

JOIN THE **BAMBOO**

REVOLUTION!

THIS BAMBOO MONTH!



**Cheeky
Panda**
SUSTAINABLE BAMBOO

WE ARE LEADING A BAMBOO REVOLUTION

SOFT, STRONG, AND SMARTER FOR THE PLANET.

BAMBOO DOES IT BETTER.

We're bamboo obsessed (and proud). Our mission is to lead the bamboo revolution and make ridiculously good bamboo-based essentials that work better, feel better, and leave no mess behind.



IMPROVE CUSTOMER ENGAGEMENT & LOYALTY

Turn heads. Win hearts. Save trees. Let your customers know that your business cares about the environment.

Certified



Corporation

QUALITY YOU CAN TRUST. REVIEWS THAT RAVE.

Thousands of five-star fans can't be wrong. We're B Corp certified, because doing business the right way should be the only way.



IMPROVE YOUR ESG

Sustainable bamboo paper hygiene that's planet proud (and plastic-free). Big impact, small footprint.



SUPPORT A FEMALE LED BCORP BUSINESS

Increase diversity in your supply chain.

WHY WE'RE HERE

In 2016, 196 nations signed the Paris Agreement to keep global warming well below 2°C, with a push for 1.5°C. It's an urgent call to peak global emissions by 2025 and cut them by 43% by 2030. Big goals– but necessary ones.

(HINT: IT'S NOT JUST FOR SOFT LOO ROLL)

Cop28 summit 'on verge of failure' after UAE abandons fossil fuel pledge

New weaker draft only states that production and consumption of polluting fuels 'could' be reduced, rather than stopped completely

James Crisp, EUROPE EDITOR
11 December 2023 • 8:17pm



PROMISES
DON'T CUT
CARBON.
BAMBOO DOES.

BAMBOO DECARBONISATION

In the face of faltering fossil fuel phase-out efforts, The Cheeky Panda champions bamboo as a climate change solution. The unique combination of bamboo's swift growth, carbon absorption capabilities, and extensive root system distinguishes it as an exceptionally efficient resource, surpassing traditional forests in biomass production. The versatile qualities of bamboo, when harnessed effectively, contribute to a sustainable future and underscore the importance of exploring innovative alternatives in the ongoing battle against climate change.



At Cheeky Panda, we believe real change starts with smarter everyday choices. That's why we use fast-growing, renewable bamboo instead of trees. Because the planet doesn't need more promises. It needs action that actually grows back.

CHOOSE BAMBOO FOR THE LOVE OF TREES

A WHOPPING

700,958,193

TREES GOT THE AXE



x5,731,000

Nearly 2 million trees are flushed away every single day for a five-second wipe.

OVER A YEAR? THAT'S ENOUGH FOREST TO COVER AROUND 5,731,000 FOOTBALL PITCHES.

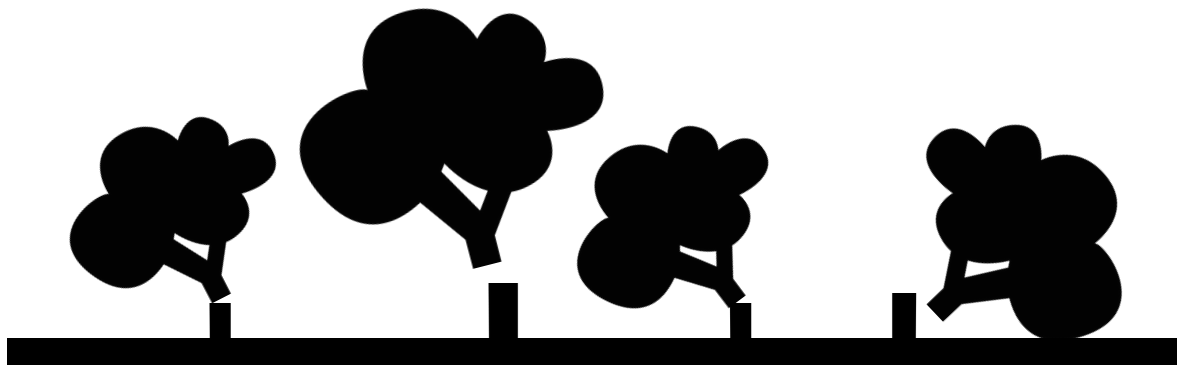
If left standing, those trees could've soaked up almost half a million tonnes of CO₂ over their lifetime.

