



b-ex SDGs Communication Book 2023



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Message from CEO

b-ex Inc. has been delivering new beauty experiences to customers through our products.

Today, the world faces a variety of social problems such as climate change, decline of energy resources, poverty and gender inequality.

If we leave things unchanged, one day we may not be able to fulfill our mission of “discovering new experiences of beauty in life.” As we felt a strong sense of urgency about this situation, we determined that we will face these social problems and challenge ourselves to provide solutions through our company initiatives.

We will position the SDGs as one of the pillars of our business and strive to contribute to the realization of a sustainable society. We look forward to your continuous support of b-ex.



Toshihiro Fukui, CEO

SDGs Declaration and Our Four *be*'s

In January 2022, b-ex announced SDGs Declaration and our “Four *be*'s” (our vision, *be* = 美 *beauty*), which is what we value toward “the future vision of b-ex”.

Furthermore, we presented our materiality and performance targets to realize them.

b-ex SDGs Declaration

Based on our mission of “Discover new experiences of beauty in your life,”

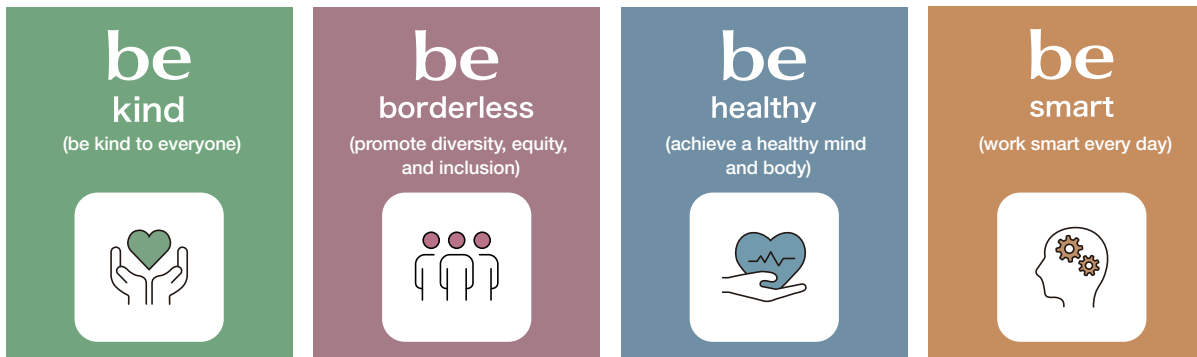
We aim to realize a sustainable society and increase our corporate value

by addressing various issues facing the world and solving them

through business activities with our business partners.





























The Four *be*'s of b-ex

Four *be*'s (our vision, *be* = 美 *beauty*) represent what we value towards the future vision of b-ex.



Materiality (Key Challenges) and Goals

To achieve our Four *be*'s (our vision, *be* = 美 *beauty*), we developed 12 themes of key issues to be addressed, and set performance targets for each issue.

<p>be kind (be kind to everyone)</p> 	<p>be kind (be kind to everyone)</p>    <p>Reduce our environmental burden Reuse resources Stop water pollution</p>   <p>Create work satisfaction Create a safe working environment</p>	 <p>Reduce the environmental burden of business activities [Greenhouse gas emissions, Scopes 1, 2] ^{*1} [Electrify company vehicles] [Reduce annual products disposal]</p>  <p>Develop employees to create work satisfaction [Number of corporate sponsored MBA program enrollees] [Number of external training courses] [Employee development satisfaction]</p>  <p>Sustainable use of resources [Ratio of FSC-certified paper use] [Ratio of recycled and biomass plastic use]</p>  <p>Ensure and provide a safe working environment [Employee workplace satisfaction] [Number of workplace accidents] [Average overtime hours] [Ratio of paid holidays used]</p>  <p>Prevent product-related water pollution [Ratio of biodegradable activators]</p>
<p>be borderless (promote diversity, equity, and inclusion)</p> 	<p>be borderless (promote diversity, equity, and inclusion)</p>    <p>Create a workplace where everyone can actively participate Empower women Create a society in which no one is left behind</p>	 <p>Create a workplace where everyone can actively participate [Ratio of returning employees after childcare leave] [Ratio of men taking childcare leave] [Ratio of women in executive and management roles]</p>  <p>Create a beauty industry that empowers women [Number of support activities for female hair stylists]</p>  <p>Create a society in which no one is left behind [Ratio of employees with disabilities] [Diversity score] ^{*2}</p>
<p>be healthy (achieve a healthy mind and body)</p> 	<p>be healthy (achieve a healthy mind and body)</p>   <p>Mind and body health Foster a "Green Mind"</p>	 <p>Achieve a healthy mind and body [Customer (end-user) satisfaction] [Number of activities engaging end-users]</p>  <p>Foster a "Green Mind" [End-user recognition of SDGs] [Number of social contribution activities] [Certification of Environmental Specialists (Environmental Specialist (Eco Test) Certification)] ^{*3}</p>
<p>be smart (work smart every day)</p> 	<p>be smart (work smart every day)</p>   <p>Provide educational opportunities Partnership</p>	 <p>Improve the sustainability of the beauty industry by providing educational opportunities [Number of b-ex palette members] ^{*4} [Develop future hair stylists] [Create opportunities for hair stylists license holders (inactive hair stylists) to be active]</p>  <p>Sustainable product development with our partners [Develop new products that meet sustainability criteria (our own definition)] [Number of partnerships with sustainable manufacturers]</p>

