

DOING SUSTAINABILITY RIGHT

We've always believed life is the most beautiful and powerful in a natural and pure state. With the brand's vision of "It's O'right," O'right devotes itself to develop 'green' products, and to charity activities for environmental protection to ensure our future generations a good and sustainable life.

O'right's logo starts with a big "O", which symbolizes the ideal and beauty of the earth. We are bound and determined to protect the earth and hope to encourage other people to do the right things with us together to make the earth a greener and better place to live.

In 2012, we applied for Cradle to Cradle product certification for our Goji Berry Volumizing Shampoo, which at the moment is the only product to achieve Cradle to Cradle certification.

The outstanding design concept of the "Tree in A Bottle"—the first bottle to grow a tree, has been awarded the Red Dot Design Award Best of the Best 2013. The 100% biodegradable material of the bottle allows decomposition into CO2 and water, enabling the embedded acacia seeds—an efficient CO2 absorbing plant—to grow naturally.

In order to be able to follow the vision of our company and brand, we moved into our new factory in Longtan township in the beginning of 2012, which conforms to green building concepts and has been



awarded "Asia's First GMP Certified Green Plant," as well as the Taiwan EEWH Green Building Gold Certificate. To optimize the use of natural resources effectively, the O'right Green Headquarters generates wind and solar power for the manufacturing process and has established a water recycling system. O'right Green Headquarters symbolizes our love and concern for the earth and our desire for industry and nature to sustainably coexist.

O'right puts green concepts into products: from materials, ingredients, designs, charity activities

to experiences. We use natural & certified organic ingredients, free of artificial hormones, and which don't pollute the aquatic environment. Our packaging material is also sustainable—our eco-cartons are made of 80% recycled paper, and we use FSC certified paper and soy ink for all printed matters. Soy ink is non-toxic, contains no heavy metals, and does not cause irritation or pollution. The use of refill packages helps to save 38,000 plastic bottles annually.

In our facility we systematically reutilize rainwater for irrigation. We reclaim water from the purification process that is high in natural minerals and is reutilized for daily cleaning uses, restroom water and a landscaping waterfall. After the subterranean four-pool purification process, where adjustment, containment, hydrolytic oxidation and hydrogel precipitation takes place, the reclaimed water stream synergistically integrates with the circulating eco ponds. The water can be used for aquaculture, raising fish or creating a natural eco-chain, as well as for water quality monitoring and observation.

With the brand's vision, "It's O'right", we focus on caring for future generations and environmental protection. We hope to inspire everyone to love the Earth. In 2008, O'right supported "ORBIS International" for saving sight of children with vision problems with NTD 18.2 million (products and funds). In 2010, O'right supported the "Association of Pingtung Indigenous Culture and Education" to rebuild a joyful learning

environment for children in typhoon-stricken regions after Typhoon Morakot with NTD 7 million (products and funds). In 2011, O'right supported the "Eden Social Welfare Foundation" to help developmental delayed children catch up to their age groups with the annual lecture income from the CEO of O'right, Mr. Steven Ko and O'right's VP Mr. Michael Chang. And in 2012, O'right supported the "ELIV International Service Association" to create a green, sustainable orphanage to help Cambodian children grow up healthy.

O'right shares its own experience and successful, sustainable, innovative business model with colleges and social organizations. It not only arouses more enterprises' green thoughts, but students also are impressed with our natural and organic hair care products. O'right brings the awareness of "100% Made in Taiwan" (MIT) green hair care products to people and broadens a worldwide opportunity for the MIT green cosmetics industry.

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