

doing the right thing

products



free-from

our ranges are free from sulfates, parabens, dea, tea, propylene glycol and gluten... to make your day a little safer.



tested on humans

we don't test on our furry friends (humans only) and we have the cruelty-free peta accreditation to prove it.



pcr + green pe

we use green pe and pcr plastics to help reduce carbon footprint and virgin plastic production



carbon footprint

we offset our operational greenhouse gases by purchasing certified carbon credits and utilise solar at a manufacturing level for certain ranges.



pals with the people

we donate stock to homeless shelters and support indigenous communities through ongoing charitable partnerships.



gimmick-free

we don't add hyped-up ingredients just for label claims, greenwash or demonise ingredients.



vegan

we are predominantly vegan, with the exception of 3* products.



friends of the forest

we use fsc® (forest stewardship council®) certified recyclable paper for our printed materials and hardwood for our brushes.



greener salons

we partner with organisations like green circle salons so that together we can help create a more sustainable professional haircare industry.



plastic bank

by partnering with plastic bank, we are turning plastic into worth by helping to establish ethical plastic collection branches close to vulnerable waterways, while improving the lives of the people who collect it.

at evo, we believe sustainability is a journey of progress, not a path of perfection. for 2023 and beyond our commitment is to put people and the planet first with the decisions that we make to minimise our impact, however we can.

here's where we're at in that journey.



sustainability journey



evo in 2005 was...

- ✓ free from sulfates, parabens, dea, tea and propylene glycol
- ✓ packaged in square bottles to save shipping space, reducing carbon footprint



evo today is...

- ✓ vegan + gluten-free
- ✓ cruelty-free peta accredited
- ✓ using green pe + pcr (post-consumer recycled) plastic packaging
- ✓ using fsc® (forest stewardship council) certified recyclable paper materials
- ✓ offsetting operational emissions by purchasing credited carbon credits
- ✓ offsetting production emissions of fabuloso and travel-sizes to provide carbon neutral packaging through our forest partnership
- ✓ utilising solar at an operational and manufacturing level
- ✓ partnering with green circle salons (us) and sustainable salons (au)
- ✓ launching infinitely recyclable professional treatments



evo in 2023 is...

- ✓ changing to local suppliers to further minimise carbon footprint
- ✓ incorporating how-to recycle information on website
- ✓ rolling out our environmental, social and governance goals
- ✓ transitioning to 50 – 100% pcr plastic packaging
- ✓ partnering with plastic bank
- ✓ continuing our relationship with short back and sidewalks



evo in 2024 and beyond is...

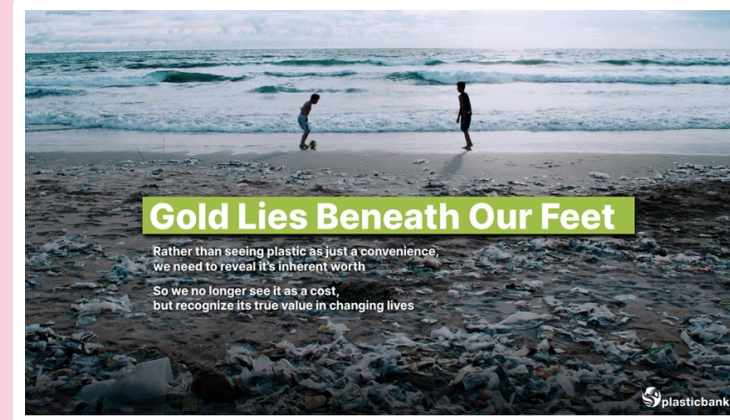
- ✓ reporting yearly on the esg goals and achievements
- ✓ hoping to one day become a b-corp
- ✓ always looking for ways to do better everyday



what is plastic bank?



plastic bank is a social enterprise that is physically stopping plastic from entering our ocean and improving peoples lives in the process – collectors are paid for the plastic they collect



they are shaking up the perceived value of plastic... shining a light on the true value of changing peoples lives

through a first of it's kind app, we can see just how much plastic we are offsetting with plastic bank and are able to share that story with our community



through this partnership we hope to help the very real issue our planet currently faces



how will the partnership work?



for every evo retail bottle we sell, plastic bank collectors will collect the same amount (weight) of plastic from the environment



collectors stop plastic from ending up in vulnerable waterways in places like indonesia, the philippines, egypt, brasil



collectors receive funds for the plastic they collect and recycle which can be used to provide necessities like groceries, school tuition and health insurance

the low down on pcr



what is pcr?

post-consumer recycled (pcr) plastic, is made from used, recycled and repurposed plastic. the waste plastic is cleaned, sorted and made ready to be used for new packaging



why pcr?

by using pcr, we are creating less virgin plastic which helps us to reduce our carbon footprint and helps us to reduce the plastic that ends up in our environment.

plus, the pcr for our evo bottles will be made in australia further reducing our carbon footprint



which products?

evo bottles
evo retail tubes
evo travel tubes
evo pucks
fab pro

will use up to 50% pcr content