

LA PRAIRIE
SWITZERLAND

SUSTAINABILITY STRATEGY

LA PRAIRIE
SWITZERLAND

MAKING TOMORROW
BEAUTIFUL, TODAY



We believe that sustainability is about preserving the beauty of the world.
By addressing our impact, supporting our people, embracing diversity, and inspiring innovation, we can contribute to society and the planet in a meaningful way.

OUR PROMISE

At La Prairie, we are reimagining the future of luxury, aiming to positively impact the environment and society, so that we can contribute to a more beautiful tomorrow.

We commit to reduce our carbon impact, use resources wisely, accelerate innovative and sustainable solutions, advance diversity and inclusion, and support community engagement in the areas where we operate.

OUR JOURNEY

We've been doing a lot behind the scenes to set our baseline and provide a solid foundation by analysing and understanding our impacts.

Activities started with assessing materiality, measuring our organisational carbon footprint, refining ingredient sourcing and selection, improving product design, and making global distribution more efficient. But we've also been focusing on how we can inspire others and scale initiatives that are uniquely La Prairie.

OUR FUTURE

Making Tomorrow Beautiful, Today,
has clear ambitions with a focus on:

Nature

Climate Action
Sustainable Sourcing

Innovation

Sustainable Design
Innovative Solutions

People

Our People
Community Engagement

MAKING TOMORROW BEAUTIFUL, TODAY



CLIMATE ACTION

SUSTAINABLE SOURCING

BY 2030

50% REDUCTION OF OUR CO2 EMISSIONS (NET-ZERO BY 2045);
SIMULTANEOUSLY INVEST IN PERMANENT CARBON REMOVALS

BY 2030

PROVIDE TRANSPARENCY THROUGHOUT OUR SUPPLY CHAIN, WITH CRITICAL RAW MATERIALS SUSTAINABLY SOURCED



SUSTAINABLE DESIGN

INNOVATIVE SOLUTIONS

BY 2030

FOLLOW ECO-DESIGN FORMULA, PACKAGING, AND DESIGN GUIDELINES FOR ALL PRODUCTS AND STORES

ONGOING

ACCELERATE INNOVATIVE SOLUTIONS TO DRIVE SUSTAINABLE DEVELOPMENT



OUR PEOPLE

COMMUNITY ENGAGEMENT

ONGOING

ADVANCE DIVERSITY AND INCLUSION WITHIN OUR WORKFORCE, AND MAINTAIN A GENDER BALANCED EXECUTIVE BOARD

ONGOING

ENABLE CULTURAL INITIATIVES IN COMMUNITIES WHERE WE OPERATE

NATURE

We respect nature with our commitments to our planet and its preservation. We are taking climate action to reduce our carbon impact on our journey to net-zero, and source critical raw materials more sustainably.

CLIMATE ACTION

Our journey to
net-zero

SUSTAINABLE SOURCING

Sourcing critical
raw materials
sustainably

CLIMATE ACTION

As a first milestone in our longer-term journey to net zero by 2045, we will reduce our absolute carbon emissions* 50% by 2030.

MEASUREMENT & REPORTING

We have measured our carbon footprint across scopes 1, 2 and 3 (all direct and indirect emissions from our value chain) since 2017, in accordance with the guidelines set forth by the Greenhouse Gas (GHG) Protocol. We have developed an emissions reduction roadmap in alignment with our parent company, Beiersdorf, to meet our ambitious target with a focus on high impact areas of our business, such as transportation, packaging, and goods and services.

[Beiersdorf Sustainability Reporting](#)

SCIENCE-BASED TARGETS INITIATIVE (SBTi)

SBTi was established to empower companies to set public goals to reduce carbon emissions that align with this reduction path. Beiersdorf, our parent company, is committed to SBTi and has set a goal to be Net Zero by 2045. La Prairie is committed, alongside Beiersdorf, to this SBTi goal and has established an interim goal of reducing GHG emissions 50% by 2030.

PROGRESS UPDATE

Since 2018, we have reduced our absolute carbon footprint by 25%, setting us on the path to reach our goal of net zero by 2045. Key sustainable initiatives include our continued efforts to shift from air to sea freight, reducing packaging size and weight for new innovations, and collaborating with key suppliers.



*Reduce absolute greenhouse gas (GHG) emissions by 50% against our 2018 baseline, across all scopes, on our journey to net-zero, aligned with the Science Based Targets commitment of our parent company.

S U S T A I N A B L E S O U R C I N G

Providing more transparency throughout our supply chain by 2030 is a challenge we are tackling in order to align our values with those of our suppliers, reduce risk, and collaborate for a more sustainable future.

