

Aēsop

Impact Report 2024

# A Renewed Commitment





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## Letter From the Brand President

In June 2024, I had the distinct honour of stepping into the role of Brand President for Aesop. These early months have allowed me to truly immerse myself in the brand's unique culture, values, and people.

A notable highlight was Aesop's successful B Corp™ recertification in 2024, a reaffirmation of our unwavering dedication to using business as a force for good.

In store design, our approach to sustainability has remained rooted in creativity and care. In 2024, we further reduced the environmental footprint of our retail environments by prioritising low-impact materials and reusing existing furnishings—while preserving the immersive and sensorial experience that defines our spaces.

We expanded our commitment to circularity in other domains by scaling our packaging take-back initiative, Rinse and Return, to new markets with an ambition to reach more than 50% of our signature stores by end of 2025. We also rolled out towels made with reclaimed material throughout our stores—an innovation developed in collaboration with Cleverly since 2018.

On the social impact front, we renewed and deepened our commitment to diversity, equity and inclusion. The launch of our Kinship programme marked a clear and strategic step forward in fostering a culture of belonging and respect for all voices across our teams around the globe.

Through the Aesop Foundation, we continued to support more than 20 organisations globally through grants and matched giving, and we also continued our product donations and employee volunteering as part of our wider social impact programme.

It has been a time of both evolution and continuity. We began the thoughtful process of integrating into the L'Oréal Groupe—an enriching exchange of ideas, systems and expertise. While embracing the depth and scale of the Groupe's capabilities, we have remained deeply committed to safeguarding the distinct identity, small quirks and grand principles that make Aesop exceptional.

As we look ahead, we do so with humility and ambition. The work of becoming a more sustainable business is ongoing—and at Aesop, it is integral to who we are. I am grateful for the passion and dedication of our teams and partners, and inspired by what lies ahead as we continue to imagine and shape a more sustainable and inclusive future together.

**Garance Delaye**  
Brand President, Aesop





# Uniting Aesop and L’Oréal in a shared vision for sustainable and social progress

Since September 2023, Aesop has been owned by the L’Oréal Groupe and sits within the L’Oréal Luxe division.

We are headquartered in London, with regional offices in Australia, Japan, South Korea, Hong Kong, the United States of America, Singapore, Switzerland and France.

## L’Oréal for the Future commitments (updated in April 2025)

The L’Oréal Groupe has identified four key ambition pillars, with goals to be achieved by 2030. These areas of ambition align to Aesop’s ongoing sustainability and social impact strategy and are where we have prioritised our progress over many years.

- Steward the Climate Transition
- Safeguard Nature
- Drive Circularity
- Support Communities





# B Corp Recertification: A Testament To Our Commitments

In October 2024, we were thrilled to announce that we had once again secured our B Corp certification—an achievement that reaffirms our relentless pursuit of positive impact. This milestone is more than just a badge; it’s a testament to our unwavering commitment to ethical business, environmental stewardship, and the well-being of our community.

Certified B Corporations™ are businesses that meet high standards of social and environmental impact. The certification, awarded by B Lab, is a globally recognised mark of companies that balance purpose and profit. To maintain this certification, businesses must undergo rigorous assessment every three years, demonstrating continuous dedication to responsible practices.

Recertification was no small feat. Over 18 months, nearly every function across our business—including HR, Packaging, Product Development, R&D, Legal, Marketing, Compliance, Supply Chain, Store Design, Retail, Finance, and more—joined forces to complete a rigorous self-assessment. As a Large Enterprise (according to B Lab’s nomenclature), we tackled over 300 questions in our Business Impact Assessment, with B Lab selecting 164 for deeper scrutiny. This process involved detailed evidence submission, two verification calls, and an immersive site visit to our Melbourne office and select stores, where our teams shared their experiences in focus groups.

While our overall score saw a minor adjustment due to our new status under a non-B Corp parent company, we made remarkable strides—especially in environmental impact, where we boosted our score by 4.5 points.

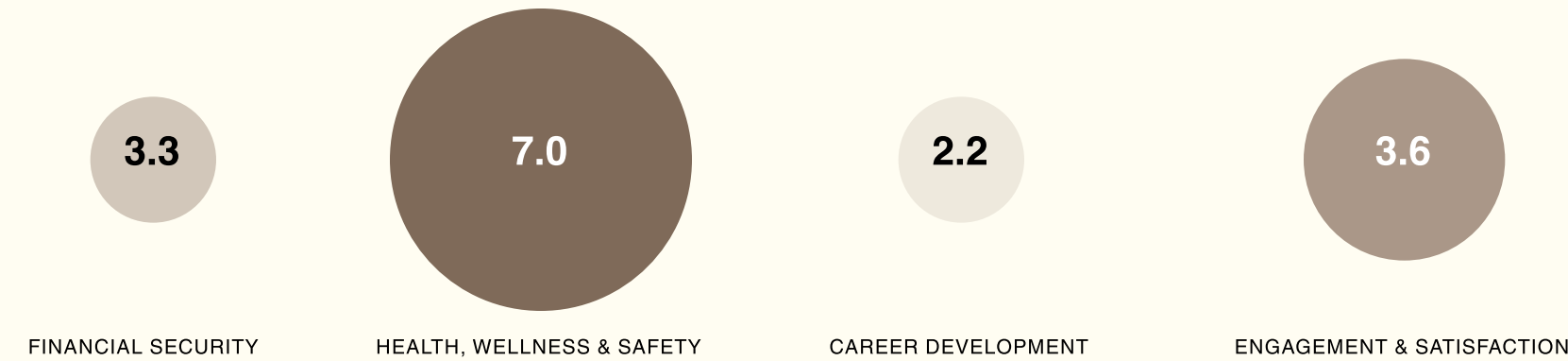


## Our B Corp Impact Score

### Governance



### Workers



### Community



### Environment



### Customers





# B Corp Recertification: A Testament To Our Commitments

## Standout Achievements Include:

Launching our first decarbonisation action plan.

Driving forward the transition away from virgin plastic in our signature 500mL bottles.

Ensuring high biodegradability for our formulations.

Expanding our Rinse and Return programme and testing refill solutions.

Our people actively contributing to their communities through volunteering.

▼ *This recertification is not just a moment of validation—it is fuel for our future ambitions. We remain resolute in striving to do better for people and planet.*

REBECCA LAWSON, HEAD OF SUSTAINABILITY





# Designing for a Circular Future





The Aesop sustainability strategy seeks to ensure we design lower-impact, more circular products and spaces that enable refill, reuse and recycling.



# Our Packaging

## Advancing packaging integration and innovation

In 2024, the Aesop packaging team entered a new phase of integration, in aligning our processes with the L’Oréal Groupe’s ways of working to create an efficient new product pipeline.

