



# THE HONEST COMPANY FACT SHEET

## Our Story

The Honest Company ([Honest.com](https://www.honest.com)) was started by a mom and a dad who, like many modern parents, had become increasingly concerned about poorly regulated products laden with questionable chemical ingredients. But, the alternatives they found were often expensive, inaccessible, bland, or ineffective.

In response to this clear need for something better, they created The Honest Company ([Honest.com](https://www.honest.com)) to ensure that parents have access to non-toxic, eco-friendly, beautiful family products that don't break the bank. They offer a monthly subscription service of customized product bundles delivered directly to your front door and are launching with a product line that moms across country chose based on what they use everyday: diapers, wipes, baby bath and skin care, and home cleaning products.

The Honest Company's ultimate goal is to re-define the "family brand." We want to simplify the lives of parents and enhance the delight in every day through exceptional products and services that promote beauty, community, health and happiness. We want to create a brand that is a family - with each and every person who wants to be a part of it. Our motto? ***"Together, we can make it better."***

ALL NATURAL  
ALTERNATIVE ENERGY  
BIODEGRADABLE  
CHLORINE-FREE  
HYPOALLERGENIC  
NON-TOXIC  
ORGANIC  
CARBON NEUTRAL  
pH NEUTRAL  
PLANT-BASED  
RENEWABLE  
RECYCLED  
SUSTAINABLY HARVESTED  
RESPONSIBLE SOURCING  
SENSITIVE

## Our Service



1

**Simply sign up** for a monthly subscription at [Honest.com](https://www.honest.com). On our site you'll also find product details, fun ways to engage with the Honest community, and additional information to help educate, delight and inspire.

2

**Choose what you'll use.** Each month members can visit their personalized online nursery to select new diaper patterns, see new products, and access baby care advice.

3

**Smile and relax – it's here!** Members enjoy exceptional care and support from our team, the highest quality product (satisfaction guaranteed!), and fast shipment to their front doors. Parenting just got easier!

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## Our Product Bundles



### honest family essentials bundle

**\$35.95**

The core five products needed by every family: Shampoo & Body Wash, Face & Body Lotion, Healing Balm, Laundry Detergent and Hand Soap. After the first month, subscribers can personalize and choose from our nine other Honest products in the suite.



### honest diaper bundle

**\$79.95**

A month's supply of Honest Diapers, conveniently delivered to your doorstep – ending the late night diaper runs for good! And for a limited time, anyone that signs up for membership will receive our Honest Wipes for the lifetime of their membership.

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## honest diapers

A new diaper for a new generation!

FINALLY – an eco-friendly, hypoallergenic diaper that delivers the superior performance you expect (and need) with cute styles Moms love! We’ve meticulously designed this diaper to achieve the highest level of safety: non-toxic, chlorine-free, sustainable and plant-based materials – ensuring your baby is NOT exposed to any harsh chemicals (ever!).



## honest wipes

The only wipe you’ll ever need!

Our softer, larger and more absorbent disposable baby wipe is made from natural, non-toxic, chlorine-free, 100% biodegradable, hypoallergenic and renewable materials.. From sensitive, wet bottoms and messy fingers, to sticky counters and gunked-up toys – these wipes are specially formulated for everything around the house and for the whole body – “cheek to cheek.”



## honest family essentials

Products that pamper – made with 100% natural, organic, and ultra-pure ingredients.

Our skincare system is uniquely formulated for all skin types, so you can simplify your shopping with a one-size fits all product line the whole family can enjoy.

- Rich with vitamins, botanicals, fruit extracts, and minerals
- Safe and effective – dermatologist tested
- Cruelty free – no animal testing or by-products
- No harsh, synthetic chemicals (ever!)

Shampoo & Body Wash • Healing Balm • Conditioner  
Sunscreen • Face & Body Lotion • Hand Sanitizer  
Bubble Bath • Body Oil



## honest cleaning

Dirt and grime, meet your non-toxic nemesis!

FINALLY – an eco-friendly, hypoallergenic diaper that delivers the superior performance you expect (and need) with cute styles Moms love! We’ve meticulously designed this diaper to achieve the highest level of safety: non-toxic, chlorine-free, sustainable and plant-based materials – ensuring your baby is NOT exposed to any harsh chemicals (ever!).

