



ASSESSA 15^{YEARS}

INNOVATION FOR A GREENER WORLD



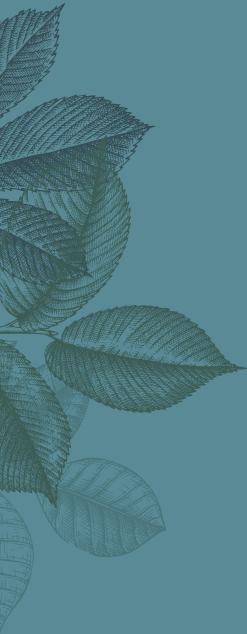
SUSTAINABLE BEAUTY



SUSTAINABILITY

“Acting in a way that is not harmful to the environment, embracing brands that aim to reduce waste, protect the environment or improve living conditions.”

SUSTAINABLE BEAUTY



Morals
Wellbeing
Waterless
Traceability
ESG
Upcycle
Respect
Blue
Green
Identity Moral
Social
Planet
Sustainability
beauty

WHAT WE MEAN ABOUT SUSTAINABLE BEAUTY



Respecting the **environment** is part of the company's values and taking actions that result in **environmental protection** is part of the **corporate culture**.



GREEN BEAUTY & BLUE BEAUTY

GREEN BEAUTY

- Focus on production chain processes: the origin of ingredients, production, and distribution resources
- Transparency in the origin of raw materials and criteria for obtaining renewable sources
- Disposal with social responsibility

BLUE BEAUTY

- Urgent awareness of the impact on the oceans
- Post-use cosmetic packaging
- Ingredients used: chemical compounds in the formulations
- Conditions for disposal and impacts to the water network, particularly on the oceans.

WATERLESS & UPCYCLE

WATERLESS

- More concentrated
- As more consumers become aware that clean water as a resource is a privilege that is becoming increasingly scarce, many begin to opt-in for products that prioritize waterless formulas or consumption.
- Lower use of preservatives

UPCYCLE

- Also known as creative reuse, is the process of transforming by-products, waste materials, useless or unwanted products into new materials or products perceived to be of greater quality, such as artistic value or environmental value.



SOCIAL

SOCIAL

- Promote training and awareness of its internal and external collaborators to act with responsibility in preserving the environment and the pursuit of continuous improvement.
- Develop continued actions aiming rationalization of energy and water consumption in its activities.
- Promote systematic actions to reduce emissions from its activities.