^{*1} Scope 1: Direct greenhouse gas emissions from company.
Scope 2: Indirect emissions from the use of electricity, heat or steam supplied by others
https://www.env.go.jp/earth/ondanka/supply_chain/gvc/supply_chain.html
^{*3} Certification of Environmental Specialists (Eco Test) <https://kentei.tokyo-cci.or.jp/eco/>

^{*2} Diversity Score
[JobRainbow] <https://jobrainbow.jp/magazine/what-is-diversity-score>
^{*4} b-ex palette (educational video platform for hair stylists) <https://bexpalette.beautyexperience.com/>

SDGs Action History

b-ex has been promoting the SDGs both internally and externally through company-wide SDGs training, launched SDGs initiatives and announced our visible SDGs policy.



April 2021: Provided SDGs training



July 2021: Collaborated with Drop Inc. to launch an SDGs promotion project



August 2021: SDGs Promotion Team opens company intranet site to promote the SDGs

April 2021: Launched SDGs Promotion Team as ambassadors to spread SDGs awareness



July 2021: Eliminated plastic bottles from company vending machines and beverages for visitors (shift to cans and paper bottles)









SDGs Action History



b-ex SDGs Declaration

<p>be kind (be kind to everyone)</p> 	<p>be borderless (promote diversity, equity, and inclusion)</p> 	<p>be healthy (achieve a healthy mind and body)</p> 	<p>be smart (work smart every day)</p> 
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SDGs Policy Development

January 2022: Announced policy at company-wide meeting

March 2022: Published policy on our website



SDGs small action!

名前: 村本 誠
部署: マーケティング部
業務内容: 商品開発します!
趣味: テニス、読書、映画鑑賞
私の好きなb-exの製品: マイボトル、マイカトラリー
私のスモールアクション: マイボトル、マイカトラリー



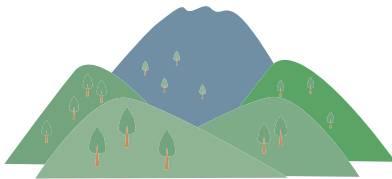
SDGs small action!

名前: 山本 良
部署: 売場監査部
業務内容: 全社のガバナンス強化やSDGs推進など様々なゴルフ、手作りラーメン (キャップラーメン)
趣味: ゴルフ、手作りラーメン (キャップラーメン)
私の好きなb-exの製品: クレイEXシリーズ、もう20年近く使用中。清潔感もあって話題性も高いです!
私のスモールアクション: ミートフリーマンデー

August 2022: SDGs Awareness Month

Held employee "Small Actions" relay on company intranet page

March 2022: SDGs Promotion Team created and distributed personal water bottle and cutlery to all employees



be
kind

(be kind to everyone)



Actions for Materiality (Key Challenges)



Reduce the Environmental Burden of Business Activities

Partnership with TerraCycle

b-ex formed a partnership contract with TerraCycle to address the waste problem based on the philosophy of “throwing away our assumption to ‘throw away,’” and started a collection of used O’right bottles. In November 2022, the Green Partnership Salon set up a collection point at the O’right shop in Yurakucho Marui to begin our trial collection program. We will set up additional collection points and plan to further enhance our collection to recycling flow.