SUPPLIER RISK ASSESSMENT

In 2021, La Prairie began working together with Sedex, the globally recognised *Supplier Ethical Data Exchange platform*, to risk assess our direct suppliers across ESG (Environmental, Social, Governance) parameters.

Due Diligence and Transparency in relation to Child Labour:

[2025 Statement](#)

[2024 Statement](#)

CODE OF CONDUCT FOR BUSINESS PARTNERS (COC)

In addition to assessing our suppliers via Sedex, they must also sign our CoC which requires monitoring of carbon emissions and water use, human rights provisions and detailed health and safety requirements. La Prairie's CoC was most recently updated in 2023.

[Code of Conduct for Business Partners](#)

PROGRESS UPDATE

To uphold our responsibility to human rights and environmental standards, we conducted a gap assessment of our supplier due diligence processes to ensure alignment with upcoming Supply Chain due diligence regulations.



S U S T A I N A B L E S O U R C I N G

We are addressing critical raw materials to ensure they are responsibly sourced by 2030.

CRITICAL RAW MATERIALS

Critical raw materials are ingredients that we use because they are essential to our product formulation and could also have a significant social and/or environmental impact.

Learn more about our Critical Raw Material Policy on the following page.

P A P E R

100% of the paper used in our offices and for our packaging is FSC-certified or has fully recycled content.

CAVIAR

We use 100% Swiss-farmed caviar in our skincare products and have co-developed a responsible farming standard in collaboration with the World Sturgeon Conservation Society (WSCS) and in consultation with the Aquaculture Stewardship Council (ASC), focusing on environmental, ethical and social topics such as a healthy habitat for the sturgeon, biodiversity and water conservation, and human rights.

G O L D

We partner with Swiss Better Gold Association (SBG) to source our gold from small, artisanal miners, panning for gold in rivers, instead of more intensive mining from large-scale operations.

P R O G R E S S U P D A T E

In 2024, we conducted a comprehensive assessment of critical raw materials in our portfolio and are developing a roadmap to ensure additional critical raw materials are more responsibly sourced by 2030.

CRITICAL RAW MATERIALS POLICY

At La Prairie, we are committed to the responsible sourcing of critical raw materials, striving to source these materials in a way that does not compromise the well-being of our planet and its people.

DEFINITION

Critical raw materials are ingredients that we use because they are essential for product formulation and can have a significant social and/or environmental impact.

OUR APPROACH

To mitigate the potential risks associated with raw material sourcing we ensure that critical raw materials are flagged and monitored throughout our portfolio.

In addition, we are developing sustainable sourcing roadmaps and collaborating with suppliers and industry partners to drive meaningful change.

PROGRESS

To date, we have developed roadmaps for all identified critical raw materials, some of which already have sourcing programs in place.



LA PRAIRIE
SWITZERLAND

INNOVATION

We embrace science and technology to improve the world around us.
We also recognize that technology in this space changes rapidly, so we will invest in accelerating innovation to help scale sustainable solutions to the challenges that we face.

SUSTAINABLE DESIGN

Following eco-design
guidelines for our products
and retail spaces

INNOVATIVE SOLUTION

Accelerating innovation
to drive sustainable
development

S U S T A I N A B L E D E S I G N

Eco-design means that we follow sustainable principles, guidelines and best practices that minimise our impact on nature and people, while providing a unique luxury experience. We have developed eco-design guidelines for packaging and formula and will ensure that all of our products follow these by 2030.

FORMULATION

We assess our formulas based on various criteria, from health and safety regulations, to quality and efficacy, to environmental and social risk. Weighing these factors, our experts work continuously on reformulating our portfolio to maximize sustainability without compromising the efficacy and quality of sensorial elements.

PACKAGING

Our packaging eco-design principles focus on reducing the size and weight of packaging, using more recycled and recyclable materials and empowering consumers to reuse packaging by enabling refills. We also focus on sourcing, producing and transporting our materials and products responsibly to reduce our use of virgin raw materials and reduce our carbon footprint.

Learn more about our packing improvements on the following page.

PROGRESS UPDATE

In 2024, we launched *Platinum Rare Haute Rejuvenation Mask* with a refill, *Skin Caviar Eye Lift* with lighter pack and no setup box, and *Life Matrix Cream* in an innovative mono-material aluminum jar.



