

# Ritual's 2023 Impact Report

Want to fact check our commitment to you  
and the planet? This report is for you.



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Welcome to Ritual's 2023 Impact Report. The year that, like a teen in a coming-of-age story, my vision for Ritual really came into its own.

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For the last 7+ years, we've been taking a hard look at what it really means to transform the supplement industry. Turns out, the secret ingredient is just making everyday decisions centered on doing right by people's health and the planet.

This year, we took responsibility for our own carbon emissions, sought credible third-party certifications that validate the safety and sustainability of our products, codified our commitment to true efficacy by completing new human clinical studies, and continued to trace and vet our ingredient quality with our highest standards.

As we've been doing this work, you have been making a daily decision to trust us, through big moments like menopause and pregnancy to supporting better skin and gut health. As a mother who wanted higher standards for her kids, self, and you, I take this trust seriously. And you don't have to be a mother to appreciate that we trace like one.

 Kat Schneider  
Founder & CEO

# 2023 Highlights

We led a lot of *firsts* for our industry this year.  
We're hoping there's more competition next year.



*1st Postnatal* to ever receive a Purity Award by the Clean Label Project.



*1 Net Zero Trailblazer Winner*, awarded to our founder for her leadership in pushing the supplement industry to act on climate change.



*1st supplement company* to publicly share each product's carbon footprint.

# More numbers we're proud of.

## 100% of Products Certified

All of our products are certified CarbonFree and Amazon Climate Friendly for our sustainability commitments, including our investment in renewable energy.

## Tested for 200+ Contaminants

Common contaminants were independently tested for by the Clean Label Project, formally certifying every Ritual product. Five products went on to receive their Purity Award.

## 1 New Clinical Goal Launched

Big goals to fill. We've publicly committed to adhering to a new rollout of clinical testing, putting Ritual on track to have human clinical trials for all of our products by 2030.

## 2 Completed Clinical Trials

Results from our clinical trials for both our Essential for Women Multivitamin 18+ and HyaCera Wrinkle Support\* products are live on [Ritual.com](https://www.ritual.com).

## 7 Bids to Congress

We petitioned Congress to act on issues including Paid Family Leave, the Black maternal health crisis, establishing heavy metal limits, and several climate-related initiatives.

## B Corp Score: 84.8

Certified B Corporation score for our commitment to being a triple bottom line, responsible business.

## 15 Certificates of Traceability

Our certificates allow people to see: ingredients, supplier names, final place of manufacturing, tests conducted, packaging materials used, and certifications for all of our products.

## 7 Leading Standards

Our [Made Traceable Standards](#) showcase our commitment to traceable science, supported by seven key philosophies that guide our formulations and business practices.

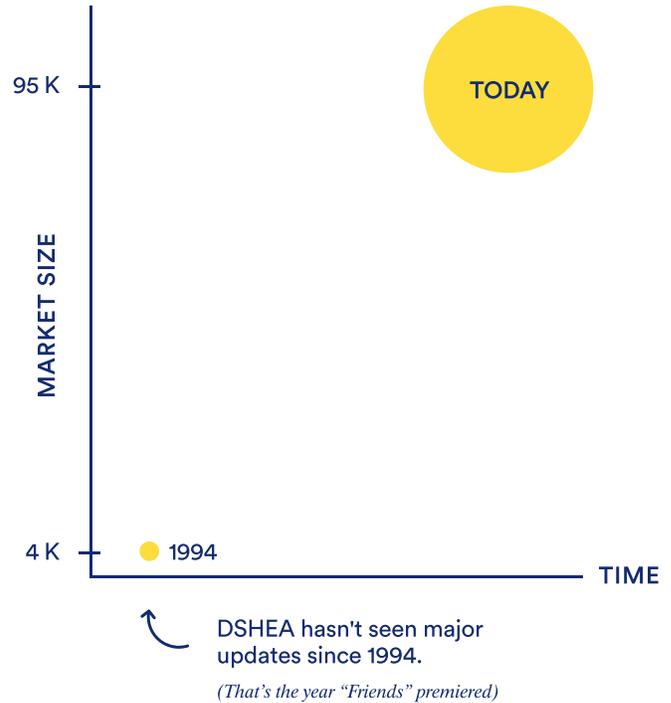
# Why We're Here

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

# Understanding the Supplement Industry

75% of Americans take at least one supplement a day, yet **the industry has documented safety and efficacy problems.**<sup>1</sup> It's been almost 30 years since federal regulations were last passed, despite a **2275%** jump in the number of vitamins and supplements on the market.<sup>2</sup>

