

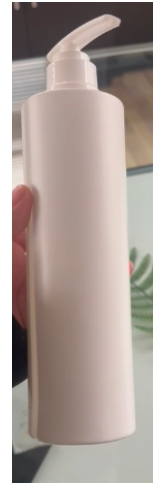
## BLOOM: Skincare with a Purpose: People and Planet

It's no secret that a company inherits its founder's DNA! Passion, dedication to excellence (and high standards), and continuous innovation are the pillars of BLOOM!

It's important to us that our clients (and partners) share our pillars and align with our values. This empowers us to keep innovating, just like our recent transformation of hotel soap and shampoo containers, which reduces waste, excess use, and promotes sustainability.



Before : 50 ml disposable plastic tubes



After : 360 ml wheat straw amenities

### Product and Production

- Our best-selling products – bath salts, Mud masks, hand & body scrubs, and soaps – feature 100% natural organic ingredients. We differentiate BLOOM with these core products. Plant-based natural oils such as magnesium oil ,aroma oils like aloe vera, grapefruit, and eucalyptus enhance our body scrubs.
- Our entire production and packaging process is physical, free from any chemical additives or processes. Even Dead Sea mud undergoes a physical sterilization without chemicals or radiation, ensuring a 100% natural final product.
- Our products are considered cosmeceuticals. Other products, mainly creams, adhere to European standards for permitted raw materials and include Dead Sea salts.

### Quality and Sustainability

- We strictly follow GMP practices in our factory. Our quality department rigorously tests incoming materials against approved samples, rejecting any non-compliant items. We maintain a zero-waste policy by recycling returned samples on the supplier's premises.

- Our quality department adheres to site master files and SOPs. Each staff member has clear responsibilities and tasks, overseen by the QA manager. We've implemented sustainability checklists for every employee, ensuring consistent eco-friendly practices.
- We hold ISO 22716, GMP, and Organic certifications. Our products are registered on the CPNP and in multiple countries, including the Gulf region and the US.
- We've replaced UV coating with matte coating on all bottles/containers for recyclability and switched some product bottles from propylene to wheat straws. Soaps now use parchment paper packaging with QR codes instead of cartons and paper leaflets. Mud containers have transitioned from plastic tubes to aluminum with matte coating. **Our recyclable label encourages customers to recycle after use.**



VS.



Eco friendly tube replace

No Lamination, no box

No leaflet but QR code to Scan

Normal PE tube

UV lamination and box

Leaflet inside the box

- A comprehensive diagnostic study was conducted on our company by a professional team of experts assigned by USAID to assess CO2 emissions and energy consumption. The study revealed very low CO2 emissions and energy consumption. We continue to work on additional steps to further minimize our environmental impact.

## Community and Social Responsibility

- Through a partnership with the Pilot Yazan Aranki Association for Development, we employ over 3,000 single mothers to create handmade bags and boxes for our products. A portion of the proceeds supports the elderly and university students.

<https://handmade.jo/StoreInfo/360>