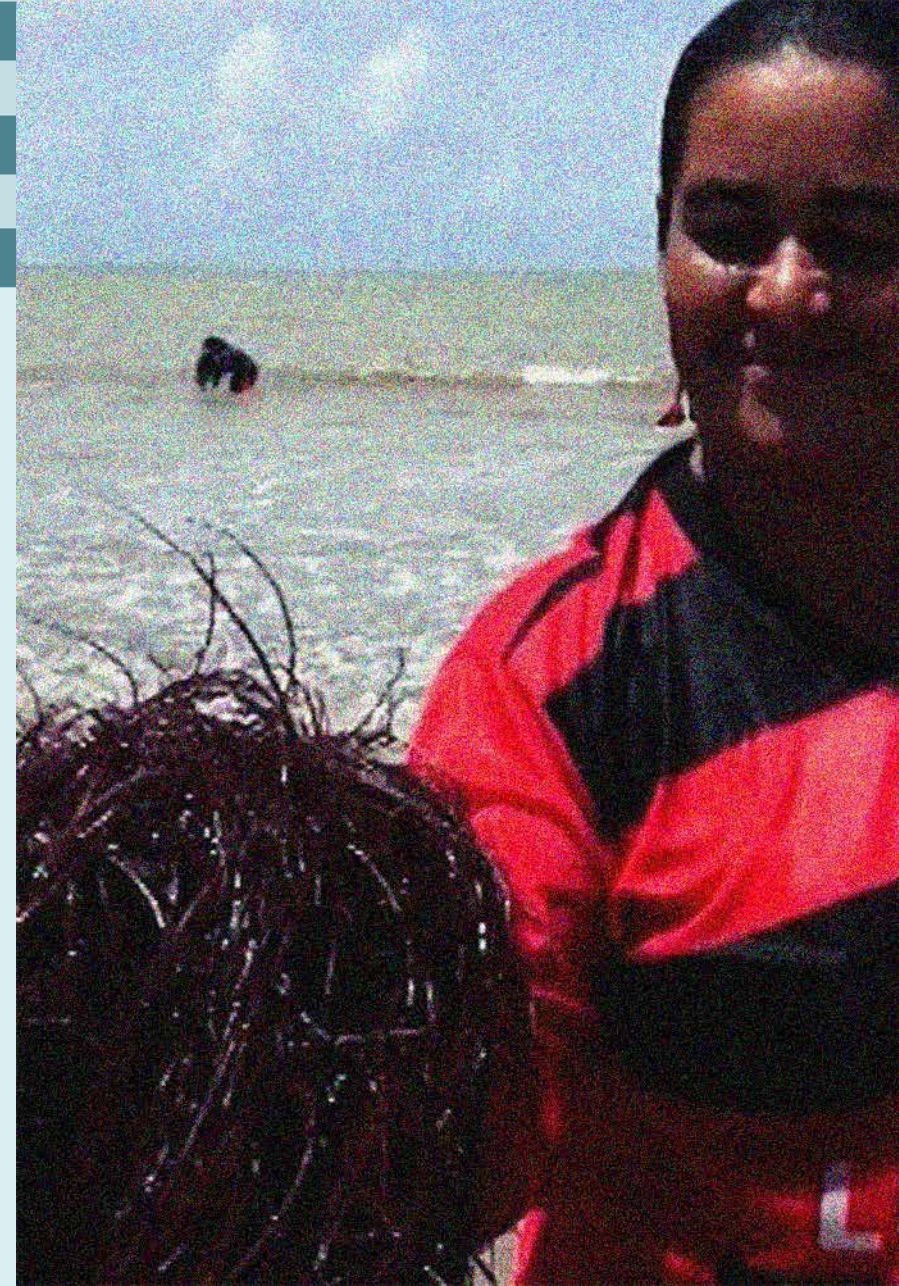
TRACEABILITY & ESG

TRACEABILITY

- Trace all processes from procurement of raw materials to production, consumption and disposal to clarify “when and where the product was produced by whom”.
- Traceability has been defined in the ISO 9001 standard (International Organization for Standardization).

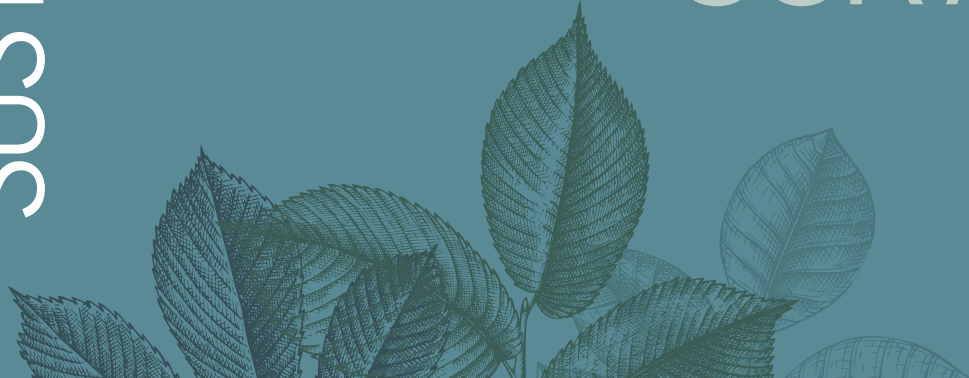
ESG (Environmental, Social and Governance)

- Environmental criteria consider how a company performs as a steward of nature.
- Social criteria examine how it manages relationships with employees, suppliers, customers, and the communities where it operates.
- Governance deals with company's leadership, executive pay, audits, internal controls and shareholder rights.



SUSTAINABLE BEAUTY

OUR ACTIONS



SUSTAINABLE BEAUTY



INNOVATIVE & SUSTAINABLE SINCE 1976

- The first company to use tropical **seaweeds** in **cosmetic ingredients**.
- The first company to create **cosmetic ingredients** from **sustainably** sourced Brazilian **seaweeds**.
- The first company in Brazil to adopt the principles of **green chemistry** to produce its ingredients.
- The first Brazilian company to **export** cosmetic **ingredients** made from **tropical seaweeds**.

COMMITTED WITH THE UN SUSTAINABLE DEVELOPMENT GOALS



Font: UN Sustainable Development Goals

Projects with the UN Sustainable Development Goals offer consumers a clear way to understand the impact, as well as what companies should look for.

