

JOICO



OUR ECO-COMMITMENT

We believe we must change the way we see our world. The change must start everywhere and by everyone. That's why Joico strives to be a great corporate citizen to our community, to our customers and to the globe.



the **jo**i of healthy hair

WIND IN THE WORKS

It's the hour of power—wind power, that is. And Zotos International, Inc. has jumped in full force. Over the past several years, Zotos has invested in the installation and operation of wind turbines as an alternative source of electricity to help power our Geneva, NY factory (owned). It is a fact on a windy day, these windmills will completely power our 650,000 square foot factory!!

Wind power, one of the fastest growing forms of new electricity generation in the US, reduces our reliance on fossil-fueled energy, and increases our use of clean, renewable energy. In 2011, two 364-foot wind turbines were installed in Geneva - these units have a tip to tip blade length 40 ft longer than a 747 jumbo jet at 252 ft. Wind power is one of the most exciting areas of power generation and we are proud to be a generator in the Upstate NY Finger Lakes Region.

Zotos has invested in this technology to reduce our reliance on fossil-fueled energy, and increase our use of clean, renewable energy. The Geneva factory continues to improve the wind turbines operations through safety training, reliability focus and working with local agencies to optimize output.

The payoffs are big—both for us and for the environment. In 2015, the wind turbines at Zotos produced 2.5 million kilowatt hours (kWh) of clean electricity. (As a point of comparison, the average, 1,900-square-foot residence in NY State uses almost 7,000 kilowatt hours per year.)

What does this mean? Simply put: that our environmentally sophisticated turbines generated enough electricity to power 355 households last year. And we're not done yet: We plan to increase turbine production by another 5% each year - as long as the days stay windy we are Joi-full!!!

CARBON OFFSET PROGRAM

Zotos will be phasing out all of the propane powered vehicles from our fleet by 2018, we are planting 40 trees on our property this year and are maximizing the reliability our wind turbines to ensure the factory is helping reduce its internal carbon footprint!



WASTE REDUCTION

Zotos is working hard to minimize our environmental footprint in other areas as well. In 2017, we are targeting 30% reduction in water usage, wastewater generation, and hazardous waste generation, through improved inventory control, production management, and streamlined cleaning procedures.

We are proud to show our results! In 2016, Zotos diverted well over 4 million pounds or 86% of our total solid waste stream away from landfill through aggressive reusing & recycling processes - our journey continues to our 2020 Zero waste target!!

Joico is a division of Zotos International, Inc.

PACKAGING DONE RIGHT

At Zotos, we are at the forefront of environmentally friendly materials. Our bottles are manufactured inhouse with up to 30% post-consumer recycled plastic; cartons are made of 100% recycled paperboard; and we eliminate wasteful paper inserts by printing information right on the inside of our cartons.

Zotos is committed to finding new ways to shine in our bright, beautiful, precious world... not just today, but for the generations ahead.

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