



Neve's Bees 2024 Impact Report





Bee yourself, naturally!

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“Every space in Britain must be used
to help wildlife” – Sir David
Attenborough

Our Story & Founder Message

Our Story

Neve's Bees was founded by *Julie Macken*, a chemist turned nature-lover, to create skincare that gives back more than it takes.

Our purpose is simple: healthy skin, thriving ecosystems, and happy bees.

Founder's Message

“This year, our wildflower meadows have been buzzing with life, from honeybees to butterflies, each reminds us why we do this. Through every balm and seed packet, we're helping meadows bloom again.

Thank you for helping us bring back the wildflowers.”



Our Mission

What Neve's Bees Stands For

We make 100% natural, water-free skincare; good for skin and planet, guided by five core principles:

100% Natural & Water-Free: no preservatives or unnecessary chemicals. Our products are certified COSMOS Natural or COSMOS Organic by the Soil Association

Bring Back the Wildflowers: we invest at least 10% of profit and 2.5% of our time in charities that support this aim. We keep bees and maintain our own wildflower meadow

Appreciate Nature: respect and protect the outdoors.

Minimise Impact: plastic-free, recyclable, low-energy production. Reduced water and chemical consumption.

Enjoy: a joyful, purpose-driven workplace and customer experience.

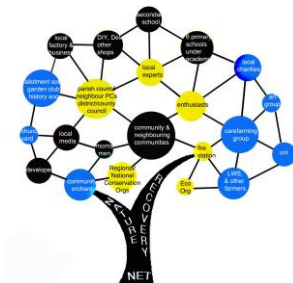


Designed to Give – 10% of Profits

In 2024 we donated funds to three wildlife charities.



Plantlife: Protecting wild plants and fungi across the UK



Long Mead Foundation: Restoring Thames Valley wildflower meadows



Peace Oak Association: Community rewilding and education projects

In 2025 we intend to hit our targets and also catch up the shortfall from 2024

Measure	Aim	2024 Actual	2025 Target
Profit Donated	10%	4.6%	10% and correct 2024
Time Donated	2.5%	1.7%	2.5% and correct 2024



Designed to Give – 2.5% of Time

In 2024 we gave time to a number of wildlife causes

Senior Tutor on OBKA Beekeeper Training Courses

Educational talk with WI

Bee Keeping Talks at Peace Oak Apple Day

Meadow **planting and wildflower repotting** with
Long Mead Foundation



A vibrant field of wildflowers, primarily yellow and white daisies, with some purple flowers interspersed. The field is dense and stretches towards the horizon under a bright sky.

Minimise Impact

Resource Reduction:

| **334kg water saved** through water-free formulations

Toxin Reduction:

| **83kg of chemicals avoided** by our unique formulations

As a result, we also **reduce packaging volume** and the carbon associated with transport

| **Plastic-free and recyclable or compostable** packaging throughout (our pumps contain plastic but can be reused)

Certifications

Annual Soil Association audit passed with 2 actions that are now completed

Updated label artwork for face care range

Launched face care cartons

3 new product certifications achieved

72% of all products now certified

Target: All products COSMOS Natural or Organic by 2026, 85% for 2025



Our path towards



Certifications

Groundwork completed in 2024:

Established *Neve's Bees Ltd*

Moved to independent ethical bank

Completed initial B Impact Assessment

Started work on actions

Target: Achieve B Corp Certification in 2026



Our Supply Chain

Target 2025: introduce a formal supplier management system for our top 80% of spend.

Measure	2024 Actual	2025 Plan
Local & Independent Suppliers	25%	Increase
Minority-Owned Suppliers	10%	Increase
Raw Materials Certified	74%	Increase
COGS UK-Based	100%	Maintain

Product Development and Customer Feedback

Introduced **more options for shipping** including a next day delivery option

New artwork and cartons for our face care products to convey a more premium feel

Launched our deodorant range after a significant period of development and user testing

We will conduct our first **customer survey** in 2025 and then this will be an annual activity



Sustainable Growth

Purchase of new mixing and dispensing equipment was enabled by **West Oxfordshire District Council's Small Business Grant Scheme**. The new equipment has increased our production capacity and improved product quality as well as making the processes safer, easier and more energy efficient.

We'd like to thank the team at WODC for their support

Funded by UKSPF through West Oxfordshire District Council



Funded by
UK Government



Looking Ahead to 2025

Our Path to B Corp Certification

Submission planned for 2025

Key Targets for 2025

10% profit and 2.5% time
reinvested in nature

85% product certification

Introduce formal supplier
management

Launch 3 new products –
Tinted Lip Balm, Cleansing
Oil and Nourishing Oil

Bee yourself, naturally!

NEVE'S
BEEES