Our approach to improving the sustainability of our packaging has been, and will continue to be, guided by the key principles of reducing the material we use, replacing where possible with lower impact materials and designing our packaging with circularity in mind:

## Reducing

Aesop has been working towards a goal of reducing our packaging weight by 20% vs 2019 by 2030.

| Target                                              | 2024 progress |
|-----------------------------------------------------|---------------|
| 20% reduction in material by weight - all packaging | -15.2%        |

In 2024 we were pleased to reach the milestone of being two thirds of the way towards reaching our 2030 goal to reduce the packaging weight of our products by 20% compared to our 2019 baseline. As we look forward, the development and launch of refill formats for our best selling products will be a key lever to ensuring our continued progress towards this goal.

## Replacing

### Implementing a new Stage Gate process

A key milestone was the introduction of a new stage gate process for packaging development. This framework integrates packaging projects into the central New Product Development (NPD) pipeline, ensuring they receive the same strategic consideration as new formulations. By streamlining workflows, this approach enhances efficiency and strengthens our ability to drive sustainable packaging advancements.

| Target                                        | 2024 progress |
|-----------------------------------------------|---------------|
| 50% recycled content – plastic packaging only | 55.3%         |

Aesop remains ahead of progress towards our goal of using 50% recycled content in our plastic packaging, with our iconic 500ml bottle containing 97% + post-consumer recycled plastic.

In order to realise our packaging ambitions Aesop plans to incorporate more refillable product formats for our customers in the coming years. We will further support circularity of our packaging at its end of life by offering our recycling take-back (Rinse & Return) scheme in more than 50% of Aesop signature stores globally. We aim to achieve this by the end of 2025.





Our Store Design

A Path to Low-Carbon Design

Each Aesop store is designed to provide a distinctive environment in which customers not only experience the products, but also receive sincere, well-informed and hospitable service. All the senses are stimulated, and a healthy balance is fostered between mind and body. Aesop also strives to engage meaningfully with the neighbourhoods in which its stores are situated and to blend into the social fabric, devoting the time required to understand the local demographics, nearby retailers and businesses, and the surrounding architecture. Each store is then designed to fit comfortably within these conditions.

Though Aesop store interiors around the world vary in their forms, materials and palettes, their aesthetic philosophy remains consistent, making each one of them a place of serenity, an escape from the mundane and a refuge from the loud bustle of city life.

In 2023, the Aesop store design team created an in-house tool, Artemis, which measures, analyses and—where necessary—addresses our stores’ use of materials, energy, and water. With a baseline now set, we can iterate improvements while creating an inventory of insights and best practices to share with our architects and project managers around the world.

In 2024, all new store openings were assessed using this tool. This gave us a greater understanding of the impacts of our material, furniture and fit-out choices on our carbon footprint per store. As a result we made more informed and considered choices which led to a reduced impact.

In 2024, our average embodied-carbon footprint per square metre of store space was reduced by 30% when compared with our 2023 baseline result. This contributes to our 2027 goal of achieving a 50% reduction in the embodied carbon of our stores. In 2024, we greatly reduced the greenhouse gas emissions that came from metal (-50%) by using alternative low-carbon materials such as plywood or ceramic and when we did use metal, favouring those with a lower carbon impact.

50% ▼

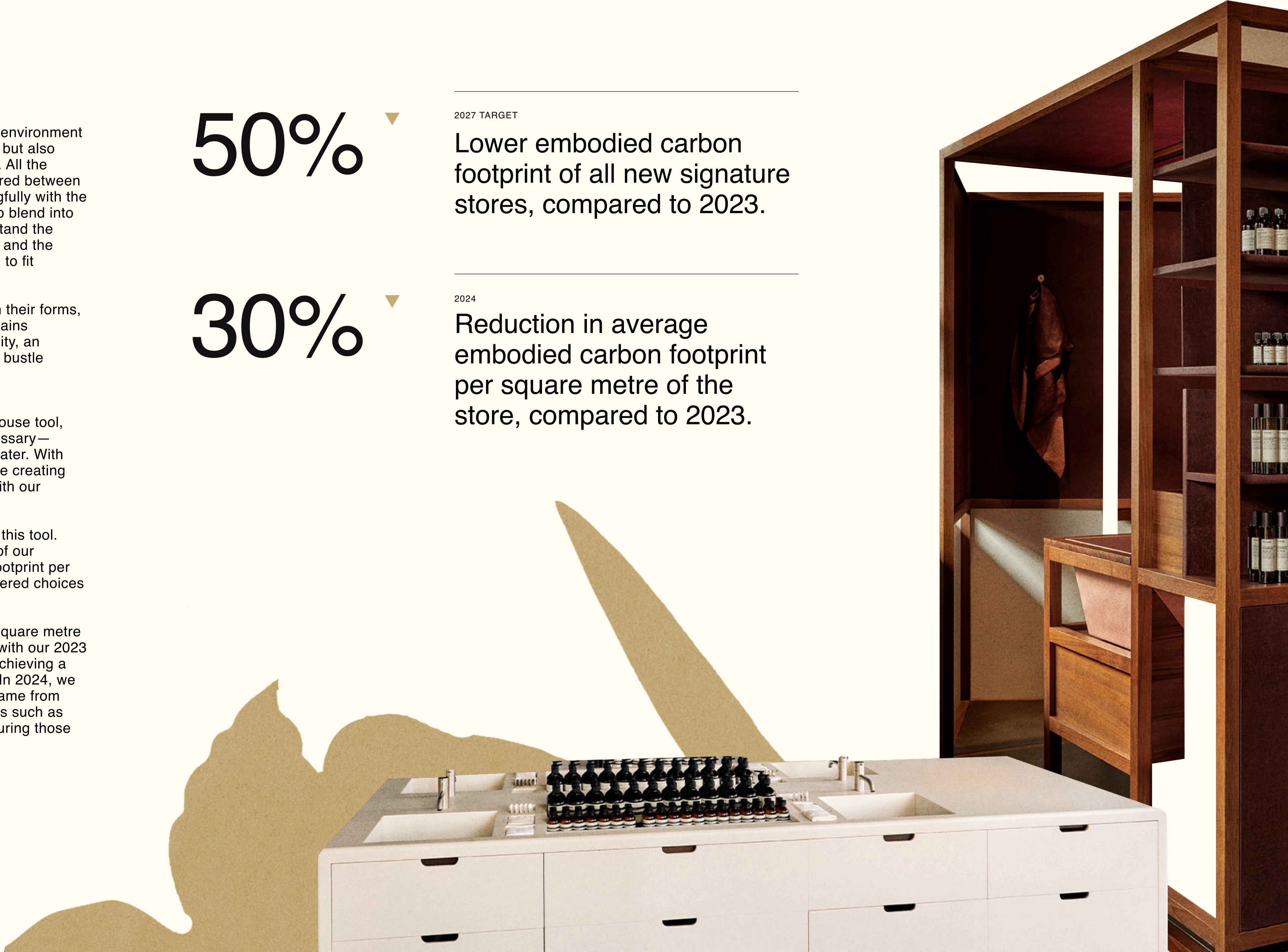
2027 TARGET

Lower embodied carbon footprint of all new signature stores, compared to 2023.

