

2022
IMPACT REPORT
SPINSTERSISTERSCO.COM

The vision for Spinster Sisters Co. was born in 1993, when I read an article about the toxic ingredients that are in many commercially produced personal care products (Parabens, PFAs, Triclosan, SLS, Petrolatum, Formaldehyde... the list goes on and on). It was shocking to read, as I had no idea the products I was putting on my body were so dangerous. That article inspired me to start researching plant-based ingredients that could be used in natural personal care products. I wanted my friends and family to start using clean ingredients in their daily routines immediately, so I started making my own, and forcing it on them. Thankfully, it was not much of a battle.

Sustainability has always been front of mind, and when I made the decision to have a go at starting my own business, I committed at that time to do the best that we possibly could do for people and the planet. We started with clean ingredients, and using renewable energy to manufacture our products, but that still did not seem like enough. I wanted to have a more powerful, positive impact on the world. This desire led us to launch our water and plastic-free “Free From” line in 2019. Microplastics are everywhere, even in our own blood streams, and the use of single use plastics is the main driver behind the problem. We had to do something, and I am so glad that we took the leap of faith, and that our tribe followed, and has grown with us on our plastic-free initiative. We are so thankful for the support of our customers, our team, our retailers, and our suppliers.

The impact report outlined below documents the many initiatives that Spinster Sisters Co. has undertaken to reduce our impact. I hope this will reinforce and inspire each of you to continue to reduce your environmental footprint, as you all are what inspire me each and every day. Wendell Berry said simply, “The earth is what we all have in common”, so let’s protect it. We will never stop trying to do better.

Thank you for all you do. We wish you all peace, happiness, and love.

A handwritten signature in black ink, appearing to read 'Kelly', with a long horizontal flourish extending from the end of the name.

KELLY PERKINS, CEO + FOUNDER



5 WHO WE ARE

Mission

Vision + Values

Milestones + B Corp

Key Numbers

New Retailers

16 CONSCIOUSLY CRAFTED

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SPINSTER SISTERS MISSION

Spinster Sisters Co. is a B Corp Certified skin & body care brand. We believe that doing right matters and are on a mission to be plastic-free, while making the best products for people and our planet. Our products are made with only premium, plant-based and ethically sourced or Fair Trade ingredients, with a focus on plastic-free packaging, sustainability and great scents.

DOING RIGHT MATTERS





KELLY PERKINS, CEO + FOUNDER, started making soap and skincare in the '90s with a simple goal: avoiding toxic ingredients. She was horrified to learn about chemicals like Triclosan, an antibacterial agent that is a hormone inhibitor. Finding brands that were truly clean was hard, so she learned to make her own plant-based soap and skincare. Over time, Kelly perfected soap & other skincare formulations and began to sell at markets – people fell in love with her products and from there Spinster Sisters was born.

1993

The first batch of natural soap was made by Kelly and gifted to her family & friends over the holiday season.

Kelly and her sister do a craft fair together to sell her products. Inspired by singlehood + sisterhood they name their booth Spinster Sisters.

1994

Kelly loved selling out of her products at the fair and makes a goal to do more pop-ups at some point.

2004 – 2006

Kelly has mastered making soap, skincare, and more. She meets Mr. Sisters in 2004 and married him in 2006 but keeps the name Spinster Sisters for her brand.

2010

Kelly begins to sell Spinster Sisters at more and more markets as a solo lady without her sister.

2011

Kelly sells at dozens of markets in Colorado and begins to offer her products to wholesalers, launching in shops and boutiques nationwide.

2012

Kelly quits her corporate job to run Spinster Sisters full time from her basement.

She hires her first full time employee. The product line has grown to include not only soap and skincare but items for the bath, home, and even pets.

2014

Spinster Sisters moves into their first branded shop and production space in historic downtown Golden, Colorado.

Kelly and the team have grown Spinster Sisters to 5 branded stores in Colorado and thousands of gift shops & retailers in every state!

2015

Spinster Sisters moves into a larger building and then a short time later an even larger renewable energy powered Microsoapery in Golden, Colorado.

