

Bite

Impact Summary 2022



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Introduction

This Report

It's official. As of Summer 2022, Bite is a Certified B Corp. We believe that the small changes we make together can add up to something big – which is why we are thrilled to join this community of purpose-driven business leaders using their businesses to make a difference in this world. As a Certified B Corp, we are taking our commitment to sustainability and transparency to the next level by publishing our very first annual impact summary. Below you will learn more about our company, our journey of becoming a Certified B Corp, our current practices, and our goals for the future.

Our Story

Our Founder, Lindsay, couldn't swallow the fact that over one billion plastic toothpaste tubes end up in landfills every year – and she definitely couldn't swallow the questionable ingredients that came along with those tubes. So, after looking for a sustainable and healthy alternative, and failing to find it, she started her own brand.

About Bite

At Bite, we believe that a brighter smile doesn't need to come at the expense of our bodies or the environment. We reinvented your daily routine with products that are plastic-free, cruelty-free and made with clean ingredients.



Our Mission

Our mission is to empower change, one little bit at a time, by showing how our daily habits have an impact on our planet and ourselves and by creating products that reduce waste and leave a cleaner planet for future generations. Every little bit counts.

AT THE HEART OF BITE, WE WANT TO DO BETTER

That means asking ourselves, every day, how we can improve. Whether it's mindlessly tossing out an empty toothpaste tube or glossing over the ingredients list, small daily actions can shape the future of our planet. By uncovering how we can be better to ourselves and to the earth, we are one step closer to a healthier and more sustainable world.

ONLY THE GOOD

Cheap fillers, harsh chemicals, and artificial dyes and flavors have no place in our daily routines. So we took out the bad and left only the good because things you use every day should be made with ingredients that are good for you.

NOT OURS

We believe the earth is not ours to keep, but to protect for future generations. We believe that animals are not ours to test on or to use as ingredients. By using only recyclable, biodegradable or compostable materials, we're able not to add to our already overflowing landfills and polluted oceans — and we're able to replace products that would otherwise end up there.

Our Core Values

DO NO HARM

Consistently make choices that do not harm our bodies, other people, our planet or animals.

BE OBSESSED

Be obsessed with our mission, be obsessed with our customer, be obsessed with your part of the whole. Pay obsessive attention to detail and be obsessed with the quality of your work.

MAKE IT WORK

Problems will arise, issues will pop up, be resourceful, unconventional and scrappy. Ask for help and pull in support and no matter what, deliver.

Our B Corp Journey

Bite & B Corp go together. B Corps are businesses that prioritize their purpose, not just their profit — which is exactly what we do at Bite. As a Certified B Corp, we were assessed on some of the highest social and environmental standards worldwide, and now we are expected to uphold these standards and continue to improve over time.

We were assessed across five key categories: Governance, Workers, Community, Environment, and Customers. This report will share more about some of the work we are doing in each of these impact categories that helped us earn our B Corp Certification status.

Our Score

Governance 16.3

Workers 19.2

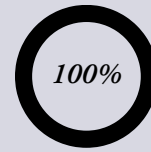
Community 24.0

Environment 30.2

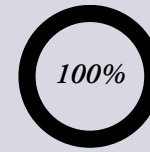
Customers 2.2



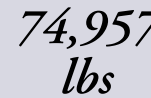
2022 Highlights



100% of products produced with recyclable, biodegradable, or compostable materials



100% of our employees are paid an individual living wage



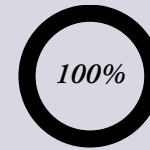
74,957 lbs of plastic waste was diverted from the landfill



91% employee satisfaction rate



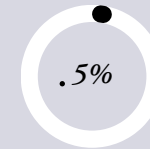
100% of our carbon emissions were offset



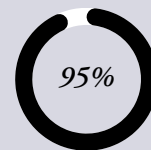
100% of our workers took advantage of their professional development opportunities



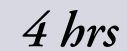
100% of our customers that changed their purchasing habits to sustainable alternatives



0.5% of our annual revenue was donated to charitable causes



95% of products produced with clean ingredients - no cheap fillers, harsh chemicals or artificial dyes / flavors. (We lost 5% due to offering our fluoride option to customers.)



4 hrs on average were volunteered per employee

Better Vision (Governance)

Our Vision

Good governance means that we hold true to our mission and core values in the long-run. It is our commitment to operating ethically and transparently.

Baseline

To solidify our long-term commitment to our mission, we became a Public Benefit Corporation. This is a legal designation that holds us accountable to our purpose and to our stakeholders.

After listening to our stakeholders, we were able to identify which topics were most important to them and us. Those topics, or our “material” topics, are the areas we focused our efforts this year. The topics identified were: Business Ethics, Product Design and Lifecycle Management, Product Quality & Safety, Customer Welfare, Selling Practices and Product Labeling. This report will share more about each of those topics and what we are doing to prioritize them for the long-term benefit of our company, society, and planet.

Commitments & Goals

Our commitment is to continue to uphold the highest standards of business ethics, to listen to your feedback, and incorporate it into our business model so that our very existence as a business makes your life, or community, a bit better.



Safer Sea Turtles (Environment)

Our Vision

Our vision for the planet is a plastic-free future. Our aim is to contribute by creating plastic-free alternatives that divert waste from our landfills and oceans.

