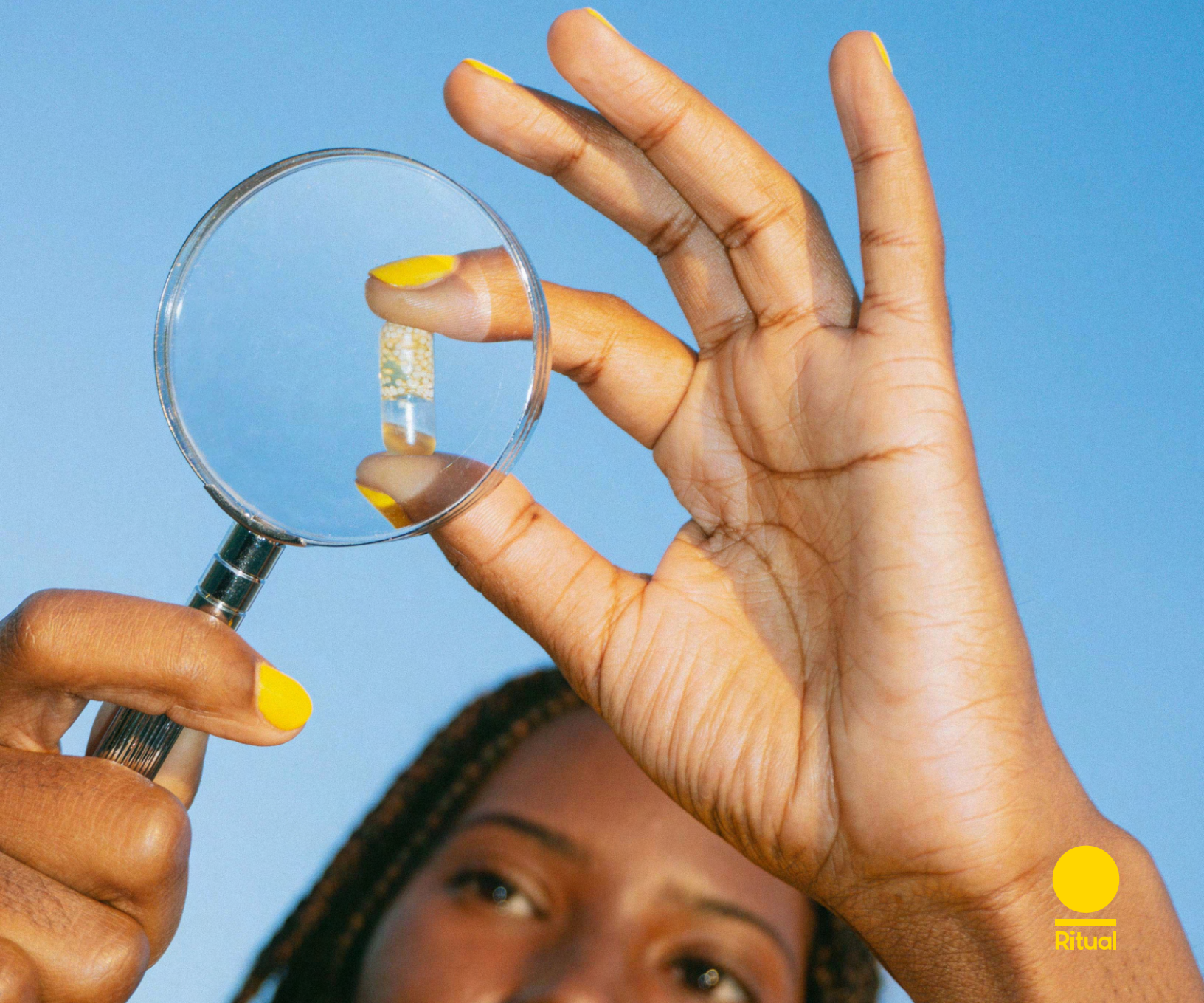


# Ritual's 2022 Impact Report

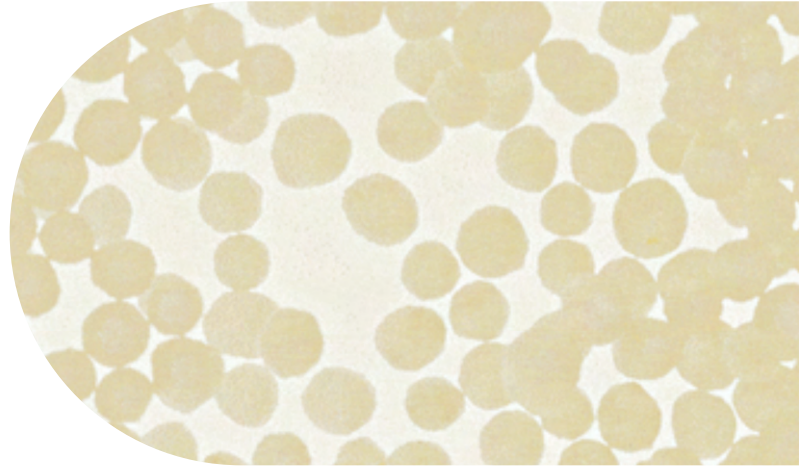
A yearly check-in about our renewed  
commitment to you and the planet.





# Made Traceable<sup>®</sup>

To provide transparent information to empower people to make confident choices for their health.



## A Letter From Ritual's CEO

Hi — I started Ritual seven years ago with the vision to create the most trusted brand for everyday health. I knew it wouldn't be easy to challenge a nearly \$59 billion dollar industry<sup>1</sup> with questionable ingredients, shaky science, and harmful amounts of contaminants like heavy metals<sup>2</sup> — but it was necessary. People deserve to know what they are putting in their bodies and why.

Fast forward to today, we have one of the leading prenatal multivitamins in the US, over one million people have chosen Ritual, and as a Certified B Corporation, have become one of the leaders in the supplement industry known for our commitment to traceability. And we're just getting started.

We're investing in traceable science and traceable sourcing, and we're continuing to develop best-in-class products with leading scientific research and third-party validations that support the efficacy and safety. And, we're going above and beyond to drive meaningful change in our industry through strategic advocacy initiatives.

We've brought our community along every step of the way and are now proud to share our inaugural impact report. We're transparently reporting on the progress of our sustainability, traceability and climate goals, our clinical trial program, advocacy, and much more. **The future of health is clear and we're honored to be leading the way.**



Kat Schneider  
Founder & CEO

84.8