2017

Spinster Sisters partners with Girls Inc. for a girl's empowerment internship.

2018

Spinster Sisters launches in Whole Foods Market and begins to focus on more accessible retail chains and e-commerce.

2019

Spinster Sisters rides the wave of the pandemic and helps communities by making hand sanitizer.

2020

Spinster Sisters has grown and makes it on shelf in Kroger and natural & speciality grocery stores.

Kelly re-curates the product offerings, launching the Free From line and we prioritize being as sustainable as possible.

2021

Spinster Sisters achieves the Benefit Corporation Certification and renews their mission to go plastic free.

2022



PINSTER SISTERS CO.
CONSCIOUSLY CRAFTED
LAVENDER LIME DEODORANT BAR
FREE FROM
NO PARABENS, SULFATES, WATER OR PLASTIC
NET WT. 2.8oz. / 79g

PINSTER SISTERS CO.
CONSCIOUSLY CRAFTED
LAVENDER SUGAR SCRUB BAR
FREE FROM
NO PARABENS, SULFATES, WATER OR PLASTIC
NET WT. 4oz. / 113g

PINSTER SISTERS CO.
CONSCIOUSLY CRAFTED
TURMERIC + ARGAN OIL CLEANSER
FREE FROM
NO PARABENS, SULFATES, WATER OR PLASTIC
NET WT. 3.5oz. / 100g

VITAMINE E & SEA BUCKTHORN FACE CREAM
2 fl. oz. / 59 ml

PINSTER SISTERS CO.
CONSCIOUSLY CRAFTED
TAKE A PEEK
2 fl. oz. / 59 ml

PINSTER SISTERS CO.

PINSTER SISTERS CO.

PINSTER SISTERS CO.
CONSCIOUSLY CRAFTED

VISION AND VALUES

OUR VISION IS TO MAKE THE BEST PRODUCTS
FOR PEOPLE & THE PLANET. WE ARE COMMITTED TO:

- Consciously choosing to do better. Better for people, better for the planet. Every day.
- Creating safe, gentle, hypoallergenic, sulfate-, phthalate- and paraben-free skin care products.
- Sourcing locally or through Fair Trade whenever possible.
- Incorporating essential oils, minimally processed plant oils and botanicals to serve as an alternative to the harsh, dangerous chemicals present in many products.
- Providing opportunities for fun, friendly, outgoing, and motivated people to develop their talents and contribute to a positive work environment.
- Engaging in our local community and consistently giving back from our profits.
- Educating and inspiring others to do what they can for themselves and our planet.
- Acutely focusing on a never-ending quest for the most sustainable products, packaging and operations possible to benefit our consumers, our employees and the earth.
- Using biodegradable ingredients; packaging with recycled, recyclable, dissolvable or biodegradable materials.
- Operating with renewable energy for the lowest possible impact on the environment.
- Understanding the ultimate value of our customers and ensuring that we always provide the very best in service.



OUR VALUES

1

PLANET
OVER PLASTIC

2

BE THE DREAMER
OF DREAMS

3

MAKE YOUR
MAMA PROUD

4

THINK LIKE
A CUSTOMER

5

MAKE
IT BETTER

MILESTONES – B CORP

BUSINESS AS A FORCE FOR GOOD™



Spinster Sisters became a Public Benefit Corporation and achieved their Certified B Corporation® in Spring 2022 using business as a force for good™. This certification confirms that Spinster Sisters meets the highest standards of verified social & environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corp™ is the Gold Standard for companies doing good. The Spinster Sisters brand prioritizes social and environmental values in all our business growth. This certification validates our business model and we look forward to building upon the work we've been doing to meet these standards.



SCAN TO LEARN MORE ABOUT B CORP™

KEY NUMBERS

IN 2022



61%

OF SPINSTER SISTERS
PRODUCTS ARE SOLD
PLASTIC-FREE

72.4%

FREE FROM
SALES GROWTH

1,186%

FACE CARE
SALES GROWTH

127%

HAIR CARE
SALES GROWTH

22%

EXPERIENTIAL
BATH PRODUCTS
GROWTH

GET FRESH WITH SISTERS

PEOPLE ARE GETTING FRESH WITH SISTERS COAST-TO-COAST.

