THE HONEST COMPANY JOINS SAFE KIDS COALITION TO EDUCATE FAMILIES ON SAFE SLEEP ENVIRONMENTS

Two Family Organizations Come Together to Help Prevent Unintentional Injuries to Kids – the #1 Killer of Kids in the United States

SANTA MONICA, California (October 20, 2014) — In October and November, The Honest Company, will join the Safe Kids Coalition to provide training and product in four California and Texas cities in an effort to educate community members on the dangers of unsafe sleep environments. The non-toxic family essentials brand will extend the movement to improving this stat with their “buy one, give one” crib program that donates one crib to families in need for each crib purchased on Honest.com.

“The Honest Company is committed to providing education to families through important events like these,” said Christopher Gavigan, The Honest Company Co-Founder and Chief Products Officer. “Every family needs to be aware of child safety dangers and we are honored to partner with Safe Kids Coalition. Together, our goal is to educate parents about infant suffocation. In the United States alone, over 1,000 babies have died this year from suffocation, caused by unsafe sleep environments.”

At the kickoff event on October 17th, Christopher Gavigan will join child safety advocate and Safe Kids California CEO, Katie Smith, to present safe sleep education and child safety supplies to low income and teen parents. All events will include a one hour intensive training on safe sleep practices for small children and a hands-on demonstration of building a crib and how to keep your home free of toxic chemicals.

Event locations include:

- October 17 - Loma Linda Children's Hospital- Loma Linda, CA
- October 18 - Care Ambulance training facility for Children's Hospital Orange County- Orange, CA
- October 26 – Austin Travis County Integral Care- Austin, TX
- November 14 - Children's Hospital Los Angeles - Los Angeles, CA : Baby2Baby and CHLA leadership to deliver child safety education

“Every parent of a newborn seeks to create a safe environment for their new child,” said Kate Carr, president and CEO of Safe Kids Worldwide. “We're honored to partner with The Honest Company to help distribute beautiful cribs to families in need and to help parents create the safest sleep environment possible for their precious baby. Safe Kids supports the American Academy of Pediatrics guidelines for safe sleep. Babies should always sleep alone, on the back, and in a crib.” Available on Honest.com, The Honest Company provides non-toxic family essentials including the sustainable, all-wood 4-in-1 Convertible Crib With Toddler Rail. For every purchase of the crib, Honest will donate one to a family in need through its partners including Baby 2 Baby and Safe Kids Coalition.

Learn more at www.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 and wellness products conveniently door-delivered through a monthly subscription service of customized product bundles or single item purchases. Honest products are also available at select retail outlets. 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.

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