### Our B Corp Score

In 2022, Ritual became a Certified B Corporation, receiving one of the highest third party validations for our commitment to being a responsible business. Our assessment score was 84.8, and we are excited to increase our score in the years to come.

3

### Impact Goals Created

Ritual put a stake in the ground and established 3 goals to hold ourselves accountable to ingredient traceability, sustainable packaging, and climate change action.

- 100% of Ingredients Made Traceable® by 2022
- 100% Sustainable Packaging by 2025
- Net Zero Emissions by 2030

13

### Traceable Products

The number of Ritual products included in the industry's first *Certificate of Traceability*.

This tool allows people to see: ingredients, supplier names, final places of manufacturing, key tests conducted, packaging materials used, and certifications for all our products.

4

### Heavy Metals Tested

*Lead, Mercury, Cadmium, and Arsenic.*

The four heavy metals we third-party test for across our product line. We even disclose heavy metal testing results for a recent batch of our Essential Protein powder.

7

### Industry-Leading Standards

We've shared our 7 updated Made Traceable® Standards, showcasing our commitment to traceable science and sourcing, supported by seven key philosophies that guide our formulations and business practices.

100%

### Impact-Dedicated Roles

The percent of Ritual's leadership team dedicated to upholding our traceable science and sourcing standards.

We hired our first Chief Impact Officer in 2022, formally bringing social impact to the C-Suite.

22

### Supplier Requirements

Ritual launched our industry-leading *Code of Conduct*, which outlines 22 detailed requirements for our suppliers to work with Ritual, including: anti-corruption requirements, human rights monitoring, environmental compliance, traceability record keeping, and anti-harassment/racism provisions.

