

## COUNTER INTELLIGENCE

### Ingredient Selection Process: Fact Sheet

*Making safer products starts with safer ingredients. Our five-step Ingredient Selection Process truly sets Beautycounter apart.*

#### **Step 1: Ban Intentionally**

The Never List: 1,500 questionable or harmful ingredients we do not use, no matter what (including nearly 1,400 cosmetic ingredients banned in the European Union).

#### **Step 2: Screen Rigorously**

Using the best available data, we screen every potential ingredient, considering it both individually and within a mixture of chemicals, as it would be in a final product. After all, if a company removes one toxic chemical and replaces it with another, nothing has been done to actually protect our health.

#### **Step 3: Learn Constantly**

We regularly review emerging data on ingredients and even commission our own studies. The absence of data does not mean that a chemical is safe.

#### **Step 4: Source Responsibly**

- Choose the best available ingredient options.
  - Work to source ingredients from non-GMO, sustainable sources, many of which are organic. Over 80% of our ingredients are natural or plant-derived.
- Ask for certificates of purity, and test for heavy metal contamination.
- Work to manufacture all products in the U.S.
- Do not test products or ingredients on animals.

#### **Step 5: Share Transparently**

Every ingredient we use is shared on our product packaging, online, and in EWG's Skin Deep database. We share the source of all ingredients.