We enhanced our brand presence in California, Texas, the Pacific Northwest, and the Midwest and have met tons of new customers along the way! New retail partners include:







We went naked in Whole Foods and piloted a bulk soap program at three stores in Colorado.

\$18.2K

IN BULK SOAP SALES



Grove[®]
COLLABORATIVE

We partnered with Grove Collaborative to support a plastic-free future.

SALES ARE UP

257%

MONTH-OVER-MONTH SINCE
LAUNCHING ON GROVE.COM



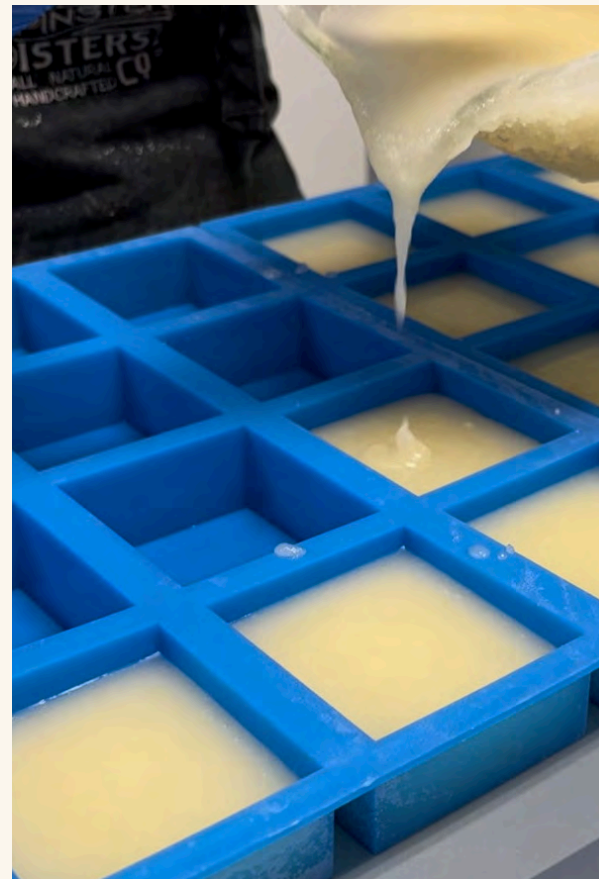


CONSCIOUSLY CRAFTED

Renewable energy is critical to our process. We consciously craft each of our products at our 100% solar + wind-powered Microsoapery in Golden, Colorado.

**“THE FUTURE BELONGS TO THOSE WHO
BELIEVE IN THE BEAUTY OF THEIR DREAMS.”**

— ELEANOR ROOSEVELT



PREMIUM FORMULATIONS

We make every face, hair, and body care product in our line without harsh chemicals – no sulfates, phthalates, parabens, PFAS or dyes. Our formulas are plant-based, non-GMO and vegan.

- LEAPING BUNNY CRUELTY-FREE
- EWG VERIFIED
- CERTIFIED WOMAN OWNED BY WBENC
- PLANT-BASED FORMULAS



PACKAGING

All of our products are either naked (no packaging) or come in recycled, recyclable, biodegradable, or compostable materials.



Our boxes are FSC certified paperboard with soy based inks and a biodegradable lining.

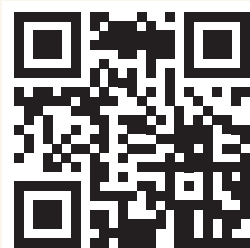
WE RENEWED OUR MISSION IN 2022 TO FOCUS ON PLASTIC-FREE AND WATER-FREE INNOVATION.

INGREDIENT SOURCING

LOCAL, FAIR TRADE AND ETHICAL SOURCING

We source as locally as we can – not only to support our community – but to minimize our carbon footprint due to shipping. We employ a supplier code of conduct so that our partners’ ethics and values align with our own. Our shea and cocoa butters are always Fair Trade. We partner with Palm Done Right® for our RSPO certified sustainable products.

