our assortment that contain plastic.

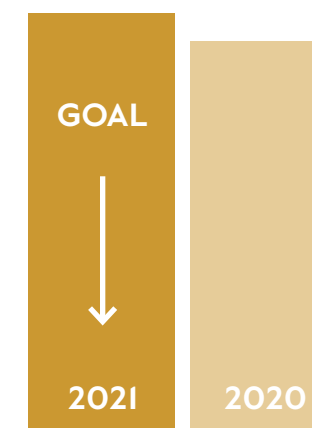


13%

PLASTIC AS A PERCENT OF TOTAL PRODUCT WEIGHT IN IH2021

COMPARED TO 7% IN IH2020

We aim to reduce this metric by reducing or eliminating unnecessary plastic packaging in products we sell.

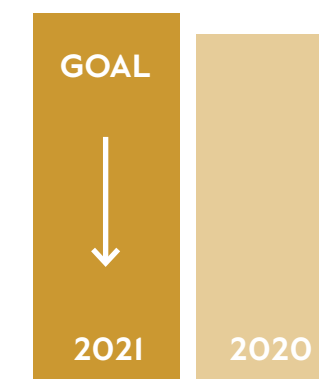


15%

POST-CONSUMER RECYCLED PLASTIC CONTENT IN IH2021

COMPARED TO 14% IN IH2020

We aim to reduce this metric by reducing or eliminating unnecessary plastic packaging in products we sell.

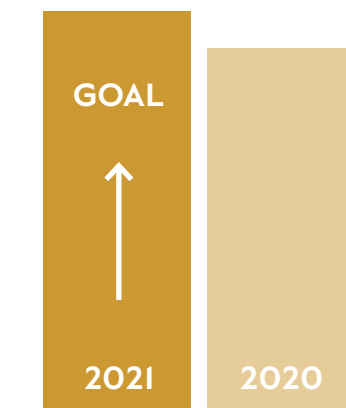


53%

PLASTIC PACKAGING VS. PLASTIC PRODUCT IN IH2021

COMPARED TO 50% IN IH2020

We prioritize reducing plastic in single-use packaging vs. plastic in the product itself.



11%

OF PRODUCTS CONTAINING PLASTIC ARE REUSABLE IH2021

COMPARED TO 10% IH2020

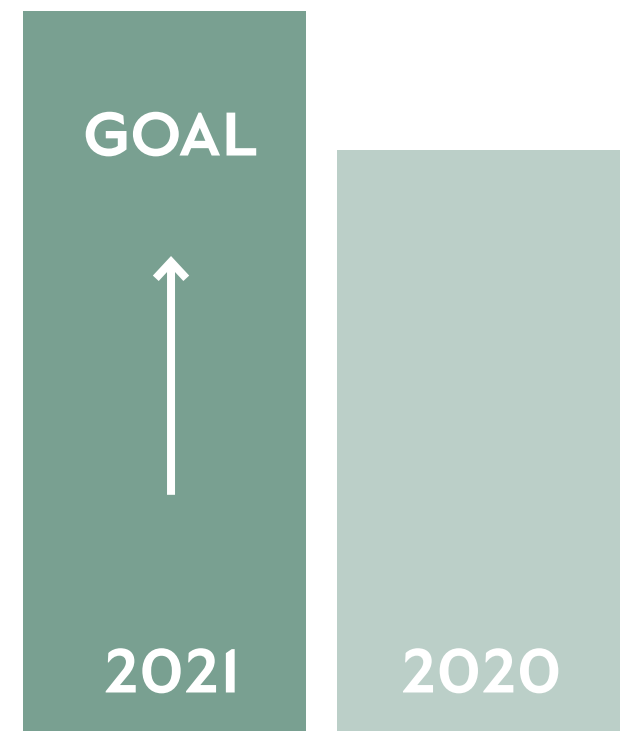
Across our assortment, we're seeking to increase reusable products and packaging while reducing single-use plastic.



TRACKING OUR PROGRESS

Portfolio of Owned Brands

Our seven owned brands span home care, personal care, and wellness, offering healthy formulas and sustainable formats without sacrificing performance. Replacing single-use plastic is core to our cause of reducing waste, minimizing our carbon footprint, and moving Beyond Plastic all together. These 2020-21 numbers represent our baseline as we work to remove all plastic from our products and packaging by 2025.

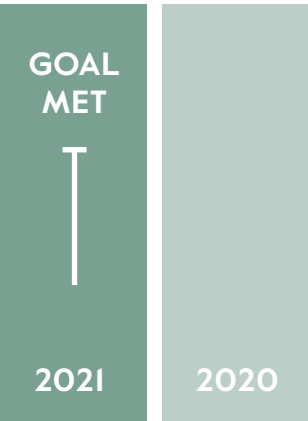


Grove Co.™

31+% OF PRODUCTS ARE PLASTIC-FREE IN IH2021

COMPARED TO 25% IN IH2020

Our flagship home care brand is sustainably powerful for a healthy home and planet.

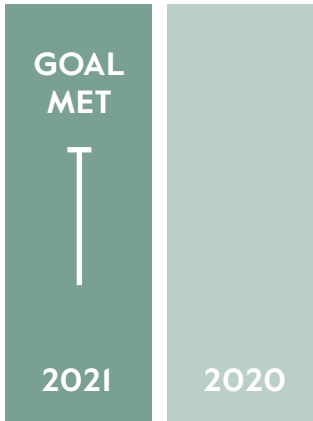


peach
not plastic™

100% OF PRODUCTS ARE PLASTIC-FREE IN IH2021

SINCE LAUNCHING IN 2020

Always 100% Plastic-free, Peach is on a mission to kick plastic out of the bathroom with Beauty & Personal Care products for everyone that make sustainability fun— with no performance trade-offs.

