JESSICA ALBA

When The Honest Company entered Southern California’s industrial wellness complex in 2012, we were skeptical. Did the world really need more ecofriendly onesies and nontoxic dish soap? The answer is yes, it turns out. In 2014, Jessica Alba’s all-natural consumer goods business did more than $150 million in revenue and raised a reported $10 million for its impending IPO. The company is also planning to expand into global markets, with a focus on China. What’s more, the genetically blessed Alba remains a big-screen staple, recently appearing in the Sin City sequel. Here, we map her BPA-free life. —CHRIS CLAYTON

Wellington Management Company
This private asset management firm reportedly led the funding parade during The Honest Company’s 2014 cash grantees for its IPO, expected to happen this year.

The Honest Company
Inspired by a need for safe and effective products for her family, Alba launched her company with Brian Lee, Susan Koo and Christopher Gavigan. Today, it offers more than 100 products and is reportedly valued at nearly $1 billion.

Cosmetics, Whole Foods, Nordstrom
A local, The Honest Company’s retail partners—though about 60 percent of its business comes from online purchases.

Over the past three years, The Honest Company has donated more than 500 products to nonprofit partners, including Baby2Baby, Children’s Hospital Los Angeles and the Safe Kids Coalition.

BIZNESS

BUSINESS

MACHETE, SIN CITY: FANTASTIC FOUR

Let’s not forget that Alba was an actress first. She’s found the most box-office success with these two big-screen action series.

Politics
Alba openly endorsed Barack Obama during his first presidential run.

Charity
Alba has advocated for many nonprofits, including Habitat for Humanity, the P.S.120 campaigns, Baby2Baby, FoodCorps and Care.org.

Instagram
Alba is a self-described addict of the photo-sharing service, with over 4.4 million followers propor- ing her selfies and snippets.

Ancestry
During her 2019 appearance on Henry Louis Gates Jr.’s show Finding Your Roots, Alba traced part of her lineage back to the ancient Maya.

Cash Warren

Kelly Sawyer
Alba’s friend, a former model, is a creative director at L.A.-based clothing boutique Saffron.

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