This places the burden on shoppers to become their own regulators, comparing claims, researching ingredients, and identifying bad actors.



## The Safety Problem

- Herbal supplement users have been found to have increased levels of lead.<sup>3</sup>
- Protein powders have known heavy metal contamination.<sup>4</sup>
- Studies have found heavy metals present in prenatal vitamins.<sup>5</sup>

DID YOU KNOW?

*All our products undergo thorough third-party testing for microbes and heavy metals.*

## The Efficacy Problem

- Brands can claim a product is "clinically-studied" while pixie dusting (using a small amount of clinically-backed ingredients).
- Supplements aren't always designed for absorption, meaning you may be taking nutrients your body can't as easily process.
- The format of the supplement can mean limited efficacy. For example, some capsules may release early in your stomach rather than surviving to release in your intestine, which is the optimal place for nutrients to be processed.

# Traceability as the Antidote

The magic word to tackle much of our industry's safety and efficacy issues is traceability. The truth is, brands may know little about their complex supply chains, resulting in varying degrees of quality, purity, sustainability, and potency.



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## Traceable Science

Traceable science is our way of hitting the industry's efficacy problem head-on (and we have ambitious human clinical trial goals to hold ourselves accountable).

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## Traceable Sourcing

Traceable sourcing allows us to handpick the best ingredients and choose sources that are lower in heavy metals and other problematic contaminants.

# We're Playing the Long Game

Here's where we keep ourselves honest. We're full steam ahead, but there's plenty of road still left to cover.

01



## Ingredients Made Traceable<sup>®</sup> by 2022

100% Complete

02



## Sustainable Packaging by 2025

90% Complete

03



## Net Zero Emissions by 2030

22% Complete

04



## Clinically-Backed Formulas by 2030

14% Complete

# Ingredients Made Traceable<sup>®</sup> by 2022

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## How We Define It

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One way we really stand apart from our industry is through publicly sharing the supplier name and final place of manufacturing for all of our active and other ingredients. To be clear, we wish it didn't set us apart. **Everyone should do this.**

Our work doesn't stop there. While we met our goal in 2022, it's an ongoing process to ensure all newly rolled out products also meet that bar of traceability.

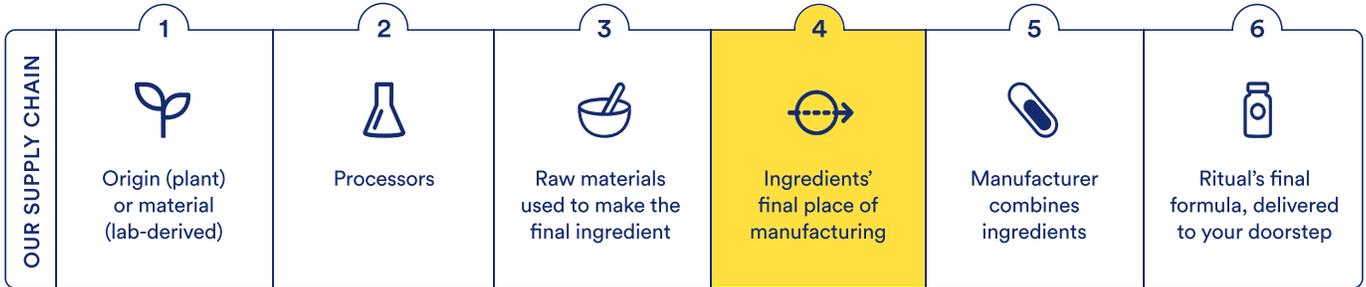


Additionally, having that goal checked is really just step one. There's always more info to dig into and provide. Supply chains are notoriously complex, and ingredients in one product can go through multiple facilities.

