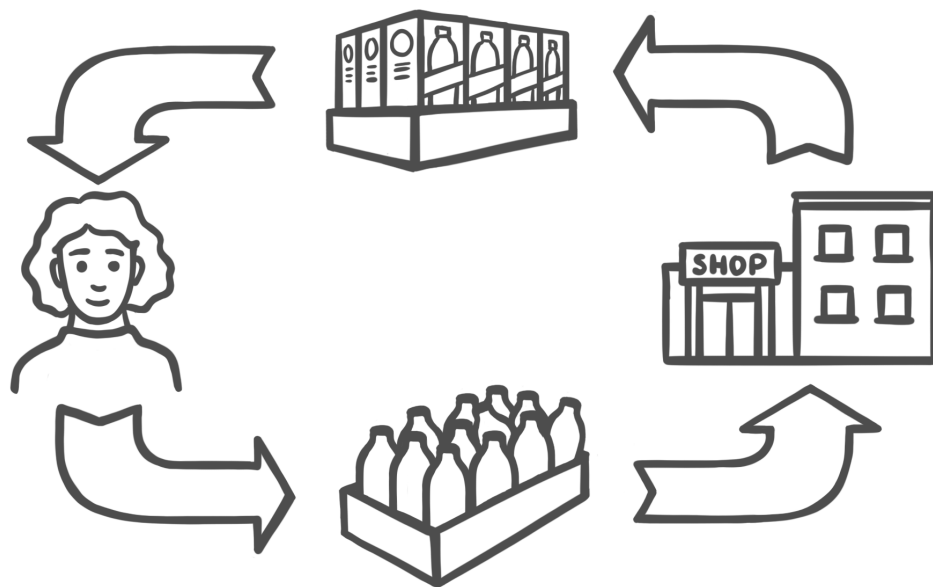


# RRR'biocosmetics

*"Thanks to RRR'biocosmetics, working at the company meant finding a place to feel valued and employees' work matters."*

CEO RRR'biocosmetics



## The Spark

Founded in 2020 by the Ribalta sisters and Agustín Vilar in Sant Cugat del Vallès, RRR'biocosmetics surged from a commitment towards sustainability and inclusivity. Drawing inspiration from their father, Ramón Ribalta, an industrial engineer and environmental advocate, the siblings envisioned a brand that would promote resource conservation as well as responsible consumption in the cosmetics industry.

When Ana's son faced challenges finding a job due to his disability, it led to a business idea in which individuals with disabilities could have meaningful job opportunities. Therefore, RRR'biocosmetics intends to "create an environment in which people with functional diversity could feel useful and proud of their work".

The cosmetics industry mostly relies on the use of plastic packaging, whereas this initiative decided to introduce a circular economy model based on aluminium packaging, a material that can be reused or recycled. Thus, RRR'biocosmetics was founded with a triple mission: to reduce environmental waste, ensure high-quality sustainable biocosmetics and create job opportunities for people with disabilities.

## Governance Model

RRR'biocosmetics works as a social enterprise, as they prioritise inclusivity and sustainability, being structured to provide stable employment for people with disabilities, especially through its Pack Return Programme. In this programme, employees clean, disinfect, and reintegrate returned cosmetic packaging into the production cycle, allowing RRR'biocosmetics to contribute to waste reduction and provide job opportunities.

Unlike traditional business structures, RRR'biocosmetics incorporates environmental and social considerations into its decision-making process, for instance by collaborating with non-profit and social organisations, and with the organic certification organisation ECOCERT.

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## Social Impact

Inclusivity represents the core of RRR'biocosmetics by actively employing disabled workers and providing them with economic stability as well as professional development opportunities. By collaborating with organisations like Aspasim employees can receive specialised training and are supported to succeed in their roles. To make the work process easier for their employees, the company has developed a colour-coded packaging system that simplifies sorting for employees that have difficulties with motor skills.

Beyond employment the company intends to raise awareness about the relevance of workforce inclusion and to encourage other initiatives to adopt similar practices. By leading through example, the company fosters a culture valuing disabled individuals and their work.

## Environmental Impact

RRR'biocosmetics exclusively uses aluminium packaging for their products which can be infinitely recycled, hence reducing the reliance on plastic waste. In addition, their products are formulated with 100 % biodegradable and organic ingredients which ensures a reduced environmental impact.

To expand its sustainability reach, RRR'biocosmetics has partnered with Veritas, a Spanish supermarket chain, and Amazon to promote responsible consumption and make eco-friendly products more accessible to the public. Nevertheless, return of the packaging remains a challenge despite the efforts to encourage users.

As an attempt to boost the packaging return rates the company offers discounts on future purchases to customers who return the packaging. Additionally, awareness campaigns through social media, in-store promotions and direct engagement are being adopted to educate consumers on the benefits of their Pack Return Programme.

## Replicability Potential

RRR'biocosmetics model represents a scalable approach to sustainable business and its strategy is already expanding by means of distribution agreements in France, Germany and the Netherlands.

Simultaneously, the company is refining its logistics to improve its Pack Return Programme to ensure that participation is even more accessible. The company is also collaborating with ECOCERT for product certification and with laboratories for sustainable formulation to stay at the forefront of scientific advancements in eco-friendly cosmetics and set a benchmark for sustainability in the industry.



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