HOW INNOVATIONS IN PACKAGING AND ECO-DESIGN ARE REDUCING CARBON IMPACT AT LA PRAIRIE

At La Prairie, we are committed to creating a sustainable future through packaging designed with eco-design principles in mind. Eco-design means following sustainable principles, guidelines and best practices which minimise our impact on nature and people, while continuing to provide a unique luxury experience.

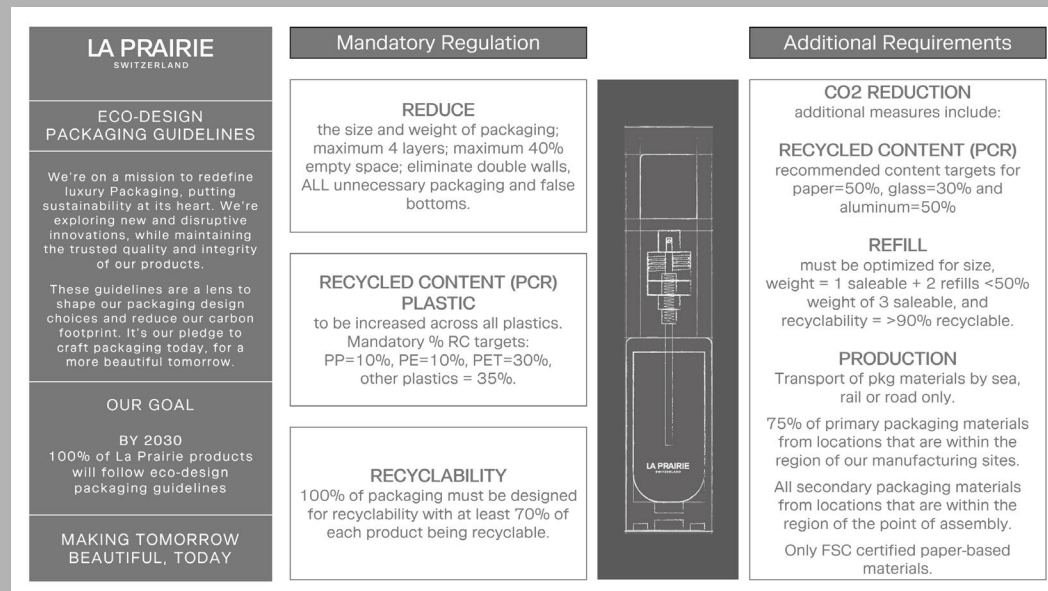
We want to ensure that 100% of our products follow eco-design guidelines by 2030. Our packaging guidelines equip our creative teams to design for sustainability, supporting them to focus first and foremost on reducing the

size and weight of our packaging and minimising the number of layers used. Next steps are to incorporate recycled content, ensure recyclability of each product, and enable reuse through efficient refillable designs. We are also working to responsibly source, produce and transport our materials and products to reduce our use of virgin raw materials and our carbon footprint.

As an example, we recently launched new packaging for *our Skin Caviar Luxe Cream*. Our new secondary packaging weighs less and uses less material. The design also avoids the use of metals and paper elements that are fused with other materials, like plastics, to maximize the recyclability of our new packaging. Our new primary packaging is lighter and includes some recycled content glass. Furthermore, we are piloting takeback recycling programs in select locations globally and via retailers to promote in-store recycling initiatives, enabling clients to return their empty cosmetic containers to be recycled.

Transforming packaging takes time, and new innovations can take years to reach clients. However, we are actively working behind the scenes to achieve these commitments. Previous improvements included the launch of our Pure Gold Radiance collection with replenishable vessels and the use of FSC certified or recycled paper products in all outer packaging.

At La Prairie, sustainability and luxury go hand in hand. We are committed to creating a sustainable future without compromising on the luxurious experience of our clients. We understand the importance of reducing our impact on the environment and are taking steps to contribute and fully commit to our “*Making Tomorrow Beautiful, Today*” strategy.



S U S T A I N A B L E D E S I G N

Our new and renovated stores will follow eco-design criteria from 2026 onward.

STORE DESIGN

Our eco-design guidelines, which will be implemented for all new and newly renovated retail spaces by 2026, consider processes, waste, energy, water, materials, well-being and indoor air quality.

SUSTAINABLE OFFICES

Our Sustainable Office Guidelines, implemented by offices globally, provide an operating manual with 10 focus areas, including paper, waste, renewable electricity and commuting. Additionally, our headquarters in Switzerland achieved LEED (Leadership in Energy and Environmental Design) Core and Shell Platinum.

