THE HONEST COMPANY EXPANDS PRODUCT PORTFOLIO TO INCLUDE ALL-NEW FEEDING CATEGORY

Full Product Suite Provides Families with Wide Range of Infant Feeding Solutions

Honest Augments Early Education Partnership with FoodCorps to Support Healthy Development of Children

Santa Monica, California (February 18, 2015) — The Honest Company, a leading lifestyle brand whose mission is to empower people to live a healthy life, today announced that it is expanding its product portfolio to include an all-new feeding category. This full product suite features breastfeeding essentials and accessories as well as Certified Organic Premium Infant Formula that is meticulously blended using naturally derived, high quality ingredients to ensure pure, safe, and quality goodness. The new products will be available for convenient online ordering at Honest.com and at retail stores nationwide.

“We created The Honest Company because we care passionately about what goes in, on, and around the next generation of children, and we are proud to bring our new Feeding category to market after more than seven years of research and development,” said Christopher Gavigan, Co-Founder and Chief Product Officer of The Honest Company. “Honest is dedicated to offering credible, trusted, non-judgmental support, solutions, and education to all parents: those who breastfeed, formula feed, or a combination of both.”

Initial offerings in the new Honest Feeding suite of products include:

- **Certified Organic Premium Infant Formula $29.95**: Carefully modeled after breast milk, nutritionally complete, easy to digest, and meticulously blended using ingredients sourced from trusted organic farms; “Honestly Free” of gluten, GMOs, hexane-extracted DHA, and steroids.
- **Baby DHA $19.95**: Carefully sourced from premium fish oil with added Vitamin D3 that provides critical support for brain and eye development and earned the highest Five-Star IFOS rating for purity, potency, and freshness.
- **Lactation Plus $19.95**: Highly targeted, scientifically formulated blend of botanical extracts and organic ingredients designed to help support breast milk production.
- **2-in-1 Nursing Cover + Scarf $59.95**: Designed in collaboration with Piece & Co., stylish year-round accessory and easy privacy cover for nursing made of soft and breathable 100% organically grown cotton.
- **Organic Nipple Balm $13.95**: Organic salve helps to soothe pain and irritation and encourage healing to relieve and revitalize nursing nipples.
- **Nursing Pillow $69.95**: Foam-free and specially designed to offer stable support and comfort for both baby and mom, with a superior patented surface that gently angles baby to encourage optimal feeding position.
• **Natural Feeding Baby Bottle** $12.95 (5 oz.) $14.95 (8 oz.): Features a highly innovative design using medical-grade silicone and peristaltic nipple to closely mimic natural breastfeeding, squeezable bottle and integrated tri-vent system to reduce gas, colic, reflux, and spit-up.

• **Natural Feeding Peristaltic Nipples (2) $4.95**: Medical-grade silicone with flex accordion design allows baby to feed in natural, wave-like motion to provide easy assimilation and transition between breast and bottle-feeding.

• **Formula Dispenser $6.95**: Convenient 3-compartment solution for easy, hygienic feeding: anywhere, anytime.

In addition to supporting families in their quest to make healthy feeding choices for their babies, Honest is invested in encouraging the development of a healthy relationship with food for thousands of children nationwide. Honest is building on its partnership with FoodCorps, a national organization that connects kids to healthy food, by investing in the program’s expansion into New York City. Together with Honest’s Farm to Preschool grant program, this commitment will bring gardens, cooking lessons, taste tests, and nutrition education to children in elementary schools, Early Head Start, and other childcare programs. This is part of The Honest Company’s new social goodness platform, which focuses in part on the whole child development of children ages 0-3.

“I have long studied the importance of a child’s earliest years to his or her healthy development, and I strongly support whole child approaches to guard the multitude of influences that impact health,” said Dr. Adrienne Ettinger, Professor of Epidemiology at Yale School of Public Health and member of The Honest Company’s Medical Advisory Panel. “The Honest Company’s commitment to the whole child and its range of social goodness programs addressing what goes in, on, and around children holds significant potential to drive change, and I look forward to joining their mission.”

Prior to her work at Yale, Dr. Ettinger served as an epidemiologist at the CDC, where she assisted state and local public health departments on the design and implementation of prevention programs and surveillance systems for environmental hazards and health effects. Her research focuses on the effects of environmental exposures and nutritional influences on reproductive, perinatal, and children’s health.

For more information on the new Feeding products, please visit [http://www.honest.com/feeding](http://www.honest.com/feeding).

**About The Honest Company**
The Honest Company is a leading lifestyle brand whose mission is to inspire and empower people to live a healthy life. The Company sells products that are effective, safe, beautiful, accessible, and responsible. It is a trusted resource committed to providing education and support across its community of members. Its growing portfolio of more than 100 products addresses the ever-growing category needs of baby, personal care, home care, vitamins & supplements, and gear & more. Launched in 2012, The Honest Company now has a presence across the U.S. and Canada at Honest.com and in over 2,500 leading retail locations. The mission-driven company’s Social Goodness platform aims to build healthy, safe families by investing in the whole development of children ages 0-3 and supporting young people in pursuit of their dreams.

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