Reduce the Environmental Burden of Business Activities

Modal Shift in Logistics

b-ex shifted to railway transport for transporting our products between warehouses as part of our SDGs promotional activities. Railway transport emits only 10% of the CO₂ emissions compared to the truck vehicles. In addition to addressing climate change, railway transportation also helps address the severe lack of truck drivers and helps alleviate overwork – we will contribute to use logistics friendly to everyone.



be
kind

(be kind to everyone)



Actions for Materiality (Key Challenges)

Sedex Member

Sustainable Use of Resources

Joining Sedex

b-ex joined Sedex in 2022 as part of our efforts to form a sustainable global supply chain. We will leverage the Sedex information platform and collaborate with our cooperating suppliers to promote an ethical, responsible, and sustainable global supply chain.



Sustainable Use of Resources

RSPO Membership

In 2022, b-ex joined RSPO to facilitate sourcing sustainability-certified palm oil, a key ingredient in our products. We will use certified materials in new product development.

Sustainable Use of Resources

Introducing FSC®-Certified Paper

b-ex will enhance its use of FSC®-certified paper, an internationally recognized certificate that promotes responsible forestry management. We will shift to 100% FSC® paper use in our products to reduce the ongoing deforestation and leave sustainable forest resources for future generations.

Cosmetic boxes: 91%

- Inner boxes: 67%
- Outer boxes: 38%

* As of January 31, 2023



Sustainable Use of Resources

Introducing Environmentally Conscious Containers

b-ex commits to the sustainable use of resources that addresses the marine plastics and other environmental problems. We will continue to shift the plastic containers used in our products to biomass and recycled PET plastic.

Biomass / Recycled PET

Adoption ratio: 46%

* As of January 31, 2023



責任ある森林管理
のマーク



Actions for Materiality (Key Challenges)



3 Star Certification (Highest rating)

Create a workplace where everyone can actively participate

Achieving Eruboshi 3-Star Certification Increasing the Ratio of Male Childcare Leave

In April 2022, b-ex achieved Eruboshi Certification based on standards set by the Act on the Promotion of Women's Participation and Advancement in the Workplace. Eruboshi Certification is granted by the Minister of Health, Labour and Welfare to companies that have demonstrated leading initiatives that promote the success of women in the workplace, and b-ex was recognized with the highest rating – three stars.

Furthermore, b-ex is advancing workplace reforms such as the introduction of remote working to create a society in which all employees can take childcare leave regardless of gender.



Create a Society in which No One is Left Behind

LGBTQ Training Introducing the Diversity Score (D&I Award 2022)

b-ex partnered with Akaruku Inc. to conduct LGBTQ training for all employees to advance the founding principle of the SDGs – leave no one behind. Furthermore, to be an ideal company where everyone can work comfortably, we developed a Diversity Score to evaluate our diversity and inclusion, and received the Standard Certification of the D&I Award in 2022.



Actions for Materiality (Key Challenges)



Foster a Green Mind

Participating in Beach Cleaning

The SDGs Promotion Team and volunteer employees participated in the monthly Sakura Seaside Garbage Collection event held at Katase Higashihama Beach in Kanagawa. Collecting plastic garbage from the beach is one way b-ex can do its part as a beauty company to help provide a beautiful seaside.

Furthermore, during our hair salon incentive tour at Okinawa, we participated Manatee Project connecting with local residents by cleaning up the seaside.

We learned about manatees and Okinawa's relationship with the waste problem from the local residents and cleaning up the beach at Cape Maeda with volunteer hair stylist and b-ex employees.



Foster a Green Mind

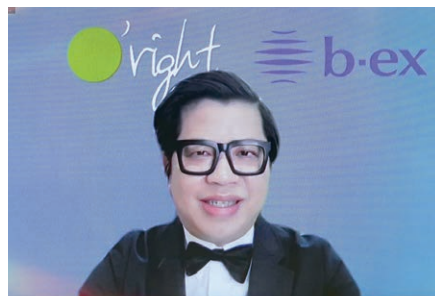
Sponsoring Earth Hour

b-ex sponsored Earth Hour 2022 held on March 26, 2022.

Earth Hour is a worldwide action in which people around the world turn off their lights at the same date and time to raise awareness about environmental preservation and promote the reduction of greenhouse gas emissions. 192 countries and regions worldwide participated in Earth Hour 2022.



