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Grove Collaborative Launches Summer Limited Edition Collection with The Nature Conservancy

The world's first plastic-neutral retailer builds on existing partnership with leading conservation nonprofit to create a "Crafted with a Cause" seasonal product line

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative Holdings, Inc. (NYSE: GROV) ("Grove" or "the Company"), a leading sustainable consumer products company, Certified B Corporation, and Public Benefit Corporation announced the launch of its new Grove Co. Summer Limited Edition Collection with The Nature Conservancy. As the Company's conservation partner since 2023, The Nature Conservancy and Grove Co. brand conceptualized a sustainable collection of home care essentials inspired by seasonal scents from the Alaskan rainforest, which was created by Grove. The collection celebrates the ongoing work to support conservation across two million acres of the Emerald Edge temperate rainforest in Southeast Alaska, led by Indigenous peoples in partnership with The Nature Conservancy and supported by Grove Collaborative.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20240501151622/en/>



Grove Collaborative launches their Grove Co. Summer Limited Edition Collection in partnership with The Nature Conservancy, celebrating their

"When Grove Collaborative asked The Nature Conservancy to build on our existing conservation partnership in Southeast Alaska, we were beyond excited to brainstorm ideas for scents that represent Southeast Alaska summertime," said Nikolaj Lasbo, Marketing Director for The Nature Conservancy's Emerald Edge program, which is focused on

ongoing work to support Indigenous-led conservation across two million acres of the Emerald Edge temperate rainforest in Southeast Alaska. The Alaskan rainforest provided inspiration for the collection's upcycled seasonal fragrances, Coastal Cedar and Summer Huckleberry. (Photo: Business Wire)

supporting Indigenous-led conservation in the region. "Cedar trees are an important

cultural species for Indigenous Peoples from Alaska to the Pacific Northwest, and huckleberries have been an important food and medicine for millennia. By bringing these scents into their homes, I hope that Grove customers feel a sense of connection to this special place and to the people who care for the landscape."

Preserving our existing ecosystems and forests is one the most effective strategies for stabilizing our climate and safeguarding biodiversity. Grove has committed to a deforestation-free supply chain through its [Responsible Paper, Packaging and Fiber Policy](#) and prioritization of FSC-certified paper packaging whenever possible for its Grove Co. line of owned products. From 2018-2022, Grove planted one million trees in partnership with The Arbor Day Foundation, helping restore critical areas of deforestation in the U.S. In 2023, Grove began a multi-year partnership with The Nature Conservancy, committing \$1.5 million through 2030 to support Indigenous-led conservation across two million acres in the Tongass National Forest within the [Emerald Edge](#) — the world's largest remaining coastal temperate rainforest. The new Grove Co. collection celebrates summer in Alaska and the progress made in advancing forest and community health to date, marking Grove's first partnership with an organization to develop a collection that was "crafted with a cause."

"Collaborating with The Nature Conservancy to design this limited edition collection to celebrate our partnership in addition to the natural beauty of the Tongass Rainforest has been both fun and rewarding," said Lucy Leahy, General Manager of Owned Brands at Grove Collaborative. "More needs to be done to address the climate and plastic crisis and our hope is that this collection brings together beautiful design with reduced plastic alternatives to make it easy for consumers to make more sustainable choices — while also raising awareness about the critically important work being done by The Nature Conservancy and their partners."

Upcycled Fragrances

A core component of the collection is the use of upcycled Natural Origin Fragrances for the exclusive Coastal Cedar and Summer Huckleberry scents. Ingredients were derived from industry by-products, including sawdust from the cedar chest and closet industry that was rescued and distilled into unique upcycled cedarwood essential oils.

The new fragrances transport consumers to the Southeast Alaskan wilderness:

- **Coastal Cedar** smells like the misty Alaskan coastline, where sea meets cedar forests, and features seven essential oils and nine upcycled ingredients.
- **Summer Huckleberry** smells like tart, wild berries and features fourteen essential oils and ten upcycled ingredients.

