

prose®

Sustainability & Social Impact Report

2025



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The only beauty standards that matter are your own.

Prose exists to make beauty personal. **Since our founding in 2017, we have sold 21+ million custom haircare and skincare products — each one honoring the qualities that make people unique.** In an industry built on putting people in boxes, we are focused on uplifting individuality.

Our dedication to inclusivity extends beyond our products. It shapes how we invest in our communities, protect our planet, and treat our teams. Each year, we deepen our impact by partnering with local organizations and businesses that share our values, and continuously finding new ways to reduce our environmental impact.

2025 By the numbers

A snapshot of our impact on people and planet

13.46 metric tons of plastic

kept out of the waste stream through our pump opt-out program [equivalent to 1,239,813 pumps]

\$335,256 Climate Transition Budget

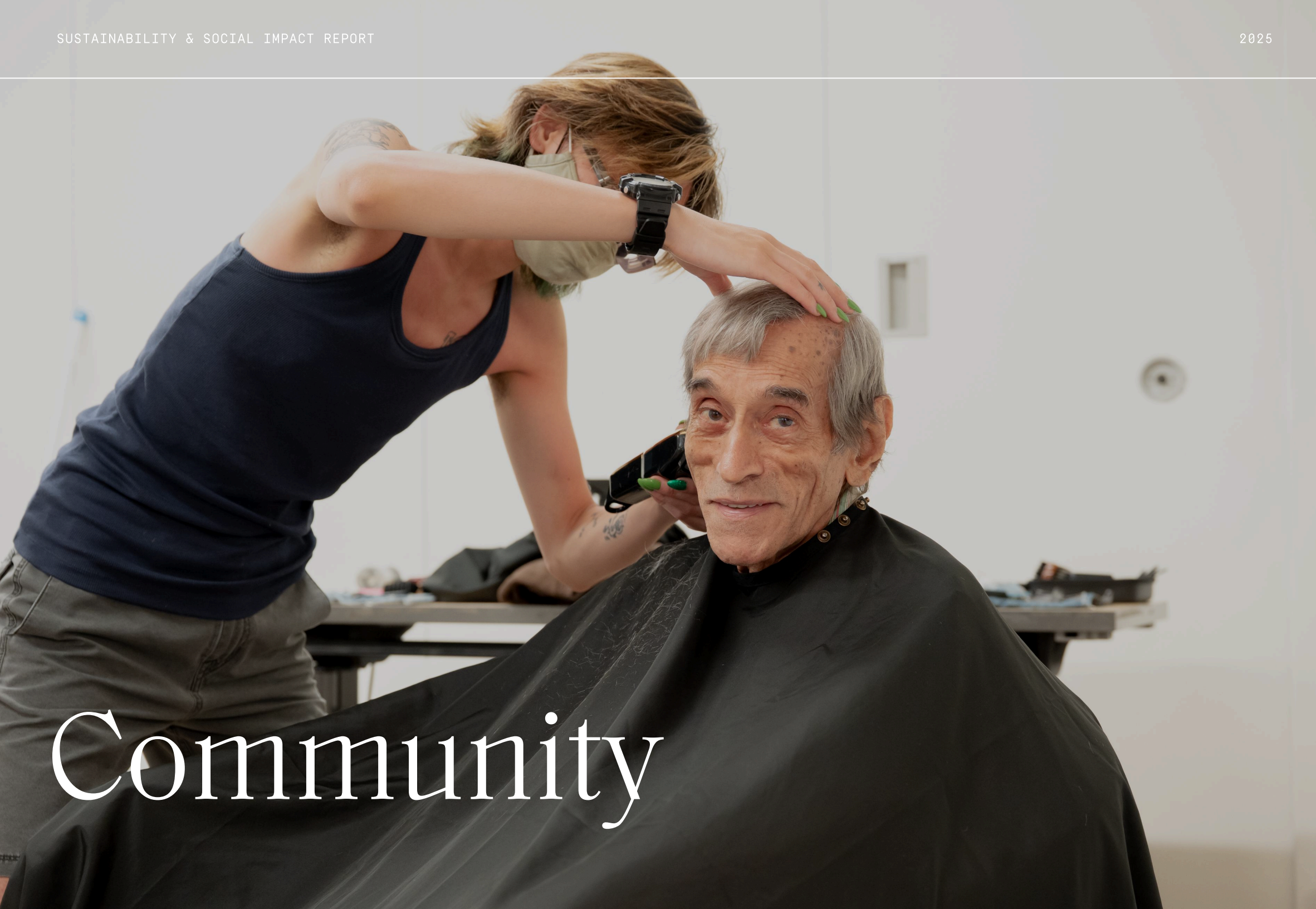
directed to emissions-reduction projects at our West Coast Customization Center

90.7 B Corp score

up 6.7 points since our inaugural 2019 score, with 2027 recertification under way

\$100,000+ donated

to nonprofits and community initiatives across the U.S.



