

A close-up photograph of two human faces, likely of different ethnicities, positioned side-by-side. The focus is on their eyes, which are looking directly at the camera. The skin tones are warm and natural. The image serves as a background for the text.

LA ROSÉE
PARIS

CSR Report
2025



Since our creation in 2015

we have chosen to act for cosmetics that are more responsible, more essential, more human.

Natural formulas, eco-designed packaging, production in France, fair prices and transparency: every decision we make aims to reduce our impact, while preserving what makes up La Rosée's DNA — products that are effective, sensorial and accessible.

But faced with the scale of environmental challenges, reducing our impact is no longer enough. Planetary boundaries invite us to rethink our models more deeply: the way we design our products, collaborate with our partners and support changes in consumption.

It is in this spirit that we joined the **Convention des Entreprises pour le Climat (CEC)**. This journey allowed us to confront our business model with scientific realities and to identify the transformations needed to make our activity more robust and compatible with planetary boundaries.

This report presents the progress we have made to get there: by improving the environmental impact of our products, by transforming our value chain and our ecosystem, by mobilising our employees, and by supporting projects that help preserve ecosystems.

It also reflects a deep conviction: no company can succeed in this transformation alone. It is by cooperating with our partners, our suppliers, pharmacists and our consumers that we will be able to transform our sector sustainably.

This report shares the actions we have already undertaken, the lessons we draw from them, and the challenges that remain ahead of us.

Our manifesto



At La Rosée, our mission is **to care for every skin**. We reinvent the essentials of the bathroom and the changing table. We want them pared-down, effective and committed, with no compromise on sensoriality. We believe that healthy skin begins with simple gestures, expert formulas and a deep respect for living things and the planet. **Our roots in pharmacies** and our **French manufacturing** are guarantees of quality and trust.

But we did not want to stop there. Aware of planetary boundaries, we choose to go further, because one observation stands out: reducing our impact is no longer enough. We have grasped the full dimension of our duty as a company, **our responsibility as human beings**, and the need to change the way we see things. **La Rosée is a force on the move**. Change must be collective, and we want to influence our partners by challenging their standards, and our consumers by engaging them in new habits. Thus, together, by transforming our sector, we will be able to turn this utopia into reality: **giving back to the planet more than we take from it**.

This vision requires boldness. We will continue to **innovate, train, connect, perform, renounce, improve, share, engage** and always preserve our coherence. We are committed to always doing so with sincerity and authenticity. Faced with the demands of this promise, we will move forward with optimism and determination. Our ultimate dream is **to become a catalyst for transformation** in the cosmetics industry.

Our purpose

To care for every skin by reinventing the essentials of the bathroom and the changing table: **pared-down**, **effective** and **committed**, with no compromise on **sensoriality** and with a **deep respect** for living things and the planet.

Contents

1.

Transforming
our model

page 6-16

2.

Transforming
our products

page 17-28

3.

Transforming the prac-
tices of our ecosystem

page 29-35

4.

Our employees

page 36-41

5.

Our support to
charities

page 42-46

6.

Next challenges

page 47-49

Transforming our model





In 2024, La Rosée obtained B Corp certification, a distinction that recognises companies meeting verified standards in social and environmental practices and committed to a process of continuous improvement.

From the choice of our raw materials to our production sites in France, including our logistics provider, our communication campaigns and our internal organisation, our entire value chain was audited in depth to obtain this demanding label.

This recognition marks an important step in our journey, but it is only a milestone: an invitation to keep progressing and to strengthen, year after year, the coherence of our actions.

That same year, we chose to go further by joining the Convention des Entreprises pour le Climat (CEC).

This collective programme aims to support business leaders in transforming their business model to make it compatible with planetary boundaries.

The scientists and experts involved confirmed what we already sensed: in an increasingly unstable world — climatically, economically and geopolitically — only companies capable of identifying their vulnerabilities, evolving their model and strengthening cooperation dynamics will be robust enough to weather the decades ahead.

The following pages present the roadmap we built throughout this journey within the CEC. We chose to make it public, both on the CEC website and in this CSR report, in order to **share our commitments and commit ourselves before you.**

It is structured around **four main pillars**, each broken down into an action plan.

1. Rework our product offer towards sufficiency while integrating regenerative practices

- ✓ **100% of our offer will be solid, refillable or returnable by 2035**
- ✓ Every reworked product will outperform the previous version, according to our product scoring tool
- ✓ No packaging will be made from fossil-based virgin plastic by 2030
- ✓ **One third of our products will contain upcycled or regenerative ingredients by 2026 and 50% by 2030**
- ✓ Favour all-in-one products to reduce the multiplication of products
- ✓ **Every launch will be an innovation for the market or, at minimum, equivalent to the best innovative version available in pharmacies in France, according to our product scoring tool**
- ✓ **Continue to renounce products whose environmental impact would exceed the threshold we set**
- ✓ Green formulation and responsible sourcing charter to be signed by all our contract manufacturers, so we can provide transparent information to consumers
- ✓ Remove ingredients from supply chains with strong negative externalities (impact on deforestation, excessive water consumption, etc.)





2. Train our employees

- ✓ **Train 100% of employees on sustainability and regeneration issues by 2026**
- ✓ 100% of employees have an objective linked to the ecological transition in 2026
- ✓ Develop a culture of experimentation and the right to make mistakes, even when facing headwinds
- ✓ Create a training path for employees; involve our partners
- ✓ Integrate workshops such as the Climate Fresk and partnerships with NGOs or experts
- ✓ Pilot skills-based sponsorship (pro bono) to encourage employees to get involved, even outside La Rosée, and anchor regeneration values in their daily lives
- ✓ Roll out the digital ecological “backpack” to raise employee awareness
- ✓ Keep the CSR initiatives board alive within each team
- ✓ Limit air travel to the strict minimum for exports

3. Market Influence

- ✓ Take part in round tables and conferences to **inspire other players**
- ✓ Produce educational content on **regeneration** and sustainable cosmetics for the public
- ✓ Involve pharmacists in our campaigns by engaging them through concrete actions
- ✓ Launch a communication campaign to **promote sustainable consumption practices**
- ✓ Take part in working groups
- ✓ Cooperate with **NGOs** or biodiversity experts to validate and co-build our impact projects
- ✓ Continue **circular-economy** coalitions
- ✓ Create a **regenerative transition** guide to inspire and pass on best practices

4. Count what truly counts

- ✓ **50% of our sales** generated by refills or solid formats to limit waste by 2027
- ✓ **100%** of new operational funding dedicated to **projects specifically linked to the environment from 2026**
- ✓ Implement **triple-capital accounting (environmental, social, financial)** by 2027



«Alongside this roadmap, we have undertaken structuring work to strengthen our climate strategy and analyse the vulnerabilities of our business model. This approach relies in particular on the double-materiality exercise.»