In some cases, our traceability goes down to the source, like with our Essential Protein pea farmers. In other cases, where the supply chain is more complex, we're still working to trace each step.

## Traceability Roadmap

How ingredients are made is complicated, varying greatly between naturally-derived and lab-made ingredients. The roadmap below breaks down the journey of how Ritual products are made, and highlights where Ritual discloses our suppliers and the ingredients final place of manufacturing. This level of disclosure is unprecedented in our industry.



For example

Regenerative peas are grown in farms across the U.S.



Pea protein is manufactured in Turtle Lake, WI / Dawson, MN



## Why Ingredient Traceability Matters

We love this question. Being able to trace your supply chain (AKA know your supply chain) is crucial to identifying and preventing human rights abuses and environmental issues. Yes. It is that important.

For example, when sourcing for Ritual's newly debuted beauty ingestible—HyaCera—we knew the market was oversaturated with ingredients like bovine-derived collagen, which has been linked to illegal land seizure, the displacement of Indigenous communities, and climate impacts.<sup>6</sup>

Our choice to source a sustainably harvested plant oil extract—Ceratiq®—was because of its traceable supply chain down to the region where the crops are grown and processed, using a well-respected supplier, Roberte. Coupled with a clinically-studied dose, this ingredient showcases why **traceable sourcing and science aren't nice-to-haves. They're musts.**

We want better products to be available for everyone. To the brands who don't yet provide ingredient traceability, this is an earnest invite to get with the program.

# Sustainable Packaging by 2025

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## How We Define It

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Sustainable packaging to Ritual means the packaging or packaging component is either made from recycled materials, recyclable, and/or refillable. This includes the product packaging as well as the secondary and shipping packaging.

## Why It Matters

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It's all about recycling, right? Throw things in the blue bin, planet saved?

Unfortunately, **only about 5-9% of the items that are placed curbside actually get recycled** into new materials or packaging.<sup>7</sup> Ritual works hard to source post-consumer recycled plastic to help redirect it from landfills.



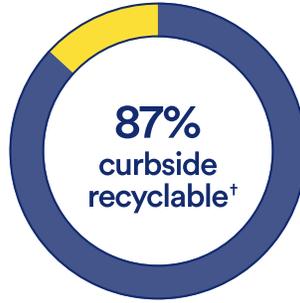
In 2023, we saved the equivalent of **6.6 million water bottles** from reaching the landfill.<sup>8</sup>

## Sustainability Roadmap

You'd think a sustainable packaging program would be all about recycling, but it's a little more nuanced. Our packaging decisions weigh a matrix of variables including transport emissions, material composition (recycled vs. virgin), recyclability, and the stability of our formulas.



81% of Ritual packaging is made from recycled materials



- 87% Likely curbside recyclable†
- 13% Eligible for Pact Collective

†Check your local recycling guidelines.



Refillable packaging in the works



### What is Pact Collective?

Our partnership with Pact Collective helps provide a solution for harder-to-recycle materials by collecting and processing our protein pouches and moisture-control bottles when dropped off at a participating Pact Collective partner.

[Find a Pact Bin Near You](#) →

# Net Zero Emissions by 2030

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## How We Define It

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Ritual approaches climate the way we approach everything, science-first. We look to leading climate organizations to set our science-based target of Net Zero Emissions by 2030.

That means we are aiming to reduce our carbon emission by 90%, only using off-sets after true carbon reductions have occurred.

## Annual Carbon Reporting

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2023 TOTAL CARBON EMISSIONS  
*9,082 tons of CO<sub>2</sub>e*

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

## Advancing our Methodology

In 2023, we moved from a spend-based carbon accounting method to a more accurate Life Cycle Assessment (LCA)-based approach with our partners, PlanetFWD.