30% ▼

2024

Reduction in average embodied carbon footprint per square metre of the store, compared to 2023.

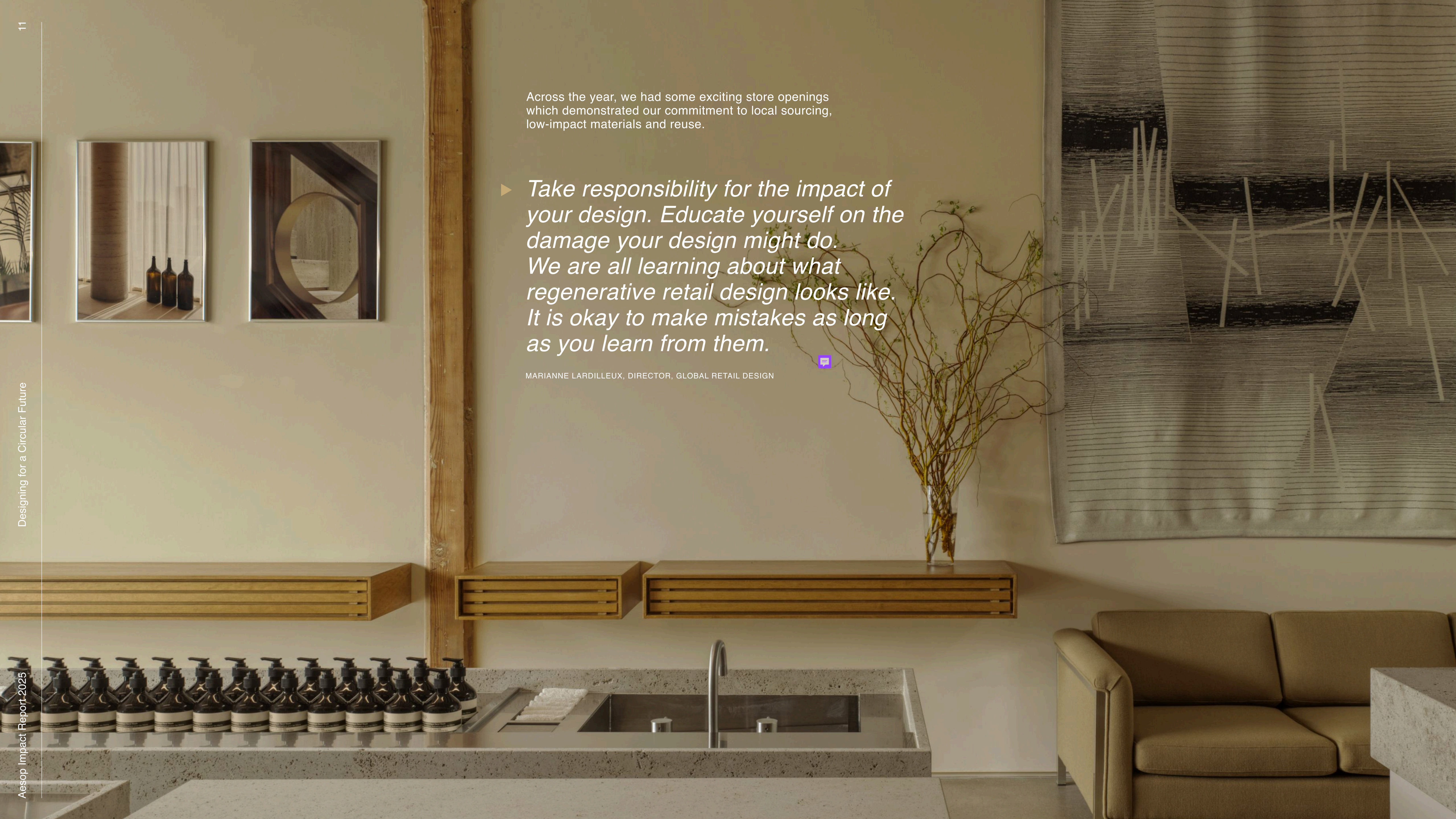




Across the year, we had some exciting store openings which demonstrated our commitment to local sourcing, low-impact materials and reuse.

- *Take responsibility for the impact of your design. Educate yourself on the damage your design might do. We are all learning about what regenerative retail design looks like. It is okay to make mistakes as long as you learn from them.*

MARIANNE LARDILLEUX, DIRECTOR, GLOBAL RETAIL DESIGN





# Aesop Larchmont: Designing For Longevity, Los Angeles

The design of Aesop Larchmont, Los Angeles, is a meditation on minimal intervention. The brand's in-house team embraced the existing shell of the unit, which, with its concrete floor, columns, and exposed ceiling beams—a little worn and raw—has the spirit of a lively atelier.

Materials were chosen for their longevity and modesty: maple timber was sourced nearby and used to create free-standing furniture that would be readily reusable. Along one wall, a sequence of shelving units is entirely made of timber. Their apparent simplicity is deceptive: if one were to look closely, they would see the meticulous, elegant functionality of the joinery.

Occupying the centre of the room, a quartet of stainless-steel basins—made from repurposed stock material found at the millworker's factory—are set into pieces of limestone from a Kansas quarry that have been cut from pre-existing panels. These sinks sit atop functional timber frames that reveal drainpipes and other services—superfluous materials were omitted in all instances. Less is more. At the end of this store's tenure—if it should ever come to that—the full unit can be disassembled, relocated, and given a second life.





# Aesop Spitalfields: 40 years on, A New Lease on Life for Old Architecture, London



The new incarnation of Aesop Spitalfields opened in June 2024. The design utilises remnants of a 1984 sculpture that once adorned the exterior of a Cornwall supermarket and was destined for landfill. Restored in alabaster white, the large geometric modules become a striking interior skin, throwing bold shadows.

For this store, the reuse of vintage wall elements and preserved original flooring led to a 66% reduction in the carbon footprint per square metre, compared to our 2023 baseline.