Actions for Materiality (Key Challenges)



Foster a Green Mind

Launching Green Project

In commemoration of launching the sales of the world's first zero-carbon shampoo, *O'right*, b-ex initiated the Green Project on March 15th, 2022, which seeks to realize zero-carbon from hair salons. The Green Project provides a Green Score, setting 24 actions to reduce carbon emissions and provide continuous support. The project seeks to enroll more than 5,000 participating salons and stores by 2025.



Foster a Green Mind

Developing In-house Environmental Specialist (Eco Test®) Certification Holders

Proper knowledge of social issues is essential for achieving the SDGs. Therefore, b-ex set itself a goal of having 50% of the employees pass the Certification Test for Environmental Specialists (Eco Test®) by 2025. In our first year, 58% of the employees passed (84 passed out of 145 employees) the test, thus achieving our goal.

* As of November 30, 2022

The Certification Test for Environmental Specialists (Eco Test®) is a registered trademark of the Tokyo Chamber of Commerce and Industry.



Actions for Materiality (Key Challenges)

Foster a Green Mind

Zero Waste Educational Tour

b-ex participated in a two-day training session together with O'right Green Partner salons at the Zero Waste Center in Kamikatsu, Tokushima—a town known for achieving an over 80% recycling rate. On the first day participants studied the 45 separation categories the center uses for 13 categories of waste and toured the center's reuse shop.

On the second day, participants formed teams to identify the challenges hair salons face in trying to achieve a circular economy and each team presented their ideal hair salon. This fostered a wonderful exchange of ideas as teams presented their visions for the circular hair salons of the future.

The educational tour provided an excellent opportunity to further develop our relationships with partner salons.



Participated in the COP27 World Climate Summit

b-ex was the one and only participant from Japan's beauty industry at the World Climate Summit, an official complementary event at the COP27 (27th United Nations Climate Change Conference) held in Sharm El-Sheikh, Egypt in November 2022. Companies and organizations gathered from around the world to discuss the actions we can take to achieve carbon neutrality, and CEO Toshihiro Fukui gave a report to the assembly on what the world seeks from Japan's beauty industry to meet the challenge. (https://www.b-ex.inc/en/news/index_news20221228.html)





Actions for Materiality (Key Challenges)

SDGs 30th Anniversary
small action!

私の好きなSDGsの製品
マイボトルマイクラー

my small action

目標6 安全な水とトイレを世界中に

日本：目標未達

現在、世界の①%の人々が深刻な水問題に直面

日本では降雨は陸地に留まりにくく、東海に私たちが生活で使用できる水の量は、人口1人当たり1.5割減です。世界平均の25%程度になってしまいます。一方、全米平均、年間降水量は1960年代半ばから2000年の間に約3割に増加。

平ばつや集中豪雨等の気候変動により、水不足は今後も拡大すると懸念されており、地味課題で水問題を解決する必要があります

b-ex 重要課題

製品による水質汚染の防止

【生分解性の高い活性剤の採用率】

達成目標
生分解性の高い活性剤の使用率を高める

目標達成
FY30に採用率100%

【具体的には】・・・製品原料となる表面活性剤等の環境配慮
原材料調達先である外資先との協力が必須

その他の自社取組としては、自社カタログ掲載を標準・人件にやさしい溶剤を使用したNon-VOCインキも [環境配慮型インキ](#)も 選定も一歩!

目標7 エネルギーをみんなにそしてクリーンに

日本：目標未達

未だ、日本の発電量の②割以上が火力発電!

日本の発電量の大半は火力発電。次に再生可能エネルギー(太陽光・風力等)、原子力となっています。大量のCO2を排出し地球温暖化を加速させる原因にもなる火力発電。日本政府は2050年までに温室効果ガスの排出量をゼロにする「カーボンニュートラル」を目指しています。

※温室効果ガス=熱を吸収してしまう気体。CO2は温室効果ガスのひとつ。

b-ex 重要課題

事業活動による環境負荷低減

【温室効果ガス削減】スコープ1,2削減
【再生可能エネルギー比率】
【年間製品生産量】

達成目標
温室効果ガス削減量・再生可能エネルギー比率を高める
年間製品生産量を減らす

目標達成
FY30に全燃費100%

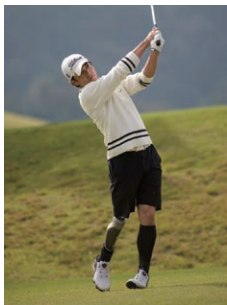
【温室効果ガス削減目標：日本】
2030年度において4.6%削減
2050年度までに、温室効果ガス排出を実質ゼロにする