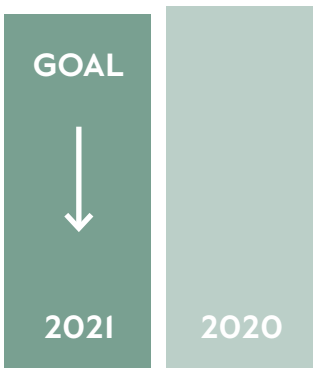


Seedling
BY GROVE

99% PLASTIC-FREE BY WEIGHT IN IH2021

COMPARED TO 99% IN IH2020

Tree-free paper made from strong, sustainable bamboo. Every purchase helps replant American forests. Packaging is plastic-free, made from post-consumer recycled content, and fully recyclable.

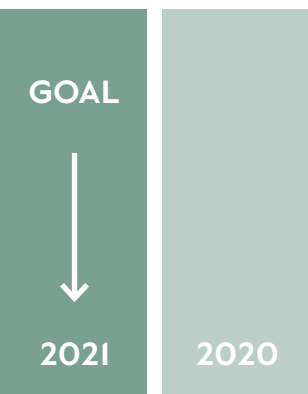


Rooted
BEAUTY

42% POST-CONSUMER RECYCLED PLASTIC CONTENT IN IH2021

COMPARED TO 43% IN IH2020

Plant-based care for skin, hair, and body made with potent antioxidants and other vital nutrients.



sustain
NATURAL

23% PLASTIC AS A % OF TOTAL PRODUCT WEIGHT IN IH2021

COMPARED TO 23% IN IH2020

Shame-free, healthy period care and sexual wellness products with a mission to spread sex education.



HONU

98% PLASTIC-FREE BY WEIGHT IN IH2021

COMPARED TO 98% IN IH2020

High-quality natural nutritional support to help you noticeably improve your health and well-being.



SUPER
BLOOM™

85% PLASTIC-FREE BY WEIGHT IN IH2021

SINCE LAUNCHING IN 2021

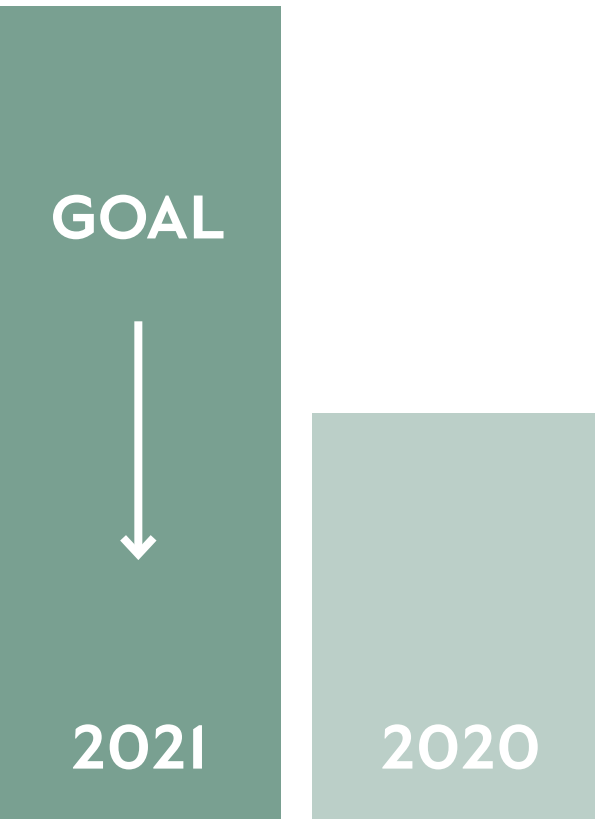
Our newest brand protects your skin from environmental stressors and restores your all-natural glow with vegan, plant-based skincare.



PORTFOLIO OF OWNED BRANDS

Grove Co. Brand

Grove Co., our flagship home care brand, is sustainably powerful for a healthy home and planet. Uncompromising performance, no harsh chemicals, 100% natural fragrances and moving Beyond Plastic, Grove Co. is redefining the future of sustainable home care. We weigh and record materials to keep our ratio of plastic-to-product low, and we track recycled and recyclable plastic in our products, supporting circular production and our Plastic Neutral efforts.

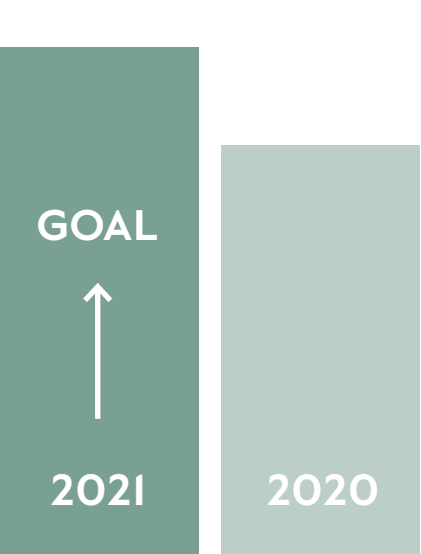


1,035,108 lbs

IH2021 TOTAL PLASTIC FOOTPRINT

COMPARED TO 705,347 LBS IN IH2020

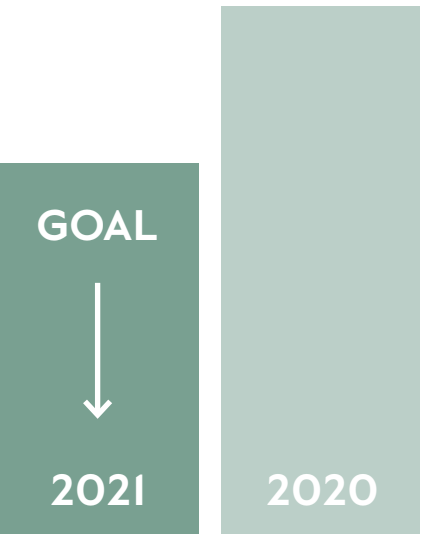
Of the total number of Grove Co. products that we’ve shipped to our customers in 2021, 69% of those products contained plastic, 40% of those plastic products were reusable, and contained an average of 29% post-consumer recycled plastic by weight. The increase in our plastic footprint reflects the growth in our business. While absolute plastic usage went up, our next report will disclose plastic per dollar of revenue (intensity) to track whether we are making progress in our aim to decouple our plastic footprint from our sales.