Our 2022 sourcing of palm oil with Palm Done Right® supported Natural Habitats in Ecuador. Established in 2013, Natural Habitats leads up sustainable, organic, and fair trade operations throughout rural Ecuador. The organization facilitates growth opportunities for farmers, like Paul pictured here, through expert training on organic practices, certifications and compliance, and assures a premium price for their fruit.



SCAN TO LEARN MORE ABOUT PALM DONE RIGHT®





REDUCE REUSE RECYCLE

CONSCIOUS SHIPPING

- We offer ground shipping for orders \$35+ to encourage our customers to make the more planet friendly choice. For our local shoppers, we offer convenient free pickup.
- We package our shipments with second-hand packing materials, often re-using peanuts, bubble wrap, excess boxes and paper from other shipments, as well as shredded cardboard from previously used boxes.
- When available, we also use sustainable packaging and to the naked eye, our eco-friendly peanuts and foam look like plastic, yet are made from a natural starch that decomposes in water leaving no waste. Our branded tape used to close boxes is also biodegradable.



35,152 LBS

OF CO2 OFFSET IN PARTNERSHIP
WITH CARBON CLICK IN 2022

➤ PRODUCT LINE HIGHLIGHTS ◀



SNEAK PEEK

2023 INNOVATION – INVESTMENT IN PAPERBOARD



LIP BALM REBRAND

- CERTIFIED ORGANIC
- BIODEGRADABLE PAPERBOARD
- LAUNCHING EARLY 2023

➤ THE ✦ SPINSTERHOOD

DIGITAL COMMUNITY HIGHLIGHTS

Check out some of our favorite shoutouts & collaborations from 2022.



AMY AQUINO

Actress Amy Aquino breaks down why Bar Soap is more sustainable than conventional liquid soap and features Spinster Sisters!



BROOKE BERGEN

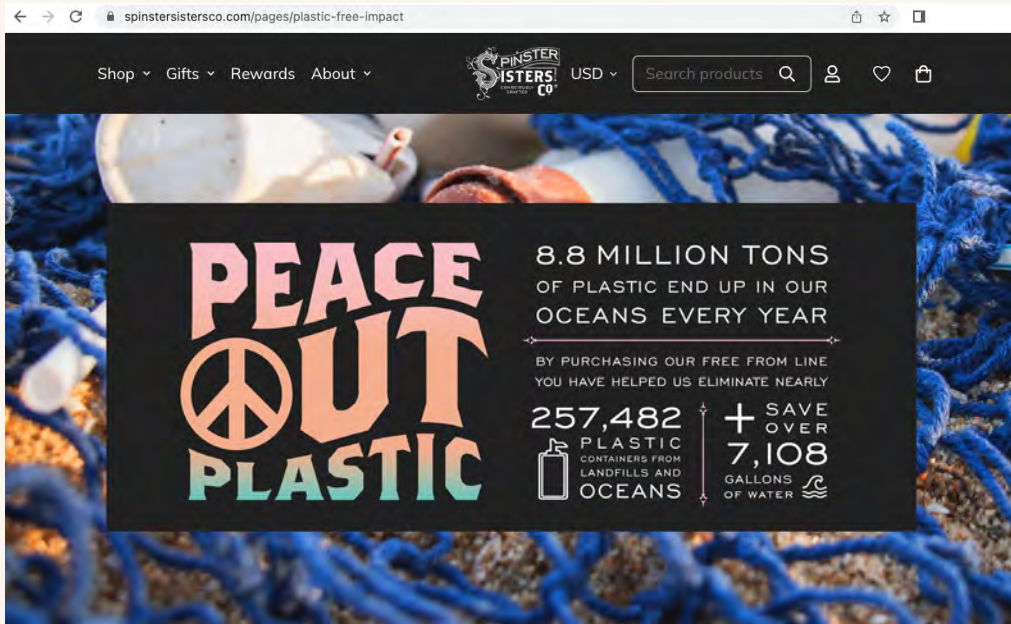
In celebration of National Public Lands day we collaborated with outdoor influencer Brooke Bergen to launch our Timber Body Butter and Sugar Scrub Bars, inspired by the great outdoors and beautiful national lands.

