



Lindsay Dahl

VP, Social & Environmental Responsibility
Beautycounter



TO GET SAFER PRODUCTS INTO THE HANDS OF EVERYONE



Education



Product



Advocacy

Ingredient Selection Process

STEP 1: BAN INTENTIONALLY

When creating our products, we prohibit approximately 1,500 questionable or potentially harmful ingredients.

STEP 2: SCREEN RIGOROUSLY

Using the best available sources, we screen every ingredient for specific health hazards.

STEP 3: LEARN CONSTANTLY

We review emerging data on cosmetics ingredients regularly and even commission our own non-animal studies.

STEP 4: SOURCE RESPONSIBLY

We choose the best organic, sustainable, and synthetic ingredients that meet our safety standards.

STEP 5: SHARE TRANSPARENTLY

We identify every formula ingredient including known components of fragrances, flavors, and preservatives.

Learn more about our commitment to using better ingredients at [beautycounter.com/transparency](https://www.beautycounter.com/transparency)



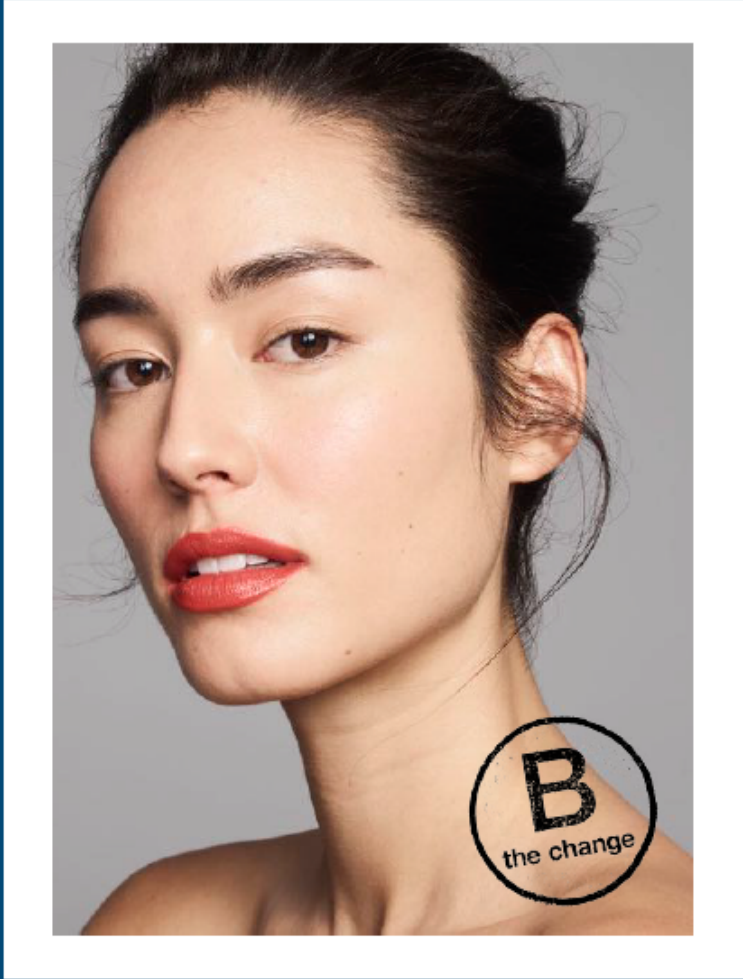
the chemical
footprint project™

Certified



Corporation[®]



