



RUDOLPH CARE

RESPONSIBILITY REPORT – 2024

Introduction

Responsibility has always been part of Rudolph Care's DNA – carried by love for nature, care for people's health, and a constant curiosity about how we can do things better.

All our products are developed and produced in Denmark, with açai as a core ingredient, an uncompromising approach to quality, and a deep respect for nature. We rely on strong standards and ensure our products are certified. The majority of our range carries the environmental certification, the Nordic Swan Ecolabel, and the Ecocert COSMOS Organic certification, and as a company, we are B Corp certified – a tool that helps us measure and raise the bar for our overall impact.

Our responsibility spans countless areas, and on our website you can explore everything from our ingredient philosophy and certifications to the story of our founding. This report goes further, highlighting the three topics that dominated our agenda in 2024:

- Our work in and with the Amazon.
- The role of packaging in our business.
- B Corp – recertification and new standards.

We hope you enjoy the report.



01

Our work in and with the Amazon

*Through our core ingredient,
the açaí berry, and our
collaboration with the local
community of Nazarezinho do
Meruú, we support both
people and nature.*

01

Our work in and with the Amazon

At Rudolph Care, we are closely connected with the Amazon through our love for our core ingredient, the organic açai berry, which grows wild at the top of the rainforest palms. We are also connected through our collaboration with and support for those who harvest the berries year after year: the community of Nazarezinho do Meruú, located in the Brazilian rainforest in the northeastern region of the state of Pará.

The community consists of around 250 families, of which 20 hold licenses to harvest açai. It is a place that Rudolph Care and founder Andrea Elisabeth Rudolph have visited several times, most recently in April 2025. Over time, our business relationship has developed alongside a respectful connection and a shared commitment to the Amazon.

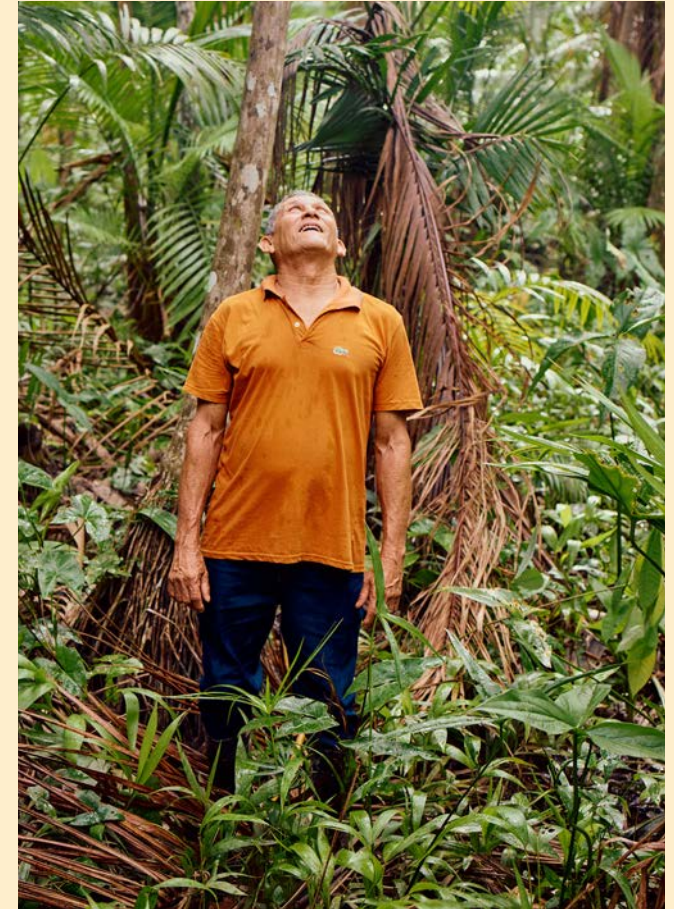
Many people grew up with the idea that the Amazon is the lungs of the world, but that is only partly accurate. The rainforest absorbs approximately as much oxygen and CO₂ as it emits. Though this does not make it less important.