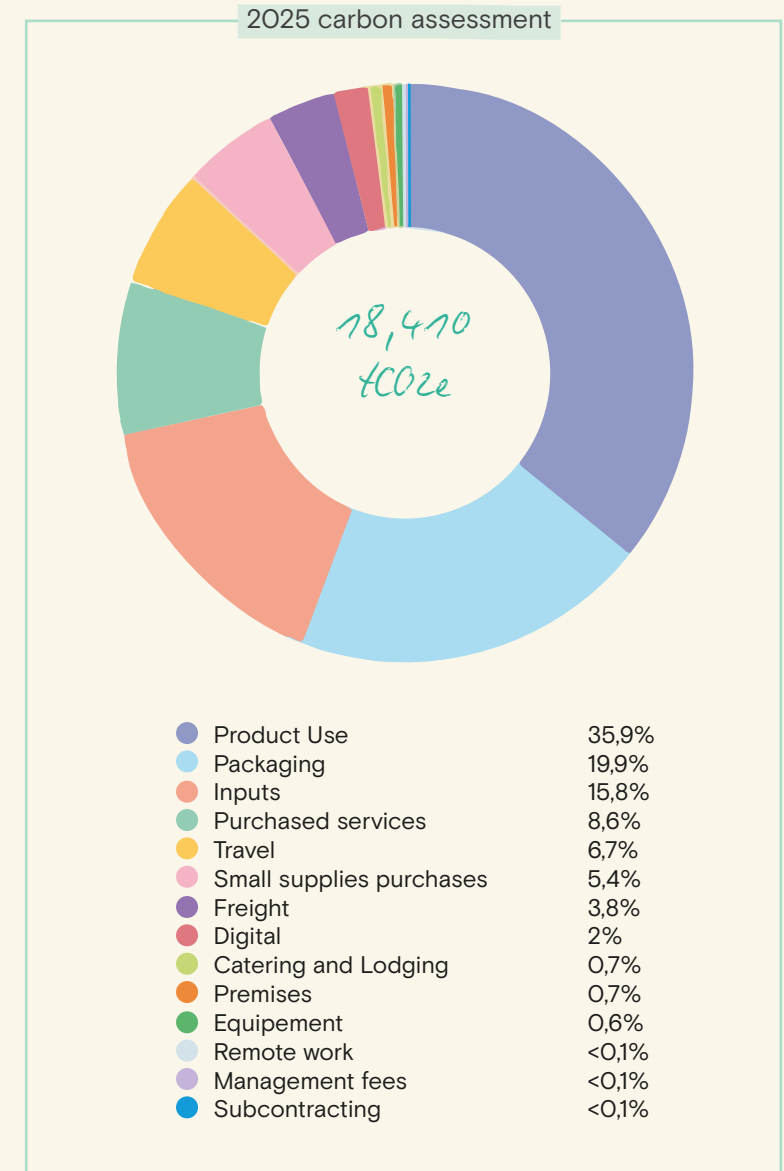
A handwritten signature in blue ink, consisting of a stylized 'e' followed by a long horizontal stroke.

Climate strategy

In 2025, La Rosée followed ADEME's "ACT step by step" methodology to build a **decarbonisation strategy** aligned with the objectives of the Paris Agreement.

Within this framework, an action plan was drawn up, mobilising more than a dozen working groups, in order to act at every level of the company.

- ✓ Improve the rinsability of our products
- ✓ Develop references that do not require water during use
- ✓ Continue the eco-design of our packaging
- ✓ Test reusable parcel solutions
- ✓ Substitute our 20 most impactful raw materials
- ✓ Integrate more upcycled and regenerative raw materials into our formulas
- ✓ Shift our freight towards lower-carbon transport modes (train, sailing cargo ship, etc.)



Double-materiality analysis

In 2025, we conducted our first double-materiality analysis, a structuring step to refine our CSR strategy..

This exercise aims to identify and prioritise the most strategic issues for the company, by crossing two perspectives:

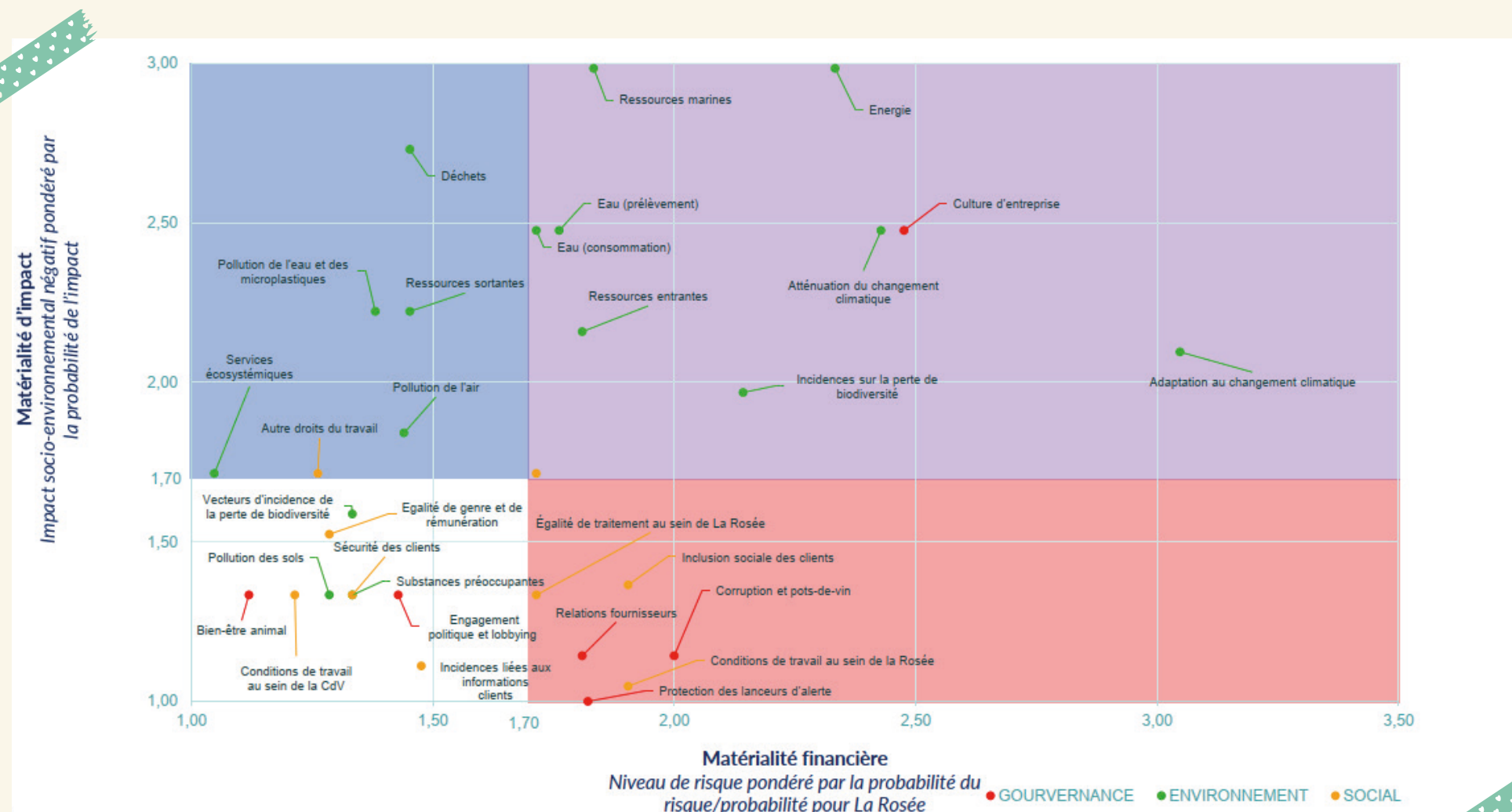
- Impact materiality, which assesses the effects of La Rosée's activities on the environment, society and stakeholders
- Financial materiality, which measures how these issues can affect La Rosée's performance and resilience

Many stakeholders were involved in this exercise, in addition to all members of the Executive Committee.

Contract manufacturers, packaging supplier, pharmacy, logistics provider and our trade union, the FEBEA, in order to gain a comprehensive view of our sector. Carbon and CSR experts helped us carry it out.



La Rosée's double-materiality matrix

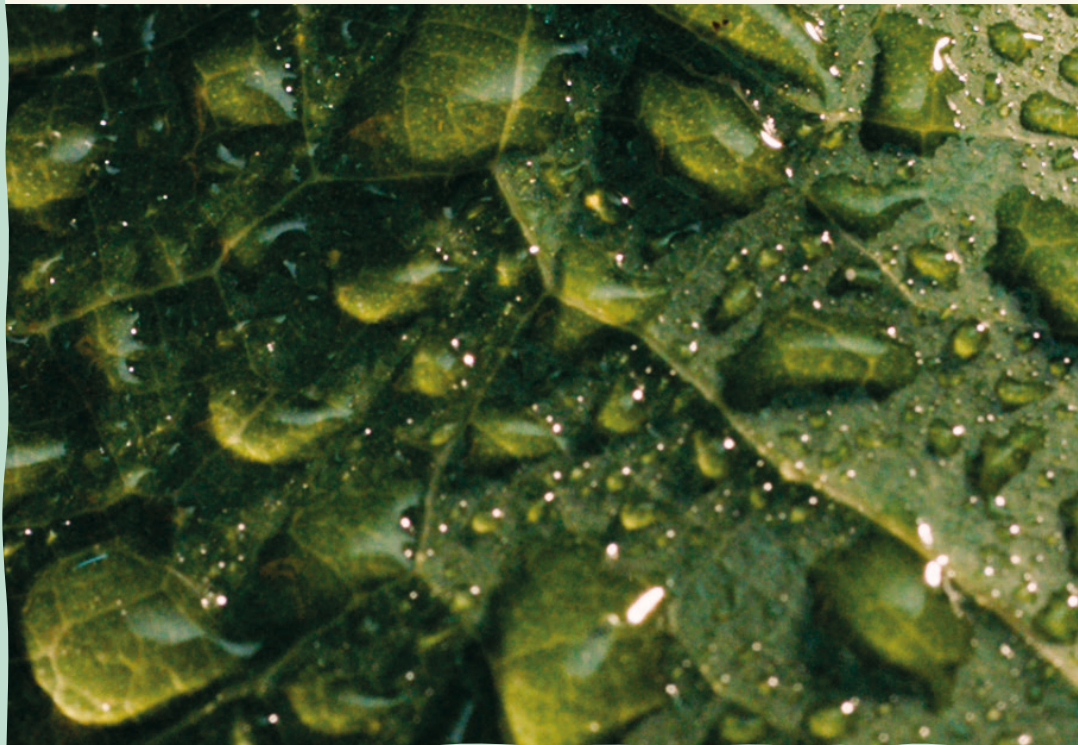


The initiatives presented on the previous pages whether our **B Corp certification**, our participation in the **Convention des Entreprises pour le Climat**, the construction of our **climate strategy** or the **double-materiality exercise** have enabled us to structure our transformation and identify our action priorities.

This work now gives us a clear direction: **to progressively evolve our model in order to make it more robust and compatible with planetary boundaries.**

This transformation translates very concretely into the way we design our products, from formulation to the choice of our packaging.

The following pages present the progress we have made to reduce the environmental impact of our products.



Transforming our products



A pared-down range

At La Rosée, we made a simple choice: to offer the essentials.