365

### Days

The number of days each year we showcase our commitment to addressing diversity, equity, and inclusion as part of our brand's traceability promise.

01. **Ingredients Made Traceable® by 2022**

100% Complete

02. **Sustainable Packaging by 2025**

74% Complete

03. **Net Zero Emissions by 2030**

15% Complete

New

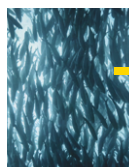
04. **Clinically-Backed Formulas by 2030**

Just Announced

## 01. **Ingredients Made Traceable® by 2022**

*Status: 100% Complete*

We showcase our 51 active and other ingredient suppliers and final places of manufacturing on our website for all to see. We're proud to have achieved this goal in 2022, but our traceability work does not stop there. In 2023, we are working diligently to understand what level of traceability we have beyond the final place of manufacturing, down to the origin. This full level of traceability is where we can really have confidence in the safety, sustainability and quality of our ingredients' full chain of custody.



### PARTNER HIGHLIGHTS

790 million+ fish saved by sourcing Omega-3 DHA from microalgae in 2022 (thanks to our supplier Algaithm)<sup>3</sup>



Regenerative peas sourced from 153 US farms (led by the plant-based pros at PURIS)<sup>4</sup>



0 sheep sheared for Ritual's Vitamin D3 (instead ours comes from harvested lichen, we see you *Vitashine*)



 LIVE AT [RITUAL.COM](https://ritual.com)

## Certificate of Traceability

Your product passed our rigorous traceability standards, from ingredient sourcing to third-party testing to independent certifications.

- ✓ Ingredients
- ✓ Allergens
- ✓ Microbial
- ✓ Heavy Metals
- ✓ Certifications
- ✓ Packaging

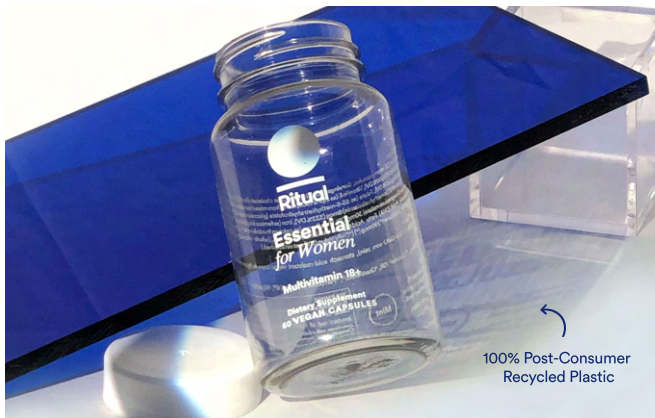


## 02. Sustainable Packaging by 2025

Status: 74% Completed

### How We Define Sustainable Packaging

Sustainable packaging doesn't have a formal legal definition, so let us be clear, we count packaging that is recycled, recyclable, and/or refillable. Included in this goal is primary packaging (what the product is stored in), secondary packaging (any cartons for use in retail), and tertiary packaging (what the product comes in to your house).



### Packaging Takeback Program Launched

In 2022, we launched a partnership with the [Pact Collective](#), the most transparent packaging takeback program on the market. Ritual's Synbiotic+ and Essential Protein powder packaging are currently not curbside recyclable (more on that below), so we wanted to create an easy experience to have the packaging properly recycled. Simply drop them off at our [Ritual retail store](#) on Abbot Kinney in Los Angeles or at a [Credo](#) store near you. You can also ship items directly by printing a label from the Pact Collective's website. —>

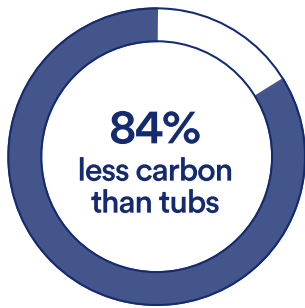
### Refills in the Works, But It's Complicated

We use design principles outlined by the [Ellen MacArthur Foundation](#), which focus on eliminating waste and pollution, circulating materials at their highest value, and designing products regenerative in nature. While we know refillable systems can often be more sustainable and reduce carbon emissions, it's complicated. Initial testing we conducted of refillable pouches showed that the integrity of the nutrients in our formulas was not stable being stored and transported in pouches. The last thing we would want to do is ship our products in packaging that could compromise the formula and benefits, even if it is more sustainable.