### SPEND-BASED APPROACH

Evaluates the dollars spent in specific categories and applies an estimated carbon footprint.

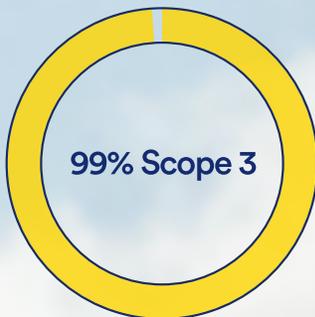
This is based on industry-average emissions, which can result in a less nuanced assessment.

### LCA-BASED APPROACH

A more detailed-oriented methodology where data is collected and analyzed at each stage of the product's life cycle.

This results in more sophisticated carbon accounting for the whole enterprise.

If you're not measuring all 3 scopes, you're missing the full story.



Carbon emissions fall into 1 of 3 scopes. Scope 1 are direct emissions, which means the company owns them. Scope 2 and 3 emissions are caused by a company's operations, but not owned by them.

Almost all (99%) of our emissions come from scope 3. That's where our products are made, transported, and how those products are used by customers and eventually disposed of.†

So, when another brand boasts about lowered carbon emissions, be sure to dig a little deeper. Does their report include scope 3?

†Based on PlanetFWD 2022 GHG Inventory

# Our (2023) Climate Action Checklist

- Set a science-backed climate goal**  
Got our Net Zero goal approved by Science Based Targets initiative (SBTi)
- Completed product-level Life Cycle Assessments (LCAs) for all of our products**  
In partnership with Planet FWD, Ritual recently completed full product LCAs, an analysis of the impact of the entire life-cycle of a product on the environment, for all of our products. This allows us to point out our carbon hotspots, and craft an actionable plan to combat emissions in our supply chain.
- Completed LCAs on all Ritual packaging**  
We love compiled data. Ritual leverages the power of Bluebird to get a grasp on the carbon impacts of our packaging, in addition to using COMPASS for specific packaging claims. Our public profile is [here](#).
- Discussed climate goals with key supply chain partners**  
We're only as good as our partners, so we use climate action as a key criteria for assessing and approving new suppliers.
- Supported key climate policies**  
In partnership with Ceres, we rallied for the passage of policies that included the California Disclosure Policy (SB 253 and SB 261), and provided feedback on proposal details.
- Crafted a Ritual Decarbonization Roadmap**  
This work isn't quite camera-ready yet, but includes mapping out steps to reduce the emissions associated with higher carbon ingredients and exploring lighter shipping packages, based on the intel from our LCA's.

## Climate Actions Underway

- Share our Decarbonization Roadmap publicly for all to see
- Do the work — reduce carbon in our supply chain
- Continue advocating for change through climate policy

## Why Climate Action Matters

If you're reading this report, this may be preaching to the choir. But as a refresher:

Leading climate scientists warn that we must limit global temperature rise to 1.5°C above pre-industrial levels, or we're facing irreversible damage that is a ripple effect on the environment and our health.<sup>9</sup> **Tackling climate change is a global effort that requires brands to step up and take accountability for the carbon they emit**, suppliers and manufacturers to change the way they harvest and process raw materials, and larger changes like electrifying the national grid.

In short, it is the responsibility of the industry (aka brands like us) to reimagine how we conduct business in a sustainable world.

Here are some decisions we made during product development that we're proud of →

Ritual's Essential Protein produces 9x fewer emissions than whey protein<sup>10</sup>

1 bottle of multivitamins has a smaller footprint than driving a car 1.4 miles<sup>11</sup>

Our 100% PCR bottle uses 59% less carbon than glass<sup>12</sup>

# Clinically-Backed Formulas by 2030

## How We Define It



Last year, we announced our goal to conduct gold-standard human clinical studies, for all Ritual products, in partnership with leading universities and research organizations from around the world.

*The way we track our progress is based on available products, so as we launch new products, you might notice the percentage of trials completed decreasing.*

## Why It Matters

**If you want your supplements to do what they claim to do, then you want human clinical trials.** There isn't a standardized definition for how brands use the term "clinical-studied." This can lead to misleading claims and questionable efficacy within our industry.

