Sharing Sustainable Business Best Practices, Success Stories Among APEC Economies: Health and Wellness and Other Products and Services - RE:ERTH

Submitted by: RE:TERRA
RE:ERTH is an abbreviation of ‘Re-encountering Earth’.

Our brand origin began close to 20 years ago, with the discovery of an untouched treasure: the Japanese White Turmeric.
RE:ERTH BRAND VIDEO
HISTORY
Where It All Began

Cultivated in the Kyushu region of Japan, the Japanese White Turmeric and Japanese Spring Turmeric were known simply as healing botanicals. Farmers, within their small communities, love their turmeric tea and enjoy incredible abilities of physical strength and mind for advanced ages. They are also known to be significantly healthy, with strong immunity systems, which helped them live life to the fullest.
**DISCOVERY**

**An Untouched Treasure**
While their flowers and roots were appreciated, the broad and glossy leaves (that can grow as tall as 1.5m!) were often discarded as agricultural waste.

After extensive research conducted by Professor Komai, then Head of Agriculture from Kindai University, the Japanese White Turmeric root and leaves extract and Japanese Spring Turmeric leaves extract are proven to visibly restore skin health.
OUR EXCLUSIVE JAPANESE TURMERICS

Our Japanese White Turmeric and Japanese Spring Turmeric are exclusively grown in the Kyushu region of Japan, recognized for its health boosting properties, with farming initiatives supported by the regional government. We provide equitable pay for farmers and ensure sustainable farming to preserve the land.
INVENTION

Multi-Targeted Elixir

Experience the intelligent, lightweight serum that reawakens skin with RE:ERTH’s proprietary Japanese White Turmeric and Japanese Spring Turmeric extracts, leaving your face with a healthy bounce, and a lit-from-within luminosity.

The collection continues to expand to offer a minimalistic, gentle approach to skincare, with fast-absorbing products suitable for all skin types.
Japanese White Turmeric

Founded at the foot of Mount Aso, and now grown exclusively in the Kyushu region of Japan, this unique plant has been researched in partnership with Kindai University for nearly 20 years.

4 MAIN COMPONENTS
Curcumenone, Curcarabranol, 4s-Dihydrocurcumenone and Labdane-type Diterpene

BENEFITS
It has been identified to have multiple skin and health benefits, including stimulation of skin cell activity, and more applications of the plant extract are still being discovered till today.
Japanese Spring Turmeric

Spring Turmeric has been used for centuries in Kampo (Japanese medicine), for both prevention and therapy of health and skin diseases, and research is still ongoing for further applications in skincare.

**4 MAIN COMPONENTS**

Curcumenone, Curudione, Neocurudione and Curcumol
APPS

Amphiphilic Vitamin C from Japan

**SCIENTIFIC NAME**
Trisodium Ascorbyl 6-Palmitate 2-Phosphate

**BENEFITS**
- High stability from oxidation
- Released intra-dermally as ascorbic acid
- Penetrates skin due to low hydrophilicity
- Soluble both in oil and water
WRINKLE IMPROVEMENTS BY APPS

Stimulation of collagen synthesis even at low concentration

APPs concentration in skin cell

AG = Normal V-C
Lipodisq®

A patented, state of the art dermal delivery system, researched by Oxford University, Stockholm University, Max Plank Institute, and many others, and designed to transport actives between skin cells more than 10 times in comparison to normal liposomes, bringing actives where its most effective.

Electron microscope image of Lipodisq®
(x100 000)

(Birmingham University, JACS 2009)
• Inter-cellular interstices < 20nm

• Particle delivery systems are typically too large for efficient penetration.
MULTI-TARGETED ELIXIR

Revolutionary Formula
Real Results

85%
Experienced absorption in 10 seconds

82%
Satisfaction rate after 1 month

75%
Experienced smoother, supple skin texture

68%
 Noticed more even skin tone

65%
 Noticed lightened pigmentation

64%
 Saw pore size reduction

![Day 1 Results](image1)
- Instant absorption
- Blends in clear
- Skin is soothed & comforted
- Skin is moisturized

![Day 30 Results](image2)
- Smoother, supple skin texture
- Even skin tone
- Lightened pigmentation
- Pore size reduction

In-vitro study conducted on over 1,000 women, over 30 days
ACCOLADES

32 Beauty Awards

7 Certifications & Patents

200+ Peer-reviewed scientific journals
EXACTLY WHAT I WAS HOPING TO FIND

This starter kit made it extremely easy to transition with these new products. It's taken me a few years to find a product that offers the "complete package" for my aging skin. **Within the first week of use,** I noticed improvement in the brightness, hydration and the overall feel of my skin.

