



CSR REVIEW 2024

Making a **meaningful difference** to dentistry, business and people



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**THE BODY WANTS TO HEAL,
OUR MISSION IS TO
WORK WITH IT**



A Message From Our Director of Sustainability

Another year has passed and we continue to make strides towards a bigger, better sustainability strategy. Sustainability continues to dominate the business agenda, with more businesses than ever before taking consideration to improve day-to-day processes. The activities we carry out daily can have a knock-on effect on customers, colleagues and the environment.

We are proud that our business has been built on ethical foundations – ‘eth’ being the Greek definition for ethics and ‘oss’ the Greek for bone. Our brand name literally means ‘ethical bone’ and we pride ourselves on doing the right thing, for the right reasons. That is a legacy we continue to foster in the day-to-day running of our business almost 10 years on.

As a business we are incredibly proud of our colleagues who continue to spearhead our sustainable activities, finding new possibilities and new ventures to make a difference within our communities. No matter how big or small, our actions have an impact.

In 2025, we look forward to implementing our new, tailored approach to sustainability that will enable us to focus on activities that support our vision, and values and have a positive impact.

A handwritten signature in white ink, appearing to read 'D. Harrison'.

Debbie Harrison

About Us

Our approach grows from a simple philosophy:
The body wants to heal – let's work with it.

From the start, EthOss® was developed with both dentists and patients in mind. It goes beyond bone grafts and artificial scaffolds to deliver true host bone regeneration.

Since launching in 2015, its popularity among dentists and patients has grown just as fast, fuelled by our blended learning experience, EdgeX.

We're proud to offer a bone graft material that's completely free of animal products. And with a built-in occlusive barrier, there's no need for a separate collagen membrane – simplifying the procedure while supporting ethical, regenerative treatment.



Business Priorities

To achieve our business objectives, we are focused on driving sales and long-term growth, grounded in cutting-edge research and responsible leadership. We are proud to be a business founded on ethical principles, offering a synthetic product that aligns with a wide range of religious and ethical beliefs.

Looking ahead to the new year, we aim to maximise the impact of our CSR programmes. While we recognise that we are a small business, with limited resources in comparison to big players, we believe our impact can still be significant. We will continue to review and refine our sustainable strategies to ensure we're playing our part in creating a better world – for today and for generations to come.

Our Vision and Values

OUR VISION

CREATING A WORLD OF ENLIGHTENED SMILES.

We have a simple vision: to set the new standard in true host bone regeneration for better patient care.

But it doesn't stop there. We strive to lead by example in responsible business, making a conscious effort to improve ourselves, and improve our planet.

OUR VALUES

Our values sit at the heart of everything we do.

This year we have extensively reviewed our values to ensure they still reflect who we are as a business, a team, and a purpose-led organisation.

Importantly, our colleagues played a central role in shaping the direction of our refreshed values. We're excited to embed them in everything we do over the months ahead – because our team is:

- Ready to **embrace the adventure**
- Natural **grafters at heart**
- Standing for **integrity in everything**
- Passionate about **empowering our people**

EMBRACE THE ADVENTURE

If you're not playful, the world becomes static.
We never stand still, and we don't follow the crowd.
We are curious and lifelong learners.

GRAFTERS AT HEART

Maybe it's because we're Yorkshire at heart, but at EthOss, we're not scared to put in the graft – we go above and beyond, even when no one is watching.

INTEGRITY IN EVERYTHING

We don't just do it for personal gain, it's how we sleep well at night.
We do what is right, not what is easy.

EMPOWERING OUR PEOPLE

We strive to empower our people to be their best selves.
We want to share the adventure, and that journey is always going to be better together than alone.

Together, these values guide how we work, how we grow, and how we show up for our customers and communities

Sustainability Goals

At EthOss we are passionate about creating a positive impact on our environment and doing our part in addressing the serious challenges facing our planet.

We have supported several sustainable development goals over the last 3 years. This year, we've taken time to review our focus and refine our commitment – selecting four key goals where we believe we can make a significant impact. Having clear and succinct goals will enable us to strategically consider our activities, ensuring everything we do leads back to making a difference with these goals in mind.

This year we are looking to support:



Our Year in Numbers



Key Initiatives

Woodville Community

Last summer, EthOss colleagues headed to Woodville Community, where the team took part in rebuilding a traditional dry-stone wall, helping to transform a previously unused area into a welcoming, accessible garden. This was to support the community group in their mission to create vibrant green spaces in the centre of Keighley.