PROGRESS UPDATE

Our global Store Design team meticulously developed eco-design guidelines for future retail build outs. A significant milestone in this journey is the LEED Gold certification of our newly opened Maisons in Zurich (2023) and Shanghai (2024), which provided valuable insights as the guidelines were being developed over the last two years.



INNOVATIVE SOLUTIONS

Our ambition is to be an accelerator of innovation in our field by finding and driving forward scientific and technological change. While we don't have all the answers today to address the challenges that are material to La Prairie, we are committed to supporting emerging solutions for a more beautiful tomorrow.

PROTECTING BIODIVERSITY

Preserving beauty means preserving biodiversity. We are collaborating with the IUCN, WWF, and the University of Vienna to protect wild sturgeon and their habitat, preserve the DNA of this threatened species, and utilize sonar technology to secure wild spawning sites.

Learn more about our partnership on the following page.

ADVISORY COUNCIL

La Prairie established an external *Sustainability Advisory Council* to guide, inspire and challenge us on our strategy and to help anticipate the risks and opportunities.

The Council advises our board directly, with six external members chosen for their expertise, curiosity, and innovative mindsets whilst sharing our values of excellence, care, passion, and entrepreneurship.

PROGRESS UPDATE

The inaugural meeting of our *Sustainability Advisory Council* took place in July 2023, where the Council facilitated the sharing of knowledge, subject-matter expertise, and critical thinking to ensure that we remain aligned with our sustainability ambitions while continuing to deliver excellence for our clients and innovating for the future.



LA PRAIRIE x IUCN

More than 30 years ago, La Prairie adopted caviar as one of its key sources of rich nutrients with a power to regenerate skin. Responsibly sourcing our critical raw materials is our utmost priority, which is why we use 100% Swiss-farmed caviar in our skincare products and co-developed a responsible farming standard in collaboration with the *World Sturgeon Conservation Society* (WSCS) and in consultation with the *Aquaculture Stewardship Council* (ASC). Additionally, we believe that to preserve beauty, we must protect biodiversity. Starting in 2021, La Prairie Group AG and the *International Union for the Conservation of Nature* (IUCN) have partnered to enhance regional conservation initiatives to protect wild sturgeons in their natural, freshwater habitats.



THE PROJECTS WE SUPPORT

University of Natural Resources and Life Sciences in Vienna have initiated “Sturgex” which seeks to preserve the genetic diversity of three Danube sturgeon species in a centralized, living gene bank and in the wild, by rescuing animals with invaluable genotypes.

Significant milestones include genetic analysis, the procurement of genetically valuable specimens, and plans for releasing juveniles into the Danube River.

This initiative marks a crucial step towards ensuring the long-term viability of sturgeon populations across the region.

Fauna & Flora International are combining local scientific expertise and community knowledge to secure the future of Sturgeon in the Rioni River, seeking to address conservation for migrating sturgeons and improvement of habitat conditions.

Capacity-building initiatives for environmental officials and fishers and research on critical sturgeon spawning habitats have provided valuable insights into the ecological dynamics of the Rioni River and lay the foundation for informed conservation strategies.

WWF Romania are tackling illegal practices and supporting fishing communities to develop alternative sources of income.

The objective is to reduce the decline of sturgeon populations by engaging fishing communities in conservation stewardship, incubating sustainable business ideas and thus discourage illegal sturgeon trading. Provision of essential resources to local associations, the development of educational materials, and the delivery of training sessions to fishermen have lay the groundwork for sustainable fisheries management and biodiversity preservation in the region.

PEOPLE

We celebrate the people and societies that make us who we are, emphasizing their well-being, and advancing diversity and inclusion in our workforce. We work with and support the communities in which we operate.

OUR PEOPLE

Advancing diversity
and inclusion within
our workforce

COMMUNITY ENGAGEMENT

Promoting cultural
initiatives in communities
where we operate

OUR PEOPLE

La Prairie is a place where heritage and creativity are infused with the values of care, passion, entrepreneurship and excellence. We embrace a diverse and inclusive work culture and provide the space for employees to be the best version of themselves.

DIVERSITY & INCLUSION

La Prairie has achieved a gender balanced executive board and senior leadership team. As well as striving to maintain this balance across the rest of the organisation, La Prairie is accessing diverse talent pools in order to deliver a more representative employee population beyond gender diversity metrics. Creating a strong workforce at La Prairie means increasing talent representation through an open, safe and accepting culture.

TOMORROW AMBASSADORS

By inspiring ownership, recognition and engagement with our sustainability strategy, we encourage all employees to contribute to our purpose of *Making Tomorrow Beautiful, Today*. Our network of ambassadors implements activities that engage employees in their regions and align with our sustainability initiatives.