THE SAME AS 150,000 PEOPLE GOING VEGAN FOR A YEAR*.



ALL THAT WASTE... WHEN BAMBOO BOUNCES BACK LIKE IT'S ON A MISSION.

CHOOSE BAMBOO FOR THE LOVE OF TREES



140 countries promised to stop deforestation by 2030. Sweet idea. But in 2023? Deforestation kept rising. We'd need to cut it by 50% just to stay on track. So far, it's all big promises, little follow-through.**

While trees keep getting chopped for things like toilet roll, bamboo's over here minding its business, growing back like a pro, and asking, "What's all the fuss?"



FORESTS ARE THE LUNGS OF OUR PLANET- NOT SOMETHING TO FLUSH. AT CHEEKY PANDA, WE'RE STOPPING DEFORESTATION BY SWAPPING TREES FOR BAMBOO.

** Carrington, D. (2024). Deforestation 'roaring back' despite 140-country vow. The Guardian.

ENVIRONMENTAL IMPACT OF PAPER



30M

30 million hectares of tree cover loss, that's a 5% increase compared to 2023—an area the size of Italy (WRI, 2025)



15%

15% of global deforestation is linked to toilet tissue. Yes, really. We're flushing forests (Natural Resources Defense Council).



2M

Nearly 2 million trees a day are cut down to make toilet paper. Trees that took decades to grow. Gone in seconds.

SAVING THE PLANET IS TRENDING (FINALLY)



71%

71% increase in global online searches for sustainable products over the past five years (Economist Intelligence Unit).



75%

75% of millennials factor sustainability into their purchase decisions. The future's got standards (McKinsey & Co).



50%

Half of all consumers are happy to pay more for environmentally responsible products (Kantar)



1 IN 3

1 in 3 are unlikely to buy a sustainable brand if quality is not in line with non-sustainable alternatives (Nielsen)

WHY WE LOVE BAMBOO

AND YOU SHOULD TOO!



**A LIVING FOREST WHERE
HABITATS ARE PROTECTED
VS CLEARCUT TREES**



**THE NEXT GENERATION OF
ENVIRONMENTAL SOLUTIONS
ARE NATURALLY REGENERATIVE**



**DEFORESTATION IS
UNACCEPTABLE & UNECESSARY**

LIFECYCLE ASSESSMENT

CO₂e PER ROLL:



BAMBOO VS TREES VS RECYCLED TOILET PAPER



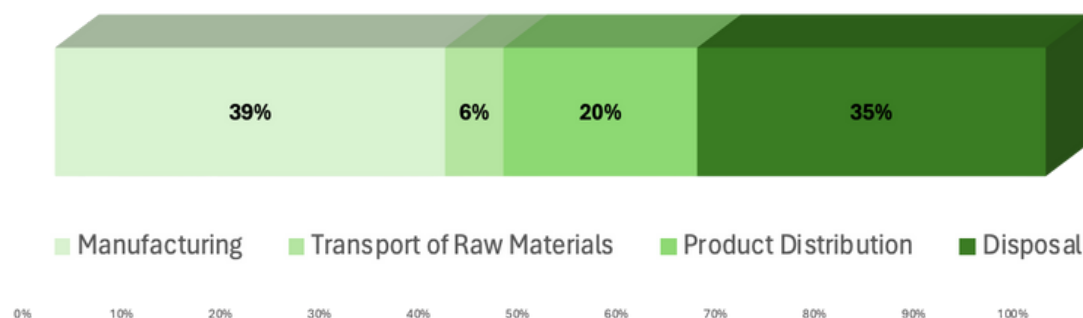
Process	Lifecycle emissions (gCO ₂ e per roll of toilet paper)		
	Cheeky Panda's Bamboo Toilet Paper	Typical Virgin Toilet Paper	Typical Recycled Toilet Paper
Raw Materials (embodied emissions)	128.50	201.56	240.81
Transport of Raw Materials	19.25	23.83	20.14
Product distribution	63.81	63.81	63.81
Disposal	114.83	115.60	116.15
Total	326.39	404.80	440.91