Keighley College

We partnered with our local college to perform mock interviews to help prepare young students who will soon be entering the world of work. Our Managing Director and Sales Director were on hand to conduct the interviews and provide real-time feedback and guidance.



White Collar Boxing

Our Sales Director, Joe Harrison, took on the 8-week white-collar boxing challenge in aid of Save the Children, a global organisation working across over 100 countries, supporting children to learn, grow and thrive. Joe delivered a knockout performance, raising a fantastic £1,455.

Airedale Hospital

Over the festive season, our marketing team embraced the Christmas spirit as they organised the collection and donation of over 45 gift parcels to be donated to the children's ward at Airedale Hospital. Along with the gifts, the business also donated over £100 worth of activities and games to help entertain and uplift children spending the holidays in hospital care.



Our People

Grow stronger, together

At EthOss, our people are at the heart of everything we do. We believe that when our team grows, the business grows too.

We actively encourage personal and professional development, supporting our colleagues in exploring training opportunities and building new skills. With the dental and business landscapes constantly evolving, we're committed to ensuring our team has the tools they need to succeed.

This year, one of our colleagues completed a Leadership in Business course, gaining mentorship from experienced professionals and bringing fresh insight and positive change back into the business.

We're also proud champions of internal progression. In 2024, we were delighted to promote our Sales Manager – a key figure in our growth journey – to Sales Director, recognising their outstanding contribution and leadership. We believe in celebrating success and investing in the people who help drive us forward.

Rewarding colleagues

To thank our team for their continued dedication, we offer competitive salaries, strong pension plans, and flexible working hours to help support a healthy work-life balance. In 2024, we introduced a number of additional benefits aimed at supporting the overall well-being of our colleagues and their families:

- GP24 – a 24/7 virtual GP service available anywhere in the world, also covering dependents and children under 16.
- Wisdom – an employee assistance programme providing wellbeing tools, access to trained counsellors, legal advisors, and financial management support.
- Bereavement and Probate Support – offered through Health Assured, giving vital help during difficult times.
- Everest Funeral Concierge – providing will preparation, funeral planning resources, and end-of-life guidance to help relieve pressure on families when it's needed most.

These services are part of our commitment to care for the whole person – not just the professional, but the human behind the job.

Apprenticeship

In 2024, we proudly welcomed our second apprentice, continuing our commitment to nurturing the next generation of talent.

Joining us from a local college, our apprentice has thrown themselves into the role, quickly learning the key skills needed to support warehouse operations, while also showing curiosity and initiative in exploring other areas of the business.

We are pleased to share that our young apprentice also won the Teamwork Award at this year's Luminate Apprenticeship Awards, presented by Luminate Education Group.

Our suppliers

As part of our ISO 14001 accreditation, it is important that not only do we hold ourselves accountable for our impact, but we also consider that of our suppliers.

All our approved suppliers are required to:

- Undergo a formal assessment by our Quality and Regulatory Manager, based on a structured scoring system.
- Demonstrate compliance with all relevant environmental regulations.
- If requirements are met, then suppliers are added to our Approved Suppliers list, which is reviewed every six months.
- Any supplier who scores below 150, must take corrective actions to improve their rating.
- Those who do not improve will then be removed from the Approved Suppliers list.

It's important to us as a business to work with partners who share our values and who are equally committed to positive sustainable practices.

Our Goals

For 2025, we have big plans that will take the brand to the next level and enable us to continue to make a difference to our community and the environment.

- **Achieve B Corp Certification**
We aim to have obtained our B Corp certification within the next 6 months. This milestone will reinforce the business's high standards of social and environmental performance, transparency, and accountability. It will open new avenues of collaboration to explore that enable us to continue to improve.
- **Reduce Waste by 5%**
We aim to further decrease our waste by an additional 5% through recycling and reusing packaging where possible.
- **Improve Carbon Emissions Reporting**
In 2025, we will enhance our carbon tracking capabilities by expanding our reporting to include Scope 3 emissions — covering indirect impacts across our supply chain, employee travel, and more.
- **Continue Giving Back**
We will maintain our commitment to donate 1% of annual profits to charitable and sustainability-focused initiatives, ensuring our success continues to serve a greater good.



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