

NEW PACKAGING INITIATIVE FAQs

WHAT IS THE NEW PACKAGING INITIATIVE?

At Beautycounter, we are evolving our packaging and logo to create a more prominent, cohesive look that reinforces our bold, impactful brand and movement. In conjunction with the updated logo, we are launching a new packaging initiative with a focus on the following:

- Prominent and instantly recognizable branding
- Embracing our navy/white heritage
- Color-driven collection navigation
- Luxe finishes
- Sustainability enhancements

WHAT DOES THE NEW BEAUTYCOUNTER LOGO LOOK LIKE?

Below is the new logo:

BEAUTYCOUNTER[®]

The updated logo was featured in New York City in late 2018 with the launch of our retail store on 51 Prince Street, as well as in ad installations throughout New York City. The new logo was also featured on the merchandise at our 2019 L.E.A.D. store in Phoenix, AZ.

WHEN SHARING MY BEAUTYCOUNTER BUSINESS, WHICH LOGO SHOULD I USE?

We encourage Consultants to embrace the enhanced logo and start sharing it now. However, there will be a transitional period: both the current and enhanced logos will be featured concurrently over the remainder of 2019 and throughout 2020.

IF I OWN BUSINESS CARDS OR ANY OTHER MARKETING COLLATERAL WITH THE CURRENT LOGO, CAN I STILL USE THEM?

Yes! Please continue to use any existing collateral with the current Beautycounter logo. As mentioned, there will be a transitional period during which both the current and enhanced logos will be live at the same time.

HOW WILL PRODUCT PACKAGING BECOME MORE SUSTAINABLE?

Beautycounter will be improving the sustainability of its product packaging in a few ways:

- **Material Selection:** We will be moving from five skin-care products in glass components to 15. This change will reduce the number of plastic components put into customer hands by more than one million per year. Glass is also more easily recycled, which means that our packaging has a better chance of having a second life as a new product.
- **Localization:** We are sourcing packaging materials closer to the U.S. For example, we are moving all glass manufacturing to Mexico, which saves fuel and, therefore, minimizes carbon emissions per piece.
- **Part Elimination:** We will be removing unnecessary overcaps, liners, spatulas, etc. from product packaging. With this change we will be eliminating over 800,000 plastic parts from our products annually.
- **Next Wave Initiatives:** No secondary packaging (boxes) will be used on most products within the sun, body, kids and hair categories. This will help us reduce our use of paper on any products for which we can fit all the necessary information on the primary package (bottle) alone. You will start to see this phased in as the year continues. The new Beautycounter logo will also be updated on these products as we remove their boxes.
- **Refillable Products:** We are exploring ways to provide refillables for body and make-up products

WILL ALL PRODUCTS EVENTUALLY BE UPDATED?

Countertime will be the first set of products with the enhanced logo and new packaging. Countertime is an entirely new, reformulated skin-care line that will eventually take the place of the Rejuvenating Collection.

Following the Countertime launch, Counter+ (currently Beautycounter+) and Countermatch will relaunch in updated packaging later this year.

In early 2020, Countercontrol and Nourishing will be updated, and cosmetics will be updated throughout 2020 in a phased approach.

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DO I NEED TO REPURCHASE ALL MY BEAUTYCOUNTER PRODUCTS?

No, Consultants are not required to repurchase products. However, we will support the launch of Countertime, Counter+, and Countermatch with pre-sales and exclusive savings on each collection with updated packaging.

ARE ANY PRODUCTS BEING REFORMULATED OR DISCONTINUED?

Yes, there are products being reformulated and discontinued.

Countertime is a completely new line—with new formulations—that will replace Rejuvenating. Rejuvenating will eventually be discontinued, but as a service we will continue to offer products into fall 2019 on our Last Chance Page until we sell through remaining inventory.

When Counter+ launches in the updated packaging we will discontinue Facial Mists Nos. 2 and 3 and launch a reformulated (new & improved) Cleansing Balm. The Facial Mists will be discontinued when Counter+ launches; however, we will offer remaining inventory on the Last Chance Page.

IF A NEW CONSULTANT RECENTLY ENROLLED AND PURCHASED A STARTER SET, WILL THEY BE SENT UPDATED PRODUCTS?

Yes. We will send new products to any new Consultant who enrolled and purchased a Starter Set within 60 days of the update of each collection/product (Rejuvenating, Counter+, and Countermatch). Any new Consultants receiving updated products will be sent a communication with the details on their shipment.

The 60-day window will be dependent on when the updated products are updated in Starter Sets. Timing around each update will be communicated to the field.

WHAT WILL HAPPEN TO THE CONSULTANT ANNIVERSARY OFFER?

As of June 13, 2019 the Anniversary Offer will be paused until late Q4. Any Consultant who experiences an anniversary during the paused period will be given the opportunity to participate in the program once re-launched.

WHAT IS THE TIMELINE AROUND THE NEW PACKAGING INITIATIVE?

July: Countertime (new product launch with updated packaging and branding)

August: Counter+ (currently known as Beautycounter+) (same formulations plus reformulated Cleansing Balm, updated packaging and branding)

Q4 2019: Countermatch (same formulations, updated packaging and branding)

Q1 2020: Countercontrol/Nourishing

IS THERE A PLAN TO LAUNCH AN UPDATED LOOK BOOK?

Yes. The next iteration of the Look Book is slated to launch in late fall 2019.

WILL THIS INITIATIVE IMPACT PRICING?

While we don't anticipate any major price changes, it is possible there may be slight adjustments on a small number of existing products.