



Impact. Human. Nature.

From sustainability to impact

A close-up, high-angle photograph of a person's face, focusing on the eyes which are closed. The skin is dark and has a natural, slightly textured appearance. The lighting is soft and directional, coming from the side, which highlights the contours of the face and the texture of the skin. The background is dark and out of focus.

IN SHORT

We aim to be an iconic wellbeing brand with a focus on responsible business practices and creating a positive impact on people and planet through our Profit Pledge.

WHERE WE ARE NOW

From awareness to accountability.

Consumers expect more than promises.

Employees seek purpose, not perks.

Regulators raise the bar.

And the planet can't wait.

This decade demands action, not just intention.

62%

of consumers are attracted to brands that commit to sustainability goals and report progress transparently¹


83%

of consumers believe companies should design products that are both good for people and the planet¹


64%


of consumers think business is not going far enough in addressing climate change²

TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION 

Generation Z is stressed, depressed and exam-obsessed 

Scientists deliver 'final warning' on climate crisis: act now or it's too late 

A.I. Poses 'Risk of Extinction,' Industry Leaders Warn 

A people-focused approach to AI can transform jobs for the better—and improve performance, too. 



WHERE WE ARE NOW

We knew. And acted
from our foundation.

If you see something's wrong, fix it.
Using business as a force for good.



Since 2020



Since 2025



Since 2020

RITUALS IMPACT

Rituals Impact-on-a-slide.

Why we do this

OUR RITUALS DREAM
Become an iconic wellbeing brand with a focus on responsible business practices and creating a positive impact on people and planet through our Profit Pledge.

How we do this

Sustainability: Make it right.
Be ESG compliant and ensure our business is sustainable, responsible and transparent.



What we do

Impact: Make it matter.
Be a force for good & create positive impact through collective action.



RITUALS IMPACT

Rituals Impact-on-a-slide: Make it *right*.

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← Sustainability → ← Responsibility → ← Transparency →

| | | | | |
|----------|------------------------|--------------------|---------------------|-----------------------|
| | | | | |
| Net Zero | Product Sustainability | Supplier Practices | Workforce Practices | Transparent Reporting |

What we do

Impact: Make it matter.
Be a force for good & create positive impact through collective action.

← Industry change → ← Societal change →

| | | | |
|---------------|---------------------------------|----------------------------|-----------------|
| | | | |
| Profit Pledge | Systemic change in the industry | Profit Pledge Partnerships | Social Sourcing |

RITUALS IMPACT

Rituals Impact-on-a-slide: Make it *matter*.

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Profit Pledge Systemic change in the industry Profit Pledge Partnerships Social Sourcing

**10%
PROFIT
PLEDGE**



WE GUARANTEE THAT WE WILL USE 10% OF OUR
NET PROFIT TO SUPPORT CAUSES THAT IMPROVE
THE WELLBEING OF PEOPLE AND PLANET.

WWW.RITUALS.COM/PROFITPLEDGE



The Profit Pledge.

At Rituals, we believe wellbeing means caring for body, mind, and soul. With mental health expected to become the leading cause of disease worldwide by 2030, we are committed to making a positive impact.

Spending time outdoors is one of the most powerful ways to restore balance. Our 10% Profit for Impact helps people reconnect with nature to support emotional wellbeing and calm. At the same time we help protect our planet's oceans, forests, and biodiversity.

Profit Pledge partnerships

Profit Pledge Partnerships:
Re-connect with human nature.

We're serious about *protecting nature.*

We protect nature by buying back and preserving vital ecosystems, both locally and globally; keeping forests, seas, and wilderness areas wild, resilient, and alive.

SACRED
FORESTS

NATIONAL
GEOGRAPHIC
PRISTINE
SEAS

BLUE
MARINE
FOUNDATION



FRANKFURT
ZOOLOGICAL
SOCIETY

ARK
REWILDING
NEDERLAND

Stichting
De Noordzee

We help protect *the emotional wellbeing* of people

We protect the emotional wellbeing of kids and youth through re-connecting them with nature and giving them tools to build their mental resilience.

WAR
child

SUPER
CHILL

unicef



Make it *matter*.

SACRED FORESTS

Re-purchase & re-wild
pristine rainforests through
indigenous peoples.

Make it *matter*:

Sacred Forests x Rituals



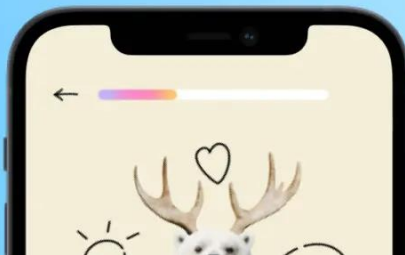
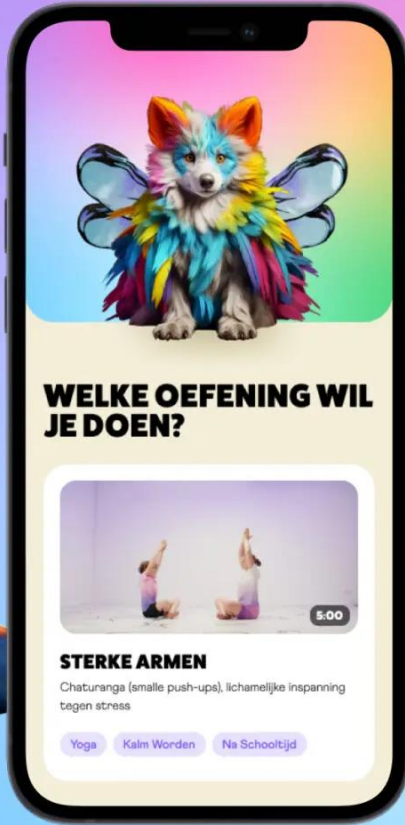
Make it *matter*:

Sacred Forests x Rituals

Protect, re-claim &
re-wild 200,000 ha
of land & biodiversity.



World Heritage Site
2028



Make it *matter*:

War Child x Rituals



WAR
child

RITUALS...



Make it *matter*.

 **TINY MIRACLES**

Providing life-changing
income, healthcare and
education for communities
in India*.

Make it *matter*:

Tiny Miracles x Rituals



Hammam towels



Social Sourcing.

3,5 million products in 2024.



Beach bag



Be the change you wish
to see in the world.