31+% OF PRODUCTS ARE PLASTIC-FREE IN IH2021

COMPARED TO 25% IN IH2020

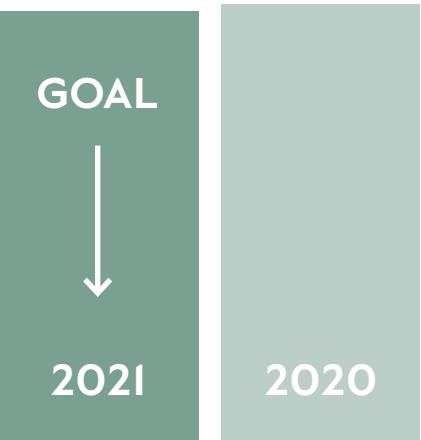
We continue to seek alternate product and packaging formats to reduce the number of Grove products that contain plastic.



26% OF TOTAL PLASTIC IS PACKAGING IN IH2021

COMPARED TO 37% IN IH2020

This is the ratio of plastic that is packaging versus plastic that is part of the product itself. We prioritize eliminating single-use plastic from our packaging.



60% OF PRODUCTS CONTAINING PLASTIC BY WEIGHT ARE SINGLE USE IN IH2021

COMPARED TO 61% IN IH2020

To reduce this metric, we will reduce or eliminate unnecessary plastic packaging in Grove Co. products. Single-use—or disposable—plastics are items, such as pouches or caps, that are used only once before they are thrown away or recycled.

*Definition: Sustainable Packaging, Sustainable Packaging Coalition, [sustainablepackaging.org](https://www.sustainablepackaging.org).



Plastic Neutrality

We consider Plastic Neutrality a realistic way to mitigate the impact of our plastic footprint. It is not our end goal. We are also focused on maintaining the integrity behind our plastic collection programs. In the absence of a regulatory body overseeing plastic crediting systems, we're committed to creating a rigorous system of measurement which focuses on transparency, traceability and additionality of collection projects. We remain in close contact with our collection partners on best practices and emerging industry standards and are dedicated to constant evaluation of our practices as a standard emerges.

MAPPING OUR IMPACT

Grove's Plastic Neutral Programs



OUR PARTNERS

rePurpose Global (Launched in 2021)

rePurpose Global is a plastic crediting platform dedicated to reducing waste, reviving lives, and restoring nature's balance. Their mission is to allow purposeful people and companies to address our plastic pollution crisis through Plastic Neutrality. Through our partnership with rePurpose, we are complementing our continued work with Plastic Bank by scaling to new geographies in India, Kenya and Colombia where our focus will be on the collection of low-value plastics (such as candy wrappers or chip bags) that are more likely to end up as pollution. We are also investing in capital infrastructure that will enable the collection of greater volumes of plastic pollution and enable the scalability of corporate Plastic Neutral programs. We are proud to diversify our approach to Plastic Neutrality, and know that while it's not a perfect solution, that our commitment to address the world's plastic pollution crisis is meaningful. To learn about Grove's impact through rePurpose, please visit our [annual impact report](#).

Plastic Bank (Launched in 2020)

Plastic Bank® empowers the regenerative society. They build ethical recycling ecosystems in coastal communities, and reprocess the materials for reintroduction into the global supply chain. Collectors receive a premium for the materials they collect which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance. Plastic Bank's Alchemy™ blockchain platform secures the entire transaction and provides real-time data visualization – allowing for transparency, traceability, and rapid scalability. Plastic Bank® currently operates in Haiti, Brazil, Indonesia, the Philippines, and Egypt.



BEYOND PLASTIC

Products & Packaging

We're innovating out of products containing single-use plastic and into products designed for circularity: plastic-reducing and plastic-free, refillable and reusable. One way we measure the impact of the plastic-free and plastic-reducing products we create and curate is through the amount of plastic they avoid compared to their conventional, mass market alternatives. Here's a few metrics we've calculated since each product's launch:

4,636,021 lbs
POUNDS OF PLASTIC AVOIDED
IN ALL OUR PLASTIC-FREE AND
PLASTIC-REDUCING PRODUCTS

1,143,874 lbs
OF PLASTIC AVOIDED IN
OUR GROVE CO.™ CLEAN-
ING CONCENTRATES

Our powerful cleaning concentrates have moved from plastic to glass and are 100% plastic-free. Since launch in October 2020, this new product format has avoided 335,234 pounds of plastic.



324,062 lbs
OF PLASTIC AVOIDED IN
OUR GROVE CO.™ HAND
AND DISH SOAPS

Our high-performance formulas are now in plastic-free packaging. Since launch in October 2020 and transitioning from plastic to aluminum, this new product format has avoided 73,899 pounds of plastic.