Table: Cradle to Gate emissions comparison* of Cheeky Panda's bamboo toilet paper against industry average (packaging included)

45% LESS CARBON THAN RECYCLED

We worked with Carbon Footprint Ltd to understand the impact of our toilet roll, and they found that our toilet rolls releases **45% less** carbon than recycled, and **27% less** than virgin tree based paper.

PLUS it what makes
our products
SERIOUSLY SOFT

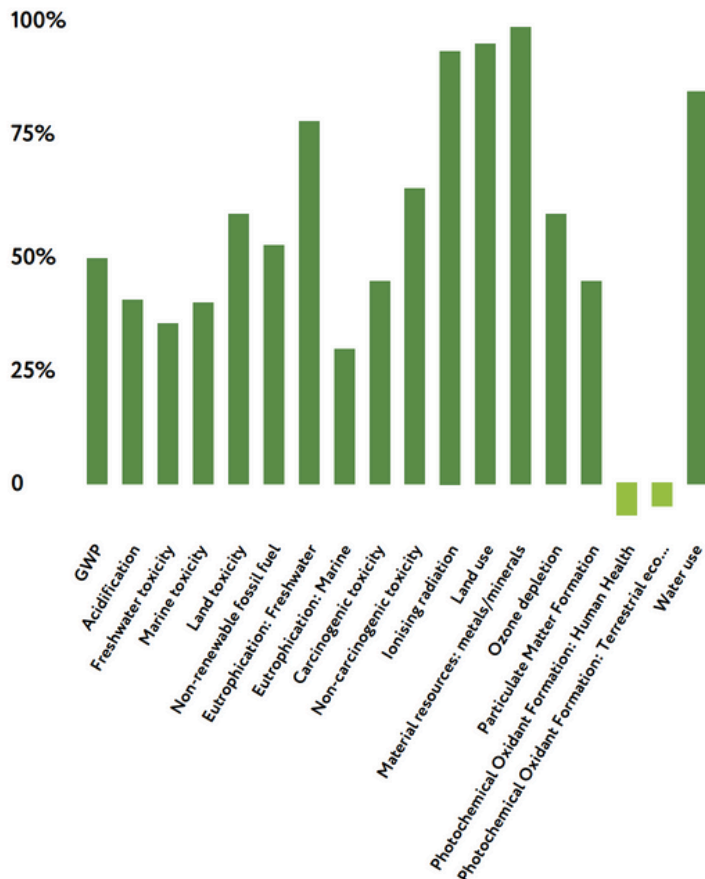


*Conducted in accordance with ISO 14067 standards

TAKING OUR BAMBOO RESEARCH

EVEN FURTHER!

Comparison savings to UK industry average toilet roll (%)



After our analysis showing the carbon impact of our toilet paper we got thinking... this assessment didn't cover the magic of our products – the benefits of bamboo as a raw material!

That's why we worked with L.C.D. Consulting to complete a broader LCA, understanding the impact of our toilet roll across 18 impact categories.

The report* measured aspects ranging from land and water use, non-renewable fossil fuels and global warming potential impact categories, compared to UK industry average recycled and virgin-wood toilet paper.

Across 18 impact categories, we're slashing footprints left, right and centre– with savings of **35% to 99%** on nearly every indicator (yep, all but two). Even the endpoint impact came in swinging: overall impacts to species down **73%** and human health **63%** lower.