Learn more about our ambassadors on the following page.

PROGRESS UPDATE

2024 was the 2nd year of Beiersdorf's global volunteering initiative: *Care Beyond Skin Day*. In 2024, 400+ La Prairie volunteers from around the world participated in 18 events supporting 14 local charitable organizations.



LA PRAIRIE TOMORROW AMBASSADORS ADVOCATE FOR SUSTAINABILITY

Our La Prairie Tomorrow Ambassadors are a network of passionate advocates for sustainability who aim to inspire and empower us to *'Make Tomorrow Beautiful, Today'*.

Early in 2022, La Prairie formalized its program to engage employees on the topic of sustainability, with representatives from across the globe. Tomorrow Ambassadors were nominated to represent the regions where we operate



and various functions throughout the company – from finance to marketing to supply chain. This unique and diverse group of advocates are a uniting force for La Prairie that has shaped – and will continue to shape – how our teams think about sustainability.

Tomorrow Ambassadors develop and implement regional sustainability initiatives to support La Prairie's global sustainability targets. Since the network started, they have educated our teams through workshops, inspired behavior change through competitions, reduced our carbon emissions through initiatives like the use of e-vehicles and batching shipments, cleaned up beaches in our local communities, piloted take-back recycling programs, and more. And, most importantly, they exchange what they've learned with each other so that successful pilots can be expanded and scaled.

The willingness of our Tomorrow Ambassadors to try new ideas, engage with teammates, and share knowledge is truly inspiring. With each new year, our Tomorrow Ambassadors build further on La Prairie's ambition to transform luxury for the future, continually inspiring us to make tomorrow beautiful.

COMMUNITY ENGAGEMENT

Ensuring we support regionally relevant initiatives in communities where we have a presence is of utmost importance to us. Our activities will be further defined, but currently include investing in initiatives to help preserve cultural heritage, environment, and livelihoods.

WOMEN & YOUTH IN ART

Since 2017, La Prairie has been supporting artists from different cultures, nationalities, genders, and artistic practices for selected commissions. Additionally, La Prairie endeavours to support under-represented groups, such as women and youth in the art world, and will continue to build on this work supporting representation in the arts. More on our artistic and cultural collaborations can be found [here](#).

GOLD PANNING COMMUNITIES OF COLOMBIA

As part of our membership with the *Swiss Better Gold Association* (SBG), we are committed to supporting a more responsible source of gold by improving the working and living conditions of small-scale artisanal gold mining communities. In 2022, we launched a multi-year collaboration to expand the mission of SBG to support artisanal smallholder communities as they adopt better social, operational and environmental practices.

*Learn more about our partnership
on the following page.*

PROGRESS UPDATE

We launched pilot recycling takeback programs across multiple regions, collaborating with local organizations and leveraging existing retailer initiatives. A highlight was the expansion of our partnership with *A Plastic Ocean Foundation* in Hong Kong where 230+ clients participated, recycling nearly 700 empty bottles, strengthening client loyalty while also reducing waste.



SUPPORTING ARTISANAL SMALLHOLDER COMMUNITIES IN COLLABORATION WITH THE SWISS BETTER GOLD ASSOCIATION

We believe that responsibility begins with the sourcing of our ingredients, and that embracing sustainable and ethical sourcing builds a strong foundation for truly luxurious products. Sourcing critical raw materials responsibly is a priority for La Prairie. Gold is one such ingredient and has a significant impact on both the environment and the communities that rely on



gold mining for their livelihoods. By sourcing gold responsibly, La Prairie contributes to the economic growth of these communities whilst continuing to ensure that our products meet the highest standards. This commitment is reflected in our partnership with the *Swiss Better Gold Association* (SBG).

SBG is a non-profit association initiated by Swiss businesses across the gold supply chain. It aims to improve the working and living conditions of artisanal and small-scale gold mining communities and facilitates the creation of responsible supply chains from their operations to the Swiss market.

In December 2022, we launched a multi-year collaboration to expand the mission of SBG to support artisanal smallholder communities as they adopt better social, operational, and environmental practices. These communities are often located in remote areas and lack access to basic services like healthcare and education. As part of our membership and additional collaboration, we contribute to reaching more artisanal miners and helping their communities develop and thrive.

We believe that brands have a responsibility to support sustainable practices and improve the well-being of communities impacted by their operations. By partnering with the Swiss Better Gold Association and OCIM we can work towards achieving this goal together.