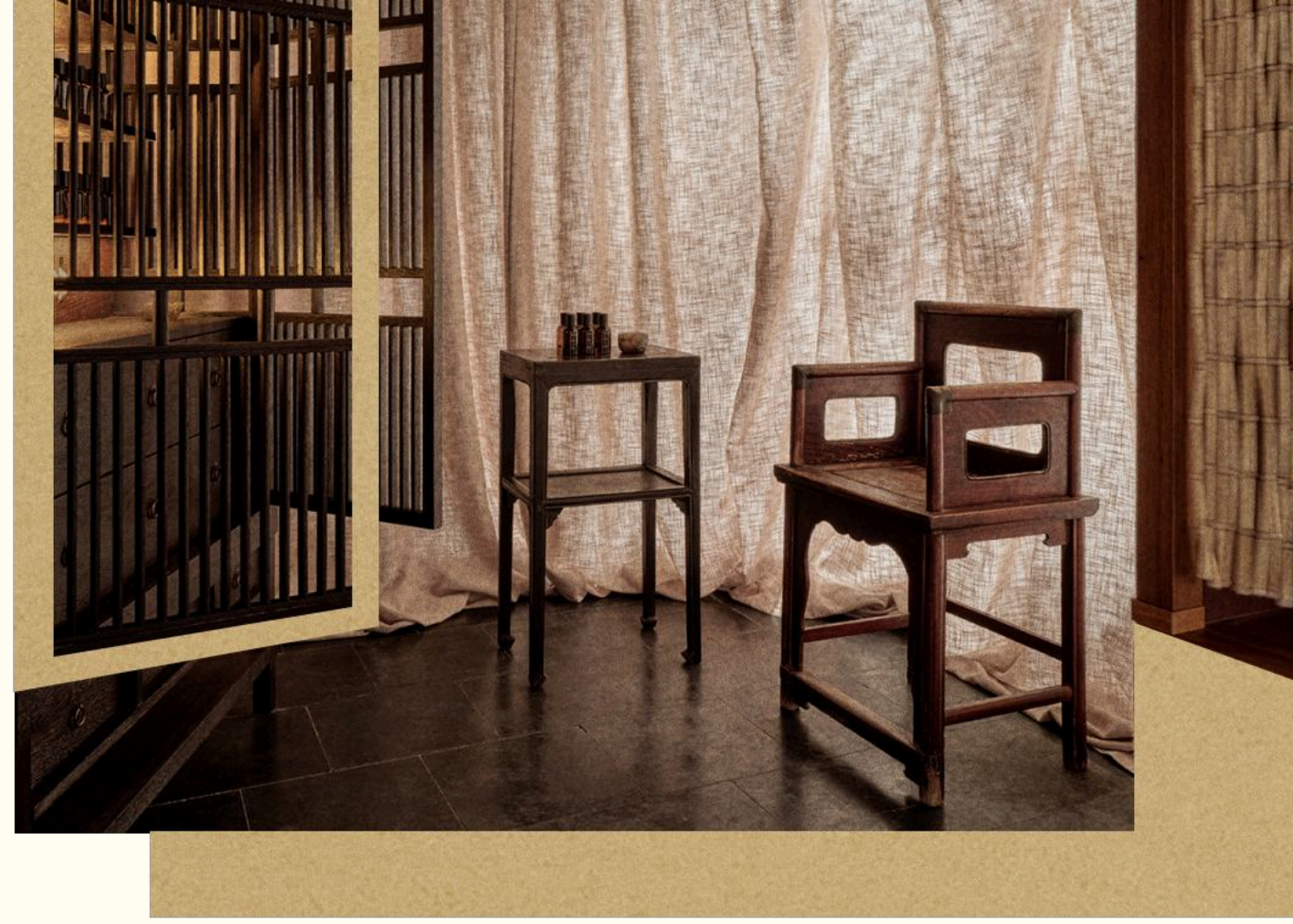




# Aesop WF CENTRAL House 19: Honouring Classical Design, Beijing

Aesop WF CENTRAL House 19 was conceived in collaboration with atelier suasua within a siheyuan—a traditional Chinese courtyard residence, specifically a replica of a house once owned by a cousin of the Qing dynasty's last emperor, Puyi. Opened in May 2024, the design of this store employed a 'light touch' approach where we preserved the main existing elements of the space (including the flooring, facades and walls). The interiors were then populated with classical freestanding Ming dynasty furniture and contemporary elements, while the outdoor space takes its cue from the ancient practice of creating shaded, communal spaces for respite from the summer heat.

This gentle, considered approach led to an 88% reduction of the store's embodied-carbon footprint, compared to our 2023 average.





# Expanding Rinse and Return

Rinse and Return, our in-store packaging take-back programme, has been successfully serving our customers in Asia for several years making it easier for our customers to recycle our packaging.

## Our Timeline

**2018: Launched in Hong Kong**

In response to the lack of local recycling infrastructure and a demand from customers, we launched Rinse and Return in stores across Hong Kong.

**2018 – 2023: Extended roll-out across Asia**

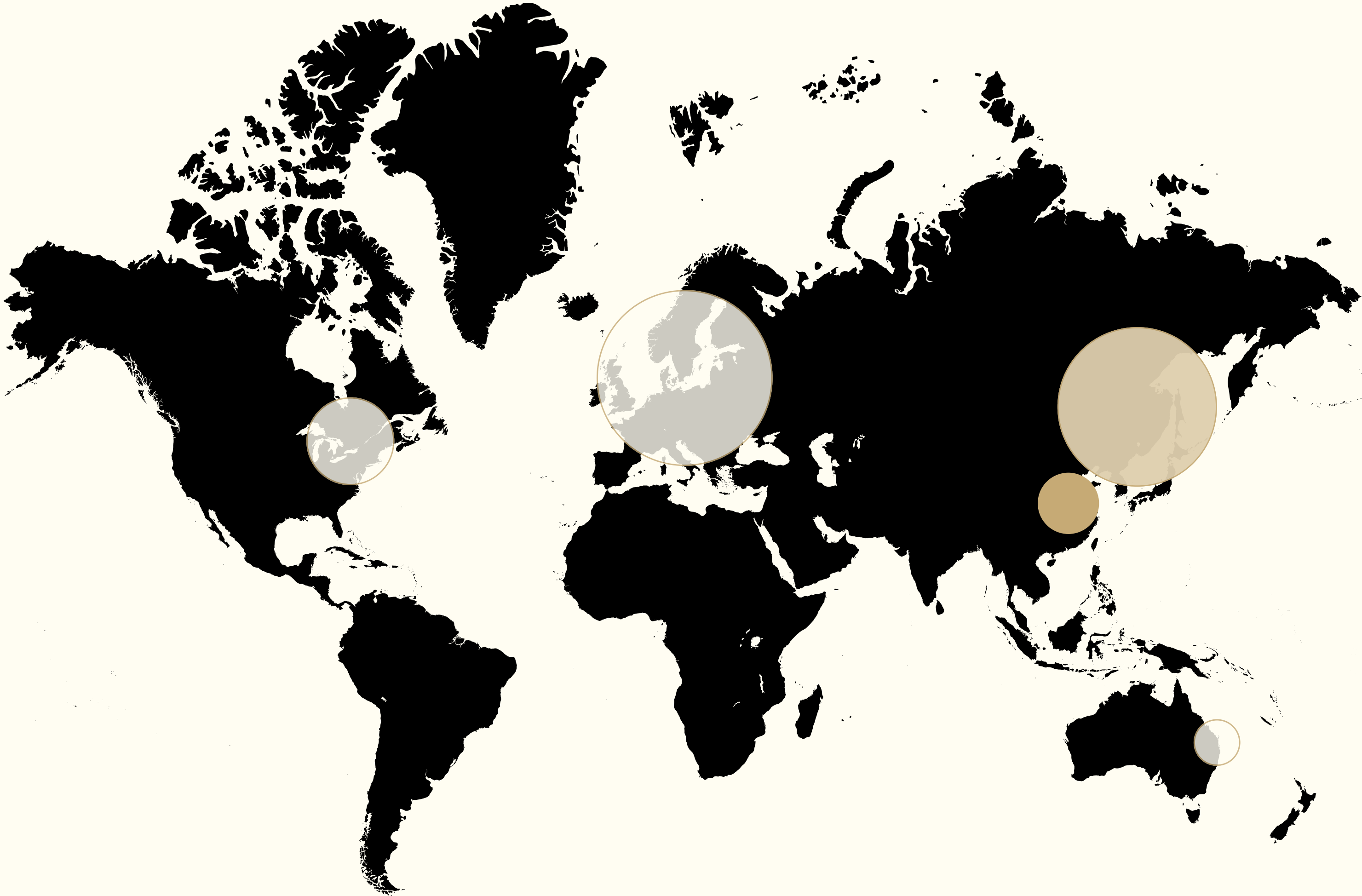
Countries across Asia then began to roll out Rinse and Return—which is now offered across, Taiwan, Macau, mainland China, Japan, South Korea, Malaysia and Singapore.