Community

Uplifting individuals starts with investing in community

We show up for our community because it's who we are.
That means putting real resources behind the people and
organizations doing work that reflects our values.

COMMUNITY IMPACT AT-A-GLANCE

1,000+ products donated
to nonprofit partners throughout NYC and LA

\$100,000+ donated
to nonprofits and community initiatives across the U.S.

\$10,000 grant
awarded to an AANHPI emerging entrepreneur

6 progress-driven events
hosted to support and spotlight meaningful causes

Product donations

Prose donates products to nonprofit partners throughout NYC and LA, turning potential waste into tangible support for the communities we call home.

IN 2025, PROSE DONATED

1,000+ products to



A nonprofit settlement house in NYC’s Chinatown/Two Bridges neighborhoods.



A homeless shelter and services provider serving Los Angeles.



A national advocacy and services organization for LGBTQ+ elders in NY.



Monetary Donations

Every dollar we give is a statement of what we believe.

We keep our giving focused on community, not politics.

Prose doesn't lobby or donate to political campaigns, parties, or PACs. Instead, every dollar we give goes to organizations and community programs that reflect our mission and values.

TO DATE, PROSE DONATED:

\$100,000+

to nonprofits and charities across the U.S.

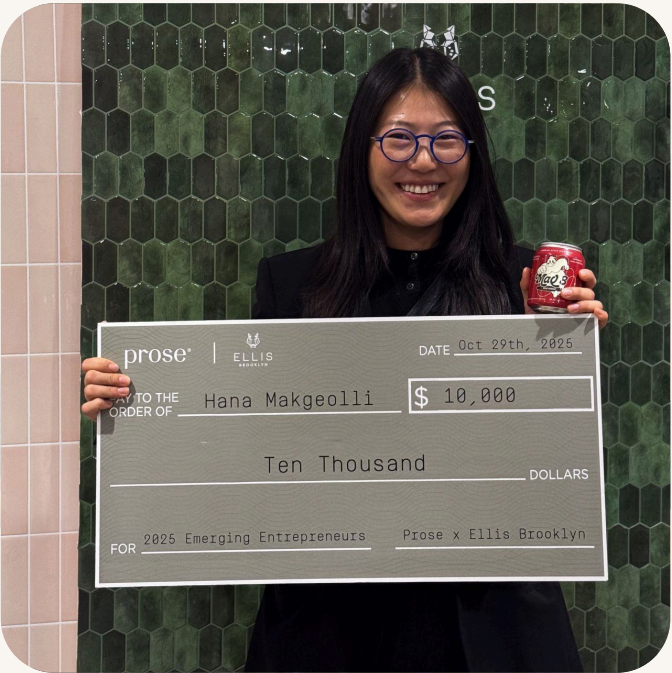


Emerging Entrepreneurs Grant

Founders from underrepresented backgrounds continue to get overlooked for venture capital funding, so Prose created a \$10K grant to help change that. In past years, we've spotlighted Latin and BIPOC entrepreneurs.

In 2025, we partnered with Bee Shapiro of Ellis Brooklyn to make an open call to all Asian American, Native Hawaiian, and Pacific Islander entrepreneurs creating meaningful change. We received over 250 applications.

OUR 2025 EMERGING ENTREPRENEURS GRANT WAS AWARDED TO:



Alice Jun

Founder of Hana Makgeolli

Brooklyn-based Hana Makgeolli is the first domestic producer of traditional Korean rice wine in the U.S. They put quality and authenticity at the forefront of their business, using only organic rice and traditional methods to honor Korean heritage.

EVENTS

Beyond Age: An Inclusive Beauty Discussion

In partnership with StyleLikeU, we hosted an intimate evening centered around individuality and authenticity in beauty.

Elisa Goodkind of StyleLikeU sat down with fashion and skincare influencer, **Salina Williams**, for an open and honest conversation about the power of embracing one's natural self and navigating personal growth.



EVENTS

Hair Scholars

2025 marked our third and final year partnering with Oscar-nominated stylist, Camille Friend, to host Hair Scholars — a mentorship program for aspiring hair stylists pursuing careers in film and TV. It's built on a simple belief: **the beauty industry is stronger when diverse voices are behind the chair, on set, and at the table.**

Panelists included actress Iantha Richardson, influencer Tennille Jenkins, and entrepreneur Aasiyah Abdulsalam.



EVENTS

Get Ready with Prose for Pride

Through an ongoing partnership with SAGE, our ERG, Prose Proud, hosted an evening for LGBTQ+ elders — a community that's often among the most underserved and overlooked in the beauty industry.