*Report aligned with PEF, ReCIPE methodology and ISO 14067, ISO14040 and ISO 14044

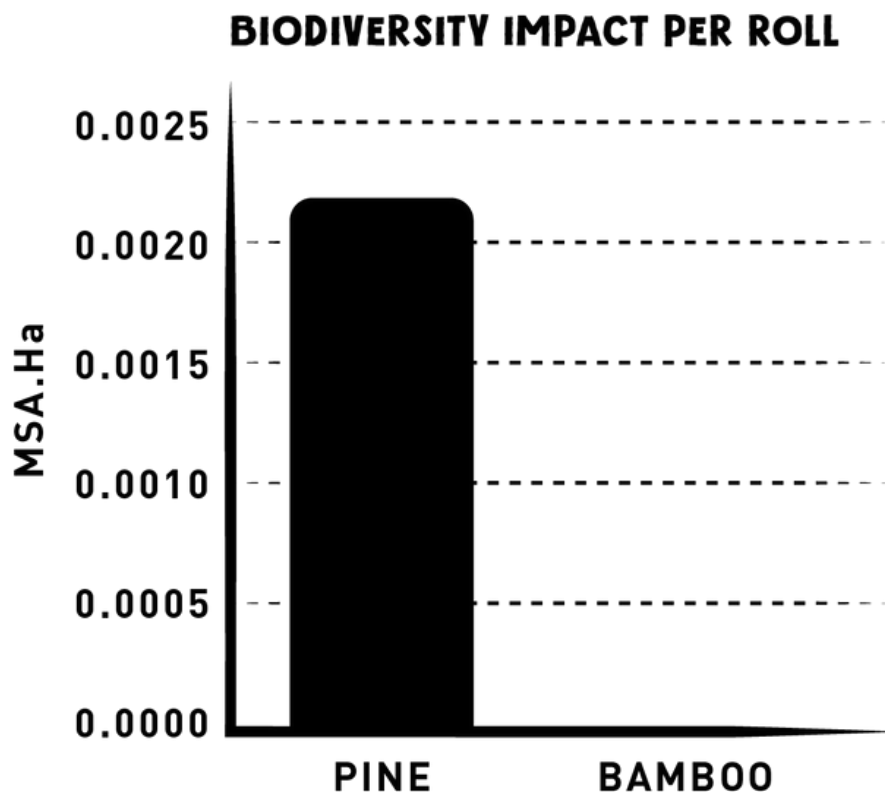
LIFECYCLE ASSESSMENT

BIODIVERSITY IMPACT

LONG STORY SHORT, OUR ROLLS HAVE....

