

LT.
CO

Impact
Report
2024/25



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“LTCO has evolved from my deep passion for living as naturally and minimally as possible, while not compromising on quality. Buy only what you use and buy well”.

I founded LTCO whilst living in New Zealand. Originally, we were known supplying high quality, fairly priced bedding which I sourced from Vietnam. However, after moving back to Scotland with my two young daughters, I took the business down the route of sustainable homewares and scents - something that had already taken off in New Zealand but was yet to reach the UK.

After many long nights sitting at the kitchen table scent blending and trialling different products, our first lavender candle was perfected. And from there, the brand took off. Fast forward six years and we have a different ranges of candles, scent diffusers, toiletries and textiles.

From the beginning, sustainability and giving back to the planet has always been the drive. Our packaging has been 100% recycled and 100% recyclable from the beginning. We're always looking for new ways to make our products more sustainable and eco-friendly and this will be a huge focus for 2024/5 and beyond.

One of our mantras at LTCO is that sustainability is a journey, not a destination. We know that we are doing great in some areas, and have lots of work to do in others. This report outlines where we are and our strategy and vision for the future.

At the core of LTCO is the drive to be a solution to the plastic problem and not a contributor. We aim to change the way consumers shop for homewares and educate them about plastic consumption and waste.


Happy Vibes Always!

Love Laura x



Our Vision

To exist in a world where consumers are mindful about the planet and their impact. We want to encourage consumers to lead a more sustainable life without plastic waste.

A scenic view of a rocky coastline with waves crashing against the shore under a soft, hazy sky. The text is overlaid on the image.

Our mission is to be recognised as the leading brand for personal, hair & face care which are both luxurious and sustainable.

LTCO helps consumers live a more sustainable life by delivering natural products derived from the planet in refillable recycled glass bottles.



Our Values

Purposeful

We want to be true to our mission and create a successful business built on a purpose. We want to make changes in the world.

Female Led

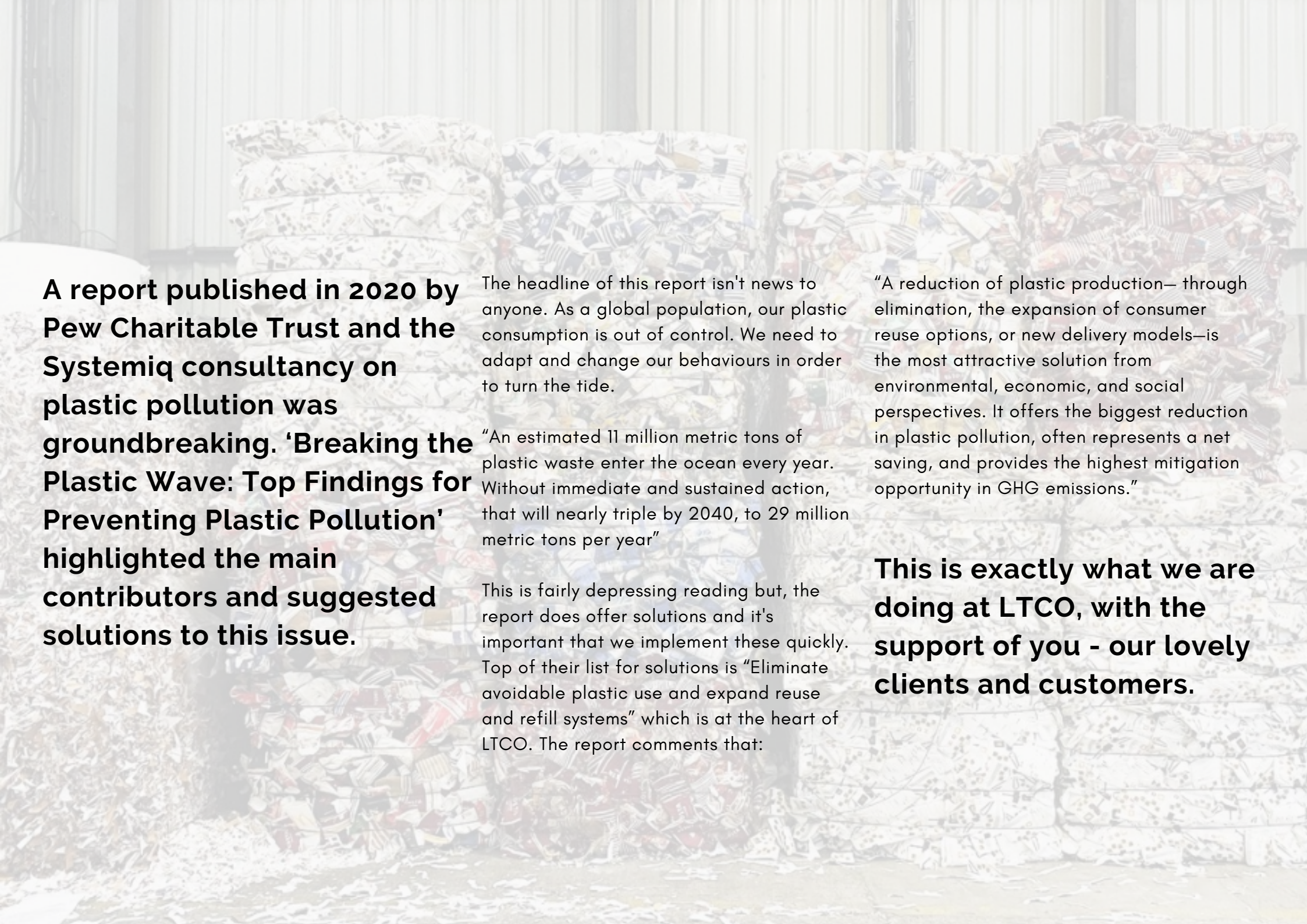
We're proud to be led and driven by women. We strive to make real change in the world of employment.