The event combined storytelling, connection, and complimentary haircuts by Kinetic [a woman- and queer-owned salon], so guests could feel seen, celebrated, and cared for.



EVENTS

Juneteenth Creative Market

Black creatives and entrepreneurs drive culture, yet still face outsized barriers to visibility and investment. Our Juneteenth Creative Market exists to help close that gap.

Hosted by our BEST ERG [Black Excellence Standing Together] and our 2024 grant winner, Hey Girl Hey, **our second annual market featured 10 Black artists and entrepreneurs across wellness, home, fashion, and decor.**



EVENTS

AANHPI Dinner & Day of Service

During AANHPI Heritage Month, our APA ERG partnered with Chef Diana Manalog of Little Chef Little Café and nonprofit Heart of Dinner, to bring celebration and service together in one afternoon.

Team members shared a Filipino-inspired meal and wrote heartfelt notes for meal deliveries to homebound Asian American elders in NYC.



EVENTS

APA Mahjong Night

Building community within Prose is just as important as the work we do to make the beauty industry more inclusive.

To celebrate Asian culture authentically and joyfully, our APA ERG partnered with Green Tile Social Club to host a game night at Prose HQ. We brought team members together across offices for an evening of mahjong, connection, and cultural appreciation.



Sustainability

Always made to order. Never made to waste.

At Prose, caring for the planet is inseparable from caring for our customers and community. We are committed to measuring our impact, actively reducing our emissions, and funding projects that support the global transition to net zero.

While we are proud of our progress, we also recognize that sustainability work is never truly done. We will continue to explore new ways to reduce our environmental impact each and every year.

SUSTAINABILITY IMPACT AT-A-GLANCE

13.46 metric tons of plastic

kept out of the waste stream through our pump opt-out program (equivalent to 1,239,813 pumps)

\$335,256 Climate Transition Budget

directed to emissions-reduction projects at our West Coast Customization Center

\$12,000+ contributed to EPR programs

[Extended Producer Responsibility] in Colorado and Oregon

90.7 B Corp score

up 6.7 points since our inaugural 2019 score, with 2027 recertification under way



The Climate Label Certification

In 2025, Prose earned The Climate Label certification — our biggest climate milestone yet.

This certification marks a significant evolution in our climate commitment, raising the bar to a stricter, reduction-first standard. This means moving beyond carbon offsetting alone to active investment in emissions reduction across our operations and supply chain.



Climate Transition Budget (CTB)

Every year, Prose sets aside an internal carbon fee based on our greenhouse gas emissions, a.k.a., our Climate Transition Budget. **In 2025, we put that funding toward three projects at our West Coast Customization Center** to help cut emissions and support the shift to net zero. All three projects have been third-party validated.

FUNDED PROJECTS

Centralized Packout System

By concentrating staff in one area, this system enables more efficient facility cooling. The direct-to-warehouse layout also minimizes forklift and pallet jack use.

Energy-Efficient HVAC

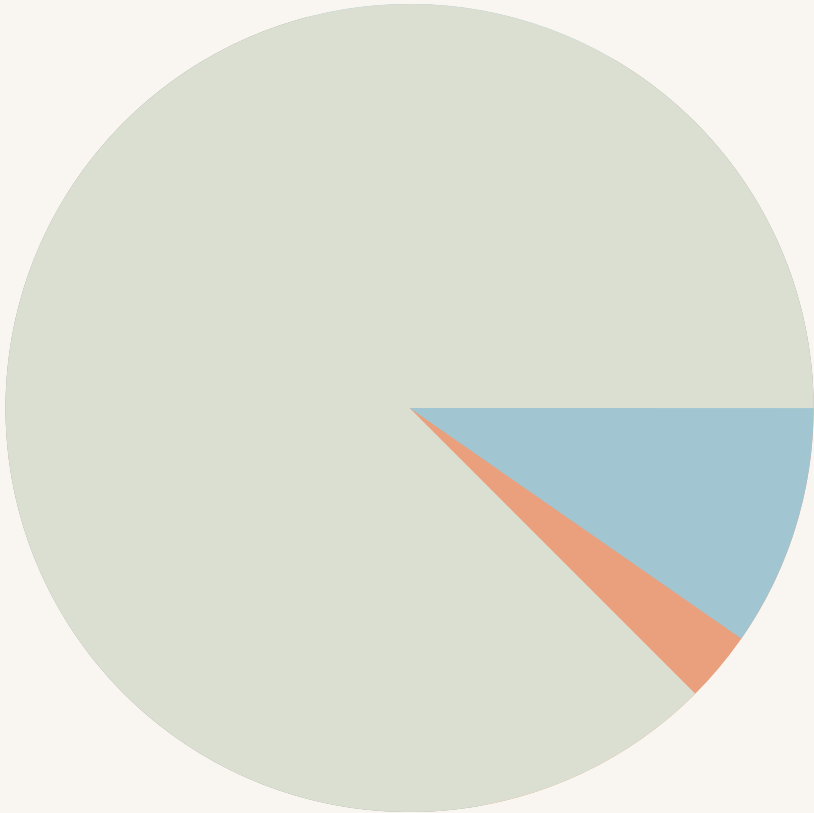
Modern, high-efficiency systems with custom scheduling significantly cut the electricity needed to heat and cool the facility.