CREATIVE CAMPAIGN HIGHLIGHTS

#PEACEOUTPLASTIC

We started off this year with a renewed mission of going plastic-free. While our Sales and Operations teams focused on cultivating distribution and bringing the best product to consumers, our marketing team developed our Peace Out Plastic campaign to inspire, educate, and engage customers, and thoughtfully refreshed our Free From line's packaging design.

MINI PEACE SIGN DEODORANT, SUGAR SCRUB, AND BODY BUTTER BARS WERE LAUNCHED TO SUPPORT SAMPLING OF OUR FREE FROM LINE.

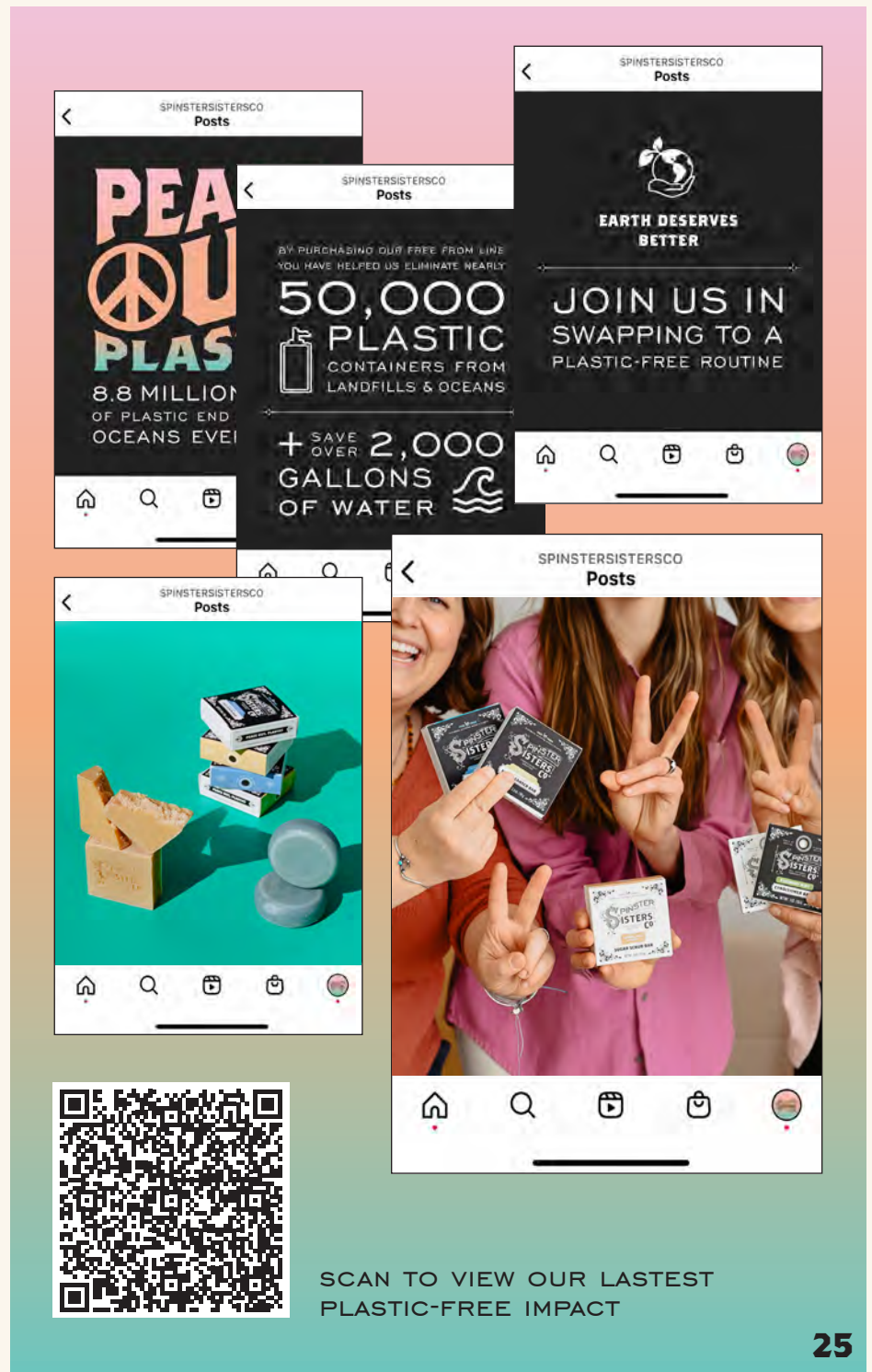


Earth deserves better.

Nearly 9 million tons of plastic end up in our oceans every year. Depending how plastic is made, disposed of, and what happens to it after it's been recycled is a complex conversation. Plastic production has a big carbon footprint and a lot of oil, natural gas, and energy is required to make plastic. Only 9% of plastic waste ever produced has actually been recycled and the beauty industry alone is big culprit for plastic pollution.

WE INVITED OUR COMMUNITY TO JOIN US IN THE MOVEMENT – #PEACEOUTPLASTIC