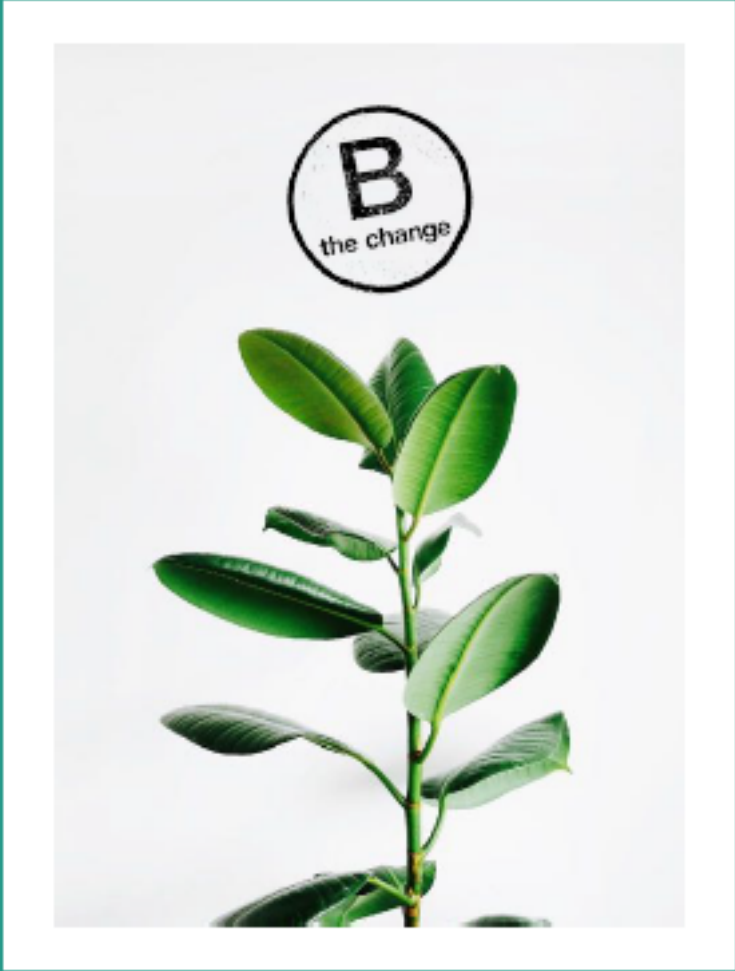


Certified



Corporation

PEOPLE



Certified

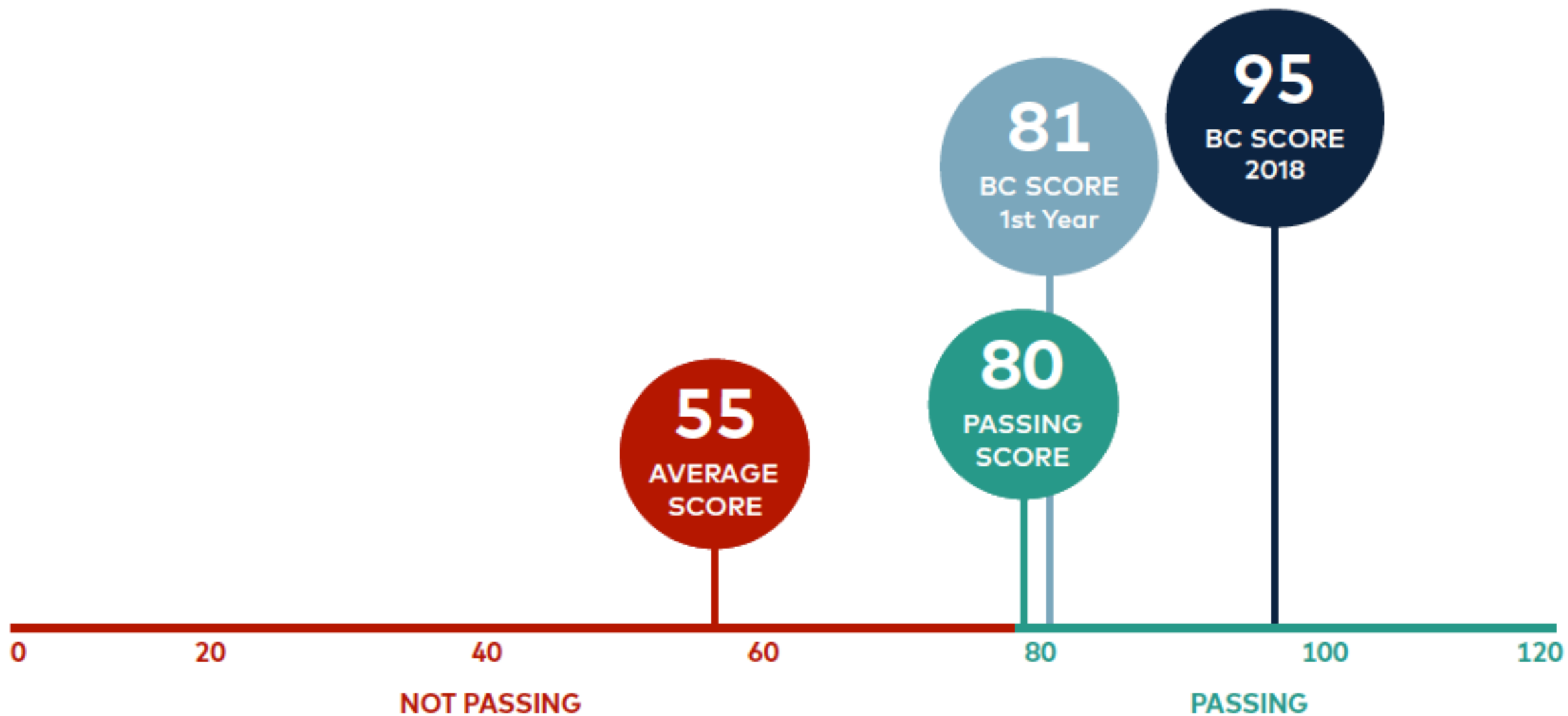


Corporation

PLANET



PROFIT





EILEEN
FISHER

patagonia

ADVOCACY



PRESS



LOBBYING



GRASSROOTS



**California bill
for safer
beauty salons**



Hawaii oxybenzone ban



**Oregon bill
for safer
children's products**





IMPACT OF MARCH 2018



100+
meetings on
Capitol Hill



Thousands of
phone calls placed in
support of more
health-protective laws

1,400 Consultants
took action back home,
hosting **250** meetings
in their home states
and provinces



All **50** states
and **10** provinces
represented



IT'S YOUR CALL



TEXT

BETTERBEAUTY

TO 52886