LED Lights

By pairing energy-efficient LED bulbs with smart motion sensors, we ensure lights are only activated in occupied areas and automatically shut off when spaces are not in use.

2025 carbon footprint

Reducing our emissions and building more sustainable practices starts with being honest about where we stand. Here’s a look at our carbon footprint in 2025.



● **DIRECT EMISSIONS**

[SCOPE 1]

From sources owned or controlled by Prose, such as onsite fuel combustion and company-owned vehicles

687.2t

● **INDIRECT EMISSIONS**

[SCOPE 2]

From purchased electricity, steam, heating, or cooling used in Prose’s operations

190.54t

● **OTHER INDIRECT EMISSIONS**

[SCOPE 3]

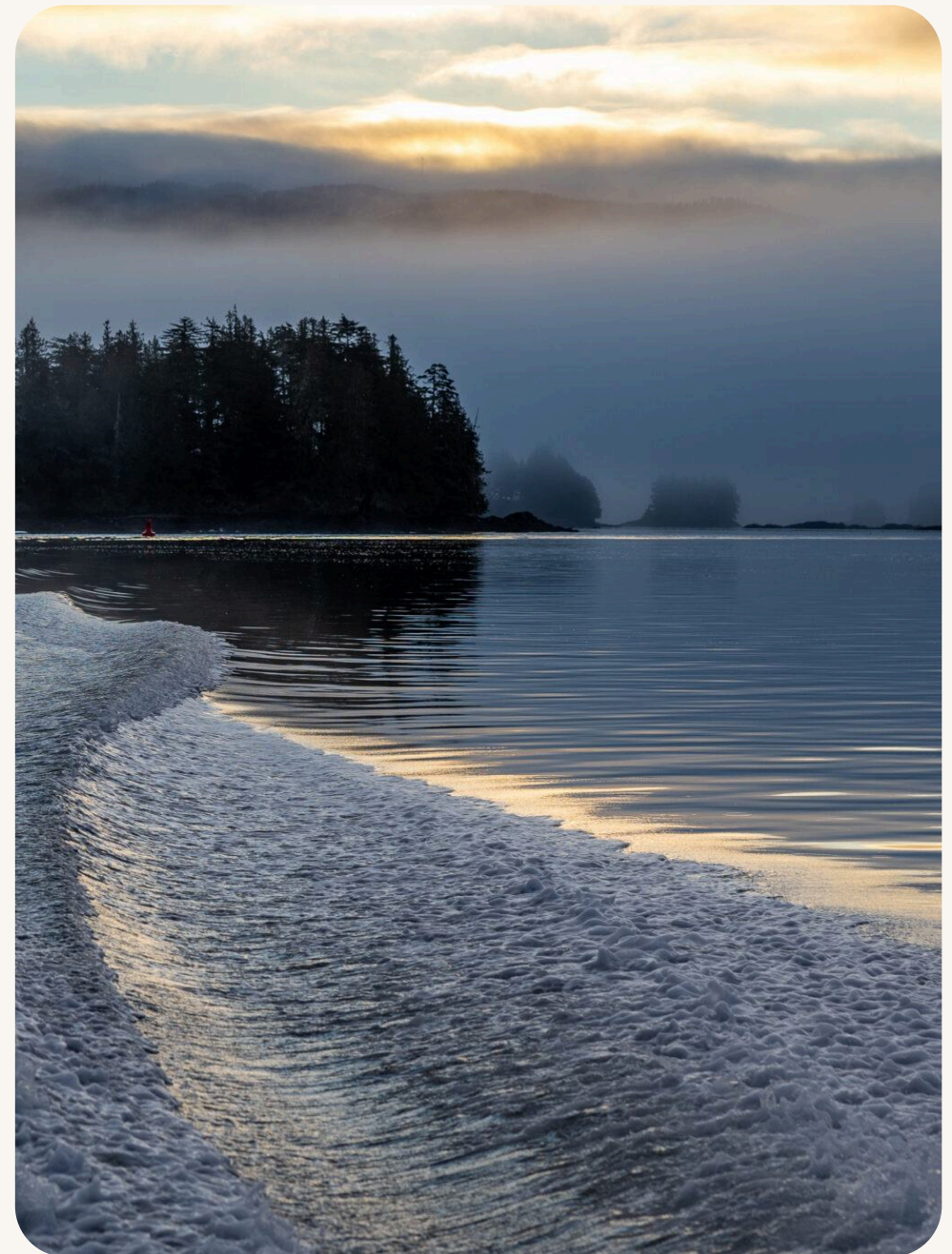
From the value chain, including raw materials, transportation, product use, and disposal