Today, our range comprises only **48 references**. They cover the fundamental needs of the bathroom and the changing table: hygiene, face and body care, sun protection, hair care, care-makeup, as well as care for babies and children.

Why make this choice of sufficiency?

Because a range that is too broad often generates products that sell less, unnecessary stock and more waste. But also because we do not wish to encourage excessive consumption by multiplying references.



What we renounce

We are convinced that a responsible company must also know how to ask itself this simple question :

What good is it to celebrate revenue growth if it rests on an environmental disaster? ?

This conviction sometimes leads us to make counter-current choices and **to give up certain practices**, even when they are common in our sector.

For our products, this means, for example:

- ✗ Not multiplying samples, miniatures or travel formats, in order to limit waste, even if many customers ask us for them
- ✗ Removing secondary packaging as well as all superfluous elements (sleeves, butterfly clips ...)
- ✗ Renouncing wipes when launching **Mon Petit La Rosée**, even though they represented nearly **20% of the baby market**

This logic goes beyond product development alone and also guides certain decisions at company level:

- ✗ Renouncing the launch of certain export markets when partners do not share our values
- ✗ Organising a launch in New York without products, because we refused an air shipment
- ✗ Refusing to push over-consumption or permanent promotions
- ✗ Offering **only vegetarian menus at our events**

These choices are not always the simplest. But they reflect a deep conviction: **the ecological transition also comes through what we decide not to do.**



Life Cycle Assessments (LCA)

In line with our roadmap, which states that “**every reworked product must outperform the previous version**”, we have made impact measurement a central decision-making tool.

It is in this logic that we rely on **LCA**, a scientific method that assesses a product's overall environmental footprint by taking into account all the stages of its life.

At La Rosée, the first LCAs were carried out in 2022. In 2025, we took a new step by equipping ourselves with an in-house tool, Askor, which now allows us to carry out these analyses fully autonomously. This tool has become a real decision-making aid in the development of our products. Each time we rework a formula or a packaging, we can compare different scenarios and make sure the choices made **truly reduce the environmental impact**.

Concretely, the LCA analyses all the stages of a product's life cycle:

- **Production** of raw materials, whether ingredients or packaging.
- **Manufacturing and packaging.**
- **Transport** between suppliers, production sites and distribution points.
- **Use phase**, for example the water needed to rinse off a cleansing product and the energy used to heat that water.
- And finally **end of life**, whether recycling, incineration or other treatment methods.

All this data makes it possible to obtain an overall score based on 16 environmental indicators, including CO₂ emissions, water stress, air and water pollution, and impact on the ozone layer.

But beyond the score, the LCA is above all **a tool for transformation**. It allows us to identify precisely where the main impacts of our products lie (raw materials, packaging, transport) and therefore to know where to act as a priority.

In this spirit, we have also mapped the most impactful raw materials in our formulas. This work now allows us to steer our research towards more sober and more virtuous alternatives, in order to **progressively reduce the environmental footprint of our formulas**.



In 2025, we set out to rework the formula of our face scrub.

We had just completed our journey with the Convention des Entreprises pour le Climat and were determined to thoroughly review our product offer in order to reduce its environmental impact.

This is why we considered replacing our liquid scrub in a tube with **a powder formula**, to be reconstituted at home, and assessing whether this alternative was really more virtuous.

Our existing product had a PEF environmental score of **43.6 μ Pt**, according to our Askor tool.

The results of the analysis were clear-cut: the powder version had an environmental impact **three times higher** than the liquid formula.

True, the consumer uses a smaller quantity per application, about three times less material, but this change of gesture did not generate a real environmental gain.

Moreover, this alternative would have meant a less intuitive use for the consumer and a significant increase in the product's price.

This example concretely illustrates the role of LCAs in our approach: **helping us make trade-offs, beyond intuition, by relying on objective data.**



Our formulas

Since 2015, we have been committed to formulating highly natural, effective and sensorial skincare that respects all skin types, even the most sensitive.

One third of our range is now formulated with 100% natural-origin ingredients, with no compromise on sensoriality or efficacy.

Our products are also designed for their biodegradability: a priority for rinse-off formulas, which end up in wastewater, in order to limit our impact on aquatic ecosystems.

We offer **a short, essential range** to avoid over-consumption: on average, 2.3 references per sub-category versus 13 for the other major players in the sector. A simple way to consume less, but better.

Our environmental commitment cannot exist without a constant requirement for the quality and safety of our formulas. **All our products are rigorously dermatologically tested, suitable for sensitive skin and adapted to pregnant women.**

We also defend a policy of fair and stable prices, to make responsible cosmetics accessible to as many people as possible. For 10 years, the average price of our products has been **€15**, with no compromise on quality or on the ethics of production.



Integrating upcycled and regenerative ingredients

In line with the roadmap we have defined, we have set ourselves a clear objective: by 2026, one third of our products will include upcycled or regenerative active ingredients.

Why this choice?

Upcycling consists of adding value to co-products from other industries, notably the food industry, by transforming them into cosmetic actives. Rather than being thrown away or under-valued, these materials thus find a second life.

This approach offers several benefits: it helps limit the waste of natural resources, reduce the quantity of organic waste and contribute to more circular production models.

In 2025, all our new launches already integrated upcycled ingredients. Tomato and grapefruit peels, rice starch, cherry and apricot kernel oil: so many examples of ingredients that illustrate this new way of formulating.

Beyond the environmental benefit, these supply chains also provide farmers and processors with a complementary source of income by adding value to materials that were previously little exploited.

We also want to go further by eventually integrating so-called **regenerative** ingredients. These are raw materials from crops that actively help restore natural ecosystems: improving soil fertility, preserving biodiversity, better water management.

At this stage, we have not yet managed to integrate this type of ingredient into our formulas. But this project is fully part of our research and innovation priorities. We are pursuing this work with determination and are confident in our ability to take this new step in the years to come.



The eco-design of our packaging: we work on 100% of our packs

The 4 pillars of eco-design

At La Rosée, eco-design guides the development of every one of our packages. No pack is left aside: **every detail is analysed** to reduce its environmental impact. Our approach rests on four complementary levers.