About the Collection

The collection features eight products in the exclusive Coastal Cedar and Summer Huckleberry fragrances ranging from \$4.49 to \$12.99, including both ready-to-use and

concentrated formulas. Grove [recently announced](#) their first ready-to-use collection in April 2024 and is expanding on both formats with this summer limited edition collection, including:

- *Ready-to-Use Hand Soap*: Cleans and softens skin using an aloe-infused hydrating formula and Natural Origin Fragrance, \$4.49 in 7.5 oz aluminum bottles with a reusable pump in both Coastal Cedar and Summer Huckleberry.
- *Ready-to-Use Dish Soap*: Plant-based formula works in seconds on 1,000+ dishes, \$5.99 in 16 oz aluminum bottles with a reusable pump in Coastal Cedar only.
- *Ready-to-Use Room Spray*: Made with clean ingredients and Natural Origin Fragrance, \$9.99 in 8 oz glass bottles with a pump in both Coastal Cedar and Summer Huckleberry
- *Laundry Detergent Sheets*: Pre-cut and pre-measured sheets that fight tough stains, \$12.99 for a 32 count package in 100% plastic-free kraft paper packaging in both Coastal Cedar and Summer Huckleberry.
- *Swedish Dishcloth*: Made of cellulose and cotton and offering a more sustainable alternative to paper towels, \$9.99 for a two-pack with each dishcloth lasting up to six months.

Celebrating with Design

For this collection, Grove Co. leaned heavily into showcasing sustainable material choices, including the brilliant brushed aluminum of the brand's ready-to-use bottles, infinitely recyclable glass and aluminum, and FSC-certified kraft paper. Grove partnered with [Amy MacCready](#), a multidisciplinary digital artist, surface pattern designer, and illustrator, to create two unique and exclusive packaging designs inspired by the two fragrances. For Coastal Cedar, Amy created an original pattern that brings to life the wild coastlines of Alaska, featuring Arctic terns in flight and rocky islands studded with cedars. Summer Huckleberry features a field of colorful wildflowers and the ripe red huckleberries native to the Tongass rainforest. See more of Amy's designs by visiting her [Instagram here](#).

For more information on the collection, visit grove.co/craftedwithacause.

About The Nature Conservancy

The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, TNC creates innovative, on-the-ground solutions to the world's toughest challenges so that nature and people can thrive together. TNC is tackling climate change, conserving lands, waters and oceans at an unprecedented scale, providing food and water sustainably and helping make cities more sustainable. Working in more than 70 countries and territories, TNC uses a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit nature.org or follow [@nature_press](#) on X/Twitter.

About the Emerald Edge Project

The Emerald Edge is the world's largest coastal temperate rainforest, spanning Southeast Alaska, British Columbia, Washington state, and Oregon, with over 100 million acres of lush forest, rivers, islands, and mountain streams that sustain hundreds of communities and thousands of species of flora and fauna. At the invitation of Indigenous Peoples and local communities, The Nature Conservancy is working in community partnerships to protect

ecologically important areas and foster sustainable economies. The Nature Conservancy's partnership with Grove Collaborative will help increase community authority and Indigenous-led conservation across two million acres of the Tongass rainforest in the Emerald Edge by 2030. For more information on The nature Conservancy's Emerald Edge program, visit: nature.org/emeraldedge.

About Amy MacCready

Amy MacCready is a pattern designer and illustrator based in the Netherlands, originally from the U.S. She loves drawing bold florals and forest fauna, with favorite designs being marked with tons of hidden details. After working in corporate graphic design and branding for eight years, she started her own design business in 2018 to pursue new inspiration and ideas by working directly with clients. Amy regularly explores new mediums and projects for her art, from punch needle to watercolor. When not designing patterns, she can be found sketching at cafés, enjoying new museums, or getting out of town on bike. To learn more about Amy, please visit: www.amymaccready.com.

About Grove Collaborative

Launched in 2016 as a Certified B Corp, Grove Collaborative Holdings, Inc. (NYSE: GROV) is transforming consumer products into a positive force for human and environmental good. Driven by the belief that sustainability is the only future, Grove creates and curates more than 210 high-performing eco-friendly brands of household cleaning, personal care, health and wellness, laundry, clean beauty, baby, and pet care products serving millions of households across the U.S. each year. By serving as the trusted destination for conscientious consumers who want to make the right choices for their families and the planet and providing access to knowledgeable Grove Guides, Grove makes it easy for everyone to build sustainable routines and Be a Force of Nature.

Every product Grove offers — from its flagship brand of sustainably powerful home care essentials, Grove Co., to its exceptional third-party brands — has been thoroughly vetted against the Grove Feel Good Standard, which guarantees strict ingredients criteria, 100% plastic neutral orders, carbon neutral shipments, and the highest quality performance in addition to being certified cruelty-free and ethically produced. Grove is a public benefit corporation on a mission to move Beyond Plastic® and is available at select retailers nationwide, making sustainable home care products even more accessible. For more information, visit www.grove.com.

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