14.96Kt

Our approach to carbon credits

Prose invests in high-quality carbon removal credits that fund nature-based projects around the world, including grassland restoration in Kenya and regenerative agriculture in France.

Credits are just one part of our strategy. We use them to take responsibility for emissions we haven't eliminated yet, while our Climate Transition Budget stays focused on cutting emissions first.



FEATURED CLIMATE PROJECT

Regenerative farming in France

Since 2024, Prose has partnered with Agoterra to fund the transition of two French farms to more sustainable, regenerative practices. **We've invested roughly \$57,000 toward a goal of reducing or capturing 1,073 metric tons of CO2.** These projects also support healthier soil, water, air, and biodiversity, and are certified under France's national low-carbon standard, Label Bas Carbone.

Agriculture drives about 20% of global greenhouse gas emissions, which makes farmer-led change one of the most powerful tools we have for cutting emissions. Each farm follows a structured, step-by-step plan to ensure real and lasting change.



FEATURED CLIMATE PROJECT

Regenerative farming in France (cont.)

THE FARM IN UMPEAU [CENTRE-VAL DE LOIRE]

A 92-hectare crop farm growing wheat, rapeseed, corn, barley, buckwheat, and sorghum.

GOAL: Capture 583 tCO₂ by 2028

CO-BENEFITS :

- Carbon sequestration
- Erosion prevention
- Reduced pressure on phosphorus resources
- Expanded cover crops

**THE FARM IN MORTCERF [ILE-DE-FRANCE]**

A 166-hectare crop farm growing wheat, sugar beet, rapeseed, flax, barley, corn, and whole-plant barley.

GOAL: Capture 490 tCO₂ by 2028

CO-BENEFITS :

- Carbon sequestration
- Improved crop diversity
- Reduced pressure on phosphorus resources
- Improved water + air quality
- Reduced imported deforestation

Plastic pump opt-out program

Through our pump opt-out program, Prose members can choose to receive their products without the plastic pump — a small switch that’s helped us cut plastic waste across millions of bottles.

1,239,813

TOTAL PUMPS SAVED

~13.46 tons

TOTAL PLASTIC SAVED



SHAMPOO + CONDITIONER

1,006,806 Pumps Saved

10.87 tons Plastic Saved



LEAVE-IN CONDITIONER & CURL CREAM [150ML]

184,399 Pumps Saved

1.88 tons Plastic Saved



CLEANSER

48,608 Pumps Saved

0.70 tons Plastic Saved

Packaging & shipping improvements

From the materials we choose to how we ship your order, here's how we rethought packaging in 2025.

RECYCLED MATERIALS

Our haircare jars and bottles are made with 50% recycled plastic, and our glass bottles use 20% recycled glass — cutting down on new, virgin materials in our most-used packaging.

SHIPPING CONSOLIDATION

In 2025, we combined haircare and skincare into one box, significantly reducing the cardboard, shipping labels, and packaging materials needed to fulfill orders.

EXTENDED PRODUCER RESPONSIBILITY [EPR]

We contributed \$12,000+ to EPR programs in Colorado and Oregon, helping fund better local recycling so the burden doesn't fall on taxpayers. As more states adopt similar laws in 2026, we'll continue to participate.



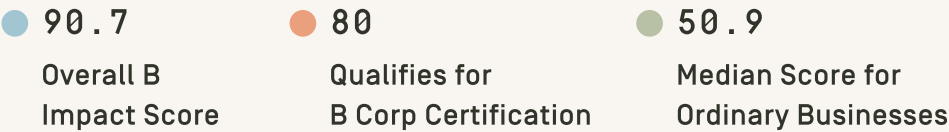
B Corp certification

B Corp certification holds us accountable to rigorous standards for how we treat people, the planet, and how transparent we are about it all.

Since 2023, our B impact score has been 90.7 points, up 6.7 points from our inaugural score of 84 in 2019.

This growth reflects steady improvement across every impact area: Governance, Workers, Community, Environment, and Customers.

We’re currently recertifying under the updated 2027 B Corp standards because we’re committed to holding ourselves to a higher standard year after year.