The Amazon is crucial to the Earth's climate. It cools nearby land areas, allows rainwater to penetrate deeply into the soil, and forms clouds that

protect against the sun and help prevent the land from turning into savanna. The rainforest functions as a vast hydrological system that recirculates water so a single raindrop may fall five to six times, rather than only once outside the rainforest.

The Amazon is one of the world's most important reservoirs of biodiversity and home to at least 10% of all known species¹. Protecting it is therefore essential –particularly amid the current biodiversity crisis, where thousands of plant and animal species are at risk of disappearing, with serious consequences for ecosystems and us humans.



01

Our work in and with the Amazon



How can the Amazon best be protected?

According to WWF, the world's largest conservation organization, the Indigenous peoples of the rainforest play a key role. Their lives are closely linked to nature, and they are often the first to respond to illegal deforestation and fires.²

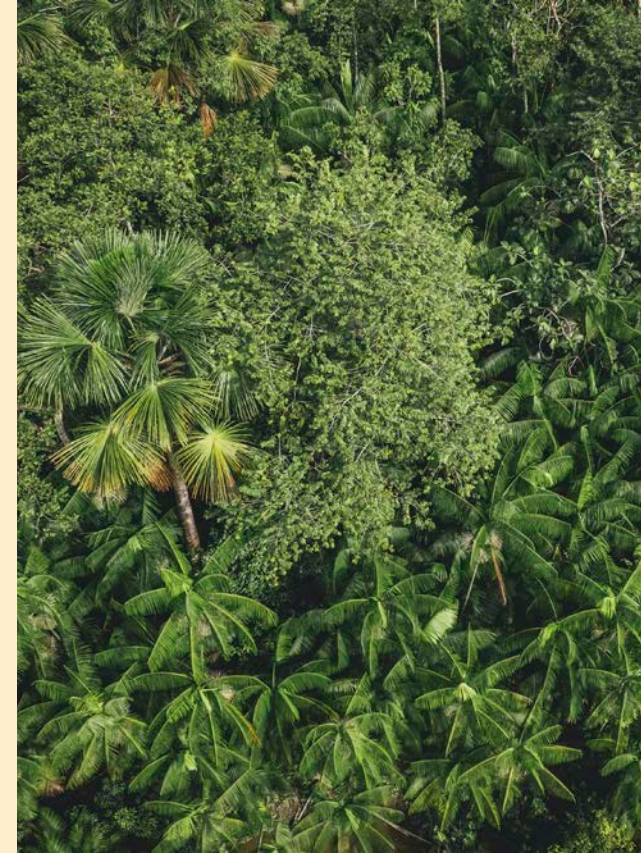
One of the greatest threats to the rainforest is land cleared for cattle and soybean production. Forests are first cut down for grazing, and the soil is later depleted by soy cultivation. Where industry destroys, Indigenous communities protect and safeguard nature.³

Their efforts are, however, under threat from legislation such as the Marco Temporal Bill of 2022, which requires Indigenous peoples to prove that they inhabited a given area before 1972 in order to retain their land rights. The law carries severe consequences for climate, biodiversity, people, and culture.⁴

Our support

Since 2019, Rudolph Care has supported development initiatives in and around the village of Nazarezinho do Meruí. We believe that by strengthening the Amazon's first line of defense, the local communities who depend directly on a healthy and resilient forest, we are also supporting the wellbeing of the forest itself. The projects are locally rooted and created in collaboration with the community, our production partner, and the NGO IFT (Instituto Floresta Tropical – formerly Berraca Institute), with financial support from sales of our Açai Facial Oil (DKK 100,000 yearly) and the 4% of our annual profit donated to organizations and responsibility projects.

In 2024, our support was particularly focused on the establishment of a multi sports court at the local school, EMEIF São Sebastião. The court will provide the children with a safe environment for play and physical activity – something that is currently impossible in the wild terrain. At the same time, the court will serve as a gathering place for the wider community, with space for events and health initiatives. The project is being realized in stages over the coming years.



