

GROUPE GM

EXCLUSIVE AMENITIES

CARE
ABOUT
eARTH

Groupe GM's
sustainable initiatives
& *commitments*



Care about *earth*

Leading the way in sustainable hospitality, we create amenities that respect both people and the planet.

For over 40 years, Groupe GM has been a pioneer in sustainable development within the hotel amenities industry. These pioneering initiatives inspired the creation of the Care About Earth program, reflecting our **commitment to innovate and reduce our environmental footprint for future generations.**

Groupe GM prioritizes green resources, focusing on reusability and the elimination of plastics derived from fossil fuels. At the heart of our strategy lies eco-design, which focuses on minimizing waste and conserving scarce resources.

Every stage of product development integrates environmental considerations, from raw material sourcing to end-of-life recycling. Through the Care About Earth program, Groupe GM reaffirms its leadership and unwavering commitment to promoting sustainable hospitality practices across the global hospitality industry.

A COMMITMENT TO ECO-RESPONSIBILITY

At Groupe GM, sustainability and excellence go hand in hand. We design and manufacture our amenities with respect for the planet, while maintaining the highest standards of quality, safety and strict compliance with Good Manufacturing Practices and all international and EU cosmetics regulations.

*“Our raison d’être is to provide amenities
that reflect your unique hotel identity,
perfectly tailored to your needs
and respectful of nature.”*

OUR INITIATIVES

Through the Care About Earth program, we **minimize our ecological footprint** and help hotels embrace more responsible practices world-wide. Our actions focus on:

FACTORIES

Ensure ethical, responsible production.

FORMULAS

Create safe and respectful cosmetics for the planet and the people.

ECO-DESIGN

Conserve scarce resources to smart packaging.

CO₂ REDUCTION

Limit emissions across operations.

SOCIAL & ENVIRONMENTAL RESPONSIBILITY

Promote ethical practices, community support and environmental impact



Our factories

CERTIFIED FACTORIES

Across Europe and Asia, our factories operate under ISO 22716 certification, guaranteeing the highest standards of quality and Good Manufacturing Practices.

In France and Portugal, our production sites are COSMOS ORGANIC certified by Cosmecert, in compliance with COSMOS standards and authorized to produce EU Ecolabel products. Groupe GM Cosmética Portugal also meets ISO 9001 (Quality Management) and ISO 14001 (Environmental Management) standards.

In France, Groupe GM Cosmétiques France proudly holds AFNOR's "Committed to CSR" label, upgraded to the "Confirmed" level in 2025 — a recognition of our achievements in ethics, environment, labor, consumer care, and community engagement.



Our production *sites*



FRANCE

Located near Lyon, our 5,600 m² factory produces emulsions and foaming products (production capacity of nearly 35.8 million products per year) for over 80 countries.

Certified ISO 22716 and COSMOS by Cosmecert, it ensures high-quality, safe, and sustainable manufacturing. Holding the AFNOR ISO 26000 "Committed to CSR" label (Confirmed level), it reflects Groupe GM's strong commitment to ethics, environment, and community.



PORTUGAL

Opened in 2018 in Viana do Castelo, near Porto, the Portuguese site focuses on solid cosmetics. It is equipped with a dedicated laboratory, and meets ISO 22716, ISO 9001, and ISO 14001 standards, and is certified COSMOS by Cosmecert —showcasing our expertise in natural and sustainable production. The site is producing its own solar energy, with surplus shared with the local community.



PARTNER FACTORY IN CHINA

Located in Yangzhou, Jiangsu Province, our 30,000 m² factory produces liquids, soaps, ECOFILL bottles, and accessories. Fully compliant with ISO 22716 standards, certified ISO 9001 & 14001, it combines advanced technology and strict quality control to deliver innovative and sustainable amenities to hotels worldwide.



FRANCE'S FACTORY GREEN INITIATIVES

83% of our service providers are within 19 miles of the factory, ensuring less transport emissions.

25,000 liters of water saved thanks to liner bags replacing IBC cleaning.

80% of our waste is recycled. This waste is carefully tracked via a registry and reviewed biannually.

Ongoing projects include circular economy collaborations.

