



ORIGINS GREEN THE PLANET™ EARTH MONTH 2023

April 2023

On a mission to **GREEN THE PLANET**
BUY 1 PRODUCT, PLANT 1 TREE*

Origins was founded on a commitment to the well-being of both people and the planet -- and here, every day is Earth Day. Origins believes in the responsibility to give back and strives to make conscious decisions that help minimize our impact on the Earth to improve the lives of present and future generations to come. Today, Origins drives its Green The Planet™ mission through its longstanding global partnership with One Tree Planted.

In honor of Earth Month 2023, Origins is accelerating its urban forestry initiative to plant trees across North America, sponsoring and participating in more than 25 high-impact urban forestry projects across major U.S. cities. We are nearly doubling the size of last year's city project planting efforts, which continue to address environmental justice issues, help communities achieve higher tree equity, and positively impact ecosystems across the globe. Additionally, Origins will expand its charitable investment to projects in Asia and Europe.

"One Tree Planted is proud to be a longstanding partner of Origins Green the Planet and work together on such impactful and customized reforestation programs," says Matt Hill, Chief Environmental Evangelist at One Tree Planted. "All of our projects, across North America and the globe, go a long way towards restoring urban areas and forests - supporting local communities and helping to make a positive impact for the planet."

"Origins partnership with One Tree Planted is something we are incredibly proud of," says Amber Garrison, Global Brand President, Origins. "Our brand is rooted in nature and the caring of both people and the planet. Being able to demonstrate those values through our environmental efforts on a global scale has been very empowering."

Origins continues to acknowledge the disproportionate impact that environmental degradation and global warming have on communities that lack environmental resources. From the start, Origins recognized that tree planting is a powerful tool to help address these concerns. Tree planting helps protect our environment, while also creating numerous positive economic, health and social impacts. Once matured, the trees planted and cared for through Origins Green The Planet™ initiatives help the clean air we breathe, filter the water we drink, and cool the planet. Additionally, Origins support of ongoing global tree-planting projects around the world help provide jobs to people and communities.

For over a decade, Origins has been planting and caring for trees all over the world, partnering with various environmental non-profit organizations to aid in global reforestation and help combat the effects of climate change. To-date, Origins has planted and cared for **more than 2.3M trees** (and counting!).

For the Netherlands, Origins Benelux partnered with **Reforest'Action**, a certified B Corp company whose mission is to preserve, restore and create forests around the world in response to the climate emergency and the erosion of biodiversity. To Reforest'Action selects forestry projects, supports them financially and ensures their quality, in order to develop their multiple environmental, social and economic benefits over the long term. The mission of Reforest'Action is made possible thanks to the participatory financing of citizens and companies. In 2021, Reforest'Action has been recognised as a Partner-Actor of the United Nations Decade for Ecosystem Restoration. **For every Origins product purchased at Douglas in April, Origins commits to plant 1 tree with Reforest'Action to support de reforestation project in Markeloo, Nederland. We are aiming at donating the equivalent amount to plant 7.500 trees.**

More information: <http://www.reforestaction.com>

For additional ways to give-back and help Origins #GreenThePlanet, please visit: origins.com/skincare-gift/green-the-planet

About Origins

Prestige global skincare brand, Origins combines high-quality plant, earth and sea-based ingredients with non-toxic-to-skin alternatives and advanced science to create safe, high-performance products that deliver transformative results. Since inception in 1990, Origins has been committed to respecting the well-being of your skin and our planet – from traveling the world to discover nature's potent ingredients to endeavoring to make choices that help reduce our impact on the planet. The brand formulates without parabens, phthalates, propylene glycol, formaldehyde, sodium lauryl sulfate (SLS), mineral oil, petrolatum, paraffin, diethanolamine (DEA), polyethylene beads and animal ingredients (except cruelty free honey & beeswax). Origins is available in 30 countries. For more information, visit <http://www.origins.eu/nl/en> never stop discovering™ and follow [@Origins](https://twitter.com/Origins).

About One Tree Planted

One Tree Planted is a 501(c)(3) nonprofit on a mission to make it simple for anyone to help the environment by planting trees. Their projects span the globe and are done in partnership with local communities and knowledgeable experts to create an impact for nature, people, and wildlife. Reforestation helps to rebuild forests after fires and floods, provide jobs for social impact, and restore biodiversity. Many projects have overlapping objectives, creating a combination of benefits that contribute to the UN's Sustainable Development Goals. Learn more at www.onetreeplanted.org and follow [@OneTreePlanted](https://twitter.com/OneTreePlanted)

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This action is available at Douglas stores and Douglas online in April.

For additional information please contact:

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