

yes[®] pure intimacy



Be kind to humans

Yes is about making love not war and is committed to being an ethical company in all areas. We base all relevant policies and procedures on the basic human rights in the United Nations Declaration of Human Rights. And we mean all humans: our customers, our employees, our suppliers, the communities in which we operate and our stakeholders (even auditors). We make no political donations and neither will we have any involvement with companies involved in the arms trade.

Yes commitments:

- ✓ Ensure human rights standards are respected throughout our supply chain as well as at Yes HQ
- ✓ Listen to our customers and make products that will make a positive difference and further wellbeing
- ✓ Communicate / market Yes products without causing fear or leveraging insecurities.
- ✓ Involve our employees hearts and minds by values initiation, honouring diversity, and supporting working flexibility and personal development.
- ✓ Become more radical, communicate and educate about chemical body burden and Transdermal uptake

How we are delivering on our commitments:

- ✓ Supply chain questionnaires / data gathering plan to be implemented in 2008. All suppliers must demonstrate compliance with the Ethical Trading Initiative Base Code.
- ✓ Customer feedback continuously requested and acted on. We request feedback on products, performance and our customers' needs
- ✓ Our marketing messages sell benefits and facts, not fear
- ✓ Feedback from the people who work in Yes confirms all five values live and work for them too
- ✓ We are setting up a program to set targets, monitor performance to ensure we live our values as our business grows
- ✓ We are increasing the volume of our campaigning voice, via our website, about the implications of chemical body burden / dermal uptake / mucosa uptake