NO IMPACT
ON BIODIVERSITY

DURING HARVEST



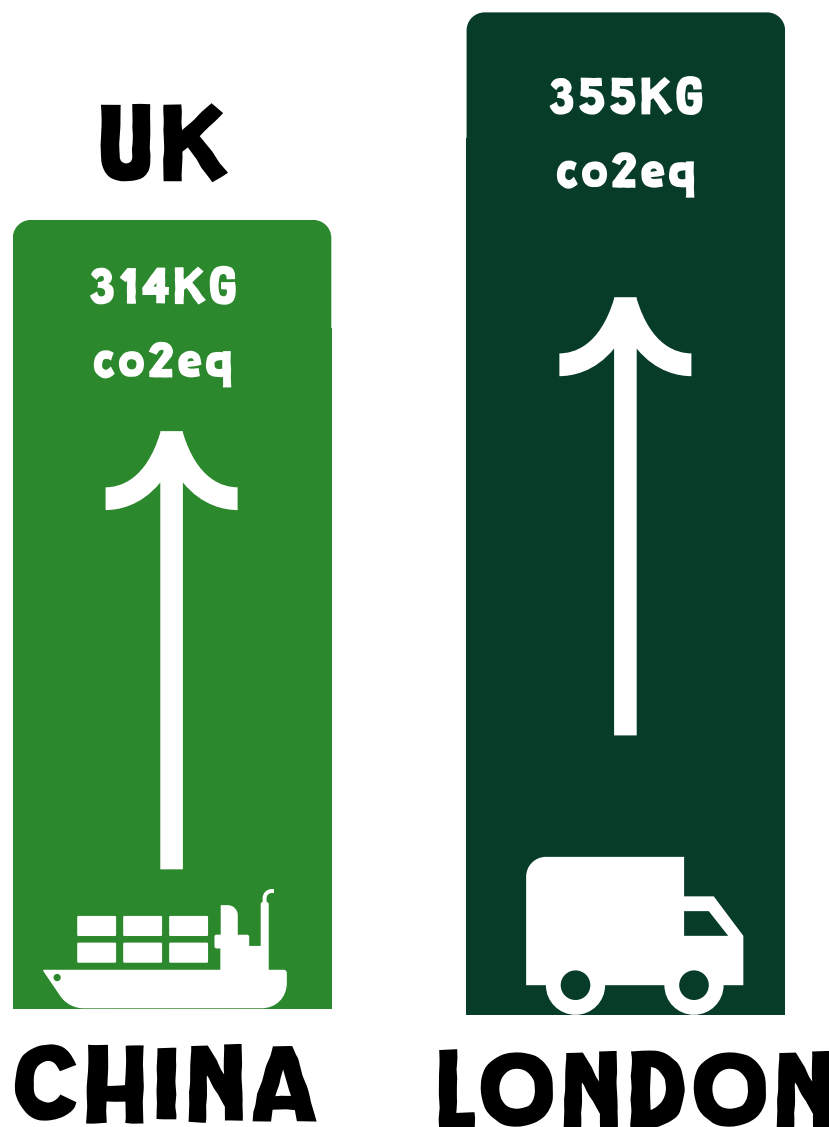
Our report dives into something most LCAs skip – biodiversity. Measured by Mean Species Abundance (MSA), our hand-cut bamboo from native forests scores a perfect **1**. Compare that to single species managed forests at 0.2 – an **80%** difference. Translation? Our rolls keep forests as wild and wonderful as nature intended.