Area	Score
Governance	16.6
Workers	25.8
Environment	25.5
Community	19.5
Customers	3.1
Miscellaneous	0.2
Total	90.7

The Sustainability Champions Committee

Behind every sustainability milestone at Prose is a team asking, “what’s next?” The Sustainability Champions Committee leads our internal climate work. They are responsible for identifying areas of improvement and shaping our long-term roadmap.



2026 PRIORITIES:

Impact Mapping

Find our biggest opportunities for change and build the roadmap to get there.

B Corp Excellence

Lead our recertification and deepen our role in the B Corp Beauty Coalition.

Culture of Circularity

Ensure we’re living out our promise: always made to order, never made to waste.

Sustainable AI

Ensure AI is used responsibly across the business.

People



Individuality shapes our products — and our team

Every formula we make is proof that what makes us unique is powerful. That's why we've worked to create a workplace where every employee feels seen, supported, and able to grow.

PEOPLE IMPACT AT-A-GLANCE

51% identify as women
making up the majority of Prose's workforce

44% identify as Hispanic/Latino
reflecting the diversity that spans our team

3 Employee Resource Groups
to make a meaningful impact on our work culture

Our team

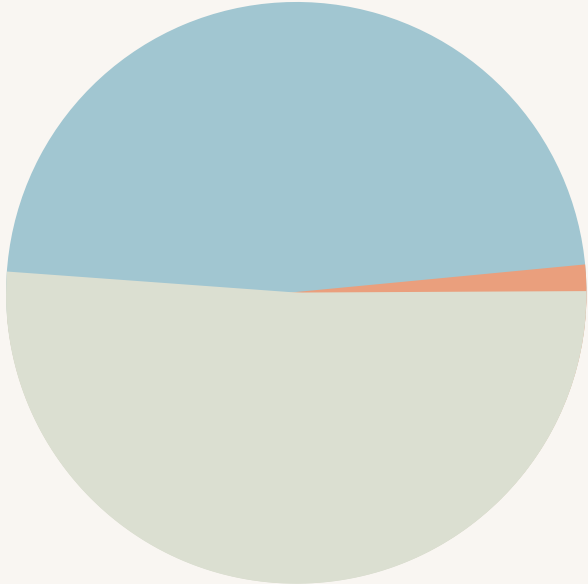
At Prose, hiring a diverse team is just the beginning. The real work is making sure every voice is heard. We're committed to creating an environment where people have the **support and opportunities to do their best work and grow at every stage of their careers.**



OUR TEAM

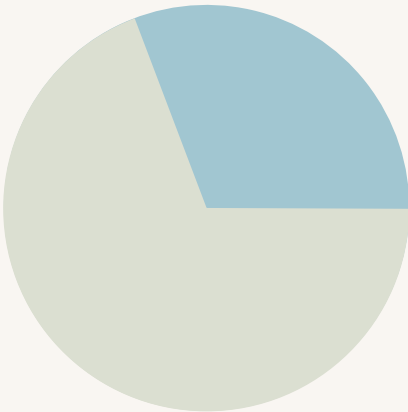
Gender representation

At Prose, women represent the majority at every level — from individual contributors to the executive team. Gender balance doesn't stop at entry level, women are leading us forward, representing 67% of our executive team and 60% of our managers.



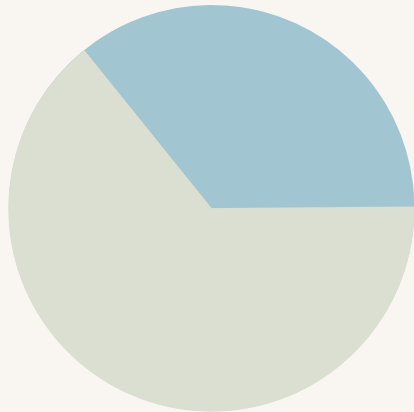
COMPANY-WIDE GENDER REPRESENTATION

- 51% identify as women
- 48 % identify as men
- identify as other or declined to specify