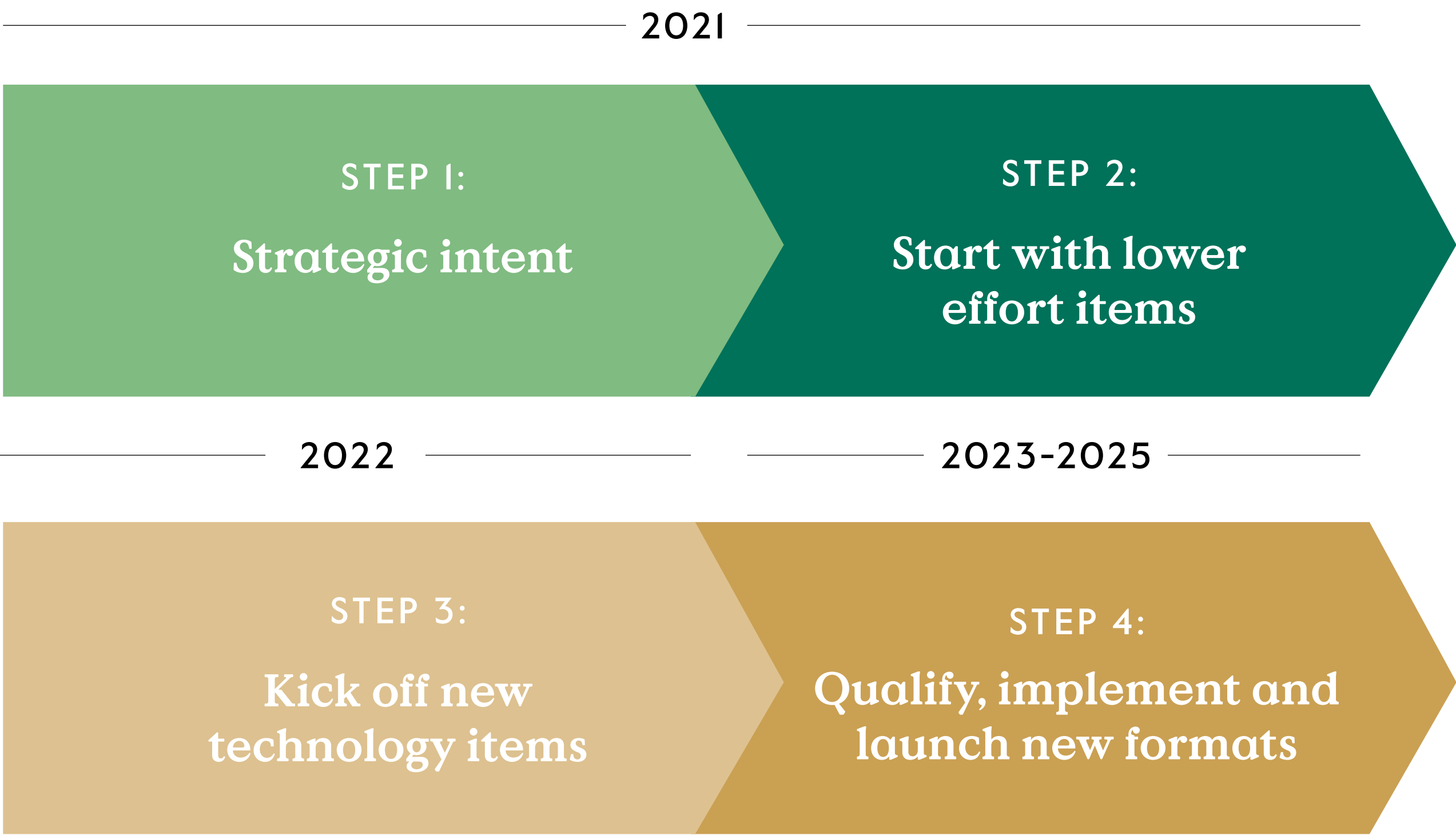
67,300 lbs
OF PLASTIC AVOIDED IN
OUR PEACH NOT PLASTIC™
PRODUCTS

Our waterless, plastic-free and plant-based personal care products make personal care fun, colorful, and waste-free. By replacing traditionally packaged care products with our waterless bar formats, each Peach customer can avoid 4.44 pounds of plastic per year.



Roadmap to Plastic-Free

We don't have total visibility as to how we will get to 100% plastic-free, but that's not a reason to start along our journey. Here's how we're thinking about tackling these challenges.



PHASE 1 Available Alternatives

Phase I requires transitioning all possible packaging out of plastic, where solutions exist. If solutions don't currently exist, we will use post-consumer recycled (PCR) plastic as much as possible. On the collaboration front, in 2020, we launched our Plastic Working Group with participating third-party brands sold on our site.

PHASE 2 New Formats & Behaviors

Moving into Phase 2 means expanding our resources and testing to find matches with existing products. Solution must-haves include product compatibility, packaging performance, and price. Consumer behavior change is likely to support this transition.

PHASE 3 Innovations & Solutions

While we have less visibility into this chapter of our work, Phase 3 will be the final stretch of our plastic-free journey. It depends on the creation of new materials, technologies and logistics systems that enable us to reach a full assortment of plastic-free products.

WHAT WILL IT TAKE TO GET THERE?













Phase 0: Getting Started

 Measurement	 Goal Setting	 Industry Action
<div><div></div><div>Collect a list of all SKUs (including non-plastic).</div></div> <div><div></div><div>Create a measurement system to capture what parts include plastic, as well as what type of plastic and if recycled content is used.</div></div> <div><div></div><div>Familiarize teams with concepts of recyclability and what plastics are likely to be recycled.</div></div> <div><div></div><div>Start to measure or otherwise capture places in supply chain, offices or other business activities that might also be plastic intensive or create significant waste.</div></div>	<div><div></div><div>Start a conversation about plastic removal and reduction.</div></div> <div><div></div><div>Examine organizational commitments around sustainability-how does plastic fit in?</div></div> <div><div></div><div>Consider low hanging fruit around reduction in packaging such as secondary packaging.</div></div> <div><div></div><div>Collect consumer insights about functionality, packaging preferences, etc.</div></div>	<div><div></div><div>Engage with suppliers on plastic free, recycled plastic, lightweight and other existing alternatives.</div></div> <div><div></div><div>Explore convening groups around packaging, plastic and overall sustainability.</div></div> <div><div></div><div>Support local legislation oriented around reducing/disincentivizing single use plastics.</div></div>






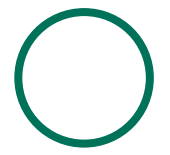
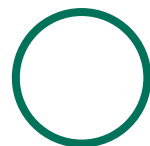

