

RUDOLPH CARE

Responsibility Report

2025/2026

Introduction

There’s more beneath the surface than meets the eye.

Beneath the surface of our products are the ingredients. On the outside, we have the packaging. And a wealth of considerations, choices, and trade-offs. Small details and big decisions that together shape the products we send out into the world.

In this Responsibility Report, we open up about some of the thinking that shapes Rudolph Care. We share our thoughts on ingredients, packaging, and the dilemmas that arise when the desire to be natural, functional, safe, and responsible all need to go hand in hand.

We don’t just rely on common sense – we also lean on science, our Danish manufacturer, and certifications like the Nordic Swan Ecolabel and B Corp, which help us navigate a market that isn’t always easy to make sense of. Curiosity, transparency, and thoughtfulness are our guiding principles.

Happy reading!





”In 2006, Greenpeace tested my blood, and the results were alarming – it was full of harmful chemicals. That changed everything for me, and it was the first small step toward Rudolph Care. It turned out that the exclusive beauty products I dreamed of – free from harmful chemicals, with transparent ingredient lists and certifications – simply didn’t exist on the market. I had to create them myself.”

– Andrea Elisabeth Rudolph,
CEO and Founder of Rudolph Care

01
Packaging

Packaging is a necessary part of skincare. It protects the product, ensures stability, and keeps creams, serums, and oils fresh.

But packaging also comes with an environmental cost. Different materials affect the environment in different ways. CO_2 emissions are just one part of the picture – equally important are raw material extraction, transport, disposal, and the consumption of the earth's resources.

Every material has its strengths, its limitations, and its own footprint. That's why so much of our work is about understanding materials and material flows better, and making the most responsible choices we can.



In this chapter, we share some of the thinking behind our current and upcoming packaging choices – and how the Nordic Swan Ecolabel's new packaging requirements are helping set the direction.

The Nordic Swan Ecolabel's new criteria

– and our packaging transition



The Nordic Swan Ecolabel has launched new criteria for cosmetic products, which will gradually take effect through 2027.

So what does that mean?
It means a lot – especially for our packaging. Requirements for materials, weight, and recycled content have been tightened, with greater focus on how packaging can fit into circular systems and use fewer resources overall.

For Rudolph Care, that means rethinking our packaging choices. Some materials, like glass, are becoming harder to use, because the strict requirements around packaging weight and overall resource consumption make them less practical in many cases. That's why we've chosen to work with aluminum and plastic as our primary materials, combined with refill solutions.

We see this as an exciting transition. Not because it's simple, but because, together with the Nordic Swan Ecolabel, we're pushing the industry forward.



It's a development we value, because it keeps things moving and ensures that responsibility is something we continually reconsider.

This isn't a simple changeover we've taken on, but a development driven by the ambition to use fewer resources while still maintaining the quality and function our products need to deliver.

You'll find the first products with new packaging on shelves in 2027.


”When it comes to packaging, Rudolph Care can’t simply pick whatever we want. In fact, our options are quite limited. The Nordic Swan Ecolabel sets strict requirements, including that packaging can’t be too heavy. That means we can’t choose the heavy glass bottle that feels wonderful in the hand and exclusive to the touch. We have to rise above that and find other, more responsible solutions.”
– Andrea Elisabeth Rudolph,
CEO and Founder of Rudolph Care

Aluminum

Aluminum is a material with a particular circular potential in packaging. It can be recycled again and again without losing its quality – a rare quality in the world of packaging, and an important part of what makes this material interesting to us.

In a well-functioning system, aluminum can be part of a genuinely circular material flow, where the material's value is preserved over time.

At the same time, that potential doesn't come without responsibility. Aluminum extraction carries a significant environmental impact, so it's essential for us to work with clear principles for aluminum: we prioritize aluminum of European origin, as high a share of recycled material as possible (a minimum of 60%, per the Nordic Swan Ecolabel's packaging requirements), and a design where the amount of packaging is proportionate to its contents. The packaging must also fit into existing waste and recycling systems, so it's easy for you to sort correctly once it's empty.



Plastic



Plastic is a material that's still necessary for our packaging. It plays an important role, particularly in components like tubes, pumps, lids, and airless systems, where function and protection are essential. Here, plastic makes it possible to create solutions that work in everyday life while preserving the product's quality.

When we use plastic, we do so thoughtfully. We only work with plastic types that meet food-grade approval requirements, because that gives us confidence in the material's safety in contact with our products. And we continually work with recycled plastic, carefully considering both origin and quality, so it can be used safely and responsibly in new packaging.

We're always working to optimize our use of plastic. That means we continually look at where we can reduce single-use plastic, balancing function, design, and cost.



Alongside this, we're working to introduce refill solutions where it makes sense – in both plastic and aluminum systems – as a way to extend the life of materials and reduce overall resource consumption.

We follow developments closely and continually explore new materials, including bio-based plastic alternatives. In our Responsibility Report 2024, you can read more about why we're not moving quickly here, and instead take the time to understand the consequences before we change direction.

