JESSICA ALBA AND THE HONEST COMPANY DELIVER NATURAL HOME AND FAMILY ESSENTIALS TO CANADA’S DOORSTEPS

Eco-Friendly Brand Brings Unique Product Line & Service to Canada

TORONTO (October 30, 2013) Family brand The Honest Company is excited to announce the launch of its expansive suite of eco-friendly essentials and trusted services to Canada at Honest.com. Created for parents by parents, The Honest Company is committed to making safe and sustainable family care products more effective, beautiful and accessible to families everywhere.

Founded in 2012 by Jessica Alba, Christopher Gavigan, Brian Lee and Sean Kane, The Honest Company provides baby, bath & body care, cleaning and health & wellness products delivered directly to customers’ doorsteps through monthly subscriptions, special bundle collections and single purchase orders. From diapers, wipes, sunscreen and multivitamins to dish soap, laundry pods and glass cleaner, all of Honest’s family essentials are made from natural, non-toxic ingredients and packaged using stylish, modern designs.

“Before The Honest Company, much of my time as a mom was spent looking for safe and healthy options for my kids,” explains Jessica Alba, founder and President. “I knew it needed to be easier for parents to find non-toxic, eco-friendly products that are effective, convenient and affordable from one trusted source.” Realizing the universal need for parents (and non-parents alike) to conveniently purchase quality essentials from one easily accessible destination, Jessica set out to create The Honest Company.

Nearing two years of continued success within the United States, the company is excited to expand beyond its borders in response to the increasing demand for exceptional family products and services that promote well-being and support community and the environment. With highly-anticipated delivery into Canadian homes, Honest carries on its mission to change the world one honestly safe and delightfully designed product at a time.

“Bringing Honest to Canada was a natural extension of our commitment to contributing healthy, innovative solutions to the marketplace and making it easier for families everywhere to live healthier and happier every day,” said Christopher Gavigan, founder and Chief Product Officer. “As a Certified B Corporation, The Honest Company is especially dedicated to protecting people and the planet and cares passionately about transforming this world for the better.”

Complementary Honest.com services include an Honest lifestyle blog Honestly, featuring DIY projects and fun tips on keeping the home a safe haven from unwanted toxins and chemicals, and the HonestBaby smartphone app, which readily tracks feedings, diaper changes, sleep, growth, doctor visits and honestly special moments in real time as they happen.

As the company expands into the Canadian market, Honest is staying true to its foundation as a real “family” brand – one that operates like a family and treats everyone like family. From giving back through non-profit partnerships, offering genuinely personal customer support and service, and an enduring commitment to bettering the planet, Honest aims to keep its family growing and growing.

Learn more at Honest.com.

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About The Honest Company

The Honest Company (www.Honest.com), founded by Jessica Alba, Christopher Gavigan, Brian Lee and Sean Kane, was created to ensure that parents have access to non-toxic, eco-friendly, effective and beautiful family products that don't break the bank. Honest.com offers essentials for every family member including diapers, wipes, bath, skin care, home cleaning, and health & wellness products conveniently door-delivered through a monthly subscription service of customized product bundles or for single item purchase. As a certified B Corporation, The Honest Company strives to promote sustainability, engage employees and community, and support non-profit initiatives working to solve critical health and social issues affecting children and families. Available in the U.S. and Canada.