OUR SUPPLY CHAIN COMMITMENT

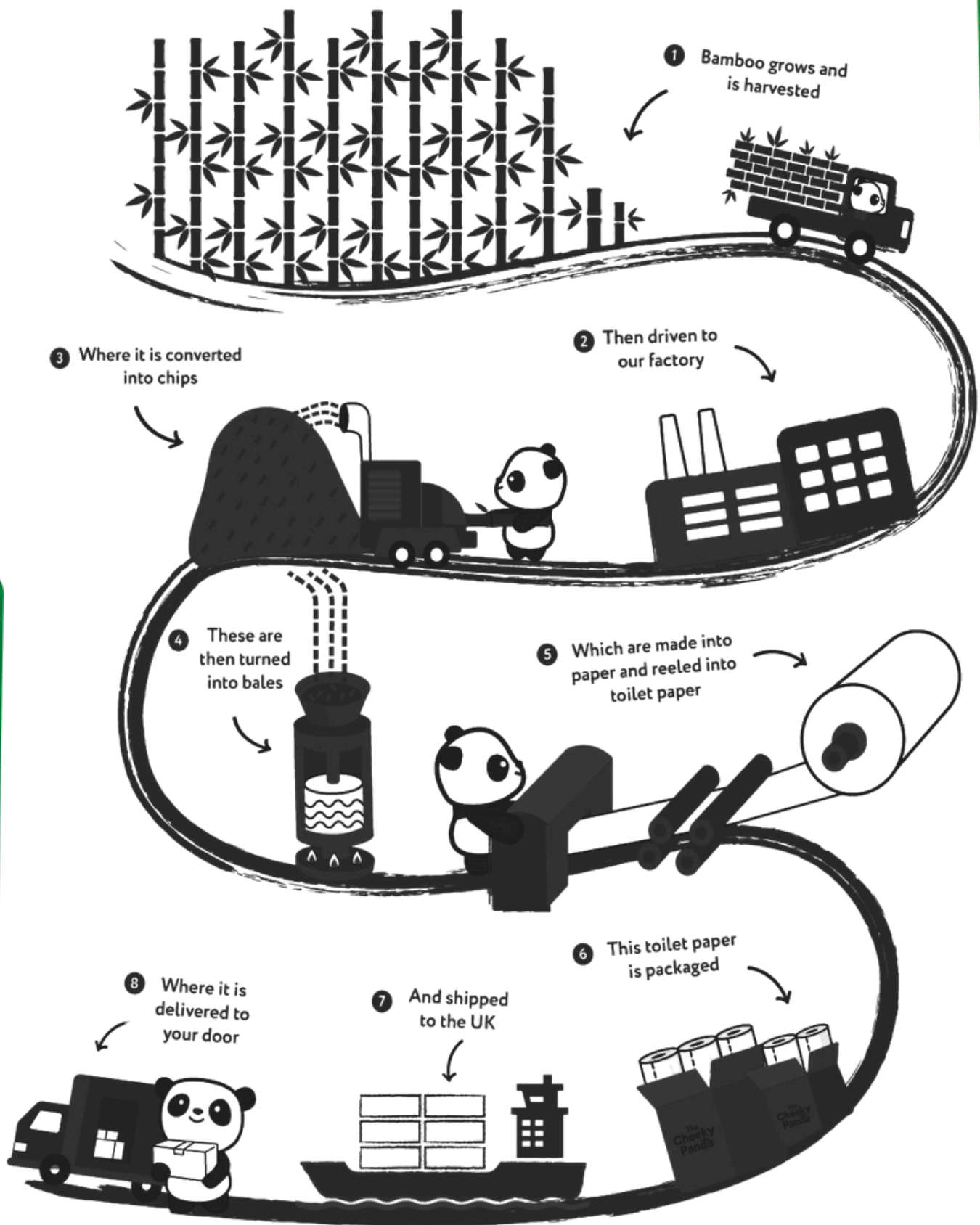
BIG SHIPS, SMALL FOOTPRINTS.

Ocean shipping? Just 3.5g of emissions per ton mile – thanks to clever fuel use and serious scale. Road haulage? A chunky 166g. Trucks may honk louder, but ships sail cleaner.

EDINBURGH



YOU MAY BE THINKING HOW DOES IT ALL WORK?

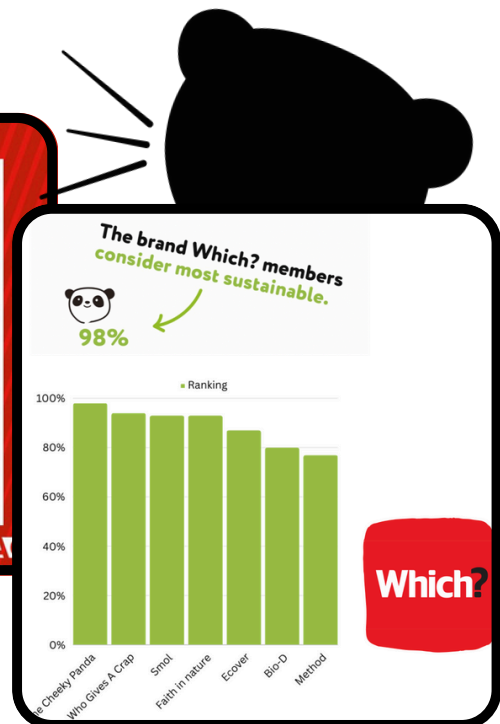


TOP SUSTAINABLE BRAND ACCORDING TO UK PUBLIC

TOP 10 SUSTAINABLE BRANDS ACCORDING TO THE PUBLIC

1 st ECO VER	2 nd smol	3 rd method	4 th THE ORIGINAL OATLY!	5 th THE BODY SHOP
6 th WIL EC TV	7 th LINDA MCCARTNEY'S	8 th M&S HOME	9 th The Cheeky Panda	10 th WAITROSE & PARTNERS

IMPACT



CUSTOMER REVIEWS

PANDA FANS ARE SAYING...