ASSESSA is a member of the Rio de Janeiro industry committee that discusses actions to achieve the United Nations Sustainable Development Goals.



ESG

SOCIAL

SUSTAINABLE BEAUTY



SUSTAINABLE SEaweEDS SOURCING WITH TRACEABILITY



Seaweeds used in Assessa products are sourced by three different communities: Baleia Beach, Apiques and Baía Formosa.

- All areas are fishing communities in remote areas of the Brazilian coast.
- Areas are free from industrial pollution
- Women are 80% of the individuals involved in the activity.
- Profits generated by the activity represents an important complement to the families income.



BLUE
BEAUTY



GREEN
BEAUTY



ESG



TRACE

ONGOING PROJECTS

SPECIES OF INTEREST

Assessa and the local partner Xeumar are developing projects for the cultivation of algae of interest in the first area granted for seaweed mariculture in the open sea by the Brazilian Government. They also provide training on sustainable algae collection.



BLUE
BEAUTY



GREEN
BEAUTY



ESG



TRACE



ONGOING PROJECTS



A SUSTAINABLE WAY

Assessa trained the communities to collect the seaweeds sustainably. Part of the collected Hypnea is left on top to protect the seaweed bank. This practice guarantees that the community can collect seaweeds again in the next tide. They internalized this collection process, and absorbed the importance of this action for the future of the activity.



BLUE
BEAUTY



GREEN
BEAUTY



ESG



TRACE

ONGOING PROJECTS



SOLAR DRYERS

Assessa builds and supplies solar dryers to communities so that their production is no longer dependent on weather, maintaining its capacity to generate income even in the rainy season.



BLUE
BEAUTY



GREEN
BEAUTY



ESG



TRACE

ONGOING PROJECTS



TRACEABILITY

Assessa is developing a project that will ensure complete traceability of the process, from collection, processing and drying to delivery of the algae, ensuring complete custody of the final product chain.



BLUE
BEAUTY



GREEN
BEAUTY



ESG



TRACE

WHY SEAWEEDS?



- Seaweeds do not compete with crops for **food production**
- Seaweeds do not consume **water** or **fertilizers**
- Seaweeds production do not require **pesticides**
- Seaweeds have huge **biomass** production capacity
- Seaweeds are **underused** and **undervalued**
- Seaweeds are a source of unique **molecules** with **biological activity**.



BLUE
BEAUTY



GREEN
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ESG



TRACE

SUSTAINABLE BEAUTY



EFFECTS ON THE COMMUNITIES

Number of communities

1 (2017) x 3 (2021)

Number of people affected

4 (2017) x 30 (2021)

Increase in monthly income

Growth of 25%-50% in the average wage of the families involved.



BLUE
BEAUTY



GREEN
BEAUTY



ESG



TRACE

HAIR & SKINCARE

BIOACTIVES FROM SEAWEED



PRODUCT	BENEFITS	SKINCARE	HAIRCARE	COSMOS	NATURAL ORIGIN
HYPKIN	Skin regenerating clinical & genetically proven	x		x	99.4%
QUIDITAT NWP	Soothes the skin. Evens the skin tone.	x			99.0%
QUIDITAT NWA	Hydration, soothing action.	x	x		99.0%
ORMAGEL XPU	Shine and hydration		x	x	99.29%
QUIDGEL BRM	Repair and revitalization	x			99.0%
ORMAGEL SH	Hydration and irritation reduction	x		x	99.29%
QUIDITAT SRC	Production of fibroblasts and type I collagen. Hydration for skin and hair.	x	x	x	99.33%

The **Natural Origin** index may vary depending on the preservatives and seaweeds used.



VIDEOS



ASSESSA YOUTUBE CHANNEL

<https://www.youtube.com/channel/UCpRz90NC5t2d1XlOfsRhwow/videos>

PRAIA DA BALEIA

<https://www.youtube.com/watch?v=LmyZct1Gc98&t=26s>



SUSTAINABLE BEAUTY



SUSTAINABLE SOURCING OF A WILD ORCHID

Cyrtopodium cardiochilum is a unique species of tropical orchid native to Brazil, and its overexploitation could threaten the species in the wild. Assessa scientists have studied this fantastic plant for decades, but the product was only launched after the complete domestication of the plant and the expansion of its cultivation, ensuring the sustainability of the raw material supply. Even today, in order to avoid stress on the plants, the availability of the product is still limited to a few partners equally committed to sustainability and respect for nature.