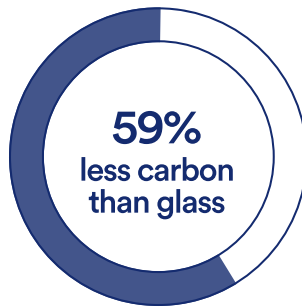
With that being said, we are exploring ways to approach refillable packaging in a way that would deliver sustainability benefits while still protecting your product. Thanks for your patience as we tackle this intricate process. (And in the meantime, we're proud of our 100% PCR bottles and other packaging solutions.)



## 02. Sustainable Packaging by 2025 (Continued)



Our protein pouch packaging uses 84% less carbon than traditional protein plastic tubs.<sup>†</sup>



Our 100% post-consumer recycled multivitamin bottle uses 59% less carbon than glass.<sup>†</sup>



Our multivitamin bottles are made from 100% post-consumer recycled PET plastic (#1).

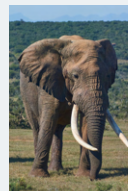


92% of our packaging components are made from recycled materials.<sup>††</sup>



### 15.5 million plastic bottles,

Ritual gave the equivalent of 15,521,946 water bottles a second life through sourcing 100% recycled plastic for our multivitamin bottles.<sup>††</sup>



### or the weight of 36 elephants.

That's 143.6 metric tons (or 36 adult Asian elephants) of recycled plastic re-used by sourcing 100% post-consumer recycled bottles.<sup>††</sup>

### Sustainability on the Shelf

This effort goes beyond the DTC experience. For our expansion into retail (hello, Whole Foods), we have introduced 100% recycled paper cartons. At The Ritual Store in Venice, CA, we use recycled materials when possible, like the 100% post-consumer recycled acrylic for our permanent store fixtures and signage.





### 03. Net Zero Emissions by 2030

Status: 15% Completed

“Net Zero” is the science-based target developed by leading climate scientists.<sup>5</sup> Is it possible to hit? No one knows, but we will try in earnest. Why? We use the latest science to guide our formulations, why wouldn't we do the same for our sustainability program?

The world is already feeling the dramatic effects of climate change. But modeling indicates that these impacts will become even more intense if we don't limit the rise in global average temperature to less than 1.5°C above pre-industrial levels.<sup>6</sup> To hit 1.5°C of warming or less, we must reduce global atmospheric concentrations of greenhouse gasses by about 90% no later than 2050, with about half of those emission reductions coming by 2030.<sup>7</sup>

#### 2020 and 2021 Carbon Accounting

Ritual has completed its first carbon accounting of Scope 1-3 Emissions for years 2020 and 2021. While it's not required or common for privately held companies to publish their carbon footprint, we are holding ourselves to a higher standard.



99% of our emissions come from Scope 3, which refers to indirect emissions associated with making our products. Think of the energy used at the manufacturing facilities, embedded carbon of our packaging and ingredients, and shipping and transportation.

## Our Climate Checklist

#### COMPLETED SCOPE OF 1-3 CARBON ACCOUNTING



Watershed estimated Ritual's annual carbon footprint using a spend-based accounting method. This method takes financial data to assign green-house emissions associated with the amount of money Ritual spent with different vendors.

#### SUBMITTED OUR NET ZERO GOAL TO BE VALIDATED BY THE SCIENCE BASED TARGET INITIATIVE (SBTI)



#### COMPLETED LCAS (LIFE CYCLE ASSESSMENTS) ON ALL RITUAL PACKAGING



Ritual leverages the power of Bluebird to understand the carbon impacts of our packaging, in addition to using COMPASS for specific packaging claims.