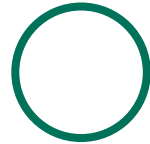


Phase 1: Available Alternatives

 Design	 End of Life	 Industry Action
<div><div></div><div>Transition out of plastic wherever possible into materials that are commonly recyclable.</div></div> <div><div></div><div>Increase PCR and recycled content wherever possible.</div></div> <div><div></div><div>Prioritize most commonly recycled materials in place of those unlikely to be recycled.</div></div> <div><div></div><div>Reduce all unnecessary packaging.</div></div>	<div><div></div><div>Label all packaging with How2Recycle instructions to maximize chances of it being recycled properly.</div></div>	<div><div></div><div>Launch Plastic Working Group to share best practices, our roadmap, and create a plan for industry action.</div></div> <div><div></div><div>Launch advocacy practice: Support legislation and working groups that advance both state and national legislation around increased recycling, disincentivizing single-use plastics, and addressing plastic pollution.</div></div>



Phase 2: New Formats & Behaviors

 Design	 End of Life	 Industry Action
<div><div><p>Develop new formats for packaging that prioritize refills, avoid single-use, and transition away from plastics.</p></div><div><p>Innovate new products. For example, eschew traditional bottles in favor of plastic-free bars.</p></div><div><p>Through testing, explore the role of consumer behavior changes. Examine consumer acceptance and adoption. Increase focus on the measurement of average plastic in packaging, and design a path towards reduction through behavior change.</p></div></div>	<div><div><p>Increase compostable packaging assortment. Ideally, make packaging home compostable where possible.</p></div></div>	<div><div><p>Pilot circularity programs to explore feasibility of long-term reuse addressing plastic pollution.</p></div><div><div><p>Publish a list of aggregated packaging innovations through the third-party brand Plastic Working Group. Research innovations and changes required for an industry-wide transition to plastic-free packaging. Signal demand that consumer packaged goods, personal care, and the clean beauty industry are ready and eager to go plastic-free.</p></div></div></div>



Phase 3: Innovations & Solutions



 Design	 End of Life	 Industry Action
<div><div></div><div>Design for materials recovery. Consider packaging that can be recovered and reused rather than recycled.</div></div> <div><div></div><div>Make packaging a force for good. For example, explore the creation of new materials from waste and examine carbon capture and/or carbon-negative packaging. Explore the potential role for permanent durable plastic goods with demonstrated longevity.</div></div>	<div><div></div><div>Create scalable circular packaging or refill systems, enabling take-back models that avoid landfill waste and reach a large percentage of Grove customers.</div></div> <div><div></div><div>Prioritize longevity and re-use over recycling. We envision a world in which every Grove box leaves minimal materials in home recycling bins, and anything that goes into the bin is truly recyclable in the majority of U.S. households.</div></div>	<div><div></div><div>Catalyze our industry to make bold commitments to plastic-free solutions. Participate in the creation of industry-wide goals.</div></div> <div><div></div><div>Partner with other retailers who share our commitment to avoid plastic and move towards circularity. Scale systems for packaging collection, take-back, and/or refill.</div></div>





Image: Grove Co.

OUR PROGRESS AND PARTNERS

How are we doing on our goals?

We're making steady, plastic-free progress.

While we refine our long-term goals and timelines to move out of plastic, tracking to the phases outlined in our checklists, we've begun to develop an internal roadmap for both our Grove-owned brands and our site, which aim to address or track progress in relation to our goals. Most critically, these milestones help create points of incremental progress. We are centering our owned brands approach around materials, overconsumption and end of life—seeking to address challenges where our industry and sustainability principles lack alignment.

Grove-Owned Brands Approach

Grove-owned brands are focused on designing out of single-use plastic as a first priority. As of this year, Grove-owned brands will not launch any new products that require virgin, single-use plastic as primary packaging, and we're actively

removing any single-use plastic packaging from our assortment. As it relates to further development, we are considering the following principles:

- 1. Holistic Design:** Design out of single-use plastic waste when possible and evaluate life cycle for circular economy optimizations, without the use of any single-use plastic packaging.
- 2. Material Selection:** Maximize recycled content and choose materials that can be recycled based on How2Recycle guidelines.
- 3. Performance:** Packaging must consider the full supply chain of the product to reduce damage, improve transit efficiencies and meet shelf-life requirements.



OUR PROGRESS (CONTINUED)

- 4. Consumer Engagement:** Every package must contain the How2Recycle label to inform consumers how to dispose of it.
- 5. Durability:** Products are designed for long-term usage and modularity for any parts that need replacement.

Grove Third-Party Brands

Grove seeks to be a marketplace for values-aligned brands who share our vision to improve our industry. While we know that new packaging formats are critically needed, as a first step while we work with our existing brands to transition out of single-use plastic packaging, by 2022, Grove will not onboard any new brands whose packaging is primarily single-use, virgin plastic. We are working to further refine our timelines for third-party brands.

- 12% of products from our third party brands are currently plastic-free, and we're working to reach 15% by the end of 2021.
- We aim to have 50% recycled plastic by the end of 2023.

Plastic-Conscious Partners

We're committed to moving our industry forward, and we work with third-party brands to offer a wide range of plastic-conscious solutions. In 2020, we added 163 plastic-free products, from 32 brands, to our Grove assortment. Everything available at Grove has met our standards for ingredients, efficacy, cruelty-free production, and sustainability—and our partners have been tremendously receptive to our goals around plastic, even with major questions about feasibility within each product category and available alternatives. In 2020, we launched a Plastic Working Group to facilitate collaboration and learning around plastic reduction, and we look forward to reporting on our progress.

Seventh Generation

Launched in September 2020 exclusively at Grove, [Seventh Generation](#) introduced a line of Zero Plastic home care and personal care products. These liquid free, mineral-based, biodegradable cleaning products are packaged in steel—the most recyclable and recycled material in the world—along with no synthetic fragrances, no dyes, no bleach, no wrappers, and certainly no plastic.



