



## Guided The INKEY List through the B Corp assessment process from set-up to successful verification

### Case Study: The INKEY List

Founded in 2018 in the U.K. by Colette Laxton & Mark Curry, The INKEY List's mission is to lead with knowledge, demystifying the beauty category through knowledge-driven solutions at an accessible price point, as well as to support consumers throughout their personal skincare journey.

### THE **inkey** LIST™

certification would help them demonstrate their business values and hold them accountable to their goals.

The INKEY List wanted to join the global community of B Corp certified purposeful businesses. They recognized that



Junxion was the perfect partner for our B Corp journey. They laid out what to expect, how to approach it, and were beside us every step of the way. Junxion didn't just give advice--they were happy to roll up their sleeves and help.

**AZIN TEHRANI-KAFAI**

HEAD OF SOCIAL IMPACT AND SUSTAINABILITY,  
BE FOR BEAUTY

## The Challenge

As a cosmetics business that is thoughtful about its ingredients and packaging and aims to empower its customers, The INKEY List was naturally attracted to B Corp certification as the leading, holistic sustainability mark. However, in a fast-moving business there are always competing priorities, and with little spare internal capacity, the company needed support to navigate the assessment.

The INKEY List also had several positive initiatives under way across their business around the theme of educating consumers. They were keen to measure their impact against a rigorous third-party assessment to learn where they could adapt their approach and sought Junxion's help.

Having facilitated B Corp certifications for dozens of companies across diverse sectors, Junxion are specialists in applying the B Corp framework to help businesses increase their positive impact, galvanise their teams and build more successful and purposeful companies.

## How We Helped

Junxion began by establishing a baseline score for the business, interviewing people across the business and gathering existing documentation. Having identified the gaps the INKEY List needed to fill to certify, we led a 'hack-through' workshop to prioritize which improvements to the business were most impactful and feasible for the INKEY List to implement. We also supported the team in making the case for the legal change—embedding stakeholder thinking in the company's articles of association.

We pulled together an action plan and supported the INKEY List with making further improvements to their social and environmental performance, using our in-depth knowledge of the B Impact Assessment to help them demonstrate their impact and produce the robust evidence needed to meet the 80-point threshold for certification.

## Measuring Success

In early 2023, The INKEY List became a certified B Corp after two years of work devoted to meeting high standards of social and environmental performance, accountability and transparency.

The rigorous verification was an instructive process, helping the INKEY List to appreciate what is needed to track and demonstrate positive impact for stakeholders over time, and align their various initiatives.

Alongside its B Corp journey, the business has become a carbon net zero certified brand, introduced 100% recycle-ready packaging, and established a youth-led INKEY Impact Fund to drive system change in education.

The pride and inspiration that the INKEY List derives from B Corp certification and their commitment to ongoing improvement is evident in their latest impact report.



Interested in becoming B Corp certified or using B Corp to inform your strategy? Reach out to [Mike Rowlands](#) in Vancouver, [Shayla Meyer](#) in Toronto, or [Adam Garfunkel](#) in the UK to start a conversation.