## honest discovery kit

A FREE 7-day trial kit which include a specially designed sample pack of diapers and wipes OR the bath, skin and cleaning products.

*\$4.95 shipping and handling fee*

## Our Charitable Giving

A portion of every dollar The Honest Company ([Honest.com](http://Honest.com)) earns goes to our non-profit partner Baby2Baby. This worthy nonprofit supplies local families in need with essential baby gear and clothing for children up to age four.  
[www.baby2baby.org](http://www.baby2baby.org)

## Our Mission

The Honest Company is committed to creating a healthy and sustainable future for our children by providing exceptional products and family support that promotes health, happiness and community.

## Our Principals

### Jessica Alba

Co-founder & President

### Christopher Gavigan

Co-founder & Chief Products Officer

### Brian Lee

Co-founder & Chairman

### Sean Kane

Co-founder & General Manager

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# OUR TEAM

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Our team is dedicated and passionate about creating a safer and more sustainable future for families. We believe we can make a real difference and enhance lives – and we live this everyday in everything we touch.



## Jessica Alba

Co-founder & President

With films grossing over \$800 million worldwide, Jessica is an acclaimed actress, activist, mother and wife. Adept at identifying unique business opportunities, Alba has appeared in such endorsement campaigns as the iconic Got Milk? ads and as a global spokesperson for L’Oreal and Revlon. Alba’s charity work includes Clothes Off Our Back, Habitat for Humanity, National Center for Missing and Exploited Children, Project HOME, RADD, Revlon Run/Walk for Women, SOS Children Villages, Soles4Souls, Step up and Safer Chemicals, Healthy Families. She is ambassador for the 1Goal movement to provide education to children in Africa and has lobbied in Washington D.C. in support of the Safe Chemicals Act.



## Christopher Gavigan

Co- Founder & Chief Products Officer

Christopher is a nationally recognized environmental health leader, author, and speaker, and the former CEO / Executive Director of Healthy Child Healthy World, a national nonprofit focused on protecting children’s health through sustainable, nontoxic family lifestyles. He sits on the Board of Directors of Mount Sinai Hospital’s Children Environmental Health Center, is a Chief Advisor to the Green Product Innovation Institute and on the Advisory Board of UCLA’s Environmental Health Sciences Department. Christopher graduated from the University of California, Santa Barbara with a double major in Environmental Science and Business, and Master’s Degree in Psychology from UCLA.

## OUR TEAM

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### Brian Lee

Co-founder & Chairman

Founding ShoeDazzle in 2008, Brian's innovations in technology and eCommerce have led to a business model that communicates inspiration, delight, and entertainment to a loyal and growing subscriber base. Brian also co-founded LegalZoom, an online consumer legal services company that has grown into a \$150 MM+/year business. Brian was formerly an attorney with Skadden, Arps, Slate, Meagher & Flom, LLP and a former Manager at Deloitte & Touche, LLP. Brian graduated Magna Cum Laude with a B.A. in Economics/Business from UCLA and received his J.D. from UCLA School of Law.



### Sean Kane

Co-founder & General Manager

Spending nearly a decade on the forefront of eCommerce, Sean was responsible for overseeing Business Development, Sales and Operations at PriceGrabber.com. With varying executive roles ranging from sales to content, Sean was charged with growth of the merchant and distribution account base to well over 10,000 partners, representing nearly \$85 million in P&L responsibility. Prior to joining PriceGrabber.com in 2002, Sean worked at Arthur Andersen, LLP in the entertainment and hospitality audit practice. Sean holds a B.S. in Accounting from Loyola Marymount University, an MBA from the Anderson School of Management at UCLA and is a CPA.

# OUR PRINCIPLES

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We like to dream big and we understand that even the smallest decisions can have big impacts. We created The Honest Company to fulfill our big dreams, hoping we would make the right choices that would result in positive impacts (sounds kind of like parenting, right?).

Here are the principles we developed from that vision – principles we regularly revisit and refine, because at our core we simply want to always try to be better.