Image: Seventh Generation at Grove





Image: Peach not Plastic by Grove

CASE STUDY

Launching Our First 100% Plastic-Free Personal Care Brand

In 2020, we launched Peach Not Plastic™—a fun, experiential personal care brand on a mission to kick plastic out of the bathroom.

Why We Went Plastic-Free

At Grove, we seek to challenge existing product formats that have plagued the personal care industry with single-use plastic. For decades, clean hair and body care meant plastic bottles full of liquid.

Through our research and testing, we discovered that plastic and water have zero performance benefit—whether in hand soap, body wash or shampoo.

We launched Peach Not Plastic in 2020 to show our consumers and the industry that it's possible to have an enjoyable, experiential and effective beauty and personal care routine without all of the plastic packaging.

How We Did It

Launching Peach successfully meant overcoming decades of learned behavior and expectations around product format, performance and in-use experience. Here is how we approached the challenges:



CASE STUDY (CONTINUED)

Love to Lather

The first thing we learned when talking to our consumers is that rich, soft and creamy lather matters—a lot. Lather is linked intuitively with the feeling of clean hair—even if there’s not necessarily a direct connection between lather and cleaning performance. So we made the product experience a priority—rich, creamy lather, paired with expressive, delightful fragrances are as important as high performance and squeaky clean hair.

Making the Switch Oh-So-Easy

Many people want to do better for the environment, but aren’t sure how—and they certainly don’t want to compromise on product performance. So Peach set out to make sustainability fun—all without performance trade-offs versus conventional formats. With fun shapes, expressive and delightful scents and highly effective products, there’s no reason not to switch to Peach—all while saving the planet one plastic-free product at a time. We don’t preach sustainability, we make it inviting and fun for everyone!

Storage and Travel

Storing bar products in the shower can be tricky. They need to drain and dry properly between uses. So helping consumers through education and offering adjacent products—such as shower soap dishes—helped to make sure they were able to take good care of their products. Also, traveling with these bars is a breeze since they aren’t restricted by TSA regulations—unlike liquid hair and personal care products.

A Year After Launch...

...we found that our customers are loving our plastic-free Peach Not Plastic hair, facial and body bars. We’ve expanded our portfolio with an industry-first, refillable and aluminum-based, infinitely recyclable deodorant system, and we’re working hard to bring even more plastic-free beauty and personal care options to our consumers. Our bars alone have received over 830 reviews and are consistently rated above 4 stars—all while avoiding 64,000 pounds of plastic in less than one year. We can’t wait to see what year two will bring!



Image: Peach not Plastic by Grove



Memberships & Advocacy

Our plastic-free goal is meant to transform our industry, not just our own assortment of products. In order to do this, we know that Grove needs to actively participate in relevant industry dialogues and conversations about relevant legislation, such as the proposed Break Free from Plastic Pollution Bill. Making our voice heard in all places where these conversations are happening is part of our responsibility in driving change. We do this in several ways: memberships, advocacy and communications.