Watch a video on
www.youtube.com/watch?v=73zDu3xXy0

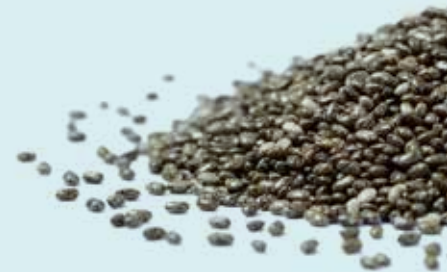


UPCYCLING

CREATING INGREDIENTS
FROM BIOMASS RESIDUES

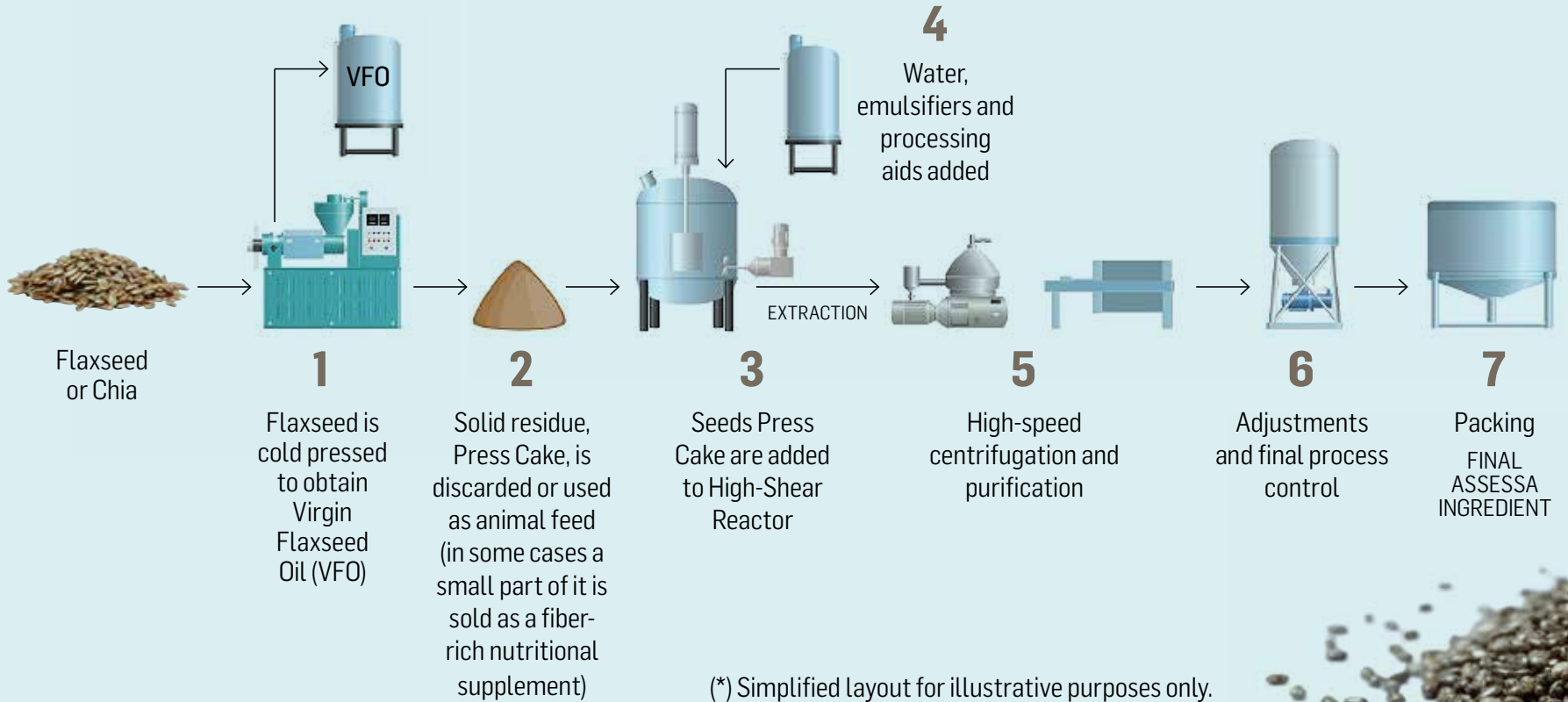
FLAXSEED & CHIA

Assessa has developed green processes to extract the valuable molecules from industrial waste generated in the processing of golden flax and chia seeds to create LISSELINI, CURVELINI, and QUATTRO products. The use of the upcycling strategy not only added value to agro-industrial waste but also contributed to the reduction of waste disposal in the environment.