Brave

We innovate and change as we grown. We're constantly learning + improving.

Generous

We're generous of spirit in how we treat our customers, suppliers and friends of LTCCO. Everyone is welcome.



A report published in 2020 by Pew Charitable Trust and the Systemiq consultancy on plastic pollution was groundbreaking. 'Breaking the Plastic Wave: Top Findings for Preventing Plastic Pollution' highlighted the main contributors and suggested solutions to this issue.

The headline of this report isn't news to anyone. As a global population, our plastic consumption is out of control. We need to adapt and change our behaviours in order to turn the tide.

"An estimated 11 million metric tons of plastic waste enter the ocean every year. Without immediate and sustained action, that will nearly triple by 2040, to 29 million metric tons per year"

This is fairly depressing reading but, the report does offer solutions and it's important that we implement these quickly. Top of their list for solutions is "Eliminate avoidable plastic use and expand reuse and refill systems" which is at the heart of LTCO. The report comments that:

"A reduction of plastic production— through elimination, the expansion of consumer reuse options, or new delivery models—is the most attractive solution from environmental, economic, and social perspectives. It offers the biggest reduction in plastic pollution, often represents a net saving, and provides the highest mitigation opportunity in GHG emissions."

This is exactly what we are doing at LTCO, with the support of you - our lovely clients and customers.

Our approach to becoming more sustainable can be broken down into 4 categories:

Waste Reduction

We'll demonstrably reduce plastic waste in our active markets. i.e. any customer that shops with LTCO is significantly reducing the plastic waste coming out of their home. We'll ensure that any waste produced from production is recycled or reused and minimise our waste for landfill.

Ethical Supply Chains

We will work with suppliers who meet the LTCO Standard criteria. We will be transparent with our customers about the origins of their LTCO products.

Low Carbon

We will take steps and make changes to reduce our carbon footprint. We will work with other businesses to learn from them and initiate changes.

Sustainable Ingredients

We'll ensure all our product ingredients are environmentally and socially responsible.

As we've been implementing our strategy, we've been looking at how our impact and commitments to people and the planet can help, support and deliver the UN Sustainable Development Goals. We feel that our strategy aids the success of three goals.



This goal is focused on being more efficient with what we have and doing more with less and creating circular business models where possible, primarily through our reuse and refill initiative.



This is one of our main goals at LTCO. One of the key challenges facing the oceans is the plastic waste crisis. LTCO aims to reduce and eliminate plastic waste.



It's clear that we need to work together to achieve these goals. LTCO may be a small business in a world with large problems, but we believe through collaboration we can achieve a lot. We are always looking for opportunities to maximise our impact.

When Laura returned to the UK, it became very apparent that New Zealand was light years ahead in terms of sustainability and recycling. This was the foundation that LTCO was built on.

Were you aware that only 9% of what we recycle actually gets recycled?

Our priority from the start has been reducing plastic waste and creating natural products. We know that we still need to adapt and innovate some of our packaging to make it the best it can be. We're constantly looking to improve. We strongly believe that plastic waste needs to be minimised and then eradicated where possible.

That's why reuse and refill is at the heart of what we do at LTCO. Our scents and soaps all come in refill pouches and we're always giving ideas on how to reuse your candle jars! Our customers can post their refill pouches back to us so that we can recycle them appropriately.

We're working to find an easier way for our customers to recycle their refill pouches. We hope that, in time, kerbside recycling will adapt and begin to accept the refill pouches that are so widely used across multiple industries.



At LTCO, we want to provide customers with eco-friendly, clean personal care from an ethical, sustainable supply chain. That's why we created the LTCO Standard.

The LTCO Standard is a set of guidelines for all the products and raw materials that we work with:

Sustainable

Sustainability is at the core of everything we do at LTCO. All of our products, suppliers and clients are vetted to ensure that they meet our standard.


- Reduce Waste
- Low Carbon
- Ethical Supply Chain
- Non-toxic
- Transparent

Happy Home, Happy Planet

Our scents + soaps have all been tested and retested to make sure they're the best they can be. Using LTCO products will keep your body healthy and the planet happy!

Driving Change

Our sustainable products do the job as well as the non-sustainable alternatives. We want to change the way people think about soaps and scents. Refills are the future!

A person in a striped shirt is holding a surfboard on a beach at sunset. The background shows waves and a distant sailboat.

We're always trying to improve and adapt as we grow. Sustainable materials and resources are constantly improving. We're so excited to have our LTCO customers on the journey with us. Small changes make big differences.

Together we can create a more sustainable world and achieve even greater impact in 2024/5 and beyond.



**LAURA
THOMAS
CO.**