**2024: Trials in Australia, Europe and the United States**

In 2024, the Sustainability Team tested how customers in new regions would respond to Rinse and Return in order to determine how we could best serve them going forward.

Rinse and Return was trialled in several new markets in 2024, across a total of eight stores. This allowed us to gather learnings on the programme model, brand perception and customer behaviours. The Rinse and Return trials began in March and ran to December 2024. During this time, over 1,296 items of packaging were returned to trial stores.

Following these trials and the learnings they yielded, we have begun expansion plans. Our ambition is that Rinse and Return is available in more than half of Aesop signature stores worldwide by the end of 2025





The weight of packaging collected  
across our established Rinse and  
Return programme in Asia

16,969kg

▶ 2024 RESULTS:





## Measuring Our Visual Merchandising

Visual merchandising is central to our brand expression, reflected not only in product displays but also in striking installations. As part of Melbourne Design Week (May-June 2024), 38 Aesop store windows across Australia and New Zealand were transformed in collaboration with **OTHER MATTER** —an experimental studio founded by Jessie French. The installations used French's algae-based, reusable bioplastic decals, aligning with Aesop's sustainable design values.

In 2024, our Sustainability and Visual Merchandising teams partnered to trial using a new life cycle analysis tool to measure the environmental impact of in-store installations. This new approach will further empower our Visual Merchandising teams to reduce environmental impact through their design choices. This initiative will expand in 2025 to assess and improve all visual-merchandising campaigns.







# Our Value Chain



Aesop seeks to responsibly address the environmental and social challenges impacting our industry and communities across our value chain.



Our Progress on Climate:

Learning More About Our Products

In 2024, under our climate mission to achieve our Net Zero target by 2050, we focused on learning more about our own products and their impacts on both our business’s carbon footprint and the wider value chain. Through assessing and comparing the carbon footprint of all of our product packaging formats, we were able to understand in greater depth the carbon hotspots in our product portfolio and use this information to guide our future work, for example, in developing refills.

Working Towards Net Zero

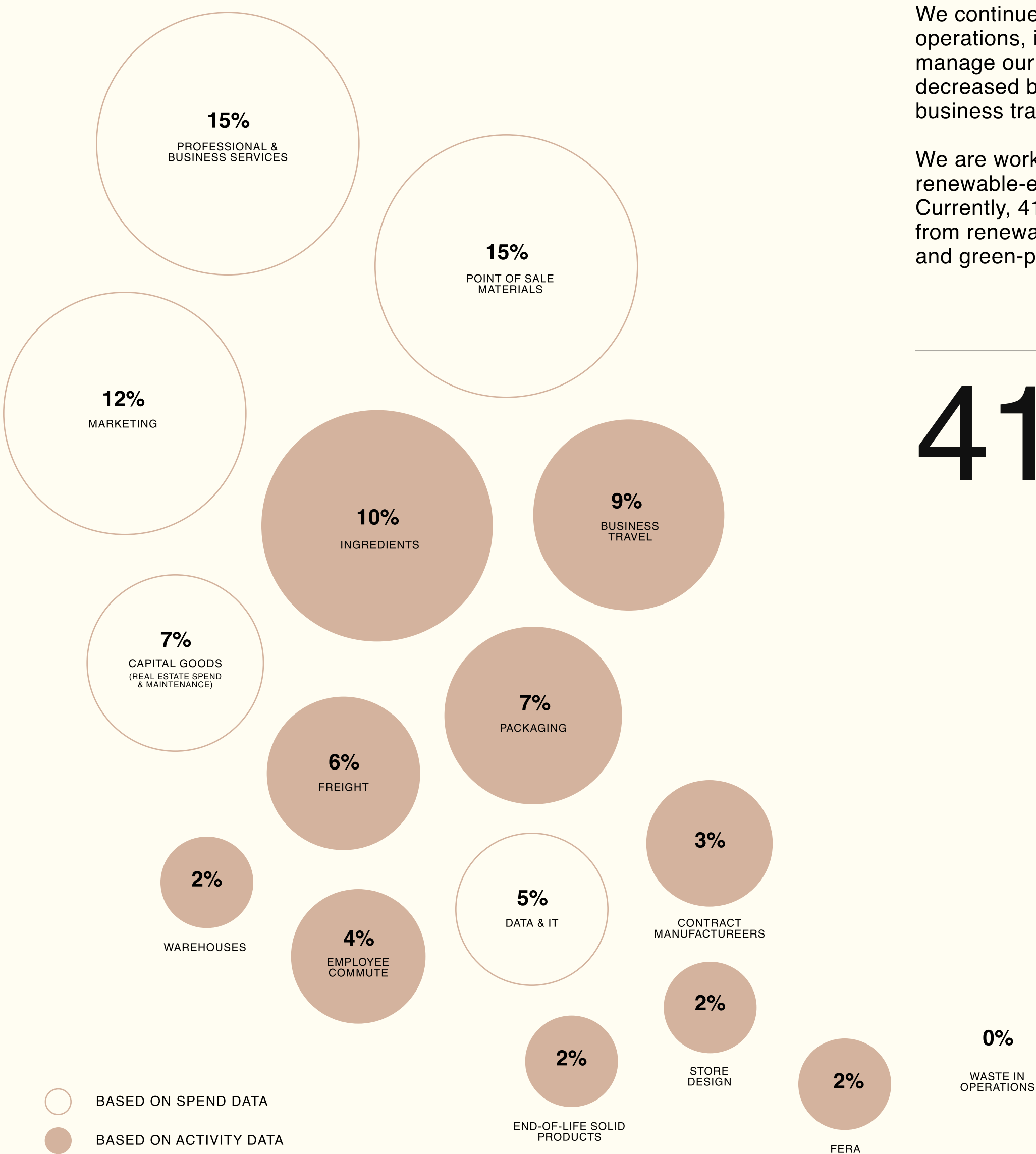
We continue to work towards our Net Zero by 2050 target, which was set in 2023 and aligned with our parent company, the L’Oréal Groupe. Despite strong business growth in 2024, overall, our absolute carbon emissions reduced by 6% as we saw a large decrease in our Capital Goods spend (following a large investment in office real estate in 2023), resulting in an overall decrease in Scope 3 emissions.