【再生可能エネルギーの現状】
日本の再生可能エネルギー比率：1.8% (2019時点) > 世界基準では低水準
b-ex 再生エネルギー実績 > 本社オフィス(用買)は再生エネルギー

Foster a Green Mind

Employee Small Action Relay SDGs POP In-company Campaign

In addition to corporate actions, b-ex promotes the actions of individual employees to promote awareness and foster knowledge about the SDGs through “small actions” they can take immediately. Posters and highlights featuring small actions taken by fellow employees make the SDGs more familiar and instill action in the roots of our corporate culture.



CSR Activities

Supporting the Japan Disabled Golf Association

b-ex is committed to supporting athletes who inspire us with courage and passion, and bringing the thrill of sports to everyone. We have been annual sponsors of the Japan Disabled Golf Association for over 20 years to support efforts to develop golf for disabled individuals in Japan.



Actions for Materiality (Key Challenges)



Improve the Sustainability of the Beauty Industry

Providing Digital Educational Opportunities through b-ex palette

b-ex palette is an educational video platform that meets the needs of salons and hair stylists to work and learn at their own time and place.

The service covers a wide range of themes, with videos covering basic knowledge and skills, to specialized videos covering the cuts, coloring, perms and photography techniques used by popular hair stylists. b-ex palette has already gained over 5,500 subscribers and contributes to their learning every day.



Develop Sustainable Products

Design In-house (be-kind) Sustainable Product Development Standards

On June 30, 2022, b-ex established a project to formulate sustainable product development standards, which produced “Eight Goals (be-kind).”

A common set of product development standards across all our products will allow all customers to choose any b-ex product with a full peace of mind.

b-ex will share these standards with our suppliers and partner companies to build greater awareness regarding sustainable product development in the industry.

Future SDGs Actions

b-ex will continue to enhance various SDGs actions and contribute to create a sustainable society



Reduce the Environmental Burden of Business Activities

System to Calculate and Visualize GHG (Greenhouse Gas Emissions)

Electrifying Company Vehicles

b-ex will introduce a system to calculate our greenhouse gas emissions as a first step to further reductions. We are considering electrifying all company vehicles as the next step after introducing the system.

* GHG = Greenhouse Gas

* Currently all b-ex company vehicles are hybrids.



Reduce the Environmental Burden of Business Activities

Reduce Plastic Use (Reduce size of hair color caps)

b-ex will minimize its hair color caps to reduce the environmental impact of our business and help achieve a sustainable society.

We will reduce the cap from its current weight of 3.4 grams to just 1.58 grams—a savings of approximately 54%—and plan to shift all tube-type hair color products to the new cap starting in 2023.

Future SDGs Actions

b-ex will continue to enhance various SDGs actions and contribute to create a sustainable society



Reduce the Environmental Burden of Business Activities

Acquisition of SBT (Small-Medium Sized Business Version) Certification

SBT (Science-Based Targets) are greenhouse gas reduction targets set with the goal of preventing the Earth from warming more than 1.5 degrees Celsius compared to pre-industrial temperatures.

b-ex has set the goal of achieving net zero direct greenhouse gas emissions from our business activities by 2030 (Scopes 1, 2), and we are considering joining the international SBT initiative to achieve that goal.



Create a Society in which No One is Left Behind

Establish an LGBTQ Consultation Hotline and System

We will proceed with the establishment of a Consultation Hotline, which was the most requested measure by our employees at last year's LGBTQ company-wide training. Together with establishing the hotline, b-ex will work to update company regulations and encourage male employees to take childcare leave as part of creating a comfortable working environment for everyone.

Future SDGs Actions

b-ex will continue to enhance various SDGs actions and contribute to create a sustainable society



Improve the Sustainability of the Beauty Industry

Create a Hair Stylists Experience Event

“We want to show about the work of hair stylists!” – with that passion in mind, b-ex will hold a hair stylist experience event for the children of our employees. We will create an exciting event that shows the joys of being a hair stylist through applying hair color to their mothers and fathers and giving them a shampoo wash.