PORTUGAL'S FACTORY GREEN INITIATIVES

466 solar panels installed, generating 360 MWh of clean energy per year and the surplus is shared with the surrounding community. The initiative helps avoiding 95 tons of CO₂ emissions, equivalent to planting approximately 4,200 trees.

87% of waste recycled in 2024.





Our *formulas*

Groupe GM's product formulations are meticulously crafted with environmental responsibility and care.

LIQUID FORMULAS

Our liquid formulations are crafted with up to 99% natural ingredients, designed to minimize environmental impact while offering gentle, high-quality care. They can be **vegan**, **GMO-free**, **gluten-free**, are tested under dermatological control and never tested on animals. To complete, a variety of textures ensures an enhanced sensory experience for hotel guests.

Tailored formulas can be free from mineral oil, dyes, sulfates, phenoxyethanol, parabens, and PEG. BHT has been fully excluded since 2020.



SOLID FORMULAS

Our solid bars, made with up to 99% natural, vegetable-based ingredients, provide gentle cleansing while reflecting our commitment to sustainability. They can be **vegan**, **gluten-free**, **GMO-free**, and are tested under dermatological control. **Free from EDTA and BHT**, all solid bars are sourced from sustainable suppliers, minimizing environmental impact.

BAR SOAPS FORMULAS

Our bar soaps are made with up to 99% natural ingredients and palm oil sourced from RSPO Mass Balance plantations, supporting certified sustainable production. They are tested under dermatological control.

They can also be **vegan**, **gluten-free**, and **GMO-free** certified by Biorius.

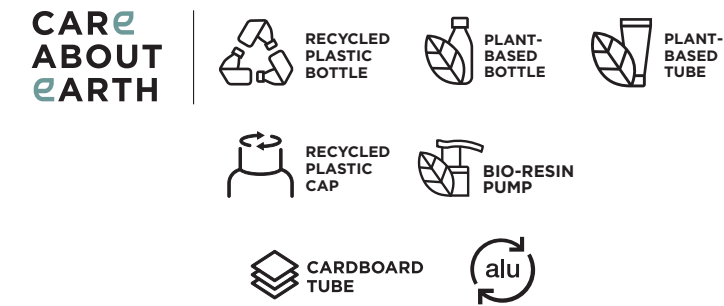


Eco-design

OUR COMMITMENT TOWARDS A PLASTIC-FREE FUTURE

To avoid the use of plastics derived from limited resources, our packaging is thoughtfully crafted from aluminum bio-based and recycled materials. This approach reflects our dedication to sustainability and innovation, ensuring that neither quality nor performance is compromised.

ECO-DESIGNED PACKAGING



OUR RESPONSIBLE MATERIALS

BIO-SOURCED

100% plant based made from sugarcane residue (bagasse). The sugarcane comes from sustainably managed farms, using only residue left after multiple extractions — minimizing waste and preserving ecosystems.

RECYCLED

Our packaging prioritizes recycled plastics, cardboard, and paper. From bottles and dispensers to soap wraps and labels, every element is designed to reduce environmental impact.

ALUMINUM

Lightweight, durable, and infinitely recyclable, aluminum is one of Earth's most abundant resources. It provides a strong alternative to plastic without compromising quality.

Aluminum tubes



Recycled plastic bottle



RECENT INNOVATIONS

CARDBOARD TUBE

The first in the hospitality sector: a customizable cardboard tube that reduces plastic use by up to 99% compared to conventional tubes.



Cardboard tubes
it reduces plastic usage by 99% compared to conventional plastic tubes



SOLID LINE

A plastic-free amenities line, requiring 9X less water to produce than liquids. Packaged in FSC-certified cardboard with a water-resistant varnish.

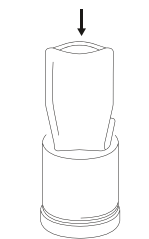


ECOFILL

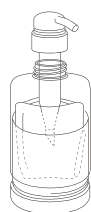
A safe and sustainable dispenser system with sealed refill pouches using only 8 g of recyclable plastic. Safer than uncontrolled bulk refills, it ensures full product traceability and eliminates bacterial contamination risks.



Scan the QR Code to learn more



Insert



Pierce



Screw

ECO-DESIGNED ACCESSORIES

Made with plant-based ressources such as corn or straw, our accessories are packaged in recyclable paper or cardboard with pre-cut openings to guarantee hygiene and safety.