Creative for the campaign used gradient and vibrant colors, allowing the product and their richness to stand out. Retro-inspired typography was used to evoke nostalgia and play off Spinster Sisters spirited branding. Other elements of the platform include sharing plastic waste awareness and tips for going plastic-free in your beauty routine and other low-waste lifestyle ideas.





Spinster Sister's Free From line includes: Face Serum and Face Cleanser, Shampoo and Conditioner, Body Butter, Scrubs, and Deodorant.

In 2022, we updated the Free From packaging's front panel to better stand out on shelf and to highlight the product line's sustainable attributes.



NO PARABENS, SULFATES, WATER OR PLASTIC

All Free From products are formulated without parabens, sulfates, PFAs, or dyes. Made with premium, plant-based, ethically sourced ingredients.

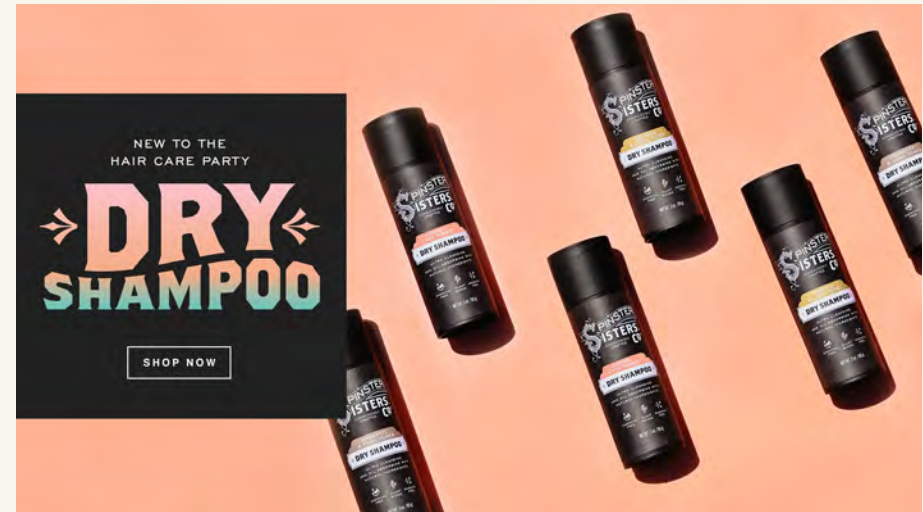
INNOVATION AT THE MICROSOAPERY

EXCITING NEW PRODUCTS LAUNCHED IN 2022



SCRUB BARS

When our skin perhaps needed it most, we added two new Scrub Bars to our Free From Line over the summer. The Coffee Scrub Bar and Eucalyptus Mint Salt Scrub Bar are both formulated to naturally exfoliate and restore hydration. These long-lasting, plant-based Scrub Bars are a great alternative option to classic body scrubs. They are concentrated into a plastic-free bar for a quick, clean, and refreshing exfoliation that also helps to divert unnecessary single-use containers.