#### COMPLETED PRODUCT LEVEL LCAS FOR ALL OF OUR PRODUCTS



In partnership with Planet FWD, Ritual recently completed full product LCAs for 100% of our current products. This allows us to see clearly where our carbon hotspots are and craft a real decarbonization plan.

#### OFFSET CARBON ASSOCIATED WITH SHIPPING OUR PRODUCTS THROUGH THE CARBON FUND.



Underway ↷

#### CRAFT A TAILORED AND ACTIONABLE DECARBONIZATION ROADMAP



## 04. **Clinically-Backed Formulas by 2030**

*Status: Newly Launched*

### Why Clinical Studies Matter

Ritual set out to be pioneers in the industry, conducting gold-standard human clinical trials in partnership with leading universities and research organizations from around the world. By 2030 we plan to have completed clinical trials for all existing products. We give ourselves three years after all future product launches to complete the product clinical-study. We're also working to create standardized definitions for how brands can use the term "clinical-studied."

### University-led Clinical Trial

Ritual has a university-led clinical trial on Essential for Women 18+ formula, published in *Frontiers In Nutrition* — a leading, internationally recognized, peer-reviewed journal — and uses clinically studied key ingredients with strategic doses and forms across the rest of our line. We have also completed two in-vitro studies on Synbiotic+ and one in-vitro study on Essential for Women 18+. Follow our progress towards publishing industry-leading studies for all our products.

## *The Road to Publishing a Clinical Study*

### 01 Protocol Development

New Ritual Product 1  
New Ritual Product 2

### 02 Contract Signed

### 03 IRB\* Review & Approval

Essential Prenatal (Pending)  
Essential Postnatal (Pending)

\*Institutional Review Board (IRB):  
An administrative body established to protect the rights and welfare of people who participate in research studies.

### 06 Completed Study

### 05 Active Study

### 04 Recruit Participants

### 07 Analysis

### 08 Publication Under Review

### 09 Publication Accepted + Published

✓ Essential for Women 18+



## Ritual's Call on Congress



Regulated by the FDA, the supplements industry oversight is mostly governed by the Dietary Supplement Health and Education Act (DSHEA)<sup>8</sup> passed in 1994. This legislation remains weak when it comes to regulating the safety and efficacy of supplements.

Supplements were a \$59 billion industry in 2021<sup>9</sup>, and approximately 75% of Americans consume a supplement daily.<sup>10</sup> **As of the publication of this report, there are no health-protective heavy metal limits established by the FDA for supplements and protein powders.**

In 2022, Ritual rolled out its *Traceable Wellness Roadmap*, which outlines five key reforms to increase access to safer supplements. Read the highlights here →

### Ritual's Traceable Wellness Roadmap

1. Urge the FDA to establish health protective limits for heavy metals in supplements and protein powders.
2. Define terms like “clinically studied” to reduce the misuse in the marketplace.
3. Strengthen oversight of adulterated, unregistered, and contaminated products.
4. Ensure supplements contain the ingredients listed on the label.
5. Require ingredient traceability.

## Certifications that Count

**USP Verification** is a third-party quality program that sets a high bar for product transparency. If you see the USP Verified Mark, you know the supplement contains the ingredients listed on the label in the declared potency and amounts, does not contain harmful levels of specified contaminants, will break down and release into the body within a specified amount of time, and has been made with Good Manufacturing Practices. Less than 1% of supplement brands have the USP Verified Mark. Ritual's Essential for Women 18+ is USP Verified.

**Non-GMO Project Verified** means that a product is compliant with the Non-GMO Project Standard, which includes stringent provisions for testing, traceability, and segregation. Ritual's Essential Multivitamins and Synbiotic+ are Non-GMO Project Verified.

The list of **Certified B Corporations** in the vitamin industry is short, but it's widely considered the gold standard for responsible business. Being a Certified B Corp means that a brand has substantiated the following: employee benefits, how well they assess and monitor their supply chains for environmental or human rights issues, and the credibility of their give back programs. This ensures that business decisions are never solely made on the basis of delivering for shareholders, but embrace a "triple bottom line," which is a fancy way of saying they equally weigh people, profit, and the planet. Ritual is a (proud) Certified B Corporation.