Baseline

By using only recyclable, biodegradable or compostable materials, we are able to replace products that would otherwise end up in landfills and oceans. Our Bits are packaged in glass bottles with aluminum lids that are meant to be reused by customers with our compostable refill pouches. We use FSC-certified cardboard whenever possible and water-based inks for all of our paper packaging.

Bite is proud to be carbon neutral! In 2022 we offset 100% of our carbon footprint through Carbonfund. To further reduce our carbon footprint, we also utilized existing postal routes.

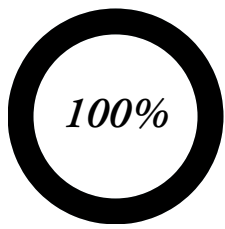


Commitments & Goals

Our goal is to produce 100% of our products with recyclable, biodegradable, or compostable materials. In twenty years, we aim to have diverted over one million pounds of plastic from the landfill.

We are also committed to education by using our brand voice to promote sustainable living, sustainable packaging, and waste reduction for our customers and industry.

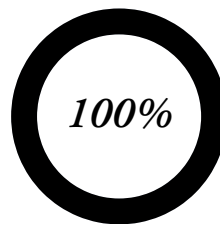
Our commitment is to continuously monitor, record and offset 100% of our emissions. Our goal is to reduce our carbon emissions by 3% annually proportional to growth and baseline.



of products produced with recyclable, biodegradable, or compostable materials

74,957
lbs

of plastic waste was diverted from the landfill



of our carbon emissions were offset

Healthy Smiles (Customers)

Our Vision

Our vision for our customers is to give you a healthier smile. We believe in products that are better for you, and every product we make is thoughtfully formulated to keep you smiling bright.

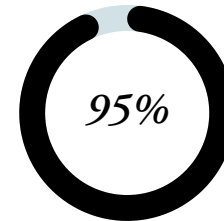
Baseline

We took cheap fillers, harsh chemicals, and artificial dyes and flavors out of our products and left only the good to ensure the wellbeing and health of our customers.

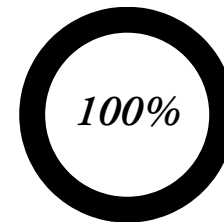
We also constantly seek out the feedback of our customers through reviews, email, survey, and social media engagement.

Commitments & Goals

Our commitment is to produce 100% of products with clean ingredients. Everything you need, nothing you don't.



95% of products produced with clean ingredients (no cheap fillers, harsh chemicals, and artificial dyes and/or flavors)



100% of our customers that changed their purchasing habits to sustainable alternatives



Thriving People (Workers)

Our Vision

Our workers are the core of everything we do at Bite — they inspire us and bring unmatched innovation, creativity, and ambition to our company! Ultimately, our aim for our workers is to better their livelihoods through great pay, benefits, and a thriving company culture.

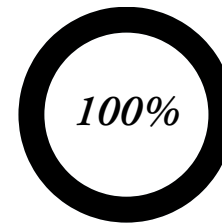
Baseline

Here is where we landed in 2022.

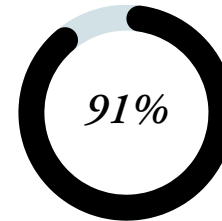


Commitments & Goals

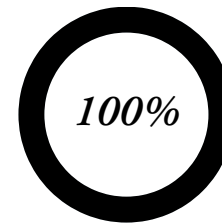
Our commitment is to pay 100% of our employees a family living wage. Our goal is to maintain a 90%+ satisfaction rating for employees and for employees to utilize 100% of their budget for career development.



of our employees are paid an individual living wage



employee satisfaction rate



of our workers took advantage of their professional development opportunities

Cleaner Beaches (Community)

Our Vision

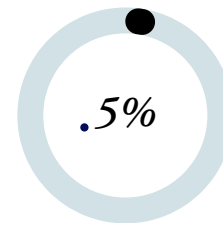
Our vision is that our community engagement and charitable giving further enables us to live out our mission of reducing waste and leaving a cleaner planet for future generations.

Baseline

This year, we supported the Surfrider Foundation and other organizations that align with our company's mission through giving, advocacy, and volunteer time. We supported the Surfrider Foundation because they align with our company's mission to reduce waste and leave a cleaner planet for future generations.

Commitments & Goals

We are committed to donating .5% of our annual sales revenue each year to our charitable partners. Our goal is for our employees to volunteer, on average 20 hours per year.



of our annual revenue was donated to charitable causes

4 Hours

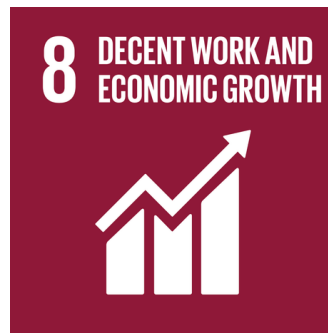
on average were volunteered per employee

UN Sustainable Development Goals

SDG Alignment

"The Sustainable Development Goals (SDGs) are the world's shared plan to end extreme poverty, reduce inequality, and protect the planet by 2030." (UNFoundation).

At Bite, we aim to align our impact with specific SDG targets to identify the small role we play in the greater global vision for collective impact.



SDG 8 Decent Work and Economic Growth

Target 8.5: "By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value".



SDG 12 Responsible Consumption and Production Patterns

Target 12.5: "By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse".

Thank you.