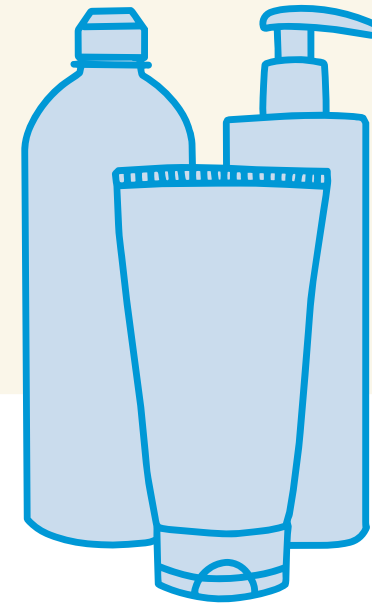
1. Reduce

The first step of eco-design is to **reduce the quantity of material used**.

From La Rosée's creation in 2015, we chose to remove the secondary cardboard packaging around our products. In 2019, we continued this approach by removing the sleeves and butterfly clips that locked the pumps, so that no element is superfluous.

Glass bottles of our serums were reworked in 2022 to be 6% lighter. Lightening these bottles while maintaining their shock resistance was a real challenge. It allowed us to use less material and thus reduce weight during transport in order to lower our carbon impact.

This approach may seem simple, but it is often the most effective: the best packaging remains the one that is not produced.



Reducing plastic in our tertiary packaging

Eco-design concerns not only our bottles, but also our logistics packaging. We removed the plastic film that wrapped our pallets for 87% of our shipments in France. It was replaced by a strapping system, reducing the plastic used by 90%, i.e. 450 g saved per pallet.

+330 tonnes of cardboard saved by removing over-packaging

2. Reuse

The second lever consists of extending the lifespan of our packaging, notably through refills. Today, nearly half of our range is refillable, and the refill is gradually establishing itself as a pillar of our environmental approach.

In 2022, we launched the first refillable lip care product in pharmacies. Each time a refill is used*, this format saves 65% of plastic and 54% of CO₂.

The figures from our pharmacy sales in France in 2025 reflect this adoption:

- - 57% of our customers chose the deodorant refill rather than the complete product
- - 57% bought the shower oil as a refill rather than as a 400 ml bottle

More than 40% of customers already prefer the refill to the complete version for:

- - Mon Petit La Rosée cleansing gel
- - The conditioner
- - The hair mask

A few years ago, we hoped to reach 30% of sales in refills. **Today, we far exceed that objective.**

These results are the fruit of genuine collective work: with our suppliers, with whom we co-developed certain refills, but also with pharmacists and consumers who are gradually adopting these new practices.

To support this shift, we have also evolved our commercial policy. Pharmacists can reach certain discount levels more quickly when they favour refills, and consumers benefit from a dedicated loyalty card **to encourage this more sustainable gesture..**

In 2025, we are proud to have lightened our packs by **48%** (g of packaging / mL of formula) compared to 2022 !

All our 2025 launches were *refillable !*

More than *150 tonnes* of plastic saved since the launch of our refills

Innovation: focus on our new refill

At La Rosée, we frame every innovation within a logic of continuous improvement. **Each new solution is a step that lets us go a little further in reducing our impact.**

In 2023, we launched doypacks to refill our shower oil and our Mon Petit La Rosée cleansing gel. These refills were designed as mono-material, i.e. made of a single type of plastic. At the time, this design allowed us to reach **a recyclability rate of 100%, a still-rare advance on the market!**

Two years later, we identified an even more virtuous solution: a new lightened bottle that combines environmental performance with improved use.

Made of **100% recycled plastic**, this new bottle reduces CO₂ emissions by 20 to 30%, depending on the format (400 ml or 800 ml), compared with previous versions.

Its design also offers other concrete benefits:

- Better resistance during transport
- Better shelf presentation in pharmacies

This new bottle clearly illustrates our approach: continuing to innovate, test, improve and evolve our packaging so that it is at once more sober, more durable and always just as practical day to day.

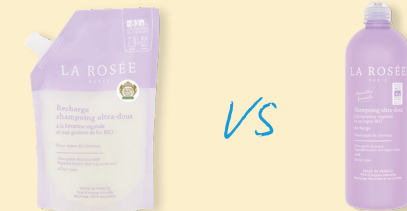


Innovation is part of our DNA.

In 2023, after a long co-development with our packaging supplier, we launched the first refillable stick deodorant in pharmacies!

We chose to leave this solution royalty-free, so that other brands could take it up and **help reduce packaging waste.**

Two years later, this refillable format has spread widely and is now present on the shelves of many brands.



3. Recycle

The third axis consists of designing recyclable packaging.

While this may seem obvious today, the reality is often more complex: cosmetic packaging is technically sophisticated and its recyclability remains a challenge for the whole sector.

Since our beginnings, we have favoured mono-plastic packaging, i.e. made of a single type of material, in order to facilitate recycling. This choice sometimes involves higher costs, but it seems essential to us in order to foster **material circularity**.

Some limits nonetheless remain. For example, pumps are still difficult to produce as mono-material. Like many players in the sector, we depend on the evolution of our industrial ecosystem to lift these technical barriers.

Why do we still use plastic?

Plastic is a lightweight material which, when **its full life cycle (LCA)** is analysed, can have a lower environmental impact than some heavier materials. To limit its impact, we work to reduce the quantity of material, avoid single-use plastic, favour recyclable packaging and integrate more and more **recycled plastic**.

We nonetheless remain aware of the issues linked to the “invisible pollution” of plastic. This is why we collaborate in particular with the BeMed association in order to better understand these impacts and inform our choices.



4. Reincorporate

Finally, our approach also consists of **reintroducing recycled material into our packaging**.

By integrating recycled plastic, we reduce both the pressure on natural resources and the CO₂ emissions linked to the production of virgin plastic.

Since 2020, we have been working actively to increase the share of recycled material in our packs. These materials are often more complex to work with and sometimes less homogeneous aesthetically, but they represent an essential step towards more responsible packaging.

Our ambition is clear:

by 2030, no longer use fossil-based virgin plastic in our packaging.