The packaging journey never stops *– fortunately*



As you can see, Rudolph Care is in motion – right now, especially when it comes to packaging. Behind the choices we've shared in this chapter lies an extensive amount of work: countless meetings, discussions, decisions made and set aside, and reconsiderations. Because when we change one piece of packaging, it often affects many other choices along the way.

It's a responsibility we're glad to take on. We believe it should be us who spends the time asking the hard questions, researching materials, and making the most responsible choices we can – so it's easier for you to choose skincare where much of that thinking has already been done.

We look forward to gradually revealing new solutions, and in this process, we're also taking an open and curious approach to temporary packaging solutions. Because we're convinced that, in some cases, they can be necessary until better alternatives become available.

Seen this way, all our past, current, and future packaging solutions can really be viewed as part of an ongoing development. We keep learning, challenging ourselves, and improving what we do – and we hope that never stops.

02
Ingredients and Formulations

The balance between nature and necessity



The ingredients in our products are among the things we're asked about most. That's why we want to shed light on the many choices behind our ingredients, based on efficacy, safety, skin tolerance, and environmental impact.

At Rudolph Care, we work with natural raw materials when they contribute well-documented properties, and we prioritize as many organic ingredients as possible. At the same time, we don't see being natural as a goal in itself, but as one part of a bigger picture, where human health, the skin's needs, and care for nature carry the most weight.



For us, formulation isn't about picking a side, but about understanding the full spectrum of ingredients – regardless of origin – and finding the balance where function, safety, and the skin's needs meet.

In this section, we explain many of the choices we make with our ingredients, and share the thinking behind the "chemistry" in our products with you – the good kind of chemistry, whether it originated in nature or in a lab.


”Rudolph Care wants to help push the boundaries in our industry, as well as in the packaging industry. Demanding responsible packaging and ingredients is part of the change we want to see. Sometimes there are major obstacles, but we hold a fundamental belief that the green transition works for us, if we work for it.”
– Andrea Elisabeth Rudolph,
CEO and Founder of Rudolph Care

Preservation



We use preservatives in our products to ensure they remain stable and safe to use over time. Many of our products contain water, and where there's water, bacteria, yeast, and mold can develop.

That's why preservation is about protecting the product – and doing so as gently as possible.

We work with mild, targeted preservation systems and also use other formulation tools, like pH and water activity, to support stability. Packaging plays an important role too. It's chosen because it protects the product and helps us keep preservative levels as low as possible.

It all connects: ingredients, formulation, and packaging. Nothing is random – every choice is made so the product can be both safe and pleasant to use.

Active ingredients



Active ingredients are often associated with efficacy in skincare. They can add moisture, protect against oxidative stress, and support the skin's natural processes – but they also affect the skin's balance.

The skin has a limit to how much it can handle at once, and too many or too concentrated active ingredients can challenge it – especially if the skin is sensitive.



At Rudolph Care, we choose active ingredients with care. For us, skincare isn't about doing the most possible, but about finding the level where the skin is supported without being overwhelmed.

That's why we see efficacy as being about both performance and visible results – and about the skin's ability to stay in balance over time.

Structure and complexity



You may know the word emulsifier, but what does it actually do in a cream?

Most creams are emulsions – a mixture of water and oil that doesn't naturally hold together on its own. That's why we use emulsifiers to bind the two together and create a stable cream.

Emulsifiers are also what help give a cream its soft texture, its pleasant feel on the skin, and the way the product spreads.

The more we build into a formulation – for example active ingredients or UV filters – the more it demands of the structure that has to hold everything stable.

That's why formulation is often about balance. Some emulsifier systems can keep highly complex products stable but don't always align with our preference for more naturally derived ingredients. Conversely, more naturally derived emulsifier systems can have a harder time holding the most complex formulations together.



So we work to find the solution that makes the whole thing function as well as possible – even when that means we have to simplify and make trade-offs.



Liposomes and film formation

Liposomes are tiny, microscopic “carriers” that we sometimes use to work with active ingredients. They can encapsulate ingredients and help release them into the skin in a more controlled way. This can strengthen the effect, but it also makes the formulation more complex, because it’s a delicate structure that has to be kept stable.

On the skin’s surface, we work with film formation. Here, certain ingredients can settle as a very thin film on the skin, helping to reduce moisture loss and protect the skin when it’s dry or out of balance. We use plant oils and natural waxes, such as beeswax, among other things, for this type of protection.

But it’s about balance. If the film becomes too heavy, the skin can feel smothered and lose some of its natural rhythm.

Both liposomes and film-forming ingredients are examples of how we can strengthen a product – but also of how doing so adds complexity to making everything work together.

That’s why, for us, it’s about finding the solution that best supports the skin without taking over its own processes.

Sun protection



Sun protection is one of the most complex areas in skincare. At its core, it's about protecting the skin from UV rays, a well-documented cause of both premature skin aging and more serious skin damage.

But the path there is anything but simple. A sunscreen only works if the UV filters are distributed stably throughout the formulation and protect the skin evenly over time. At the same time, the filters affect the entire structure of the product – from texture to stability to how it feels on the skin.

