

WIP srl ETHICAL

1 - mission. WIP promotes the research a products for personal care, for which man unique, inseparable whole.

2- commitment. Every WIP collaborator in carrying out his duty is committed to do his best every day so that the principles inherent in the mission are coherently pursued.

3- activities. Conscious of the damages perpetrated to man and environment by global industrial production – also tanks to the lack of regulations and of an ethic code restraining it - WIP focuses its activity on disposable products for the daily hygiene of person, especially devoting its attention to women problem and children.

3 – priorities. WIP is also aware that sometimes it is necessary to accept technical and commercial compromises and has ranked its priorities according to the following criteria:

- 3.1. care and respect for human health
- 3.2. care and respect for the environment
- 3.3. performances and efficiency of the product
- 3.4 economy

4. – Ethic targets. Besides what listed above WIP endeavours to do its best to pursue the under mentioned goals:

- 4.1 social equity between the North and the South of the Planet, i.e. between economically disadvantaged areas and the rich ones; between rich and poor generally
- 4.2 Safeguard of biodiversity, protection of natural resources and of sites recognized or recognizable as Human Heritage
- 4.3 safeguard for Minor Universal Rights
- 4.4 safeguard of Ethnic Minorities and of thier cultural heritage
- 4.5 protection for poor people

To achieve these results WIP dedicates, wherever technically and commercially possible and coherently with priorities listed at point le 3, to:

- 4.6 use raw materials from organic agriculture instead of those from extensive and speculative agriculture
- 4.7 use as much as possible eco-sustainable materials than what usually applied in disposable goods
- 4.8 reduce wastes for all raw materials, including packaging – be them oil derived based or of vegetal origin
- 4.9 optimize the distribution net

4.10 use raw materials and semi processed good from companies adhering with the above listed targets and priorities

4.11 refuse speculations over products – even those covered by patents and result of exclusive research

4.12 promote the critical use of disposable products, adopting a virtuous and transparent information and communication campaign

5- recognize that there are limiting factors to the achievement of the targets.

Aligned with the mission at point 1., the priorities at point 3. and the targets at point 4. WIP is conscious of the difficulties in granting the full respect of the principles exposed, as WIP operates in an open market, globalized and strongly conditioned by an oligarchic pool of corporation that strongly affect market, research and consume.

WIP hence defines

5.1 “technical limitations”: the lack on the market of raw materials and production processes compatible with what afore reported; without whose product functionality and hence the production purpose would not be granted.

5.2 “commercial limitations”: the impossibility to shorten or eliminate intermediary steps, to act a direct and transparent communication and hence to influence directly or indirectly the purchases of consumers, when this impossibility derives from different factors out of control e.g. general market uses, laws regulating the production chain, distributive channels .

6 – Mass consumption and critical consumption. WIP considers consumers, especially the most defenceless ones like children, the core of its mission; moreover according to point 1, 2, 3, WIP regards disposable goods as mass consumption products, and works for all types of consumers without class or economic distinction.

WIP uses intermediaries, direct and indirect distributors, and sales shops, following the opportune criteria finalized to reach its target and at the same time without disregarding principles expressed at points 4 and 5.

Whenever possible the direct relationship with the consumer is privileged – where the consumer has constituted a spontaneous association, a cooperative, or any other form of direct participation to purchases, promoting critical and responsible consume.

WIP is aware of the fact that disposable products can slacken consumer attention towards responsible and sustainable behaviours – tank to the invasive and persuasive message by leader companies through media. Therefore WIP supports the projects and initiatives apt to reduce the exasperated and squander consume.

7 – political Choice. Respect for Health and for the Environment are independent from any political or religious belief. WIP intends to respect all the initiatives, enquiries, questions and expectations of its own collaborators, partners, consumers, within the limits of its competences, resources and

choices connected with its ethic code, without discriminations nor selection based on prejudices.

8 – Internal regulations. WIP partners and collaborators recognize and adopt the following general behaviour rules during their cooperation and when directly or indirectly representing the company:

6.1 promote and spare natural resources and encourage the use of Energy from natural renewable sources

6.2 use recycled/recyclable materials

6.3 are sparing in the use of those materials than cannot be recycled

6.3 adopt diversified waste management and renounce to the use of packaging when unnecessary in respect of product functionality

6.4 use means of transport powered by eco-sustainable fuels

6.5 whenever possible benefit of public transport facilities

6.6 lead a healthy way of life and commit themselves to limit the use of tobacco, alcohol and anything else potentially harmful to their health

6.7 do not use food or hygienic – sanitary products made by companies that do not respect points 3, 4, 5, 6.

6.8 are kind and broad-minded towards colleagues, suppliers and customers becoming example in first person for the others

6.9 stick to criteria ensuring the maximum transparency towards consumers in the matter of ethical and political choice, targets and commitments hereby defined and on the other hand keep company information strictly confidential – unless where differently agreed.

7.0 Wherever they are working or going, they“ try and leave this world a little better than they found it” (Sir Baden Powel founder of scout movement)

The above listed behaviour rules should be coherently promoted and realized in private life.