

## SEPIA – PLASTIC ACTION PLAN 2023/24

“We started Sepia because we were ready to see a new kind of skincare brand—one built on the idea of doing better. As part of this ethos, we are committed to holding ourselves accountable to our waste footprint, especially plastic, by measuring, off-setting and reevaluating our sustainability strategy on an on-going basis with third party partners”

GOALS – ACHIEVE BY 2023	ACHIEVED	UNDERWAY	YET TO BE ACHIEVED
Use lightweight glass in our serum bottle instead of plastic	●		
Ensure that our serum bottle is kerbside recyclable	●		
Provide clear instructions for recycling on our packaging	●		
GOALS – ACHIEVE BY 2026	ACHIEVED	UNDERWAY	YET TO BE ACHIEVED
Identify options for a PCR plastic pump			●
Find secondary packaging that is made from 100% PCR paper (currently 80%)			●
Once the brand is established, set clear reduction targets for carbon emissions, waste usage, and plastic			●