Emission categories where further progress is needed, related to the production (including ingredients, packaging, and manufacturing) and distribution of our products. Initiatives which will help us to reduce emissions from these sources in future include increasing the percentage of renewable energy used to manufacture our products, the development and scaling of lower carbon refill formats for our best-selling SKUs and limiting the amount of our product transported by air.

Scope 1, 2 & 3 Emissions

|             |                     |       |
|-------------|---------------------|-------|
| Scope 1 & 2 | 3,182               | tCO2e |
| Scope 3     | 46,462 <sup>1</sup> | tCO2e |

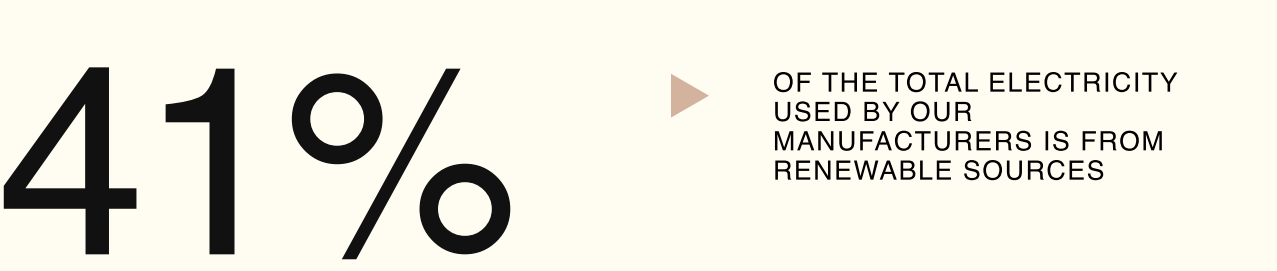
Scope 3 Emissions Categories Breakdown (CY2024)



Managing Our Supply Chain Emissions

We continue to manage the emissions from our supply chain and operations, in line with our decarbonisation roadmap. We closely manage our air freight (our most impactful form of freight), which decreased by 11% compared to 2023. Our emissions from business travel by air also decreased by 12% compared to 2023.

We are working with our contract manufacturers to increase renewable-energy procurement at the manufacturing sites. Currently, 41% of the total electricity used by our manufacturers is from renewable sources (through a mix of on-site solar generation and green-power purchases).



1 EXCLUDING CONSUMER USE OF PRODUCTS



## Sustainable Sourcing

We are committed to sustainable sourcing as a core pillar of our ethical and environmental responsibility. By striving to find high-quality, plant-based ingredients from responsible suppliers, we ensure our products are both effective and environmentally conscious. By striving to find high-quality ingredients derived from nature from responsible suppliers, we ensure our products are both effective and environmentally conscious

Our sourcing procedures were externally scrutinized and verified by B Lab as part of our recent B Corp re-certification, underscoring our dedication to responsible and sustainable business practices.

### Our Critical Raw Materials

Aesop approach to managing social and environmental risks in relation to our raw materials has previously prioritised five key raw materials (Palm Oil, Paper, Cotton, Soy and Ethanol). Under the L’Oréal Groupe the scope of biobased raw materials prioritised for action has expanded and Aesop is integrating its activity to work towards this new model. Our progress on the sustainable sourcing of our Palm Oil, Paper and Cotton (where there is a close degree of alignment to L’Oréal policy) is shared below:

#### Palm Oil

44% of the Palm Oil purchased by our contract manufacturing partners was RSPO Supply Chain Certified in 2024

This was marginally lower than our 2023 performance due to an ongoing review of the Chain of Custody (CoC) certificate for a major supplier. This has now been resolved and we expect our 2025 certified percentage to improve as a result.

#### Paper

In 2024, Aesop began working with the L’Oréal Groupe on the launch of its updated 2030 Forest Policy which is intended to ensure the sustainable sourcing of forest related raw materials (including paper and cardboard). This process included reaching out to key suppliers to understand their compliance with this updated policy. From the sample of data provided by this selection of suppliers, we were able to ascertain that 99.2% of materials supplied to Aesop from these suppliers, were from FSC certified forests (in compliance with the policy). We are continuing to work with our paper suppliers to gather further data and drive improvements in performance.

#### Cotton

In 2024, Aesop maintained its ambition for 100% of our cotton to be certified as either recycled or organic. We achieved this target for 98% of global volumes, which is an increase of 3% from 2023.