While our products are formulated with ingredients backed by the latest science, clinical trials on our final formulation give us that extra validation that the ingredients are actually working.

## The Road to Publishing a Clinical Study

01 Protocol Development



02 Contract Signed



03 IRB<sup>o</sup> Review & Approval

<sup>o</sup>Institutional Review Board (IRB): An administrative body established to protect the rights and welfare of people who participate in research studies.



06 All Participants Complete Study



05 Active Study



04 Recruit Participants



07 Data Analysis



08 Publication Preparation



09 Publication Accepted + Published

Newly Completed Study!



IN A CLINICAL STUDY HyaCera™ LED TO A:

↓ **356%** Reduction in Crow's Feet Wrinkles<sup>†</sup>

↑ **290%** Increase in Facial Skin Smoothness<sup>†</sup>

<sup>†</sup>Compared to placebo

The Ritual HyaCera™ Clinical Study was conducted in 2023 in partnership with a leading research organization. Employing a randomized, double-blind, placebo-controlled design, widely acknowledged as the gold standard in human research, the study spanned a duration of 12 weeks. Participants included 63 healthy women and men ranging in age from 26 to 64. Multiple skin-related assessments were made at baseline, 4 weeks, 8 weeks, and 12 weeks after the commencement of the supplementation protocol.

# Need Receipts? See Our Certifications.

Showing proof of work is very important, and certifications are a way for us to show off all the work that goes into creating a product that meets the Ritual standard.

This year we validated our science, quality, and impact through new third party certifications.



## CERTIFICATIONS

# The New Certs in Town



- ✓ Every Ritual product is Clean Label Project Certified

Clean Label Project is on a mission to bring truth and transparency to food and consumer product labeling. CLP independently tests for hundreds of environmental contaminants and harmful chemicals like heavy metals (including lead, mercury, and glyphosate), pesticide residues, plasticizers, and antibiotic residues.

- ✓ 5 Ritual Products Received CLP Purity Awards

Clean Label Project tests the top sellers in certain categories for purity (chemicals of concern including heavy metals, pesticide residues, and plasticizers), and benchmarks the results. If the product is found to be among the top 33% in a given category, it qualifies for the Clean Label Project Purity Award.



- ✓ All Ritual products are CarbonFree Certified

We don't love the term "carbon free" nor do we love the term "offsets" so let us be clear, we've invested in renewable energy through CarbonFund.org. While we know this doesn't solve climate change, it's an important first step as we work to decarbonize our supply chain.



- ✓ Target Zero and Target Clean

All of our products are Target Zero, awarded to brands that are reduced-waste products. Our Essential Women 18+ is Target Clean, awarded to brands with the USP-verification.



- ✓ All Ritual products are Climate Pledge Friendly

The Amazon Climate Pledge Friendly program helps customers discover sustainable products by recognizing products that have a focus on preserving the natural world.

## In Case You Missed It

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✓ Ritual is a (blushing) Certified B Corp

This is the gold standard for business responsibility. Being a Certified B Corp means that a brand has substantiated the following: employee benefits, assessing and monitoring their supply chain for environmental or human rights issues, and the credibility of their give-back programs. This ensures businesses embrace a "triple bottom line," equally weighing profit with people and the planet.



✓ Essential for Women 18+ is USP Verified

USP is a third-party quality program with a high bar for product transparency. With this mark, you know a supplement contains the label ingredients in the declared amounts and potencies, does not contain harmful levels of contaminants, and has been made with quality manufacturing practices. **Less than 1% of supplement brands have the USP Verified Mark**, and that's worth raising an eyebrow (or several).



✓ Ritual Vitamins are Non-GMO

Our multivitamins are 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.

✓ Certificate of Traceability



This means your products passed our rigorous traceability standards, from ingredient sourcing to third-party testing to independent certifications. We've created a one-stop-shop for your favorite Ritual product's traceability details, which can be found at [Ritual.com/made-traceable](https://ritual.com/made-traceable).

