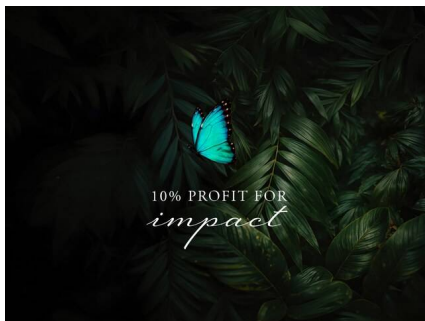


INT VERSION

Rituals commits €20M through 10% Profit for Impact to help scale solutions for youth mental wellbeing

While awareness remains important, Rituals believes brands can help effective wellbeing programmes reach more young people.

- Through its 10% Profit for Impact initiative Rituals expects to allocate €20M between 2026 and 2028 to various partnerships and programmes supporting youth mental wellbeing.
- Youth mental health has become one of the defining challenges facing the next generation, according to UNICEF and WHO.
- Through UNICEF's Global Youth Mental Health Coalition, Rituals partners with fellow members including Spotify, Sony, lululemon and the Z Zurich Foundation in helping effective programmes reach more young people.
- This investment will support evidence-based programmes focused on creating resilience, connection and emotional wellbeing.
- Founder and CEO Raymond Cloosterman calls on brands to use their reach and influence to help increase access to existing support.



Amsterdam, 8 October 2026: Global wellbeing brand Rituals is committing €20M between 2026 and 2028 to youth mental wellbeing partnerships and programmes through its 10% Profit for Impact, as the brand calls for a greater action to help scale proven solutions for young people.

At a time when youth mental wellbeing is under growing pressure, Rituals believes the challenge is no longer a lack of awareness. Across Europe, governments, schools, healthcare providers and non-profit organisations have invested significant effort in understanding the issue and developing effective interventions.

As Raymond Cloosterman, founder and CEO of Rituals, puts it: *“The challenge is no longer knowing what works. The challenge is scaling proven solutions to reach more young people.”*

According to the World Health Organization, one in seven adolescents experiences a mental health condition. At the same time, many programmes proven to strengthen resilience, belonging and emotional wellbeing struggle to reach the millions of young people who could benefit from them. Rituals believes this is where brands can make a meaningful contribution.

While brands cannot replace mental health professionals, schools or public institutions, they possess something few organisations can match: daily access to millions of people, cultural influence and the ability to make important topics visible, relevant and actionable.

Raymond Cloosterman, founder and CEO of Rituals, said: *“Many organisations already provide young people with the tools, support and expertise they need to build resilience, connection and emotional wellbeing. The challenge today is helping those proven approaches reach more young people. We believe brands can play a role in increasing access by using their reach and influence to support partners with deep expertise. Through 10% Profit for Impact, we hope to contribute to that collective effort.”*

One example is Rituals' leading role in UNICEF's Global Youth Mental Health Coalition, which brings together leading organisations including Spotify, Sony Group Corporation, lululemon, the Z Zurich Foundation and other partners committed to improving youth mental health

worldwide. Through this coalition, Rituals contributes funding, awareness and reach to help accelerate solutions with proven impact.

Esther Polhuijs, Head of Advocacy and Programs, UNICEF Netherlands, *“We have a very good understanding of what supports young people’s mental health. We know, for example, that social connection is a powerful protective factor for young people’s mental wellbeing. The challenge therefore is no longer developing new solutions, but ensuring that proven approaches reach young people at scale. Partnerships that share our ambition and help expand that reach can make a real difference in providing more young people with the support they need.”*

The commitment also builds on programmes already supported by Rituals, including Super Chill, which uses playful body and mind exercises to help children recognise emotions and develop practical ways to respond to them. Supported by Rituals, the programme has already reached more than 250,000 children across the Netherlands, Germany, the UK and France.

Beyond individual programmes, Rituals hopes that this commitment can contribute to a wider shift in how brands think about mental wellbeing. The company believes social impact should not sit alongside the business, but be part of how brands create value for people and society. Through 10% Profit for Impact, Rituals aims to show that profit and impact can strengthen one another.

For Rituals, youth mental wellbeing represents the next chapter of that ambition. By investing in proven and scalable approaches that help young people build the tools, skills and support they need to thrive. More broadly, Rituals believes brands can use their scale and influence to strengthen connection, resilience and belonging for the next generation.

The commitment forms part of Rituals’ long-term ambition to contribute to wellbeing beyond its products and services. Through its 10% Profit for Impact, the company allocates 10% of its annual net profits to partnerships and programmes that support the wellbeing of people and planet. The initiative is expected to contribute €300-400 million over the next decade.

END

About Rituals

Rituals Cosmetics is a certified B Corporation™ and focuses on making a positive impact on the wellbeing of people and planet within the luxury beauty industry. It is one of the first companies to bring bath, body and home care together in one portfolio. For 26 years, Rituals has aimed to inspire people to find more balance in their busy lives by giving everyday routines more meaning. All products are inspired by ancient traditions that help you find happiness in the smallest moments.

Since its founding in Amsterdam in 2000, Rituals has grown into an industry leader with a presence in more than 33 countries, including cities such as London, Paris and Madrid. The brand also has more than 1,500 own boutiques, 4,176 shop-in-shops and the world's first Mind Oasis. As part of its focus on sustainability, the brand is working towards 90% natural-origin formulas and packaging that is refillable, recyclable or made with recycled material.

In addition, Rituals is committed to making a positive impact beyond the company by donating 10% of its net profit to initiatives and charities that contribute to the wellbeing of people and planet. This is expected to amount to €300 to €400 million over the next ten years. For more information, please visit www.rituals.com.

For more information about our sustainability efforts, please read our [sustainability report](#).

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