Transforming the practices
of our ecosystem



Experiments for circular solutions

We are convinced that the ecological transition also comes through a reinvention of our consumption habits. This is why, beyond the eco-design of our packaging, we explore models that are more sober, **more durable and above all more circular**. Bulk sales, glass-bottle deposit-return schemes, refills: we test, innovate and collaborate with other players in the sector to bring about **concrete alternatives to single-use packaging**.

Pharma-Recharge

Since 2023, some La Rosée products are offered in **bulk-sale units** installed in pharmacies taking part in the Pharma-Recharge experiment.

After a first test phase, new units were installed in Bayonne and Avignon at the end of 2025. Other roll-outs are planned in 2026 to continue the experiment and assess its potential on a larger scale.

Cosmetics & Deposit-Return Coalition

In parallel, we joined the Cosmetics &

Deposit-Return Coalition (Coalition Cosmétiques & Consigne), which aims to **test reuse solutions for cosmetic packaging**.

In 2025, we ran a first experiment in four pharmacies, where customers could return their empty glass serum bottle in exchange for a €2 financial reward. These bottles were then collected and washed in order to assess the operational feasibility of reuse.

This experiment will continue in 2026 to deepen the lessons learned. Today, these models remain costly and their adoption will take time. Bringing on board consumers, pharmacists and the entire logistics chain at once represents a real challenge.

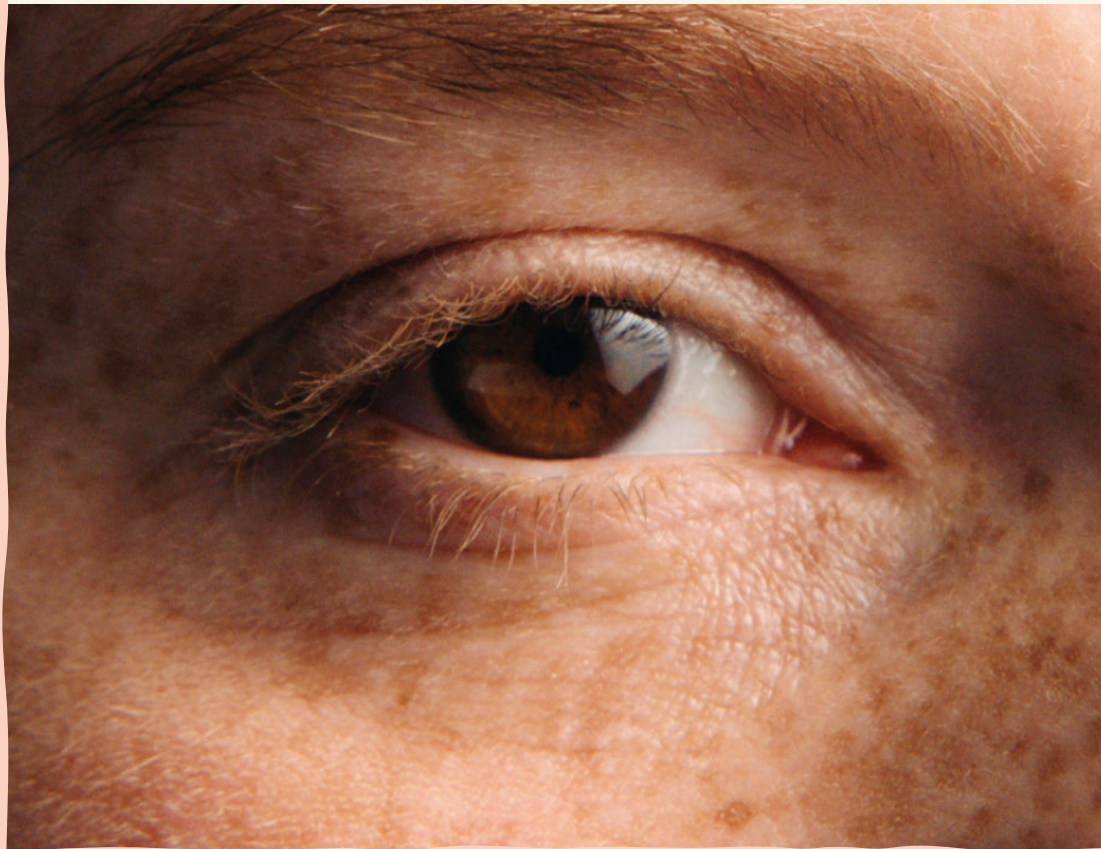
We are aware that these solutions will not establish themselves immediately. But we are convinced that companies have a role to play in preparing these changes and **contributing, starting today, to the transformation of our sector**.



Our contract manufacturers

We work with contract manufacturers who share our environmental concerns.

- ✓ 100% of our contract manufacturers have a formal CSR approach
- ✓ 100% have undertaken concrete actions to reduce their water consumption
- ✓ 100% integrate environmental criteria into their purchasing processes
- ✓ Our main partners are all *Ecovadis* certified



Our logistics

Reducing our environmental impact throughout our value chain is one of our priorities. Since our beginnings, we have worked to **improve the footprint of our logistics through several initiatives:**

- ✓ A logistics warehouse equipped with **photovoltaic panels** and a **geothermal heating system** to reduce its energy consumption
- ✓ The introduction, since 2021, of the **second-hand parcel** on our site to limit packaging waste
- ✓ Delivery of certain pharmacies by **electric cargo bike** in Paris and Lyon
- ✓ The reuse and adaptation of our **used point-of-sale displays** to avoid throwing them away
- ✓ **Carbon-neutral B2C deliveries**, thanks to the reduction and offsetting efforts of the La Poste group
- ✓ **Extremely limited use of air transport**

In 2025, we pursued these efforts by going further:

- ✓ The introduction of deliveries in **double-deck trucks**, optimising loading and reducing the number of trips
- ✓ The first experiments with **rail transport**, to help revive rail freight and limit the number of trucks on the roads
- ✓ Organising **responsible sales** for our former products or those with decoration defects, to avoid any unnecessary destruction





At the office

The ecological transition also plays out in our daily working life.

Our employees' meals are provided by **Pollen**, a supplier that delivers **local, deposit-return** dishes by bike. Thanks to this partnership, we avoided **more than 500 kg of disposable packaging and more than 2 tonnes of CO₂ in 2025**.