List of SDGs Goals

Category	Type	Theme	Key Challenge	Goal	Goal Metrics	Period
be kind (be kind to everyone)	Environment	Reduce the environmental burden of business activities	Reduce CO ₂ across the entire supply chain	Reduce greenhouse gas emissions, Scopes 1, 2	Target net zero CO ₂ emissions	FY30
			Reduce CO ₂ emissions through business activities	Electrify company vehicles	Shift to 100% of Electrify company vehicles	FY30
			Reduce CO ₂ emissions by reducing product waste	Product disposal per annum	Target net zero disposal	FY30
		Sustainable use of resources	Reduce paper packaging CO ₂ emissions	Ratio of FSC®-certified paper	Target 100% FSC certified	FY30
			Reduce plastic container and packaging CO ₂ emissions	Recycled & bioplastic ratio	Target 100% recycled & bioplastic	FY30
	Stop product-related water pollution	Product-related water pollution	Biodegradable activator ratio	100% adoption in new haircare products from FY24 onwards	See left	
	Human Resource Development	Develop employees to create work satisfaction	Develop employees to create work satisfaction	Number of corporate sponsored MBA program enrollees	Enroll one employee each year * Current b-ex has 11 MBA holders in total	See left
				Number of external training courses	Establish program in FY22: Complete	See left
				Development related employee satisfaction	Conduct a survey after the above program is established (continuous from FY24)	See left
	Governance	Ensure and provide a safe working environment	Ensure a safe working environment by strictly complying with and observing the labor laws	Work environment respecting employee satisfaction	Plan to incorporate well-being metrics in FY23 -> Targets will be determined soon	See left
				Workplace-related accidents	Zero accidents	Continuous
				Average overtime hours	Maintain current state (under 45 hours a week)	Continuous
Paid vacation use ratio				70% (MHLW target)	FY30	
be borderless (promote diversity, equity, and inclusion)	Gender	Create a workplace where everyone can actively participate	Company gender equality through support for female employees	Ratio of employees returning after childcare leave	Maintain current ratio (100%)	Continuous
			Gender-based pay disparity	Ratio of male employees taking childcare leave (%)	Target 10% (Kurumin standard)	FY25
			Foster beauty industry gender equality through support for women	Ratio of women holding executive and management roles (%)	20% (Revised Act on the Promotion of Women's Active Engagement Action Plan)	FY25
		Create a beauty industry that empowers women	Foster beauty industry gender equality through support for women	Number of support activities for female hair stylists	1.) Number of female ambassadors: 150 2.) Number of female hair stylists appointed: More than 10 annually	See left
			Create a society that leaves no one behind	Stop discrimination against minorities	Ratio of employees with disabilities (%)	More than 2.7%
		Diversity score	More than 60 (Advance certification)	See left		
be healthy (achieve a healthy mind and body)	Mind and Body Health	Achieve a healthy mind and body	Mind and body health through products and service	Customer (end-user) satisfaction	60% positive recognition	FY25
			Improve self-esteem through products and service	Number of activities engaging end-users	Target more than 20 D2C events (offline, online) annually	FY25
		Foster a green mind	Increase consumers sustainability awareness through Green Innovation	End-users SDGs awareness	1.) FY25: Green partner salons target: 100 stores 2.) Share SDGs-related information: More than 8 times annually	See left
			Number of CSR activities	Participate in 2 activities annually (Garbage collection, beach cleanup, etc.)	See left	
			Ratio of Environmental Specialist Certification (Eco-Test®) holders	70% company-wide ratio	FY25	
be smart (work smart every day)	External Education	Enhance sustainability of the beauty industry	Provide digital education	b-ex palette member registration	10,000 members	FY25
			Promote employment in the beauty industry	Nurture future hair stylists Create opportunities for licensed hair stylists (inactive licensed holders) in the industry	1.) Training at beauty vocational schools: More than 5 times annually 2.) Hold a hair stylists experience event: First trial in FY23 -> Determine target thereafter 3.) Provide job opportunities to licensed hair stylists (e.g. instructor position, etc.)	See left
	Partnership	Develop sustainable products with partners	Sustainable product development	Develop new products by fulfilling company's sustainability standards	100% of all new products from FY24 onwards	See left
			Ensure environmental friendliness and convenience through supply chain collaboration	Number of partnerships with sustainable manufacturers	3 joint development products	FY30



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b-ex SDGs Policy
More details here!



b-ex SDGs

Search

<https://www.b-ex.inc/en/>