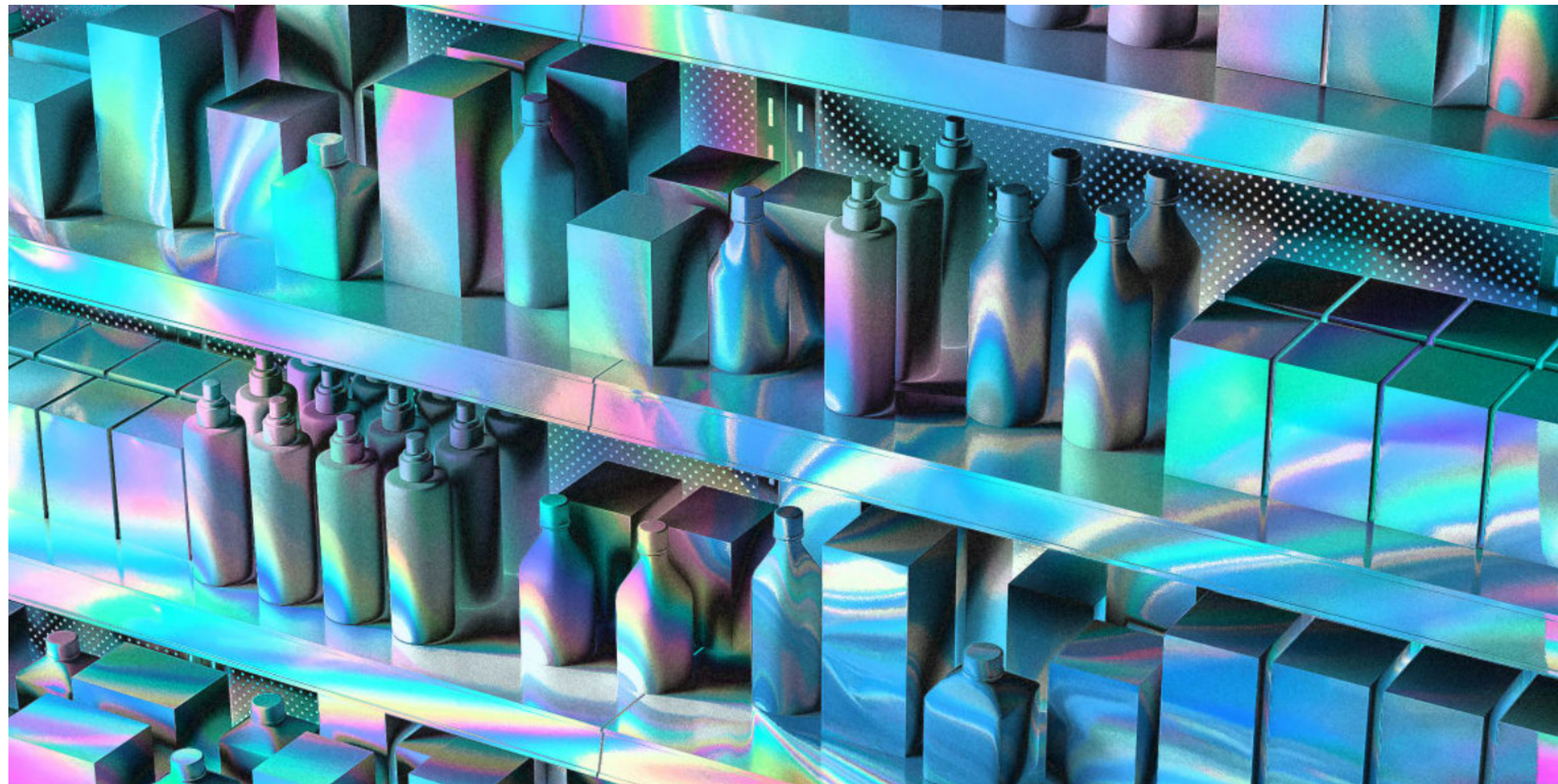


Image: [Plastic is killing our planet. Will the consumer packaged goods industry step up?](#) Fast Company Magazine. 07.06.2021.

Memberships

Grove revisits its memberships annually to participate in action-oriented groups of like-minded companies and organizations:



Advocacy

Grove is proud to support the Plastics Free California Ballot Initiative, the Break Free from Plastic Pollution Bill, and other state and national advocacy efforts to avoid single-use plastic, increase recycling, and address plastic pollution. We're also part of the BeautyCounter Counteract Coalition, a collective of like-minded businesses in the personal-care and beauty industries that are eager to see more health-protective laws passed in Washington, DC.

Communications

Finding ways to amplify our message is a key tenet of our brand marketing, communications and public relations strategy. In 2021 our CEO highlighted the challenge Grove poses to the CPG industry in mainstream media interviews, speaking opportunities and an [Op-Ed that ran in Fast Company](#) on July 6th calling out our industry for filling the commons with plastic.

Plastic Metrics

APPENDIX

U.S. Plastics Pact Reporting 2020

Packaging Category	Form: Category	Primary Polymer Type	Form: Description	Total Plastic Weight (lbs.)	Recycled Content %	Mono or Multi Material	Global Recycling System*	Local Recycling System**	Plastic Tonnage	Content: Virgin	Content: Recycled	Recyclable	Reusable	Compostable, Recyclable or Reusable
<A4 PE flexibles	Other Flexible	LDPE	Pack	29,283.07	0%	Multi	No	No	13.28	13.28	0	0	0	0
<A4 PE flexibles	Other Flexible	LDPE	Pouch	94,237.87	0%	Multi	No	No	42.75	42.75	0	0	0	0
<A4 PE flexibles	Other Flexible	LDPE	Sachet	2,044.53	0%	Multi	No	No	0.93	0.93	0	0	0	0
<A4 PE flexibles	Other Flexible	LDPE	Tube	31,322.66	28%	Multi	No	No	14.21	10.27	3.94	0	0	0
<A4 PE flexibles	Other Flexible	LDPE	Wrap	2,356.72	0%	Mono	No	No	1.07	1.07	0	0	0	0
>A4 mono-material PE flexibles in B2C context	Mono-material Film	LDPE	Bubble Wrap	17,685.81	0%	Mono	No	No	8.02	8.02	0	0	0	0
>A4 mono-material PE flexibles in B2C context	Mono-material Film	LDPE	Pad Cover	2,142.80	0%	Mono	No	No	0.97	0.97	0	0	0	0
>A4 mono-material PE flexibles in B2C context	Mono-material Film	LDPE	Wrap	36,670.80	0%	Mono	No	No	16.63	16.63	0	0	0	0
HDPE Bottle	Bottle	HDPE	Bottle	40,902.41	43%	Mono	Yes	Yes	18.55	10.6	7.95	18.55	0	18.55
Other	Other Rigid	HDPE	Applicator	7,791.33	0%	Mono	No Data	No Data	3.53	3.53	0	0	0	0
Other PET Rigid	Other Rigid	PET	Jar	6,557.47	80%	Mono	No	No	2.97	0.6	2.38	0	0	0
PET Bottle	Bottle	PET	Bottle	72,114.14	27%	Mono	Yes	No	32.71	23.88	8.83	32.71	0	32.71
PET Thermoforms	Other Rigid	PET	Jar	707.35	100%	Mono	No	No	0.32	0	0.32	0	0	0
PP Other Rigid	Other Rigid	PP	Bottle Stopper	372.01	0%	Mono	No	No	0.17	0.17	0	0	0	0
PP Other Rigid	Other Rigid	PP	Cap	29,657.11	0%	Mono	No	No	13.45	13.45	0	0	0	0
PP Other Rigid	Other Rigid	PP	Dropper	33.73	0%	Mono	No	No	0.02	0.02	0	0	0	0
PP Other Rigid	Other Rigid	PP	Dropper Collar	22.34	0%	Mono	No	No	0.01	0.01	0	0	0	0
PP Other Rigid	Other Rigid	PP	Lid Disc	14.55	0%	Mono	No	No	0.01	0.01	0	0	0	0
PP Other Rigid	Other Rigid	PP	Pump	19,440.47	0%	Mono	No	No	8.82	8.82	0	0	0	0
PP Other Rigid	Other Rigid	PP	Sprayer	53,004.36	0%	Mono	No	No	24.04	24.04	0	0	0	0

