

BEAUTYCOUNTER™

# IN THE PRESS

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## GLOSSY

“  
*Beautycounter carves out a niche in clean skin care for men.*  
”

## InStyle

“  
*Renfrew's no-go list includes the over 1,400 chemicals already banned or restricted in personal care products by the European Union...*  
”

## The New York Times

“  
*I try to be strong and confident, as opposed to tough and abrasive.*  
”

## NEW YORK

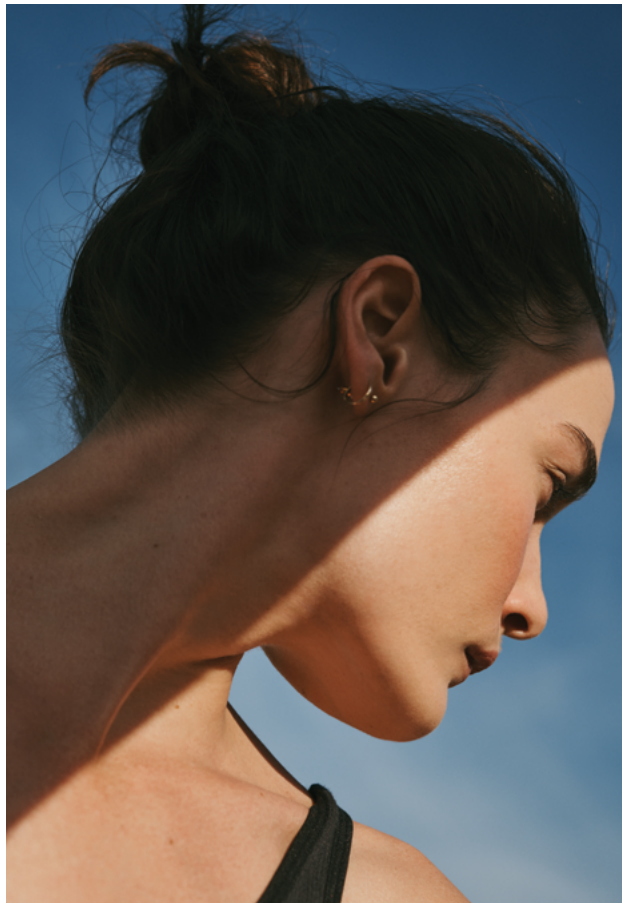
“  
*We set out to change the market because it needed to be changed, so the extent to which others are following suit and joining us in this effort is great.*  
”

## REFINERY29

“  
*So how did Beautycounter become to Google what Selena Gomez is to Instagram?*  
”

## Inc.

“  
*Meanwhile, Renfrew has enlisted her army of salespeople to help lobby law makers, and recently brought 100 of them with her to Washington.*  
”



## FAST COMPANY

“  
*It's not a trend or a fad. Clean beauty is here to stay.*  
”

## allure

“  
*The data collected by the search engine suggests that consumers were much more interested in seeking out clean beauty alternatives...*  
”

## Los Angeles Times

“  
*Beyond creating cleaner beauty products, Beautycounter is working to change the laws of the beauty industry.*  
”

## FASHIONISTA

“  
*We are working toward a day where a consumer can walk into a store and know that every single product on the store shelves is safe...*  
”

## Living

“  
*Since then, she's lobbied Congress to increase oversight and enact the bipartisan Personal Care Product Safety Act...*  
”

## BOF

“  
*We have brand ambassadors... who are evangelists for both the brand and the movement.*  
”