EXECUTIVE LEVEL

- 67% identify as women
- 33% identify as men



MANAGER LEVEL

- 60% identify as women
- 40% identify as men

90%

of our Research & Development team are women

87.5%

of our People & Culture team are women

OUR TEAM

Ethnic diversity & age inclusivity

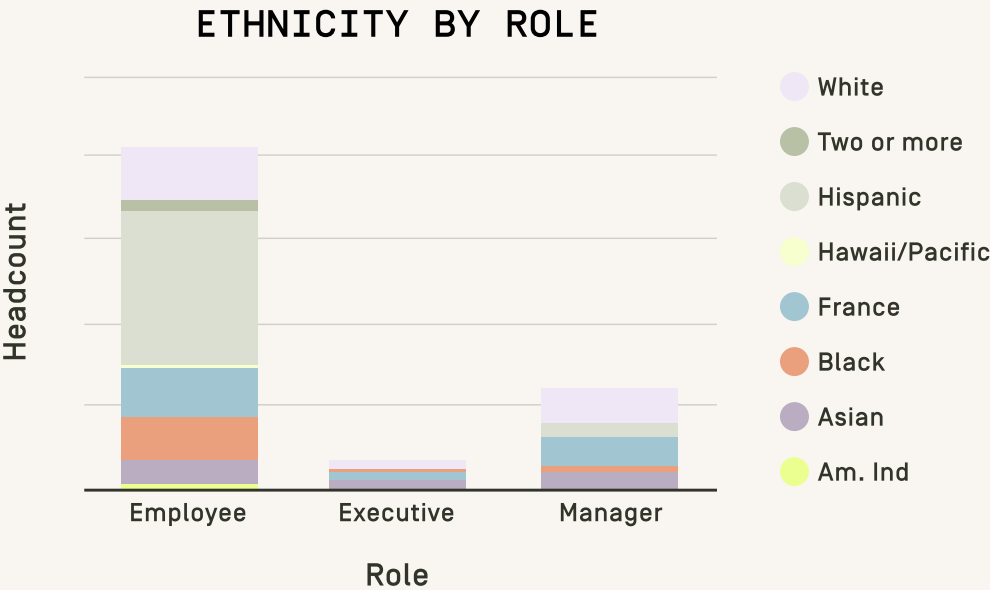
We believe the best teams are built from different perspectives, experiences, and ways of thinking. That’s why we’ve made it a priority to have a workforce that spans backgrounds and generations.

AGE INCLUSIVITY

88% of the team is under 40
78% of executives are over 40

16%
of our team is based in France

28%
of our executive team is based in France



DIVERSITY HIGHLIGHTS

44%
of general employees are Hispanic/Latino

13%
of general employees are Black/African American

DEI Council

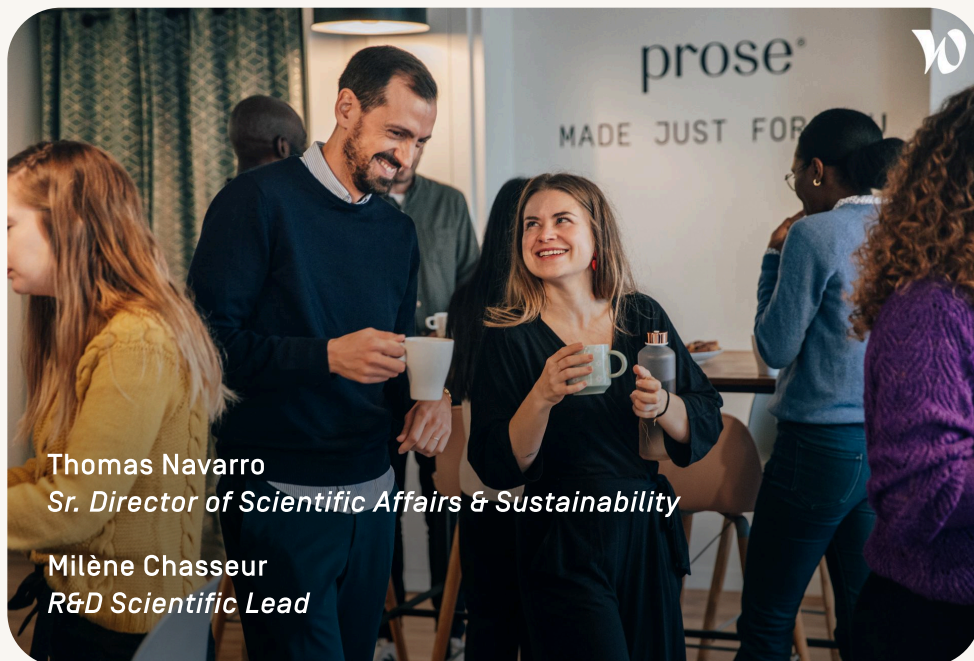
In its second year, our DEI Council continued to keep Prose accountable to the culture we want to build — **shaping strategy, leading trainings, and speaking up for employees who might otherwise go unheard.**

In 2025, the DEI Council kept our monthly employee newsletter going strong, spotlighting people across our offices, and organized learning opportunities to help the whole team build a more inclusive work environment.



Executive commitment to LGBTQ+ inclusion

In 2025, Prose's full executive team signed the Charte d'Engagement LGBTQ+ with L'Autre Cercle, France's leading association for LGBTQ+ workplace inclusion. This charter represented a public commitment, backed at the highest level of the company, to building a workplace where every employee can show up as themselves.