SCOPE OF REPORTING: Includes Grove Collaborative owned brand products sold directly to consumers through Grove.com. Brands include Grove Co., Seedling by Grove, HONU, Superbloom, Peach Not Plastic, Sustain, and Rooted Beauty. Excludes Grove Collaborative manufacturing and operations. Excludes other non-Grove owned products sold on Grove’s marketplace and Grove Co. products sold at retail (Target, Whole Foods, Amazon). COUNTRY: United States. PLASTIC USE CLASSIFICATION: Use of Sold Products. PROCUREMENT OR SALES: Sales. END OF USE/FATE OF PRODUCT: Sold to Consumer. CONTENT: Responsibly Sourced = 0%. CONTENT: Biobased = 0%. CONTENT: Compostable = 0%. *Is there evidence of a ‘system for recycling’ globally according to the New Plastics Economy 2020 Recycling Rate Survey? **Is there evidence of a ‘system for recycling’ in the local market (30% post-consumer recycling rate in the Pact market/s)?



rePurpose Plastic Collection Impact 2020

Location	Plastic Collected*	Jobs Created	Households Impacted	Equipment Facilitated	Socio-Economic Benefits
Malappuram, Kerala, India	242,508 lbs.	86 Women employed	Regular waste collection established for 42,600 households in 5 villages	<ul style="list-style-type: none">• 8 Sorting tables• 1 Portable toilet• 168 Uniforms• 40,000 Collection bags• Educational materials	<ul style="list-style-type: none">• Worker compensation for COVID-19 lockdown: INR 2500/3000 to 76 workers, dependent on location• 86 PPE kits distributed
Hyderabad, Telangana, India	220,462 lbs.	70 Formal workers	No information reported	No information reported	<ul style="list-style-type: none">• 215 PPE kits distributed• 40 worker vaccinations facilitated as of 6/30/2021
Goa, India	440,925 lbs.	15 Formal workers	No information reported	No information reported	No information reported
Totals	903,895 lbs Equivalent to 16.4 million plastic bottles	171 Formal workers Approximately 450 informal workers	At least 42,600 households in 5 villages	<ul style="list-style-type: none">• 8 Sorting tables• 1 Portable toilet• 168 Uniforms• 40,000 Collection bags• Educational materials	<ul style="list-style-type: none">• Worker compensation for COVID-19 lockdown, dependent on location• At least 301 PPE kits distributed• At least 40 worker vaccinations facilitated as of 6/30/2021

*Plastic waste collected and co-processed, totaling 903,895 lbs (410,000 kgs) in 2020.

Plastic Bank Collection Impact 2020-21

Location	Plastic Collected*	Communities Impacted	People Impacted	Socio-Economic Benefits
Indonesia	870,321 kg.*	169 Local branches	1,563 People impacted	<ul style="list-style-type: none">• Premiums paid to workers• Access to financial literacy education• Access to Plastic Bank digital education platform• Access to local school programs
Philippines	1,520,196 kg.**	61 Local branches	1,176 People impacted	<ul style="list-style-type: none">• Premiums paid to workers• Access to financial literacy education• Access to Plastic Bank digital education platform• Access to local school programs
Totals	2,390,517 kg. Equivalent to 119 million plastic bottles	230 Communities impacted	2,760 People impacted	<ul style="list-style-type: none">• Premiums paid to workers• Access to financial literacy education• Access to Plastic Bank digital education platform• Access to local school programs

*October, 2020 to March, 2021. **October, 2019 to February, 2021.

ESG Metrics: Beyond Plastic

GROVE-OWNED BRANDS

Plastic Metrics	1H2021	1H2020	Year Over Year
Grove Co.™ Plastic-Free Products*	31%	25%	+6%
Seedling Plastic-Free by Weight**	99%	99%	No change
HONU Plastic-Free by Weight**	98%	98%	No change
Rooted Beauty PCR Products***	42%	43%	-1%
Sustain Plastic-Free Products**	23%	23%	No change
Peach Not Plastic Products*	100% 20 products	100% 10 products	+10 products
Superbloom Plastic-Free Products**	99%	N/A	Launched 2021

METHODOLOGY: *Percent of total product count that is plastic-free. 1/1/21 - 6/30/21. Because 2020 reporting tracked Q1-2 (1/1/20 - 6/30/20), we used 2021 Q1-2 (1/1/21 - 6/30/21) for comparison. **Plastic as a percent of product weight. ***Post-consumer recycled content.

GROVE CO. PRODUCTS

Plastic Metrics	1H2021	1H2020	Year Over Year
Plastic-Free Products*	31%	25%	+6%
Packaging as Percent of Plastic**	26%	37%	-11%
Single-Use Plastic***	60%	61%	-1%
Total Plastic Footprint	1,035,108 lbs	705,347 lbs	+329,761 lbs

METHODOLOGY: *Percent of total product count that is plastic-free. 1/1/21 - 6/30/21. Because 2020 reporting tracked Q1-2 (1/1/20 - 6/30/20), we used 2021 Q1-2 (1/1/21 - 6/30/21) for comparison. Note: Of the total number of Grove-branded products that we’ve shipped to our customers in 2021, 69% of those products contained plastic, 40% of those plastic products were reusable, and contained an average of 29% post-consumer recycled plastic by weight. **This is the ratio of plastic that is packaging versus plastic that is part of the product itself. ***Plastic as a percent of product weight.

ESG Metrics: Beyond Plastic

PLASTIC FOOTPRINT

Total Plastic Sitewide	1H2021	1H2020	Year Over Year*
Plastic-Free Products	15%	11%	+4%
Reusable Plastic Products	11%	10%	+1%
Post-Consumer Recycled Plastic	15%	14%	+1%
Total Plastic Footprint	2,582,976 lbs	2,464,261 lbs	+118,715 lbs
Average Plastic Per Shipment	.75 lbs	.71 lbs	+.04 lbs
Plastic as a Percent of Total Product	13%	7%	+6%
Plastic Packaging vs. Plastic In Product	53%	50%	+3%

*METHODOLOGY: 1/1/21 - 6/30/21. Because 2020 reporting tracked Q1-2 (1/1/20 - 6/30/20), we used 2021 Q1-2 (1/1/21 - 6/30/21) for comparison. As our data collection has improved and become more accurate, we've modified our historic plastic footprint to reflect the most accurate information available.