## Patents that showcase innovation for nutrient delivery method

Essential Prenatal



Essential Postnatal



Essential for Men 18+



Essential for Men 50+



Essential for Women 18+ (CAN)



Gut Health Synbiotic+



Essential for Women 18+ (USA)



Pending

Awarded



## Change Through Traceability

Our Made Traceable® promise, built on the foundation of traceable sourcing and traceable science, enables us to actively address environmental justice issues common with sourcing ingredients and packaging, as well as their impact on surrounding communities. We're using the power of our supply chain to not only make informed decisions, but also to inspire our industry to do better. In practice this means addressing:

### Environment & Justice

By sourcing recycled plastic for our multivitamin bottles, we avoid buying virgin plastic, which is commonly produced in low-income communities and communities of color. We choose packaging not just based on safety and sustainability, but also aim to direct our purchasing power away from polluting industries that contribute to environmental injustice. Our climate goal is to have Net Zero emissions by 2030.

### Advocacy & Equity

We know that as an industry leader, paying for the highest quality products comes at a premium price point. Yet we deeply believe that everyone has the right to safe and clean supplements. This is why Ritual has a Traceable Wellness Advocacy Roadmap, where we actively lobby Congress to pass legislation to help make supplements safer for everyone. We believe it is our duty as an industry leader to use our business voice in support of more stringent oversight of the supplements industry, thereby rapidly increasing access across price points.







## Human Rights & Transparency

Our Code of Conduct and human rights program seek to address workers' rights, protecting people along our supply chain. Ingredients sourced for supplements are sourced, manufactured and processed all over the world, and we have a supplier audit program for high risk ingredients that works hard to protect workers in our supply chain.

## Giving & Access

Since the beginning of Ritual, we've been on a quest to support everyday health through safer and efficacious products. Designing high quality unfortunately comes at a cost. We can't ignore the access gap and seek to support underserved communities directly. In 2022, Ritual:

- Donated \$100,000 which provided 4M healthy servings of produce (equivalent to 1M pounds rescued from waste) given to food insecure families through our Food Forward partnership.
- Donated over \$5,000 to Los Angeles based non-profit organizations, including Culver City Pride, Venice Pride, and Youth Business Alliance.
- Matched over \$12,000 in donations to causes we care about through our employee matching program.
- Delivered 2,000 units of Ritual products to local organizations in need, such as Kindred Space (the only Black-owned birthing center in Los Angeles), and Harvest Home (an organization providing housing for pregnant people and new parents experiencing homelessness).
- Organized our first quarterly Ritual Day of Action where the Ritual Team (spread across the US) spent the day volunteering with organizations in their communities (e.g. Food Forward, Baby2Baby).
- Hosted 6 free health and wellness education-based workshops hosted in our flagship store for our LA community.



Our traceability efforts and our goal to be a just and inclusive business go hand in hand, and we transparently and publicly share our commitments to this important work. We aim to foster a diverse Ritual team that embraces differing perspectives that challenge our own and reflects the diversity of our communities.



15-member **Diversity, Equity, Inclusion and Belonging** (DEIB) Committee • 2 Community Resource Groups (**BIPOC Women** and **Pride**) to serve as internal ambassadors, cross-functional partners, advisors and leaders • **\$150,000 investment in DEIB** based learning and development including unconscious bias • **70% of our team members are women**, of which nearly 67% are in director roles and above • 50% of our Executive Team are women, and **4 out of 5 of our board members are women** • 40% of all new hires were people of color • 100% transparent about pay ranges for all roles in the company • 5 months of **gender neutral parental leave** • 3 role personas to maximize flexibility for work and life • **86% of brand marketing features people of color** • 27% of influencer marketing spend went towards diverse creators • 24% of our influencer partners were people of color and/or LGBTQIA • **Completed a WCAG 2.1 AA level accessibility audit** to make our website more inclusive.

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\*These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease

†Based on Ritual internal Life Cycle Assessment in June 2022.

††Based on Ritual internal Life Cycle Assessment from June 2021 to June 2022.