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Our work in and with the Amazon

Although this report primarily reflects on 2024, our visit to the Amazon in early 2025 deserves special mention. In 2025, we visited the school, EMEIF São Sebastião, and saw how previous years' support continues to make a difference: a new roof keeps the rain out, ensuring that classes are no longer cancelled; fans improve the indoor climate; and a water filtration tank provides the children with access to clean, cool drinking water.

We also visited the area where the multi sports court will be built and spoke with both local residents and IFT about how construction can be carried out with minimal impact on the surrounding vegetation.

The visit was also a reminder that not all projects deliver the same long-term effect. In 2023, we financed a seed and kitchen garden which unfortunately did not continue due to a lack of local support. The school improvements and water fountain, by contrast, meet concrete and expressed needs. This has confirmed that our responsibility is to provide support where there is genuine demand and commitment.



02

The role of packaging in our operations

Our packaging solutions are an area of our work for which we feel a particular responsibility, and we continuously strive to improve them in order to minimize their negative impact on the environment.

02

The role of packaging in our operations



In this section, you can read about our experiences and the realities we face with packaging.

Packaging experiences

1. Biodegradable packaging

We have tested biodegradable materials, including seaweed, PLA (polylactic acid), and wood fibers, but have encountered significant challenges. None of these materials have been able to keep our mildly preserved products fresh, and ensuring proper consumer sorting of the packaging remains a major issue. There is a common perception that biodegradable packaging can naturally decompose in the environment, in compost, or in the kitchen bio-bin. This is far from accurate, as these materials can only degrade under very specific conditions, such as at 60°C. For these reasons, we do not consider biodegradable packaging a responsible solution for our products or for the environment.

2. Refill

We are exploring refill solutions and hope to offer them in the future. However, our products are mildly preserved and therefore particularly sensitive to air, light, and bacteria. This makes refilling challenging in terms of both shelf life and hygiene. We have several promising ideas in development, which require careful testing to ensure that our quality standards and user experience remain uncompromised.

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The role of packaging in our operations

3. Reusable packaging

As part of our packaging strategy, we also focus on reusable solutions and are actively pursuing multiple approaches.

- **Paper-based packaging**

Paper has many advantages but typically requires a barrier (e.g., plastic or aluminum) to maintain product freshness, which complicates recycling. We are exploring possibilities and gathering better data on the environmental impact of these solutions.

- **Bio-based plastics**

Bio-based plastics are often confused with biodegradable plastics, but the distinction is important. While biodegradable plastics are designed to break down under specific conditions, bio-based plastics resemble conventional plastics and function similarly. They are, however, made from renewable materials rather than fossil resources and can be recycled in existing systems. The most common bio-based plastic is currently produced from sugarcane in Brazil – a process that has historically contributed to deforestation.

It is therefore critical for us to closely monitor the sourcing of raw materials and land use, as we cannot condone rainforest clearance. In the future, we hope bio-based plastics can be produced from agricultural or food production residues. Until then, we continue to explore alternative solutions.

- **Glass**

We have always used glass in our packaging for good reason. Glass is recyclable and versatile. However, it is also heavy, which often makes it less environmentally friendly due to the high energy requirements in production and transport. We intend to continue using glass selectively, in ways that add value to the product experience.

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The role of packaging in our operations

- **Aluminium**

Aluminum is one of the materials in which we see the greatest potential. It is lightweight, strong, and infinitely recyclable without loss of quality. There is also a global recycling infrastructure in place, along with a growing range of packaging made from recycled aluminum. The Nordic Swan Ecolabel now approves the use of aluminum in packaging, which allows us to work with the material more strategically.

Looking ahead, we aim to use aluminum tubes as extensively as possible. They are efficient, as very little material is required per milliliter of product. Our goal is to use 100% recycled aluminum, with as much as possible sourced from household recycling, supplemented with post-industrial recycled aluminum (PIR). In the long term, we dream of using only recycled aluminium from households, as it has already been in use and gains new life with a new purpose.

It is well established that newly produced aluminum has a high carbon footprint and generates waste, particularly in the form of bauxite waste⁵. For this reason, we choose recycled aluminum, which allows us to reduce our climate impact by up to 95%.

