THE HONEST COMPANY REVEALS NEW SOCIAL GOODNESS PLATFORM AND COMMITS $3 MILLION IN 2015 TO BUILD HEALTHY, SAFE FAMILIES

Multi-Faceted Effort Focuses on Whole Child Development and Educational Support to Help Youth Pursue Their Dreams

New Medical Advisory Panel Brings Together Thought Leaders in Child Development, Nutrition, and Environmental Impact

Santa Monica, California (February 12, 2015) — The Honest Company, a leading lifestyle brand whose mission is to empower people to live a healthy life, today revealed its new social goodness platform and committed $3 million in 2015 to build healthy, safe families. The multi-faceted effort focuses on critical life stages for families, including the whole child development of children ages 0-3 and educational support to help young people pursue their dreams. The Honest Company has also created a new Medical Advisory Panel to convene thought leaders from a variety of fields, including child development, pediatrics, nutrition, environmental impact, education, child care, and public policy.

“We passionately operate a mission-driven business at The Honest Company, and we are proud to make a $3 million commitment in 2015 through the social goodness platform embedded in our business model,” said Brian Lee, Co-Founder and Chief Executive Officer of The Honest Company.

“The Honest Company commits not only to give children their healthiest start in life by investing in programs and partnerships that build a strong support network for today’s busy parents, but also to support young people by providing education, skill-training, and career-readiness as they go out into the world to pursue dreams of their own,” said Christopher Gavigan, Co-Founder and Chief Product Officer of The Honest Company. “We are indebted to our valued partners in this effort, including the generous members of our new Medical Advisory Panel, and we know that together, we can affect real and measurable change in people’s everyday lives.”

“Ensuring a healthy start in life is one of the most important things we can do for our kids,” said Ryan Shadrick Wilson, Chief Strategy Officer at the Partnership for a Healthier America (PHA). “We applaud the Honest Company for joining the effort to make a meaningful difference in the health of our nation’s youth.”

“Since its inception, The Honest Company has dedicated immense time and resources to social issues,” said Curt Ellis, Co-Founder and CEO of the child health organization, FoodCorps. “They recognize the critical role that the private sector plays in creating real social change, and I believe this new long-term vision for their social goodness platform holds great promise of using business as a force for good. I am thrilled to work with them on this effort.”

Programmatic components of The Honest Company’s new Social Goodness platform currently include:
- **Honest Medical Advisory Panel:** The panel of doctors and thought leaders will help the Company best leverage its educational platform and customer base to influence social change, while fostering network-building and dialogue that will strengthen the child care field as a whole. New members include: Yvette Sanchez Fuentes, President, National Alliance for Hispanic Families and former Presidential Appointee, Director, Office of Head Start; Dr. Alan Greene, author of *Raising Baby Green* and founder of DrGreene.com; Dr. Adrienne Ettinger, Assistant Professor of Epidemiology at Yale School of Public Health Center for Perinatal, Pediatric, and Environmental Epidemiology; Dr. Asa Bradman, Associate Director for Exposure Assessment of the Center for Environmental Research and Children’s Health at UC Berkeley School of Public Health; and Dr. Philip Fisher, Senior Fellow at the Harvard Center on the Developing Child.

- **Honest Ultra-Clean Room at Mt. Sinai:** Since its launch in September of 2014, the Company continues to support the Honest Ultra Clean Room inside the Senator Frank R. Lautenberg Environmental Health Sciences Laboratory at Mt. Sinai Children’s Environmental Health Center, with a focus on studies of how environmental exposures impact neurodevelopment and respiratory development.

- **Building Healthier, Safer Families Curriculum:** In partnership with the Center for Environmental Health and the Children’s Environmental Health Network, Honest will develop a national curriculum for child care center directors and the families they serve. The Company’s investment will deliver health and safety education while empowering child care centers to make individualized decisions about the healthy environments they opt to provide within their own centers.

- **Farm to Preschool Network Grant Program:** In an effort to provide nutrition education and healthy food access to early education settings, Honest will provide grants to daycare and child care centers in CA and NY who wish to bring a tailored nutrition education program to their center. Honest is requesting grant applications through March 5, 2015 and will announce ten award-winners on April 1, 2015.

- **Early Education Partnership with FoodCorps:** In an effort to encourage the development of a healthy relationship with food for thousands of children nation-wide, Honest invested in five national AmeriCorps leaders who are serving in 18 early education centers and elementary schools in California, New Jersey, North Carolina, Oregon, and Washington, D.C. The partnership will bring lasting change to children and communities through hands-on lessons in gardening and cooking, taste tests, and connections with local growers to get healthy food into school meals.

- **Partnership for a Healthier America.** Recognizing the importance of ensuring the health of our nation by ending the childhood obesity crisis, Honest will support efforts to
promote healthier food options with creativity, innovation, and collaboration. Honest will join PHA and some of the nation’s top health and wellness leaders on Feb. 26, 2015, at the annual Building a Healthier Future Summit in Washington, DC, to identify tangible solutions that make healthier choices easier for busy parents and families.

- **Partnership with Code.org:** Honest is supporting the creation of an all-new advanced computer science curriculum aimed at increasing technology literacy among females in high schools. To date, 75 school districts across the nation are enrolled to introduce the new curriculum in September of 2015.

- **Sponsorship of Girls Who Code’s Summer Immersion Program:** In an effort to support after-school engagement in computer science, Honest is bringing this popular national program to Los Angeles for the first time in Summer 2015. Honest will host 20 high school juniors and seniors for seven weeks to learn coding, create final projects, and gain insight into real-world working and learning environments. Applications for the program opened on January 15, 2015 and will close on February 19, 2015.

For additional information on the individual program components, please visit [https://www.honest.com/about-us/social-responsibility](https://www.honest.com/about-us/social-responsibility).

**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. Through its social goodness platform, the Company invests in building healthy, safe families by focusing on whole child development and educational support to help young people pursue their dreams.

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