## Meet the Class of 2023

Aren't they adorable? The same high Ritual standards (traceable ingredients, vegan-derived ingredients, 3rd party testing and certifications) in 3 new products.



PRODUCTS LAUNCHED THIS YEAR

**HyaCera**  
*Skin Hydration*



Skincare from the inside-out. Two of the best clinically-studied ingredients shown to help minimize wrinkles and hydrate skin, all in one daily capsule.\*



CERATIQU®  
Grasse, France



HYABEST®  
Goka, Japan



Packaging  
Composition



This Product's  
Carbon Footprint

**Sleep**  
*BioSeries™ Melatonin*



What dreams are made of. The world's first BioSeries™ technology, designed to optimize melatonin release throughout the night to support a natural sleep-wake cycle.\*



MELATONIN  
Chignolo d'Isola, Italy



Packaging  
Composition



This Product's  
Carbon Footprint

**Natal Choline**  
*Mom to Baby Support*



Our brainchild. Natal Choline in a clinically-backed form to support baby's cognitive function from infancy through early childhood, when taken during pregnancy.



CHOLINE CHLORIDE  
Verona, Missouri



Packaging  
Composition



This Product's  
Carbon Footprint

*That's about 1.8 miles  
driven by an average car<sup>13</sup>*



## Where We're Advocating the Hardest

Make Traceability Standard

Safeguard Human Rights

Democratize Maternal Care

Protect the Environment

Promote DEIB

They say it's not what you say, it's what you do, but we see power in speaking loudly about the things that need to change.

And we've got a lot to say.

Last year, we further laid the foundation for our advocacy program, focusing on four pillars so we can effectively manage where we spend our time and resources for maximum impact.

We advocate in many forms: through our time (volunteer programs for employees), our products (getting Ritual into the hands of populations in need) to asking for systemic change (through focused bipartisan policy work).

## Make Traceability Standard

We know the supplement industry has a safety and efficacy problem, and we see traceability as a helpful antidote. However, to move the entire market and increase access to safer supplements, **we need Congress to play its part**. The vitamin and supplement industry is regulated by the FDA, which has been public about the lack of clear oversight and resources to properly monitor the safety and efficacy of 95,000+ products on the market.<sup>14</sup>

We rolled out our Traceable Wellness Roadmap to Congress, which outlines five key reforms needed to increase access to safer supplements: make ingredient traceability standard, establish heavy metal limits for supplements and protein powders, clearly define the term “clinically-studied”, strengthen oversight of products, and address the mislabeling issues.

### Ritual’s Traceable Wellness Roadmap

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

## Safeguard Human Rights

Our Made Traceable® commitment is more than just creating high-quality products—it **enables us to better identify and address threats to workers’ rights across various supply chains**.

Let’s break down how we do that. Our Code of Conduct and human rights program is an integral part of this commitment. We screen all raw ingredients early in the product development stage and leverage detailed diligence for high-risk materials. We conduct written and phone interviews where necessary and push for information related to supplier’s programs to monitor for and eradicate issues like forced/child labor, wage theft, and other human rights abuses.



International  
Labour  
Organization



GENEVA  
ACADEMY



## Democratize Maternal Care

Pregnancy and postpartum is one of the most demanding stages of life<sup>15</sup>, and we believe **access to safer healthcare and products during this time is a human right.**

→ We asked Congress to pass mandatory Paid Family Leave. In case you missed it, the US is one of the only developed nations that does not offer this crucial support to birthing people. *It is inhumane and embarrassing.*

→ We mobilized in support of The Momnibus Act, a comprehensive legislative package designed to address the maternal health disparities in the United States, with a focus on the Black maternal health crisis.

→ We also spent time as a company volunteering at Baby2Baby, a Los Angeles-based organization providing children living in poverty across the country with diapers, clothing, and basic necessities.

→ We expanded our internal parental leave policy to 20 weeks paid in full.