44%

OF PALM OIL WAS RSPO SUPPLY CHAIN CERTIFIED

99.2%

OF MATERIALS SUPPLIED TO AESOP WERE FROM FSC CERTIFIED FORESTS

98%

OF COTTON WAS CERTIFIED AS EITHER RECYCLED OR ORGANIC

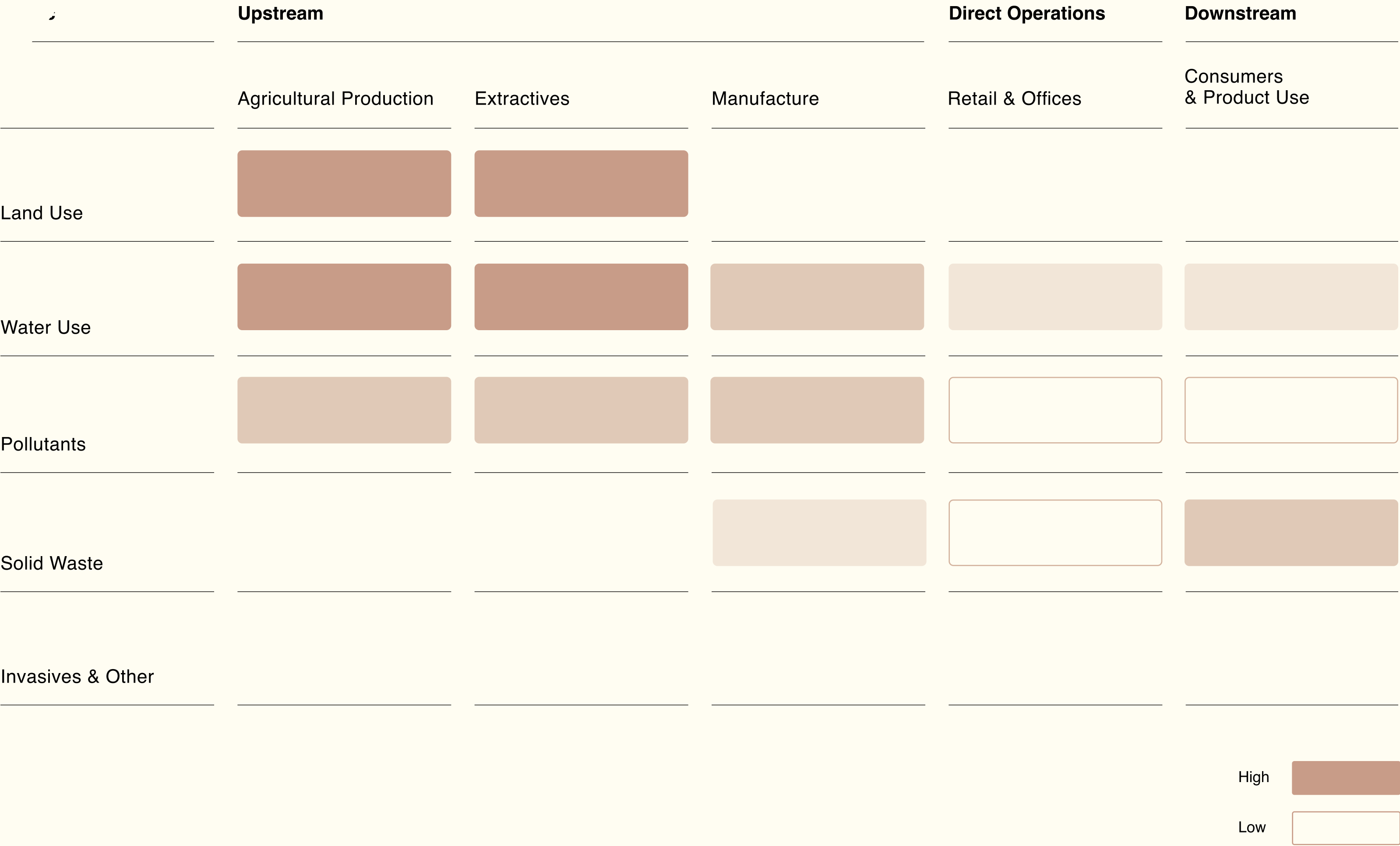


Understanding Nature Risks with 3Keel

We recognise the interconnection between climate and nature, and we have worked with consultants 3Keel to better understand our nature risks and impact. Following this assessment we have confirmed that our most material nature impacts are associated with the upstream part of our supply chain linked to the extraction and sourcing of our ingredients and packaging materials. We are taking this work forward in 2025, further developing our strategy to address our nature impacts and identifying opportunities to work with our suppliers to both avoid and reduce our impacts on nature as well as supporting the restoration and regeneration of nature.



▼ This summary heatmap of Aesop’s nature related impacts shows the distribution of different impact types across the value chain.





## In Store Materials: A Clever Solution

In 2024, we continued our long-standing partnership with Cleverly, a textiles brand that specialises in innovation.

Fluffy textile debris is a natural by-product of textile production, building up in spinning facilities, especially in machinery, during setup and sampling. This debris consists of various fibres like cotton, wool, silk, and more, with its composition changing daily based on production. It resembles lint from a dryer filter and in major textile hubs, large amounts of this waste accumulate daily.

To reduce waste, Cleverly uses a circular process developed in Portugal to repurpose the debris into new yarns which, by blending it with 10% organic cotton, can be used to make new textiles. This innovative material, Cleverly Reclaimed™, has been used to create a new, Organic Content Certified (OCS) and OEKO-TEX® certified version of the Aesop in-store hand towel. This is an important item in our stores, as many of our customers enjoy trying our products at the sink. These towels began development in 2018 and started being trialled in-store in 2021. Following this, the first major production run occurred in 2023, with fulfilment across all Aesop stores across Europe and then into Asia in 2024. In 2025, we will transition remaining regions, ANZ and the Americas.

The towel and its packaging are entirely produced in Guimarães, Portugal, keeping their carbon footprint minimal until shipping.

Aprons for store consultants, using the same Cleverly Reclaimed™ yarn, were in a trial phase across Aesop stores in all regions in 2024 with plans to move forward into production in 2025.





# Communities





Aesop seeks to serve the communities in which we live, work and operate by investing in people and places to create belonging.



# Aesop’s Social Impact: Accelerating Philanthropy

Aesop was founded with a view to improving people's everyday lives. In addition to nurturing the skin, senses and spirits via our products, services and experiences, this also means considering the meaningful ways in which the company can better serve the communities in which it operates. Through the provision of our time, products and money, we have always looked to give back more than we take. As we continue to grow, so does the potential to shape our business so our profits can contribute to solve the challenges of people and planet.

## The Aesop Foundation

Our corporate citizenship is partly carried out by the Aesop Foundation<sup>1</sup>, which exists to amplify the voices of excluded communities, via grants to charitable partners across the globe and a matched-giving programme which doubles employee donations to a charity of their choice. In addition to this, product donations are made through our stores and our employees volunteer their time and talent with charitable organisations.

Embracing our role as global citizens, we have been investing in changemakers and communities who are striving for equity, belonging, and a thriving planet.

*‘The Aesop Foundation stands at the intersection of hope and action, supporting education that empowers, extending hands to those displaced by conflict, honouring the wisdom of indigenous communities, and responding swiftly when disaster strikes. We don't merely fund programmes; we invest in the human story.’*

Ryad Djellas, General Manager, Europe Zone



1 THE AESOP FOUNDATION IS A DONOR ADVISED FUND ADMINISTERED BY THE CHARITIES AID FOUNDATION, A REGISTERED UK CHARITY (NO 268369).



