



ORIGINS PLANTS TODAY FOR A BETTER TOMORROW

September, 2020

At **Origins**, we believe that every tree has the power to change the future of our planet for the better. We honor our longstanding commitment to Green The Planet through our **tree-planting initiatives** around the world.

For over a decade, **Origins** has partnered with American Forests' Global ReLeaf and other environmental nonprofit organizations to aid reforestation and conservation efforts in critical areas around the world to help keep our air and water clean, reduce air pollution, offset carbon emissions and combat climate change.

To date, in partnership with these various organizations, Origins has planted and pledged 1.4 million tree saplings (and counting) around the world. This year, the brand is committed to planting over 625,000 trees and with your help, we hope to plant even more.

In Belgium, Origins is partnering with the association **The Royal Forestry Society of Belgium (SRFB)**, created in 1893. Its objective is to promote and enhance the value of the forest and its sustainable management.



This year, in exclusivity with Ici Paris XL, every customer can help make an impact on the planet and your skin.

For every Origins product purchased in September at Ici Paris XL, 1 tree will be planted!

www.iciparisxl.be/fr/origins-plant-a-tree
www.iciparisxl.be/nl/origins-plant-a-tree
www.srfb.be/planter-un-arbre/entreprise