UPCYCLING PROCESS (*)

CURVELINI, LISSELINI AND QUATTRO



(*) Simplified layout for illustrative purposes only.



UPCYCLING WHEATGRASS

In the production of wheatgrass juice, only the organically grown shoots from the first crop can be used. The juice from the second crop is very bitter and the material was discarded. Assessa found in the second harvest valuable and highly potent molecules of SPROUTEX and improved the use of the plant, optimizing land use.



HAIR & SKINCARE

BIOACTIVES FROM UPCYCLING SEEDS AND WHEATGRASS

PRODUCT	BENEFITS	SKINCARE	HAIRCARE	COSMOS	NATURAL ORIGIN
CURVELINI	Maintenance of curls for 24 hours		x	x	99.3%
QUATTRO	Type 4 curly hair modeling		x		99.0%
LISSELINI	Thermal protection and anti-frizz		x	x	99.3%
SPROUTEX	Inhibition of collagen degradation and antioxidant action	x			99.0%

The **Natural Origin** index may vary depending on the preservatives and seaweeds used.



VIDEOS

QUATTRO

https://www.youtube.com/watch?v=l_8yeSJtGu0

<https://www.youtube.com/watch?v=JQW00SWTIrk>

SPROUTEX

<https://www.youtube.com/watch?v=mAQsuq3ql1c&t=58s>

CURVELINI

<https://www.youtube.com/watch?v=JKFTwLlkZEI>



CARBOGREEN & LIQUID FRUITS (FRULIX)



GREEN
TECHNOLOGIES
FOR GREENER
COMPANIES



CARBOGREEN

CARBOGREEN is a texturizer with coemulsifying properties that presents unique sensory in skin and hair, with fast drying, film formation and excellent spreadability. CARBOGREEN is 100% biodegradable.

LIQUID FRUITS (FRULIX)

Liquid Fruits (FRULIX) does not use water or solvents in its production. ASSESSA technology accelerates the natural ripening process using natural enzymes from the fruit itself.

CARBOGREEN PLATFORM



- It is made of 100% botanical sources.
- Does NOT need neutralizers.
- Meets CHINA and REACH standards.
- It is simple to use and does NOT require high-shear stirrers.
- Does NOT form lumps in the solution.
- It is NOT a source of hidden pollution.
- Cosmos certified
- Vegan

LIQUID FRUITS (FRULIX)

- FRULIX is obtained through an exclusive biotechnological process that mimics the natural ripening of the fruits.



- Fruits' native enzymes change the texture during its ripening and transform its pulp into a crystalline liquid.
- FRULIX is water free. The water present in FRULIX comes from the fruit. No extra water is added. The industrial process is environmentally friendly.



HAIR & SKINCARE BIOACTIVES FOR WATERLESS FORMULAS



PRODUCT	BENEFITS	SKINCARE	HAIRCARE	COSMOS	NATURAL ORIGIN
CARBOGREEN EA	Carbogreen is a texturizer with coemulsifying properties that presents unique sensory in the skin and hair, with fast drying, film formation and excellent spreadability.	X		X	100%
CARBOGREEN EI		X		X	100%
CARBOGREEN EO		X		X	100%
CARBOGREEN QB		X	X	X	100%
LIQUID FRUITS FRULIX (*)	<p>Skin: Firmness, Moisturizing, Nutrition, Protection, Revitalization, Smoothness</p> <p>Hair: Frizz control, Conditioning, Moisturizing, Nutrition, Protection, Shine, Smoothness, Remineralization</p>	X	X	X	99.55%

(*) Pineapple, açai, acerola, mulberry, banana, cocoa, caju, cupuaçu, raspberry, graviola, kiwi, orange, lemon, mango, watermelon, pitanga, blueberry, strawberry, grape. Other fruits available on request.

The **Natural Origin** index may vary depending on the preservatives and seaweeds used.



GOALS AND COMMITMENTS

- Full traceability of our raw materials until 2025
- Carbon Neutral until 2030
- Increase the use of energy from renewable sources
- Reduction of water consumption in product manufacturing and general use.



www.assessa.com.br



ASSESSA
INNOVATION FOR A GREENER WORLD