Even our **meal-voucher card** is committed. We chose **Coup de Pousse**, a Lyon-based card that supports the projects of farmers engaged in the transition towards more sustainable food.

In addition :

- ✓ **100% of the energy** consumed in our offices is from renewable sources
- ✓ We equip our employees with **refurbished phones**: buying a refurbished smartphone saves **up to 90% of CO₂ emissions compared with a new device**

Our financing

We transformed our existing debt into impact financing, integrating extra-financial criteria aligned with our CSR commitments. **This change directly links our financial performance to our social and environmental objectives.**

International

Our international development does not run counter to our commitments; it is their extension. The more we grow, the greater our capacity to inspire, invest and bring other players on board towards more responsible practices.

This growth remains measured and selective, in order to stay true to our values.

Concretely, this translates into several structuring choices:

- ✓ We select partners who share our commitments and can become genuine relays of our vision. We favour long-term collaborations, even if that means giving up certain faster growth opportunities
- ✓ We optimise our logistics flows to limit our environmental impact: road transport for Europe, maritime for long-distance export, and a **sailing-transport test project to Canada in 2026**
- ✓ We favour local production of our communication materials and POS displays to reduce unnecessary transport

Beyond flows, we also seek to spread our standards within our international ecosystem.

Our Korean subsidiary is a concrete illustration of this. It fully shares our values and applies them in its daily practices:

- ✓ Reuse of decorations for pop-ups
- ✓ Reuse of POS displays
- ✓ Minimising disposable consumables in supply purchases

- ✓ Selection of committed suppliers
- ✓ Ban on air travel for domestic trips

These examples show that our ambition is not limited to exporting products, but truly to **changing practices, wherever we operate.**



Communicating transparently: our duty to our customers

At La Rosée, there is no question of communicating vaguely about our commitments or of falling into greenwashing.

To guarantee the reliability of our messages, we have all our environmental communications reviewed and validated by the **French Advertising Self-Regulatory Authority (ARPP)**, including when this verification is not mandatory.

Our communication and marketing teams are also supported by our regulatory manager to ensure that each environmental claim rests on factual and verifiable elements. We also rely on the recommendations and best-practice guides published by **ADEME**.

In this same logic of transparency, in 2024 La Rosée signed the **Climate Contract for responsible communication**, set up by the French State to encourage companies to promote advertising practices consistent with environmental issues.

https://www.publicite-responsable.ecologie.gouv.fr/IMG/pdf/contrat_climat_la_rosee_2024.pdf

This framework commits us in particular to strengthening the transparency of our communications, avoiding any form of

greenwashing, and promoting more responsible consumption behaviours.

Our B Corp certification also constitutes a mark of credibility for our consumers. It attests that our commitments are assessed by an independent body and that they are part of an overall approach of continuous improvement.

This requirement concerns not only the content of our messages, but also the way we produce them

Our Communication team is thus committed to limiting the environmental impact of its actions:

- An eco-design charter has been put in place for our events and shoots
- All our shoots are done in France, even for sun-care products in winter



Our employees





*The well-being and development of our employees
are at the heart of our company project.*

In 2025, we structured our compensation policy and shared this framework with all our teams. The goal is clear: to guarantee greater transparency, fairness and clarity, so that everyone understands their salary positioning and the levers that allow them to progress.

We also wanted to recognise our teams' commitment through the **award of a value-sharing bonus (PPV) of €2,500** to all our employees in France, in line with our performance-sharing policy.

Helping our teams grow is also a priority. Throughout the year, our employees had access to around fifteen training formats: onboarding paths for new managers, the Climate Fresk, co-development workshops... so many tools to better understand environmental issues, learn, progress and flourish. We also launched the **La Rosée Academy**, a structuring training path for all our employees in France, as well as for our teams working with our clients, subsidiaries and distributors abroad.

The professional interview, which legally must also be carried out every two years, is now integrated into our annual interview framework to offer more regular and personalised follow-up to each employee. This approach reflects our will to actively support their development, anticipate their needs and foster their growth within the company.

As part of our Quality of Life at Work policy, we have also introduced a time-savings account (CET), in order to offer more flexibility in managing working time.

Finally, in line with our roadmap, we will take a new step in 2026: **100% of our employees will have an individual objective linked to our CSR strategy**, to anchor these issues even more deeply in everyone's daily life.

Beyond these measures, we encourage and finance our teams' involvement in charitable and sporting actions:

- ✓ For three years, La Rosée employees have taken part in the **Run In Lyon** in support of charities such as 1001 Fontaines or 7 Sommets Contre la Maladie, which supports families who have lost a parent to cancer.
- ✓ For two years, the **Course des Héros – Challenge des Pas** has supported CAMI Sport & Cancer, which helps people with cancer cope better with their treatment through sport.



Solidarity leave

Since 2024, La Rosée has offered its employees the chance to go on a solidarity mission with Planète Urgence, a charity we have supported since 2019. Each year, two employees can thus commit, on their leave time, to contributing to local development and biodiversity-protection actions.

The entire mission is financed by the company. This scheme offers a unique opportunity to put one's skills at the service of essential causes, in a deeply human and transformative setting. The missions last two weeks and are part of forest- and ecosystem-preservation programmes, in direct connection with local communities.

In 2025, Léa, a sales representative in Paris, **went to Benin for a mission dedicated to biodiversity**. She took part in biomonitoring actions to inventory mammal species and help fight poaching and deforestation.

Beyond the impact on the ground, these experiences **concretely anchor environmental and solidarity issues in employees' daily lives**, and give rise, in everyone, to the desire to act.



PLANETE URGENCE

GroupeSOS



Our values

BOLDNESS

OPTIMISM

CONSCIOUSNESS

SOLIDARITY

EXCELLENCE

CONNECTION

AUTHENTICITY

Diversity

Diversity is the foundation of a socially and economically high-performing society. This is why La Rosée decided to sign the Diversity Charter.