While I love each product in my starter kit, one of my **favorite** things comes from the Hydrating Gel Moisturizer. The fragrance is fresh and light and the perfect ending to my skin regimen.

Leah  
VERIFIED BUYER
OUR BRAND PARTNERS

TANGS

NANA & BIRD

DESIGN ORCHARD

KRISSHOP

perk BY KATE

iSHOP CHANGI

LazMall PRESTIGE
RE:ERTH & Sustainability

Our Multi-Pronged Approach

Ingredients

Recycling

Corporate Social Responsibility
**WHAT WE DO**

Exclusive Ingredients: Utilize Agricultural Waste

Recycling: Enable Plastic Circularity

Corporate Social Responsibility: RE:ERTH Rice Farm

**HOW WE DO IT**

Close to 20 years partnership with Kindai University

Awareness campaigns

ISCC Plus standards (partnership with Environmental Solutions Asia)

Support income and livelihood of farmers in Kyushu and Tottori Prefecture, Japan

**OUR GOALS**

All initiatives taken to improve, heal, or protect our environment brings us closer to a healthier ecosystem!
All must benefit for something to be truly sustainable
Giving New Life To Eco-Conscious Beauty

Many of us have a common habit to dispose of our empty skincare products rather than recycling them accordingly. Not many of us also realize that there is an additional process of cleaning, drying, and sorting these containers in order for them to be recycled.

In step with our philosophy of protecting while harnessing the prowess of nature, RE:ERTH’s Sustainability Program encourages people to bring in their empty skincare packaging to be fully recycled and converted to virgin-quality recycled plastics* and non-fossil derived fuel via our partner's groundbreaking technology.
Giving New Life To Eco-Conscious Beauty

*In the process of certifying our site in accordance with the International Sustainability and Carbon Certification (ISCC) Plus standards, which will be completed by the end of this year.

ISCC Plus is a globally recognized sustainability framework that will ensure that RE:ERTH’s waste plastic’s oil is certified as a sustainable raw product that can be used to produce virgin-quality recycled plastics, thereby enabling plastic circularity in the industry.
TRANSFORMING THE RECYCLING VALUE CHAIN

Plastic waste > Contaminated, hard to sort plastics

Incinerated and sent to landfill

OUR METHOD
Chemically recycled by ESA

Waste plastics are transformed into NewOil – a raw material used to make virgin-quality recycled plastics and non-fossil derived fuel

70% Oil yield

30% Carbon black
Repurposed into road materials/syngas

*Percentages at lab prototype scale

BENEFITS

Landfill diversion
Enhanced plastic circularity
Increased supply of sustainable fuel
Avoidance of virgin crude oil
Plastics Suitable for Chemical Recycling

If plastic has no resin number, flexible or soft plastics (regardless of colour) are acceptable.

Plastic can also be multi-layered (e.g. paper lining on the top, as seen in bubble envelopes)

Examples of Suitable Plastics
### Traditional Recycling Methods

- Each bottle has easily 5–6 different types of plastics
- Customers need to dismantle and wash used bottles
- Dry used bottles and place into blue recycling bins
- Lack of transparency where used bottles go

### RE:ERTH's Recycling Initiative

- NO dismantling or washing required
- Customer drops off bottles at RE:ERTH Recycling Locations
- Done locally, reducing carbon costs, and will be converted to non-fossil derived fuel
- Customer gains rewards on reerth.com

### HOW TO PARTICIPATE

- Drop off empty plastic bottles at RE:ERTH Recycling Locations
- All brands accepted, no washing or dismantling required,
- Other personal care products such as body care, hair shampoo, and hand sanitizers, can be sent along to our sustainability partner.
- Rewards in the form of RE:ERTH Reward Garden Petals
- Incentive process for every plastic facial skincare empty recycled.
Since the program's launch, RE:ERTH has collected more than 8,000 plastic skincare bottles, among a total pool of personal-care plastics weighing 350kg.
CORPORATE SOCIAL RESPONSIBILITY

RE:ERTH Rice Farm

It is our love for nature, community, and groundbreaking science, that began our journey in creating quality and sustainable essentials for your skin health.

In 2021, we embarked on a new corporate social responsibility initiative, to support small, independent rice farmers in Japan. The seedlings have been growing well since June 2021 in Tottori Prefecture, and we are excited to be on this growth journey with our customers, and to be able to contribute back to the local community and environment.
Meticulously Cultivated

Our Cultivation Manager, Mr. Keiji Fujiwara, has 14 years of farming experience and is a three-times winner of the prestigious Hinokawa Rice Contest (hotly contested yearly, participated by over 300 local rice producers!)
Thank You!