CARE ABOUT EARTH



ORGANIC COTTON



PLANT-BASED MATERIAL



RECYCLED PAPER



ACCESSORY MADE WITH STRAW



ACCESSORY MADE WITH CORN



ACCESSORY MADE WITH BAMBOO

0% PLASTIC LINE

This accessory line is the only one in the market, verified by SGS. It includes bamboo combs and toothbrushes, shaving soaps, toothpaste pills, cotton buds and pads, a shower cap, a paper sewing kit with a mother-of-pearl button, and slippers made from cotton canvas and strawboard. All items are packaged in FSC® certified paper, unbleached and printed with soy ink.

CARE ABOUT EARTH

0% PLASTIC



BIOCOMP® TRAY
Certified 100% vegetal compostable.



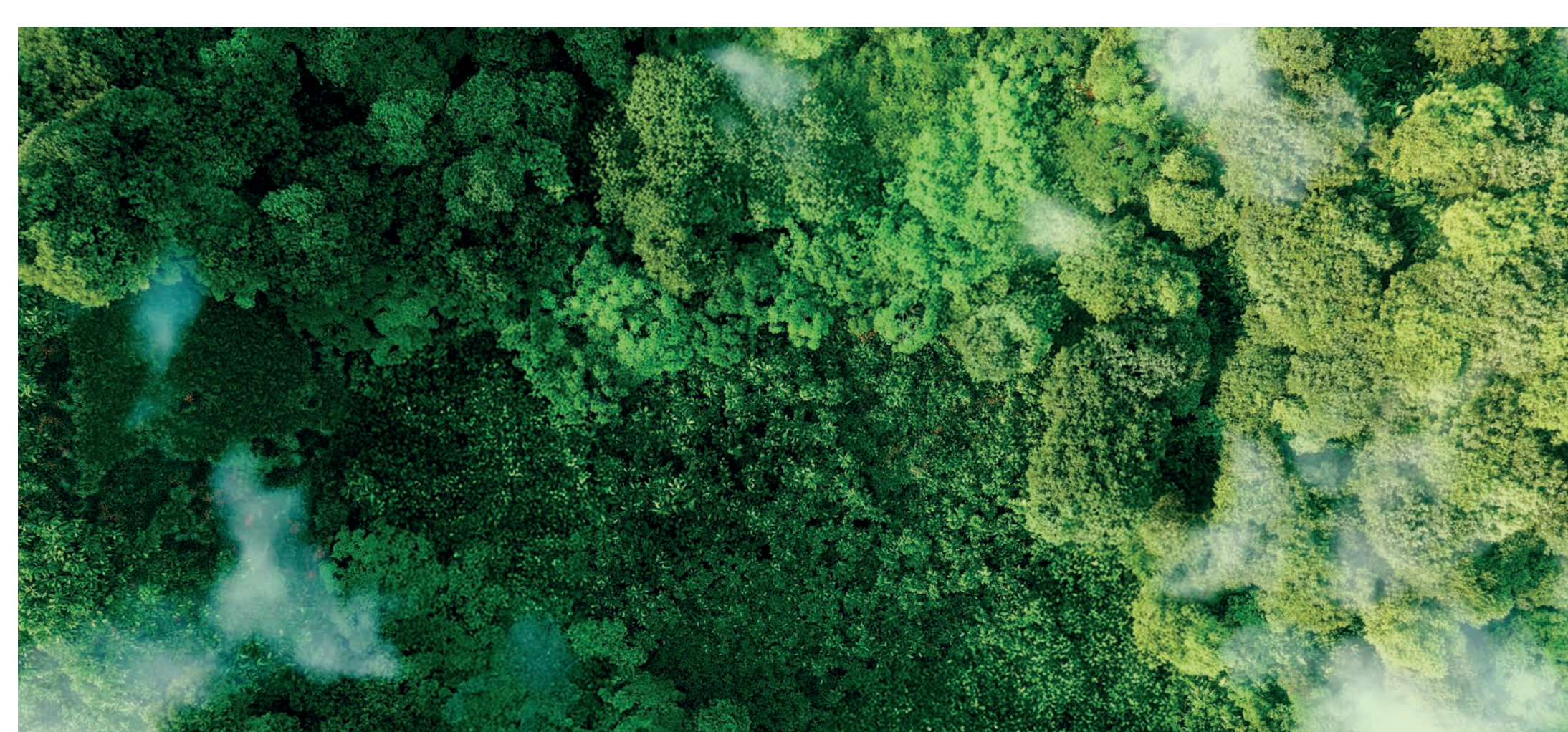
CO₂ *reduction*

EMBRACING A GREENER FUTURE: OUR DECARBONIZATION PATH

Since 2022, our factories in France and Portugal have been measuring their carbon footprint under strict quality and environmental standards to ensure that every product is crafted with care for both people and the planet. We are committed to reducing CO₂ emissions through clean technologies, renewable energy, and process optimization.

OUR OBJECTIVES

20% less electricity consumption by 2027
30% less CO₂ emissions by 2030



OUR ACTIONS

-600 tCO₂ eq.

saved with the launch of large format dispensers replacing single-use bottles and tubes.

-538 tCO₂ eq.

achieved by switching to plant-based or recycled plastics in all primary packaging.

-62 tCO₂ eq.

by installing 466 solar panels, producing 360 MWh of green energy annually.

-19 tCO₂ eq.

through local sourcing, waste reduction, and enhanced circularity.

Social & environmental *responsibility*

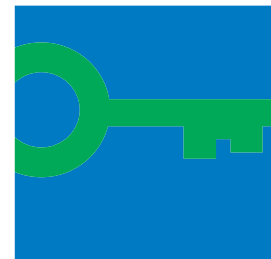
Guided by our family values, we are committed to enriching communities, preserving the environment, and supporting our employees' well-being.

At Groupe GM, social and environmental responsibility is not an initiative, it is a principle that drives us to uphold ethical practices, promote sustainable innovation, and strengthen our connections with both local and global communities.



EXCELLENCE IN SUSTAINABLE STEWARDSHIP

Our commitment to social responsibility has been recognized with an EcoVadis Silver Medal, placing us within the top tier of Silver-rated companies for our achievements in Environment, Human Rights, Ethics, and Responsible Sourcing.



Green Key

GREEN KEY IS A STANDARD OF EXCELLENCE