By signing the Diversity Charter, we, as a company or organisation, commit to:

- ✓ **Raising awareness and training our leaders and managers** involved in recruitment, training and career management, then progressively all employees, on the issues of non-discrimination and diversity.
- ✓ **Promoting the application of the principle of non-discrimination** in all its forms in all management and decision-making acts of the company or organisation, and in particular at every stage of human-resources management.
- ✓ **Fostering the representation of the diversity of French society** in all its differences and richness — its cultural, ethnic and social components — within the workforce and at all levels of responsibility.
- ✓ **Communicating about our commitment** to all our employees as well as our customers, partners and suppliers, in order to encourage them to respect and deploy these principles.
- ✓ Making the development and implementation of the diversity policy a **subject of social dialogue with employee representatives**.
- ✓ **Regularly assessing the progress made** and informing, both internally and externally, of the practical results arising from the implementation of our commitments.



CHARTÉ
DE LA DIVERSITÉ
SIGNATAIRE

Our support
to charities





Planète Urgence :

Since 2019, we have supported the charity Planète Urgence, which acts concretely in critical biodiversity areas. In 2025, we continued our support by funding 3 projects:

TAPIA project in Madagascar, to restore an ecosystem threatened by human activities, through the reforestation of the tapia, an endemic tree essential to preserving soils, water sources and local biodiversity.

MOSOTRY project in Madagascar to sustainably restore the degraded mangroves of Analava.

The Planète Éducation programme, which supports teachers and children in key forest areas to integrate environmental education into school curricula.

Since the beginning of our commitment, we have helped plant 303,245 trees.



The Coral Planters :

In parallel, we continue our partnership with The Coral Planters, a charity committed to preserving marine ecosystems. In 2025, our support enabled the planting of 3,661 new corals in the Maldives, Mozambique and Mauritius, as well as the creation of four nurseries in Mozambique. We also continued to support the Edu'Coral programme, which offers educational workshops to raise children's awareness of ocean protection.

Since the beginning of our commitment, we have thus helped plant 13,161 corals..



1001 Fontaines :

Since 2022, we have supported the NGO 1001 Fontaines, which develops lasting solutions to give the most vulnerable populations lifelong access to drinking water. We support the Water Angels programme to give children access to drinking water in schools in Cambodia.

Since the beginning of our commitment, we have helped bring drinking water to more than 65,500 children.

We also financed the construction of 2 Water Kiosks: these are micro-enterprises that ensure the production and distribution of drinking-water bottles to beneficiaries' homes, even the most isolated. These 2 structures help more than 3,600 families in the commune of Kantuot and in the province of Kampong Thom.



Toutes à l'école :

This charity provides high-level schooling to the most deprived young girls in Cambodia. In 2024, we decided to support the actions of Toutes à l'école by **sponsoring a first-grade class with comprehensive care for the pupils**: education, food and medical follow-up. We continued to support this class in 2025.



Octobre rose :

For several years, we have been committed during **Pink October** by offering skincare workshops to women in remission from breast cancer or at the end of treatment. In 2024, we also set up a product donation for the solidarity beauty spaces of the **Maison Rose Up in Paris**.

Finally, we support the **Belgian charity Vivre comme avant**, which helps and supports women with breast cancer. We renewed these two commitments in 2025.



Agence du Don en nature :

This partnership allows us to donate products that we cannot sell but that remain usable. The Agence du Don en Nature makes them available to shelters or solidarity grocery stores. In 2024, we notably took part in the Pacte pour les Premiers Pas operation, which aims to support and help families meet the essential needs of their babies. We donated 1,250 Mon Petit La Rosée products.

In 2025, we amplified our support with a donation of more than 98,200 products, including 79,000 shampoos, as part of the Grande Collecte organised by the ADN.



Secret Santa solidaire :

Instead of giving gifts among colleagues, **the 80 employees of the Lyon office each gave a gift to a child from the Notre Dame des Sans Abris shelter**. La Rosée also made a product donation to this shelter.



Emmaüs connect :

Aware that exclusion can also be digital, in 2025 we donated 13 computers and 52 smartphones. These **devices** are then **given to students or people in precarious situations**.



Nuits de Fourvière :

This multidisciplinary festival: theatre, music, dance, circus... **is committed to artistic creation and access to culture**. We donate products intended for the teams and artists. In 2025, we also supported the festival's ecological transition to help it rethink its practices, reduce its environmental impact and experiment with sustainable solutions, as well as the production of a committed show on environmental issues, which will be programmed as part of Nuits de Fourvière 2026.



More than
400 000 €
was donated to
charities in 2025!



Our next challenges



Challenges for our products

2026

- ✓ One third of our products will include at least 1 upcycled ingredient.
- ✓ Integrate our first regenerative ingredient into our formulas.

2027

- ✓ 50% of our sales will be generated by refills or solid formats to limit waste.

2030

- ✓ 50% of our products will include at least one upcycled or regenerative ingredient.
- ✓ 0% fossil-based virgin plastic in our packs.

2035

- ✓ 100% of our range will be refillable, solid or returnable.



Challenges for La Rosée

2026

- ✓ 100% of our employees have an objective linked to the **ecological transition**.
- ✓ Structure our **sponsorship policy** differently to increase its impact.
- ✓ Join the **BeMed** association to support scientific research on plastic pollution.

2027-2028

- ✓ Implementation of **triple-capital accounting**.



Inspirations



Video :

A love anthem to our planet

<https://www.onehome.org/fr/videos/earth-video/artists-featuring/yael-naim>



Films & series :

- Once You Know Une fois que tu sais) by Emmanuel Cappellin
- Tomorrow (Demain) by Mélanie Laurent & Cyril Dion
- Our Planet (Notre planète) Netflix in collaboration with WWF



Books :

- Tout comprendre (ou presque) sur le climat d'Anne Brès, Claire Marc, Jean-François Doussin et BonPote
- Le monde sans fin de Jean-Marc Jancovici
- Révolution bleue de Jean-Pierre Goux



Documentaries :

- Breaking Boundaries: The Science of Our Planet - Netflix
- RDV en terre inconnue with Thomas Pesquet among the Kogis in Colombia - France Télévisions
- My Octopus Teacher - Netflix



LA ROSÉE

P A R I S

Suivez - nous !



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