DRY SHAMPOO

Unimpressed with dry shampoos on the market and alarmed at the gross number of aerosol cans in the category, we formulated a Dry Shampoo with volumizing rice starch and deodorizing baking soda. Developed to be lightweight and match different hair shades, we harnessed plant-based colorants for 3 Dry Shampoos – Blonde & Light Tones, Brunette & Dark Tones, Auburn & Red Tones, and packaged them in a 100% biodegradable paperboard shaker tube. Peace Out, Aerosol!

REFRESHING +
WOODSY

TIMBER BODY CARE BARS

NEW TO OUR FREE FROM LINE

SHOP NOW



TIMBER BODY CARE BARS

We extended our top-selling Timber scent from our Bar Soap to our Free From Line and launched a Timber Body Butter Bar and Sugar Scrub Bar to usher in autumn. Inspired by the refreshing scents that Mother Nature offers up from the mountains to forests, we developed the woody blend of Timber with Juniper, Fir, Peppermint, Lavender, Cypress, and Spruce essential oils.

→ GET FRESH ←
FOR THE HOLIDAYS

EXTRA HYDRATING BODY WASH

SHOP NOW



BODY WASH

We dropped 3 scents of Body Wash as a Holiday treat in woody Timber, fruity Citrus Blossom, and classic Lavender. Formulated with dry skin in mind, our new Body Wash is made with premium olive, babassu, jojoba, and essential oils blended to be gentle and extra hydrating. The bottle is 100% recyclable with refills available on our site. *Infinitely recyclable aluminum bottles coming soon in 2023!*

OUR TEAM



10 YEARS IN BUSINESS

Spinster Sisters turned 10! We celebrated with a 1-Day Sale on our website and our team gathered to celebrate together at Golden City Brewery in the heart of Golden, right around the corner from the very first Spinster Sisters retail shop.



STAFF HIGHLIGHTS – Staff from the Microsoapery celebrated Earth Day with a clean-up in our business park and together we filled an entire dumpster with litter and waste.



PEACE OUT PLASTIC – Working to reduce our plastic consumption as a brand and as individuals inspired and energized all of our staff this year. The Spinster Sisters team celebrated our impact with a staff photo at nearby Red Rocks Ampitheater and a snowy brunch.



UKRAINE GIVEBACK

In conjunction with our birthday celebration, we launched a Peace for Ukraine campaign and donated \$2 from every sale of special edition Peace for Ukraine Soap to Lifting Hands International for relief aid & refugee support. Inspired by the national flower of Ukraine we scented the soap with a refreshing sunflower fragrance.



TIG COMMUNITY – Spinster Sisters is supported by the TIG Community led by natural product advisor Elliot Begoun and team. Spinster Sisters tapped into strategy, sales support, and other business resources through the TIG Community this year. [01]

CITY OF GOLDEN SUSTAINABILITY AWARD – Spinster Sisters was honored to receive the City of Golden’s Sustainability Award – 2022 Businesses of the Year, recognized for our sustainable business operations and impact in the local community. Kelly Perkins, CEO + Founder accepted the award on Earth Day, April 22, 2022 with the City Council and Mayor Laura Weinberg. [02]



WEFUNDER RAISE – To support business growth, Spinster Sisters successfully closed a crowd campaign on WeFunder, engaging over 112 investors and raising \$124,187.





YLAI FELLOWSHIP

In partnership with the Youth Leaders of Americas Initiative, Exchange Our World, and World Denver, we hosted a summer fellow, Waleska Vasquez from Tegucigalpa, Honduras – an entrepreneur and owner of a skincare brand called Conpacón.

Waleska wanted to learn how to scale her natural skincare brand and make new products. Supporting women in business, whether locally or globally is in the spirit of our mission and we loved hanging out with a fellow soap-maker. Together we made two limited edition products using the power of Pacón, aka soap nuts – a natural Toilet Cleaner and Foot Bombs.