But why do we still use plastic?

Plastic is lightweight, shatterproof, and protects our mildly preserved products effectively. We are, however, fully aware of the challenges plastic presents, including material degradation during recycling and the environmental impact of fossil oil extraction. One of our key priorities is therefore to find better packaging solutions that are both environmentally responsible and compatible with our delicate formulations. This is a long-term process, and we are committed to addressing it thoroughly and responsibly, avoiding rushed or unsustainable solutions. We are closely monitoring developments in bio-based plastics and hope that this material will become our primary source of plastic in the future.



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Reflections

*We examine every detail.
Test, explore, and discuss.
Here, you'll get a glimpse
into our reflections.*

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Reflections

In our daily work to improve our business and make it more sustainable, we regularly encounter perspectives, facts, and realities that invite reflection and discussion. A significant part of our work consists of exactly that: examining every detail. We test, analyze, and discuss the pros and cons of one solution versus another, third, and fourth.

Here, we provide insight into the reflections we have made regarding the themes of the Amazon and packaging in 2024.

1. Would we replace açai if we could find a local alternative?

Replacing açai with a Danish, local ingredient might reduce our environmental footprint, but our answer is no. Not because we are unaware of the challenges associated with importing, but because we approach responsibility as a holistic assessment, considering environmental, social, and economic factors.

As described earlier, our açai comes from the community of Nazarezinho do Meruú in Brazil, where we work closely with the locals, the NGO IFT, and our production partner. Our trade in açai and the substantial volume of açai oil we purchase each year (800 liters = 80 tons of berries) has had a positive impact on the community in multiple ways.



One example is the concrete improvements we have helped finance in the village, such as the renovation of the local school and the upcoming multi sports court. Another is the change in açai harvesting practices: previously, palms were felled to sell the wood, whereas today the berries are harvested carefully using the traditional method, climbing to the top of the palm to pick a bunch. The price for the berries now exceeds double what the tree would have fetched if cut down.

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Reflections



In addition, as part of our production partner's sociobiodiversity enhancement program, limits are set on the number of berries that can be harvested to ensure sufficient food for the animals living in the treetops. This program also ensures that workers receive fair wages, approximately 25% above general pay for equivalent work. The economic incentive to preserve the forest is therefore real and contributes to preventing land from being sold or leased for cattle or soybean production. At the same time, we remain very aware of the cultural and familial motivations that the local community has to protect their forest.

As you can see, our trade in açaí is not only about antioxidants and the unique properties the rich oil brings to our products. It is equally about supporting a system that benefits people, the forest, animals, and biodiversity. In our view, this is responsibility in practice; a concrete example of how our choice of ingredients can create positive change in the world.

2. How do we ensure that we do not overburden the local communities or the forest's supply of açaí?

This question is important to us. We aim to remain in balance with the Amazon – not to deplete or harm it. Rudolph Care's need for açaí is significant, but it represents only a small fraction of what is harvested during the season. Over a two-week period each autumn, our production partner receives the 80 tons at the factory (among many more berries that are not ours), after which the açaí oil is extracted. It is an intensive but short period, fitting naturally within the harvest cycle. This demonstrates the abundance of açaí in the area: there are simply plenty of berries available, and our trade aligns with an existing practice that neither pressures nor exceeds local capacity.



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Reflections

3. Low preservation – advantages, disadvantages, and our position

We preserve our products at the lowest level possible to protect both the body and the environment. This, however, means that our products require substantial protection against light, air, and bacteria, resulting in complex packaging solutions. Using higher levels of preservatives could reduce packaging needs and potentially make them even more environmentally friendly. This is a dilemma we frequently revisit: should we preserve more to allow simpler packaging, or accept more packaging to keep our formulas clean? We have chosen the latter, but, as always, remain curious about other perspectives.

4. Why does Rudolph Care not simply establish a return system?

Beyond changing materials, there are other ways to make packaging practices more sustainable. A strong example is establishing a closed-loop system, where packaging materials are collected and reused in a clean, controlled process, thus avoiding mis-sorting – a major challenge with plastic packaging. So why not do this?