*In the U.S., average mat leave is 10 weeks<sup>16</sup> and pat leave is 1 week.<sup>17</sup>*

→ We donated 13,875 units of Ritual product to places like Kindred Space LA, Harvest Home, Pacific Birth Collective, Healthy Mother Healthy Babies Coalition of Hawaii and spent company-wide volunteer days at Baby2Baby.





## Protect the Environment

**We can't be a brand rooted in health without addressing the health of our environment.** In addition to the sustainability programs we implement everyday, we advocate to protect the earth in ways both large and local.

→ We supported the Climate Disclosure Law (SB 253 and SB 261), a mandatory climate emissions disclosure rule in the United States. Measuring and disclosing carbon emissions is step 1 in climate action. Laws like this provide (much-needed) motivation, transparency, and accountability of carbon impacts generated by large companies.

→ We also adopted Venice Fishing Pier through Heal the Bay and mobilized our team to keep the local shores of our Southern California city clean.

## Promote DEIB

Everyone deserves a culture of inclusion and belonging and we want our brand to promote those values. Our internal DEIB committee and numerous internal resource groups are dedicated to the equitable inclusion of Ritual's employees.

→ During 2023 we held 55 activations designed to educate our workforce and promote an inclusive environment.

→ 3 mandatory training sessions for all employees included diversity and inclusion essentials, and understanding unconscious bias and microaggressions in the workplace.

→ Ritual's DEIB committee members completed training with 3rd party educators.



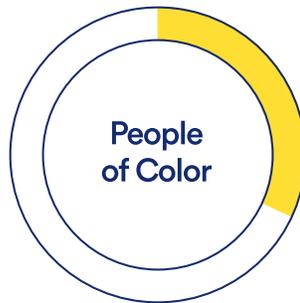
PEOPLE



PEOPLE

We're proud of our people, so let's highlight some stats about them real quick.

*Including both our President and CEO!*



32% of our team members are people of color



Our Board of Directions is made up of 80% women



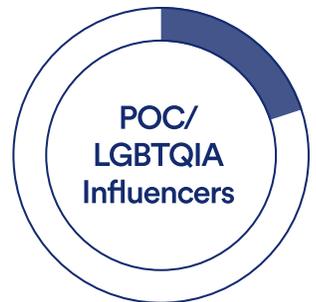
Our Executive Team is made up of 50% women



76% of brand marketing features people of color



20% of influencer marketing spend went towards diverse creators



20% of our influencer partners were people of color and/or LGBTQIA

*Employee Benefits*



**Over \$10,000 matched**

in employee charitable donations



**5 months of parental leave**

no matter if they're the mom, or not



**Flexible work policy**

with unlimited PTO & one Friday of each month off



**4 organized volunteer days**

supporting 8 Los Angeles-based organizations

Looking

Forward →

Greetings from the trenches of this work, I'm Lindsay Dahl.

As Ritual's Chief Impact Officer, I almost never work alone. The entire Ritual team touches our impact work, as we integrate our sustainability, traceability, and DEIB programs across the organization, baking them into our daily operations. While we are incredibly proud of all the work you just saw, (hey mom, is that you still reading?) we're far from perfect. We set bold public-facing goals, not to create a PR moment, but to hold ourselves internally and externally accountable.

Unfortunately, there are places where our goals exceed our control. In order to hit net zero carbon emissions, we'd need systematic changes, comprehensive policy updates, and an electrified power grid. In order to continue to deliver on traceability, we must evolve our relationship with suppliers. Our testing programs help us reduce risks from contaminants in our products, but there are only so many factors we can control within the manufacturing environment.

**What we can promise is honesty. Showing the work, even when we miss the mark, that's what brand transparency really looks like.**

We share exactly what we mean and where we stand, because like you, we are skeptics. We don't take the *first* answer as the *final* answer and we want to know that the companies we buy from are walking the walk when it comes to reducing their impact.

Here's to building a healthier status quo, one step at a time.



Lindsay Dahl  
Chief Impact Officer

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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.