Thomas Navarro
Sr. Director of Scientific Affairs & Sustainability

Milène Chasseur
R&D Scientific Lead

“At Prose, we believe individuality is our greatest strength, and our partnership with L'Autre Cercle underscores our commitment to inclusivity in the workplace. Signing the Charte d'Engagement is not just a symbolic act, but a tangible step toward fostering a supportive and empowering environment for our LGBTQ+ employees.

Thanks to the tireless work of our Prose Proud ERG members in France, Thomas and Milène, and the shared vision of organizations like L'Autre Cercle, we continue to build a company culture rooted in respect, diversity, and belonging.”

– ARNAUD PLAS, CEO & CO-FOUNDER

Employee benefits

Taking care of our team means covering more than a paycheck. **We look after our people in every sense — from health to happiness.**



HEALTH + WELLNESS

- Comprehensive Health Coverage
- \$125 Monthly Wellness Stipend
- Monthly Stipend for Prose Products
- Sponsored Lunches & Snacks

FINANCIAL SECURITY

- Retirement savings
- Employee equity
- Commuter benefits
- Flexible spending account
- Company donation match policy
- Forfait Mobilités Durables (Paris): a subsidy program to support eco-friendly commuting options

HAPPINESS + BELONGING

- Employee Resource Groups
- Employee clubs
- Volunteer Day
- Bring Your Kids to Work Day
- Generous PTO
- 8 weeks of Work From Anywhere [WFA]

Volunteering

In June, Prose partnered with GrowNYC for our annual Volunteer Day. **Team members spent the day on Governors Island, planting and cleaning up the Teaching Garden** — a one-acre urban farm that aims to engage, excite, and educate New Yorkers in all aspects of urban farming and food.

Across the ocean, **our Paris team volunteered at Terre Terre, a local urban farm run by La SAUGE**, a French nonprofit dedicated to bringing agriculture back into cities. Participants sowed seeds, weeded and mulched soil to protect crops, and helped design and build wooden games for children to support La SAUGE's outreach work with local schools.



Volontariat International en Entreprise (VIE)

Every year, a new wave of young professionals joins Prose through the VIE program — a French government initiative that gives them international work experience. For us, **it's a chance to bring new energy to the team while giving participants a strong start to their careers.** Over the last three years, Prose has hosted four French professionals.



Employee Resource Groups

Prose ERGs are employee-led groups that make a real impact on our work culture. They shape policies, advocate for change, and create space for people to connect over shared identities and experiences. Each ERG sets its own priorities and runs its own events, so the work reflects what truly matters to the people leading it.



EMPLOYEE EXPERIENCE: ERGS

Black Excellence Standing Together (BEST)

BEST creates space for **Prose employees of color to build camaraderie and influence the policies that shape our workplace.** It's where shared interests meet shared purpose, a place to connect over what matters personally while pushing for equity company-wide.

2025 HIGHLIGHTS

- Juneteenth Creative Market (in partnership with Hey Girl Hey)
- Get Ready with Prose for Pride (in collaboration with Prose Proud)



EMPLOYEE EXPERIENCE: ERGS

Prose Proud

Prose Proud welcomes LGBTQ+ employees and allies alike. **Beyond community and connection, the group raises awareness and advocates for change**, making sure every team member feels safe and free to be exactly who they are, every day.

2025 HIGHLIGHTS

- Get Ready with Prose for Pride
[in collaboration with BEST]



EMPLOYEE EXPERIENCE: ERGS

AAPI Prose Alliance (APA)

APA brings Asian and Pacific Islander employees and allies together to celebrate culture and amplify Asian voices. The group is also committed to creating real pathways for professional growth, driving change both internally at Prose and beyond.

2025 HIGHLIGHTS

- AANHPI Dinner & Day of Service (in partnership with Heart of Dinner)
- APA Mahjong Night (in partnership with Green Tile Social Club)



Employee clubs

Some of the best connections at Prose happen over a shared interest rather than a shared task. **Employee clubs give our team space to bond over what they love — just for fun.**



COURT COLLECTIVE
[PICKLEBALL]



THEATER CLUB



PHOTOGRAPHY CLUB



BOOK CLUB

Continued learning

We believe there is always room to grow, so we will always make space for continued learning. Our U.S. and Paris teams regularly come together for workshops and Lunch & Learns covering topics such as **climate education, unconscious bias, and workplace harassment prevention.**

In Paris, we run a series of soft skills training campaigns to support employee development, as well as Coffee & Learn sessions that focus on sustainability — from local carbon footprint presentations to eco-initiatives.



The next chapter is already being formulated ...

Want to learn more about our
initiatives or partner with Prose?

Get in touch at
SOCIALIMPACT@PROSEHAIR.COM

