Green Element

PLANTOPIA



KMI BRANDS

KMI Brands' mission is to create unique beauty and well-being brands with purpose, enhancing the lives of our global communities and protecting the planet every step of the way.

Green Element worked with KMI's own brand Plantopia, a skin care and wellness brand providing holistic wellbeing rituals to support the management and impact of stress on mind, body, and skin.

Client Objectives

- Conduct Life Cycle Analyses to assess the environmental impact of new products in the Plantopia brand.
- Identify carbon hotspots and receive recommendations on how KMI Brands can reduce its impact through the supply chain.

Business Challenges

- Requesting thorough and accurate data from third-party suppliers for the first time.
- Plantopia's 'Face & Space' mists had not been launched at the time of the analysis, which meant there was a level of forecasting required in calculations.

Green Element Approach



Michael Barnes
Climate Analyst

Michael Barnes was the lead consultant on the KMI Brands project.

Green Element calculated cradle-to-gate Life Cycle Analyses (LCAs) for KMI Brands' new Plantopia range of 4 'Face & Space' mists. We did so by collaborating with KMI Brands to map out the supply chain of the products and contact all the suppliers involved to collect the necessary data. This started with ingredients, raw materials, and packaging, through to manufacturing and eventually warehousing.

We presented the results as total figures and mapped out the Greenhouse Gas (GHG) emissions from different specific suppliers and transport legs for a comprehensive grasp of the product footprint.

Client Benefits

- Plantopia has achieved thorough Life Cycle Analyses (LCAs) of its products, quantifying the total GHG emissions released during production and processing, allowing KMI to give a 'carbon label' to the product.
- Conducting LCAs presented a deeper understanding of where the product's carbon hotspots lie and where efforts should be directed in reducing emissions.
- Plantopia's level of data collection from third-party suppliers provided insights into where there are fragilities in the supply chain and opportunities to cut costs.
- The LCAs also benefited from a launch perspective. It enabled the teams to be completely transparent and give credibility to Plantopia's five-force focus manifesto showing that they are committed to being People and Planet positive.



> Thank you so much to Green Element for guiding us through our first LCA. They helped us understand the process, worked with all or our suppliers to gather the data, and helped us to understand the impact and changes that could be made to reduce our emissions going forward.

Victoria Cushing, Product Director

Let us help you become a sustainable and future-fit business

Green Element

Book a Consultation Call

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