



TRIPLE BOTTOM LINE PLAN	
Vision	To become the global leader in business-to-consumer sales while producing and supporting products and initiatives that sustain the health of our people and the planet
KEY STRATEGIES	
People (Society)	To provide an environment of learning and growth for our employees
	To be a global contributor to the communities we operate in
Planet	To innovate our products and packaging in a fully sustainable manner
	To promote and use a platform of reusing, recycling, and sustainable energy use
Profit (Business)	To reach a global audience with healthy, high-quality, and sustainable products
	To become the leading brand in the industry; to be fully committed to CSR in all we do