Total value of grants made ( € )

€1,533,019

Number of charitable partners

20

The Aesop Foundation focuses its work on three key ambitions, Society for All, Liveable Earth, and Safekeeping.

Number of employee volunteering hours

28,045

Total matched-giving granted

€89.9K

Value of product donations to charitable causes made ( € )

€5,929,395



Society for All: Cultivating Inclusive Communities

The Aesop Foundation is working with global partners to support educational needs for children and secure meaningful employment for refugees and their families.

Spotlight on: Asylum Seeker Resource Centre, Australia

The Asylum Seeker Resource Centre (ASRC) is Australia’s largest human rights organisation, providing support to people seeking asylum.

With Aesop funding, the ASRC has developed the Employment Pathways Programme in Melbourne, Victoria, pairing individuals with volunteer career coaches who mentor them in job readiness, applications, and overcoming any employment barriers they may encounter.

In 2024 the Employment Pathways Programme placed 66 clients in fulfilling work, benefiting an estimated 264 family members. The ASRC is one of the Aesop Foundation's longest-standing partners. We began partnering with them in 2018 and have now committed more than AUD \$1m in support of their vital work.



Liveable Earth: Nurturing Just and Joyful Relationships With Our Planet

Under its newest ambition, Liveable Earth, the Aesop Foundation is supporting Indigenous communities in their role as custodians of nature.

Spotlight on: Landesa, Asia, Africa, Latin America

In 2024 we made our first grant of a three-year commitment to Landesa, who help people own their land properly, which makes a big difference for climate protection. When indigenous farmers have secure land tenure or ownership it allows them to invest in planting trees alongside crops, build steps into hillsides to prevent erosion, and improve water systems. These changes protect natural resources and help ensure everyone has enough food.

Indigenous communities who have legal rights to their traditional lands are some of the best protectors of forests and damaged lands. They play a key role in fighting climate change.

Landesa also works with governments and local groups to create laws that protect both communities and nature. They seek to ensure climate solutions are fair for everyone by including the voices of women, Indigenous Peoples, and young people in important environmental decisions.

Safekeeping: Keeping People Safe From Harm

Under Aesop’s safekeeping pillar, we have long-term global partnerships with War Child and Médecins Sans Frontières (MSF). Multi-year flexible funding provides MSF and War Child with predictable resources, allowing them to plan more effectively for long-term humanitarian operations rather than scrambling to secure funding year by year. This stability is crucial for maintaining continuous services in crisis zones.

In addition to our strategic partners, Aesop will endeavour to directly support local communities if our employees and / or customers are affected and we think we can help.

In 2024, Aesop was able to quickly provide financial support following a powerful 7.5-magnitude earthquake which struck Japan's Noto Peninsula. We also provided financial support to charities supporting the crisis in Valencia, in Spain, when it suffered a years’ worth of rain in a day, resulting in devastating flash floods.





# Advancing Belonging: Kinship

Aesop is a unique place of work, and we are proud of who we are. But we are also committed to continually building and fostering a more inclusive, diverse and equitable culture and workplace that values difference and authenticity.

Following significant progress during the first three years of a formal diversity, equity and inclusion strategy, we launched the next phase of our journey which we call Kinship. Guided by three principles, Kinship seeks to embed a culture of interconnectedness, mutual respect, and collective growth. At its core, Kinship extends beyond traditional biological relationships, encompassing the social bonds and shared responsibilities that unite individuals within a community and build a sense of belonging.

Central to Kinship’s success are Aesop’s vibrant and growing Employee Resource Groups (ERGs), which operate with their own budgets and internal governance.

**Aesop Women** | for Women and Allies

**Ubuntu** | for Race, Ethnicity and Culture

**PRISM** | for the LGBTQIA+ community

**Dunamis** | for Disability, Neurodiversity and Mental Health

As bridges between leadership and employees, Aesop’s ERGs provided crucial feedback that shaped more effective policies and business strategies aligned with evolving workforce needs. Most notably, Aesop launched a refreshed Menopause Framework and a Domestic Abuse Framework with Aesop Women, and a Transitioning at Work policy with Prism, our LGBTQIA+ community.



AESOP QUEER LIBRARY, AMPLIFYING UNDER REPRESENTED VOICES IN LITERATURE



PRISM - AESOP'S EMPLOYEE RESOURCE GROUP FOR LGBTQIA+, 2024



UBUNTU - AESOP'S EMPLOYEE RESOURCE GROUP ON RACE, ETHNICITY AND CULTURE, 2024



Advancing Belonging: Kinship

Aesop’s Long-Term Kinship Commitments:

Diversity

We will ensure diverse talent is attracted, retained and nurtured to reach their full potential.

Equity

We will ensure everyone is treated with fairness, dignity and respect.

Inclusion

We will ensure everyone feels welcomed and supported by an Inclusive culture.

Living Wage

In 2024, Aesop conducted a global living wage review in partnership with L’Oréal and the Fair Wage Network. This review determined that 3,038 employees of 3,049 active regular and fixed term contract headcount were paid a living wage (i.e. 99.6%). Steps were taken to address the very small number of employees where wage adjustments were required to reach Living Wage and as such The Fair Wage Network issued Aesop the 2024 Global Living Wage Employer Certificate.

Looking Ahead to 2025

As a business we remain steadfast in our diversity, equity and inclusion commitments. We will continue to celebrate uniqueness and unite our communities in the pursuit of belonging, encompassing our customers, partners, and employees across the world. This work is more important than ever before.



DUNAMIS - AESOP'S EMPLOYEE RESOURCE GROUP FOR NEURODIVERSITY, DISABILITY, AND WELLBEING, 2024



# Employee Wellbeing: Prioritising Mindfulness Throughout 2024

Aesop employees enjoy premium access to the Headspace app, with record engagement in 2024 reflecting a strong commitment to wellbeing. We encourage regular use through initiatives like meeting-free Fridays and Summer Hours (i.e. half day Fridays during the summer season), helping employees unplug and explore Headspace content.

In 2024 alone, Aesopians logged nearly 1 million minutes on the app, spanning meditations, webinars, and sleepcasts, with high return rates to guided courses—showing a lasting dedication to mental health. We also introduced a feature allowing employees to share access with up to five friends or family members.

Since partnering with Headspace in 2018, Aesopians have engaged in over 4.2 million minutes of content. Our annual Global Wellbeing Month in October featured 100+ events worldwide—from live meditations and yoga to mindful drawing and community lunches—offering space to relax and connect.

Employees enrolled

81.4%

Minutes engaged on the app

1 million

Minutes meditated

150,527

Employee events worldwide for Global Wellbeing Month

100+





Aēsop.

Sara Teasdale

“Nothing is ever ended,  
everything only begun.”