Because it requires substantial resources, both financially and environmentally, unless the system is widely adopted by other actors and industries – or if there is an enormous volume of material being circulated. Implementing this would create a highly niche infrastructure benefiting only ourselves, which is not appropriate when addressing a global problem that must be solved collectively.

A closed-loop system exclusively for Rudolph Care's packaging is therefore not realistic at present. However, we are always open to collaborations and discussions of infrastructural solutions that can make better use of our packaging.

04

B Corp – recertification
and new standards

*B Corp encompasses our
work with responsibility.*

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B Corp – recertification and new standards

We now turn to the framework that encompasses all of our work as a responsible business: B Corp.

Rudolph Care was B Corp certified in 2021 and completed our first recertification under the current standards in 2024. At the same time, B Lab, the organization behind B Corp, is introducing a new, more ambitious set of criteria for certification. This places us at an exciting and instructive intersection: we are recertified under the current requirements while already preparing for the next chapter.

Recertification in 2024

In 2021, Rudolph Care achieved its B Corp certification with a score of 88.9. As part of the three-year recertification cycle, we spent most of 2024 navigating the extensive process required for recertification. The process begins with answering roughly 250 questions, delving into how a company minimizes negative impacts and strengthens its positive contributions.

Each response must be documented, and the entire submission is reviewed by B Lab with a sharp focus on integrity, coherence, and credibility.

Within the B Corp assessment tool, a distinction is made between operational improvements, which apply across industries, and impact business models, which require companies to take measurable steps in specific areas. At Rudolph Care, we work purposefully to integrate as many of these models as possible. During recertification, we added a new model, Health and Wellness, awarded when a product or service has a documented positive impact on human health. In our case, this applies to our sun care products with SPF 30 and SPF 50. We are proud of this recognition, as the health of both people and nature forms the foundation of Rudolph Care.

We have also maintained our three other impact business models: Toxin Reduction, Supply Chain Poverty Alleviation, and Mission Locked.

In 2024, we achieved a score of 100.9, surpassing our target of 100 points.

The new standards

On 9 April 2025, B Lab published a new set of standards that redefine what it means to be a B Corp. These standards set higher expectations and place an even stronger emphasis on what it means to run a business with responsibility as its foundation. We look forward to evolving in line with these standards. You can read more about them here: <https://www.bcorporation.net/en-us/standards/performance-requirements/>



05

Conclusion

*From reflection to action
– our responsible journey
continues.*

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Conclusion



In this report, we have highlighted the three most central areas of our responsibility work in 2024: our engagement in the Amazon, our efforts for more sustainable packaging, and our B Corp certification, recertification, and the new associated standards. Each area represents an important step in strengthening our positive contributions to the world while reducing our footprint.

Although the focus areas differ, they all align with our ambition to operate a business where responsibility is integrated into the business model – not simply as an additional effort, but as a natural part of the way we work.

Looking ahead, we are excited to continue building on these initiatives, adapt to new requirements and standards, and further strengthen our work in environmental, social, and governance areas.

Thank you for reading. If you have any questions, we are always happy to answer them.

Please contact us at sustainablebeauty@rudolphcare.com.

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Source

¹ Source: https://wwf.panda.org/discover/knowledge_hub/where_we_work/amazon/about_the_amazon/

² Source: https://wwfint.awsassets.panda.org/downloads/lar2022_eng_digital.pdf and <https://globalgoals.org/news/guardians-of-the-earth-the-essential-role-of-indigenous-peoples-in-the-protection-of-natural-resources/>

³ Source: <https://www.worldwildlife.org/magazine/issues/summer-2018/articles/what-are-the-biggest-drivers-of-tropical-deforestation>

⁴ Source: <https://amazonwatch.org/news/2024/0118-indigenous-rights-battle-resumes-in-brazilian-supreme-court>

⁵ Source: <https://www.cmswire.com/digital-experience/how-bauxite-mining-destroys-nature-and-communities/>



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Read more about our projects in the Amazon at
rudolphcare.com