READ MORE ABOUT OUR
COLLABORATION WITH WALESKA



**PLANET
OVER
PLASTIC**

PLANET OVER PLASTIC

At Spinster Sisters we are choosing planet over plastic. Nearly 9 million tons of plastic end up in our oceans every year.

Depending how plastic is made, disposed of, and what happens to it after it's been recycled is a complex conversation. Plastic production has a significant carbon footprint with vast amounts of oil, natural gas, and energy required to manufacture plastic. Only 9% of plastic waste ever produced has actually been recycled.

Spinster Sisters is on a mission to reduce plastic consumption, focusing on sustainable packaging and consumer education. Inspired to be part of the solution, we have invested in sustainable innovation and launched our Free From line in late 2021. Our team spent 2022 activating this premium collection of bars for face, body, and hair in plastic-free packaging with our customers and retail partners.

ALL STATISTICS MENTIONED ARE FROM PLASTIC POLLUTION COALITION. LEARN MORE AT [PLASTICPOLLUTIONCOALITION.ORG](https://plasticpollutioncoalition.org).

PLASTIC WASTE

EVERY YEAR THE BEAUTY INDUSTRY CREATES 120 BILLION UNITS OF PACKAGING GLOBALLY.

UNSUSTAINABLE INDUSTRY

7.9 BILLION UNITS OF RIGID PLASTIC HAVE BEEN CREATED JUST FOR SKINCARE PRODUCTS.

PLASTIC PROBLEM

IN THE ENTIRE SKINCARE CATEGORY APPROXIMATELY 95% OF ALL PACKAGING IS THROWN AWAY AFTER JUST ONE USE.

EARTH DESERVES BETTER

OUR CUSTOMERS HAVE HELPED US ELIMINATE 318,954 PLASTIC CONTAINERS FROM LANDFILLS + OCEANS AND SAVE OVER 8,922 GALLONS OF WATER.

DATA AND IMPACT AS OF JANUARY 1, 2023.

FREE FROM COLLECTION

Our Free From line includes bars for the face, body, and hair in plastic-free packaging. We use an FSC Certified biodegradable box printed with soy ink. Formulated with premium plant-based ingredients, each Free From product is also water-free and concentrated for longer, more sustainable use – this means higher efficacy for consumers and an overall reduced environmental impact.





**PLASTIC[®]
NEGATIVE**

Spinster Sisters became Plastic Negative Certified in Summer of 2022 and has partnered with rePurpose Global, the world's leading Plastic Action Platform.

Our 2022-2023 projects with rePurpose specifically funds the creation of recycling infrastructure in India – where it has not previously existed. In 2022, Spinster Sisters offset over 975,638 pounds of plastic as part of our plastic negative status.

PROJECT NEELA SAPANA

CHENNAI, INDIA

This project, a first-of-its-kind entails the recovery and processing of low-value, single-use plastic waste such as multi-laminate plastic (MLP) to stem its flow into our natural ecosystem. The team at Neela Sapana partners with local waste management pioneer Waste Ventures India, to create a new model of waste collection. This project directly catalyzes the ethical collection and permanent disposal of hazardous MLP waste. It also provides access to full-time employment for 18 waste workers in the region and an opportunity for them to support their families and communities.

Following the collection of MLP, waste workers segregate, clean and transport the plastic to cement kilns for co-processing. Energy is recovered from the plastic and the remaining waste is effectly disposed of without harmful emissions. Workers are also able to extract some of the minerals in the plastic waste and use them in the creation of cement. 100% of the plastic diverted from this project is ocean-bound plastic – meaning it is collected within 100km of the coastline.





“Our partnership with rePurpose confirms our mission to make the best products for people and the planet. Big change starts small and becoming Plastic Negative Certified is motivation for us to go beyond our own brand footprint, support our global communities, and inspire our customers to join us in choosing planet over plastic.”

KELLY PERKINS, CEO + FOUNDER



SCAN TO LEARN MORE ABOUT REPURPOSE GLOBAL



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SPINSTERSISTERSCO.COM