"My daughter has really sensitive skin and struggles with toilet roll itching. These are absolutely fantastic and has resolved all her issues. Keep an extra roll in the boot so she has it wherever we go"

– Nathan
& Harriet



"An excellent product. Doesn't tear mid sheet, doesn't disintegrate in your hand when it gets wet and doesn't send up tons of dust every time you tear a sheet from the roll."

– Mike



"This brand remains the one I return to again and again, especially for its impressive blend of comfort, durability, and sustainability. It's not just hype—it's genuinely better."

– James S

*These are all verified 3rd party reviews from purchases made on Amazon UK.

DON'T JUST TAKE OUR WORD FOR IT

THEY MADE THE SWITCH TO **BAMBOO**

LEADING HOTEL CHAIN

Kept **327kg** of plastic
out of the waste stream.

=

*Picture a giant moose made of
single-use plastic. That's Crazy.



Stopped over **36.9 tonnes** of Carbon
from hitting the atmosphere

=

**Same as driving a car more than
three laps around the world.



GOVERNMENT BUILDING

Kept **54kg** of plastic out
of the waste stream.

=

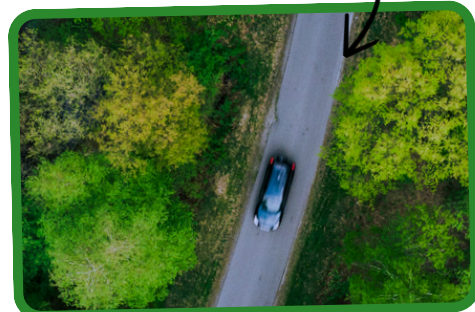
*That's the weight of a
fully grown leopard!



Saved over **6.3 tons** of Carbon from
entering the atmosphere

=

**That's like driving from London to
Sydney. In a car.



WE ARE

GOLD STANDARD ACCREDITED



The mark of
responsible forestry

FSC AUDITED & SUSTAINABLY SOURCED

Our bamboo doesn't just grow fast—it grows right. Our stalks are sourced from well-managed forests, audited to the nines, and certified by the FSC. So you (and your conscience) can stay squeaky clean.

Certified



Corporation

PROUD TO BE A B CORPORATION

From loo rolls to logistics, we've checked everything to make sure we're doing right by people and planet. That shiny third-party stamp? Proof we're not just talking the (bamboo) talk—we're walking it, with the world's most ethical businesses by our side.

PFAS FREE

TESTED PFAS FREE

While most recycled paper and 90% of straws are hiding those pesky "forever chemicals" (PFAS), our products are proudly PFAS-free. That means you're not just wiping away the mess—you're wiping out toxic nasties too.



Cruelty Free
INTERNATIONAL

CRUELTY-FREE GUARANTEED

Our wipes have officially joined the Leaping Bunny crew. No animal testing, no sneaky ingredients, no excuses. Just clean, green, cruelty-free goodness from start to finish.

WE ARE

GOLD STANDARD ACCREDITED



VEGAN SOCIETY CERTIFIED

We are the first tissue brand to be Vegan Certified. No animal ingredients, no by-products, no testing on fluffy friends. Just pure, panda-friendly paper goodness.



MANUFACTURING PARTNERS CERTIFICATIONS

We ensure that our manufacturing partners adhere to our high standards, with all needing to have as a minimum ISO9001, ISO14001, and ISO45001. These are all checked by independent auditors to ensure compliance.



ECOVADIS GOLD MEDAL

This recognition means that Cheeky Panda is in the top 5% of companies assessed by EcoVadis in the 12 months prior to the medal issue date. The award reflects the quality of the company's sustainability management system and demonstrates a commitment to promoting transparency throughout the value chain.



**Thank you for wiping
responsibly**