This area is tightly regulated. Both legislation and the Nordic Swan Ecolabel's criteria set clear boundaries for which UV filters we can use. That means we can't simply choose freely – we work within a defined space, where both safety and environmental considerations carry significant weight.

At Rudolph Care, we use select chemical UV filters that meet the Nordic Swan Ecolabel's strict criteria. The Nordic Swan Ecolabel sets some of the highest standards in the market for ingredients, potential impurities, and consideration for both people and the environment – and in several areas, its requirements go further than the law. That gives us a strong scientific foundation for our choices, and gives you extra peace of mind when you choose a Nordic Swan Ecolabel-certified sun product.



Even though the science behind it is complex, the experience shouldn't be. Sun protection should be a simple choice in everyday life – and that's exactly what we work toward.

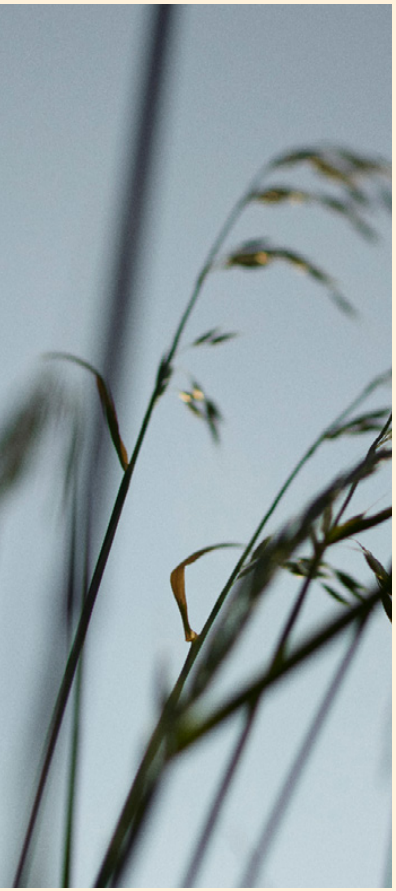
At the same time, it's important for us to think about the full picture around the product. When sun products are rinsed off, some UV filters can end up in the water environment. That's why we choose solutions where consideration for both people and nature is built in from the start.



Get the full picture

Want to learn more about our ingredients and what the terms on the ingredient list actually mean?
You can always explore our full ingredient lists here, where we explain each one of our ingredients.

03
B-Corp in Motion



When Rudolph Care became B Corp certified in 2021, we scored 88.9 points, and at our first recertification in 2024, we reached 100.9 points. On top of that, we were pleased to have a new Impact Business Model added: Health & Wellness.

In April 2025, B Lab (the global organization that manages the B Corp certification) launched a new set of standards, marking a comprehensive and fundamental change to the certification.

Where the assessment of companies previously consisted of more than 200 questions, a point system, and Impact Business Models, the model is now built around specific requirements that all certified companies must meet. At first glance, this might sound like a simplification. But in reality, the baseline has been raised significantly.

Previously, companies could earn points through many different efforts and put together their certification in different ways. The new standards place greater emphasis on common requirements for all companies and place more weight on responsibility being embedded in a company's structure, leadership, and decision-making processes.



That means it's no longer enough to do a lot of good things. Companies must also be able to document that the work is systematic, long-term, and integrated into how the business is run.

For Rudolph Care, this is a development that makes sense.

Responsibility has always been part of how we run our business, so we see the new standards as a natural evolution of the work we're already doing.

While B Corp certification is normally renewed every three years, we've already gone through the process again and submitted our application in June 2026.



”At Rudolph Care, we don’t take the fastest or easiest path.
We take what we call the ‘scenic route.’
It can mean a long detour, but for us, it’s the most beautiful and the most responsible way to go.”

– Andrea Elisabeth Rudolph,
CEO and Founder of Rudolph Care

04
Final Thoughts



Throughout this report, we've shared many of the considerations behind our choices in packaging, ingredients, formulations, and our B Corp certification. Not because we believe we've found all the answers, but because responsibility can rarely be reduced to single solutions or simple conclusions.

On the contrary, this work reminds us that responsibility almost always comes down to balancing different considerations: naturalness and function, efficacy and skin tolerance, protection and complexity, materials and the systems they belong to.

Because when is a natural choice the most responsible one? When does the need for safety, stability, and documented efficacy call for a different solution? And how do we make the best choices in a world where new knowledge is constantly reshaping our understanding?

Many of the answers don't rest with any single company alone. Responsible choices also depend on the systems we're part of – from legislation and certifications to the infrastructure and material flows that make circular solutions possible.

At the same time, both knowledge and expectations keep evolving. That applies to our understanding of ingredients, materials, and environmental impact, but also to the structures that support responsible companies. Certifications, documentation requirements, and new standards help move the industry forward and raise the bar for how responsibility is embedded in practice.

Maybe that's exactly where the heart of the matter lies.

Not in the idea of the perfect solution, but in the willingness to keep asking questions, follow the latest knowledge, and adjust course as we learn more.

Thank you for reading.

If you have questions, thoughts, or feedback, we'd always love to hear from you.

Write to us at **responsiblebeauty@rudolphcare.com**

Rudolph Care