## **Create a Culture of Honesty**

We are serious about honesty – both as it applies to the integrity of our relationships and in being true to you. And, it's a standard we encourage throughout our staff, stakeholders and customers.

## **Make Beauty**

Your home sets the stage for your life. We design our products that add to the beauty of your surroundings (instead of things you want to hide in drawers and under sinks).

## **Outperform**

Modern families are busy and everything matters. That's why we craft products that will perform to the highest standards of effectiveness. Products that take care. Products that exceed expectations. Products guaranteed to not only satisfy, but also delight.

## **Serve Passionately**

We know exceptional service is important, and we intend to go above and beyond, and way over the top...all with a super big smile.

## **Sustain Life**

We believe if you can make an amazing product without harming people or the planet, you should (and we do believe we can). We feel tremendous responsibility to this planet we call home. Therefore, we seek to inspire new solutions, reduce our collective impact, cause no unnecessary harm and make products that are as non-toxic and healthy as possible.



## **Be Accessible**

We strive to make our products as affordable as possible. And what's more convenient than having it shipped right to your door? We want every family to have the opportunity to be a part of The Honest Company (Honest.com) experience.

## **Give Back**

As parents, we teach our kids to be kind and respectful citizens and as a company, we feel it's just as important. We are committed to both individual and corporate social responsibility – and hope to inspire random acts of kindness and honesty.

## **Listen**

We try our best, but we know you can help us to do even better. We invite feedback and will do everything we can to act on it.

## **Fun!**

We constantly seek ways to create it and share it as much as possible.

# WHAT YOU CAN EXPECT

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## **Honesty**

Go ahead, ask us anything. We'll tell all. While we really do try our best in regards to every aspect of our work, if we make a mistake or can't live up to your expectations, we'll fess up and keep trying to do better - honest to a fault. And, you can be brutally honest with us, too. Your delivery was late? We want to know. Our website stinks? We want to know. We have spinach in our teeth? Please, we want to know.

## **Peace of Mind**

Parents have more than enough to worry about. You can sleep easy (between night time feedings) knowing our products are made with the safest ingredients for your entire family. And, if you're one of those people worried about this little planet we call Earth, we've done the legwork to ease your green guilt. We love to have fun, but we're serious about sustainability.

## **Delightful Design**

Do you dread diaper duty? Loathe laundry? We can't do it for you, but we can make doing it a little more enjoyable. We are obsessed with product design that's not only functional, effective and durable - but also beautiful, fresh and fun.

## **Support**

Parenthood got you feeling overwhelmed? We've been there (actually, we still are) and we've got your back. From delivering our products direct to your doorstep on a reliable schedule (talk about convenience!), to making our services customizable and affordable, to providing educational and community-building opportunities, we're here to help.

## **Social Goodness**

Our kids and all kids deserve a better world. We believe in giving back, community service, helping others and inspiring unpredictable beauty and random acts of kindness. We truly hope you'll join us.



# OUR HONESTLY FREE GUARANTEE

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We believe it's common sense that the products people use on their family and in their home should always be safe, healthy and non-toxic. You can trust us to keep our expert eyes peeled in order to make the safest products possible. You'll always know what's inside our products and packaging simply by reading the labels. We have nothing to hide. What you won't find in our products or packaging is the following list of restricted substances (aka "toxic nasties"). It's our **HONESTLY FREE GUARANTEE!**

## **The Honest Company products do NOT contain the following ingredients:**

phthalates, PVC, benzene, TEA, MEA, parabens, petroleum distillates, phosphates, chlorine, chlorinated or brominated solvents, synthetic fragrances, polyethylene glycol (PEG), propylene glycol, quaternium 15, GMOs, nanoparticles, triclosan, DMDM hydantoin, organophosphate pesticides, 1-4 dioxane, sodium lauryl/laureth sulfates, optical brighteners, bisphenol-A (BPA), heavy metals, alkyl phenol /nonyl phenol, formaldehyde-based preserving agents, artificial fillers, dimethicone, and more.

Find the full list of nasties and learn more about our guarantee at [Honest.com](https://www.honest.com).