Green Key (Clef Verte in France) is the leading international ecolabel for sustainable tourism, present in 65 countries. It rewards establishments committed to reducing waste, conserving resources, and promoting responsible purchasing and practices.

Several of our products are referenced by Green Key, supporting hotels and establishments in meeting the label's strict sustainability criteria and reinforcing our shared commitment to responsible hospitality.

EMPOWERING OUR WORKFORCE

We uphold the strictest international labor and human rights standards.

Our employees are supported through personal and professional development, and their health and safety are safeguarded with regular training.

Integrity guides all our actions, reinforced by our Code of Conduct and Ethics, as well as our Human Rights Policy and Working Conditions & Safety Policy.



SUSTAINABLE OPERATIONS INFRASTRUCTURE

Our offices and factories maximize natural light and use renewable electricity, including 466 solar panels at our Portuguese site, reducing reliance on non-renewable energy. Our 2023 CSR report provides full details.

ADVANCING CIRCULAR ECONOMY

We give products a second life through initiatives like Unisoap in France, recycling hotel soaps and redistributing them to communities in need.

At our sites, 77% of waste was recycled in 2024, guided by our recycling charter, which also supports customers in their own waste management efforts.





BUILDING STRONGER COMMUNITIES

We actively support local and global initiatives that promote well-being, inclusion, and sustainability. Key programs include:

Agence du Don en Nature

redistributing unused amenities products to charities across France.

Fundação Ronald McDonald

supporting hospitalized children and their families with hygiene kits in Portugal. Engaging our employees in corporate volunteering to assemble the kits.

APPACDM Porto

contributing to social inclusion and development through joint projects.

Grace Portugal

collaborating with a pioneering CSR-focused association in Portugal

Unisoap

recycling hotel soaps into new hygiene products for communities in need.

**Fondation
Antoine de Saint Exupéry**

supporting educational, cultural, and humanitarian programs for youth worldwide.

Past collaborations also include the Red Cross, Dons Solidaires, Care France, AP-HP, ANAP, and the “Paper for Food” campaign, along with support for local events.

Follow *us* on



