



Moonie

IMPACT

REPORT

2020-2021

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MESSAGE FROM THE FOUNDERS

This report marks an exciting moment on our Moonie mission which started with us cutting old bits of clothing on an ironing board and now sees us, for the first time, sharing the impact that we, together, are having on people and the planet.

We started the company last year out of frustration with all the single-use products that are easily available and seen as the 'norm'. Although Moonie was a business idea of ours over 8 years ago, it took a pandemic, and losing our jobs, for us to finally take the plunge and go for it.

We proudly make eco-friendly products but what we really want to make it change. We're pleased to say that, since we started Moonie last year, together we have:

- Saved over two million single-use make-up wipes from landfill
- Avoided five million single-use cotton pads going to landfill
- Repurposed our fabric waste to launch our Zero-Waste collection of reusable products
- Partnered with local schools to reuse their paper waste
- Welcomed 85 stockists across the United Kingdom

We are incredibly proud of our achievements so far. It's really exciting to see such a demand from consumers for sustainable options, but there is still much more to do.

We are a very small business hoping to make a big impact. We know we can't do this alone and want this report to inform and inspire others who share our vision.

To all the amazing people who have supported us, bought our products and followed our journey.

This is for you.

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OUR STORY SO FAR

THE MOONIE MISSION

Let's make 'green' the new normal.

Our aim is to make eco-friendly options more affordable, accessible, and attainable. For the past 12 months, we have been building foundations to make this possible.

The industry creates products with one main focus in mind, " How much profit can I make from this product?". Our view is a little different, when designing products we think " How can we create products with a purpose and positive impact on the environment?".

In pursuit of our dream, we now create over 27 reusable products, made from sustainable materials and ethical ingredients.

Our products require a small change in behaviour so it's our job to educate the benefits of reusable goods. It's all about making sustainable swaps rather than sacrifices.

OUR PURPOSE

Sustainability should not be a luxury. We are mindful that eco products aren't always an option for everyone but this is something we are working on to improve and will be a big focus for 2022.

We make eco-friendly products but what we really want to make is change.

OUR REUSABLE CLEANSING
CLOTHS HAVE NOW
SAVED OVER
2 MILLION
SINGLE USE MAKE-UP WIPES
FROM LANDFILL

OUR GOALS

1

Save over ten million single-use make-up wipes from landfill

We together have already saved millions of single-use make-up wipes from waste but we know we can do so much better. Unfortunately the disposable wipes market is growing by nearly 10% year on year. It's up to us to educate consumers on the environmental impact these products are having. We will also use our influence as a business to advocate for better policies and government action when it comes to single-use products.

3

Rethinking Reusables

We want to create products that excite you and take pride of place in your home.

In 2022, we are going to partner with exciting lifestyle brands to get our reusable products in places you wouldn't expect. We want to change the conversation and make sustainable products cool.

2

Improve the affordability of eco-friendly products

The front-up cost of eco-friendly products is usually higher than plastic alternatives which for many people puts these options out of reach. It's our mission to ensure people everywhere have access to reusable everyday eco essentials.

We are tackling this problem in two ways: Firstly, we want to bridge the gap between single-use, plastic products and reusables by making sure they are readily available as major brands. Secondly, we are keeping manufacturing within the UK and inhouse to keep production costs low and avoid import charges. If we can keep our costs low, we can pass these savings onto customers.

OUR STRATEGY

We reject the notion that the purpose of business is just to make money. Our mission is to make eco-friendly products more affordable, accessible, and attainable.

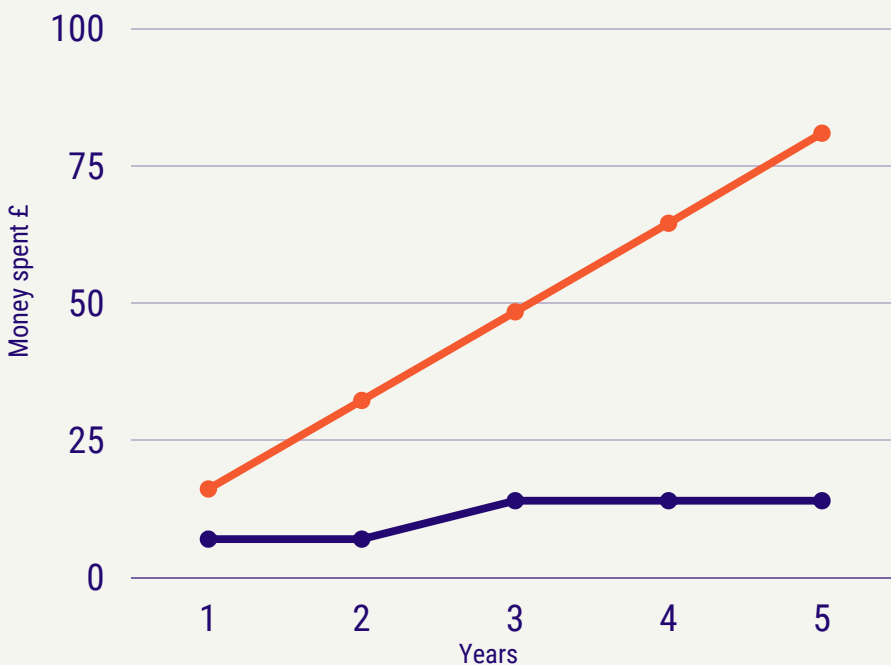
- Lead by example - designing and producing reusable point of sale for retailers using sustainable materials
- Work with local charities to educate the community on plastic pollution

We are committed to having a positive impact on every aspect of how we run our company. We are constantly thinking of new and creative ways of doing this, and we hope to inspire other businesses to do more.

PROJECTS	DETAILS	OUTCOME
Increase British Manufacturing	We plan to crowdfund this project to ensure manufacturing can stay in the UK	<ul style="list-style-type: none">• Support the local economy• Reduce the cost of sustainable products• Champion British-made goods
Improve Accessibility	Increase number of stockists and brand presence	<ul style="list-style-type: none">• Easy to shop sustainable goods• Support local, independent business• Normalize eco-friendly products
Educate A Generation	Create more interesting, engaging content for young children	<ul style="list-style-type: none">• Help kids understand their impact on the environment• Inspire a younger generation to make change

ONE REUSABLE COTTON PADS CAN SAVE 300 SINGLE-USE PADS FROM LANDFILL

Cost of reusable cotton pads vs single use



Sustainable
Stats



Five years of never having to buy another single-use cotton pad mean you'll not only be saving on pollution, you'll be saving a lot of money too.

The average woman in the UK who uses disposable cotton pads will use 2 a day. By switching to Moonie Reusable Cotton Pads she would save £81 over five years. These cost savings present a huge opportunity for us in our efforts to make 'green' the new normal.

Over the past 12 months, we have proudly handmade over 17,000 single-use cotton pads. Each pad has up to 300 uses which means we, together, have saved over 5 million disposable pads from landfill.



5

MILLION AVOIDED

5 million single-use cotton pads saved from landfill over 12 months

THANK YOU FOR SUPPORTING OUR FAMILY BUSINESS

Until next year

That's us in a nutshell. We will report back in a year, when our metrics will hopefully be more sophisticated, our impact amplified, and the challenges we face will be no doubt be more complicated.

If you'd like to know more about anything we've discussed in this report, then please get in touch:

info@moonie.co.uk
[@WeAreMoonie](https://www.instagram.com/WeAreMoonie)