



Ralph Lauren Fragrances Introduces POLO EARTH: The New Fragrance with a Purpose

“I would love the legacy of this company to be not only the beautiful products we made but the way we thought about the world and tried to make it a better place.” – Ralph Lauren

NEW YORK, NY – APRIL 6, 2022 – Ralph Lauren Fragrances brings together luxury, nature, and sustainability with its launch of **POLO EARTH EAU DE TOILETTE**. Consciously designed for all genders, the 97% natural-origin¹, vegan fragrance is formulated without sulfates, phthalates, artificial preservatives, or colorants. Sourced from communities around the world, **POLO EARTH** includes seven sustainably sourced² ingredients: Bergamot Heart, Diva Lavender, Green Mandarin, Turkish Rose, Sage Heart, Haitian Vetiver, and Bourbon Geranium.

The fragrance’s innovative packaging is made with 20% post-consumer recycled glass and is 30% lighter than Ralph Lauren Fragrance’s conventional bottle.³ To minimize the environmental impact, the refillable bottle features an FSC-certified wood cap and label, and the FSC-certified carton contains 55% post-consumer recycled materials. To further reduce plastic packaging, the brand has also eliminated cellophane wrapped cartons.

Embodying Ralph Lauren’s latest work in innovative product development and sustainability, **POLO EARTH** is an important next step in the Company’s commitment to protecting and preserving our planet’s natural resources. From Color on Demand technology to Intelligent Insulation in the 2022 Olympics Opening Ceremony uniforms to The Earth Polo’s innovative fabric crafted entirely from recycled plastic bottles, Ralph Lauren is working across its value chain to reduce its climate and water impacts and avoid waste. As part of that goal, the Company is striving to create packaging that is 100% recyclable, reusable, or sustainably sourced by 2025. Ralph Lauren Fragrances is currently in the process of gradually transforming its portfolio across all major brands to refillable formats and lighter weight glass.

“We’re always looking for ways to push the boundaries of what is possible and launch innovative products for our consumers that not only feel fresh and timely but will also have a place in their closets for years to come,” said **Ralph Lauren Chief Branding and Innovation Officer David Lauren**. “**POLO EARTH** is the latest iteration of the revolutionary work we are doing within the sustainability arena and is only the start of where we can go when it comes to creating consciously designed fragrances.”

- ✓ 7 Sustainable Ingredients
- ✓ 97% Natural Origin
- ✓ Created with Plant-Based Alcohol
- ✓ FSC-Certified Wood Cap, Carton & Label
- ✓ Formulated with No Animal Derived Ingredients

“**POLO EARTH** marks an important milestone in our ongoing journey towards becoming more sustainable. To reach this level of sustainability in a fragrance, we had to push the boundaries by challenging our partners, our vendors, and most importantly, ourselves. We’re proud of what we’ve accomplished, and it’s just the beginning,” shares **Alexandre Choueiri, Global President of Ralph Lauren Fragrances**.

POLO EARTH balances the sparkling citrus of Bergamot Heart and the vibrancy of Green Mandarin with the herbal richness of Sage Heart and the freshness of Diva Lavender. The result is a sheer, yet luxurious scent that’s refreshing and easy to wear.

Exclusively crafted by Elise Bénat, **POLO EARTH** features a modern, aromatic blend of notes, including:

- **TOP NOTES:** Bergamot Heart and Green Mandarin from Italy, Diva Lavender from France
- **MID NOTES:** Rose from Turkey, Sage Heart from France
- **BASE NOTES:** Vetiver from Haiti, Bourbon Geranium from Madagascar

Ralph Lauren Fragrances will support global reforestation, with a special focus on the United States, Haiti, China, and Madagascar, through a partnership with the Arbor Day Foundation, one of the world's leading conservation organizations dedicated to restoring global forests at scale, improving communities, and encouraging individual tree-planting efforts. The **Arbor Day Foundation** will plant one tree for every 100ml/3.4oz Eau de Toilette and 200ml/6.8oz refill purchased in the United States.

“From restoration of Lemur habitats in Madagascar to the replanting of vital coastal mangroves in Haiti, these projects will help support and restore critical forests that humans, animals, and plant species alike depend on,” said **Arbor Day Foundation CEO, Dan Lambe**. “The work we’re doing in partnership with Ralph Lauren Fragrances will have lasting positive impact on these forests and the communities around them.”

POLO EARTH will be available at select retailers starting April 2022. The **POLO EARTH** product line-up includes 10ml [\$30], 40ml [\$68], 100ml [\$106], 200ml [\$152]. The **POLO EARTH** Collection will also include two additional 97% natural origin body care products: a hand and body lotion and a hand & body wash. To compliment the collection, a Polo Earth scented candle made with Fair for Life™ certified shea butter will be offered.

ABOUT THE ARBOR DAY FOUNDATION

Founded in 1972, the Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than 1 million members, supporters, and valued partners. Since 1972, almost 500 million Arbor Day Foundation trees have been planted in neighborhoods, communities, cities, and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival.

As one of the world's largest operating conservation foundations, the Arbor Day Foundation, through its members, partners, and programs, educates and engages stakeholders and communities across the globe to involve themselves in its mission of planting, nurturing, and celebrating trees. More information is available at arborday.org.

ABOUT RALPH LAUREN FRAGRANCES

In 1978, Ralph Lauren expanded his lifestyle brand to encompass the world of fragrance, launching Lauren for women and Polo for men. For more than 40 years since, Ralph Lauren Fragrances has developed best-selling fragrances that express a distinct personality and luxury lifestyle in line with the Ralph Lauren tradition. Today, the brand's portfolio spans Ralph Lauren and Polo fragrances, including *Ralph Lauren Collection fragrances*, *Woman by Ralph Lauren*, *Ralph Lauren Romance*, *Ralph's Club*, *Polo Earth*, *Polo Blue*, *Polo Red*, *Purple Label* and more.

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¹97% Natural Origin refers to the ingredients in this fragrance that are either unchanged from their natural state, or are processed but still have over 50% of their molecular structure from the original natural source

²A sustainably sourced ingredient means that the ingredient has a known origin, and that the cultivation and harvest process has been evaluated by a third party, ensuring decent working conditions and a fair price for farmers while also preserving the ecosystem

³As compared to the average 100ml Ralph Lauren Fragrances glass bottle

⁴97% Natural Origin refers to the ingredients in this fragrance that are either unchanged from their natural state, or are processed but still have over 50% of their molecular structure from the original natural source