

CLEAN BEAUTY BOOKLET

10 QUESTIONS - OUR ANSWERS





Anyone reaching into the cosmetics shelf these days is not only looking for a great product experience and a premium application, but also increasingly wants to know what's inside the products and how they are produced. Clean Beauty is the keyword here – and it has already become a new beauty category that's here to stay!

Here at CATRICE, we take a holistic approach to Clean Beauty – because both we as humans and the environment have to stay healthy. With vegan and preferably natural cosmetics, we aim to protect our health and the resources of the environment.

True to our credo:

**PROUDLY
PEOPLE & PLANET
FRIENDLY**

In this Clean Beauty booklet, we provide answers to the Clean Beauty standards that CATRICE applies, challenge myths and explain what Corporate Responsibility means to us.



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Clean Beauty is more than just a trend. Why are sustainable ingredients so important to us?

44 % PREFER COSMETICS THAT CONTAIN FEW INGREDIENTS
(50 % FOR 16-29 YEAR OLDS)*

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**NOWADAYS, CUSTOMERS
ARE MORE INTENSIVELY ENGAGED
WITH THEIR OWN CONSUMER
BEHAVIOUR.**

Katrin Steinbach,
Technical Unit Expert Corporate Responsibility

We want to keep ourselves, our environment and the ecosystem that we live in healthy. For this reason, we have consistently spoken out against animal testing since the company was founded, and based on this conviction, we are continuously making our choice of raw materials more sustainable.

Our customers appreciate this, too. Nowadays, they examine their own consumer behaviour much more intensively and reflect on their diet, beauty routines and shopping trips. This also includes the ingredients of their cosmetics products, some of which are critically discussed.

* Representative online survey by Ipsos on behalf of CATRICE, 500 women aged 16 – 45 years in Germany.



Is Clean Beauty **JUST ANOTHER TERM** for “Natural Cosmetics”?

Clean Beauty is often equated with “natural”, but these are totally different categories:

CLEAN BEAUTY FOCUSES ON MINIMALISM, I.E. AS FEW INGREDIENTS AS POSSIBLE AND ALSO - BUT NOT ONLY - NATURAL INGREDIENTS.

Clean Beauty does without controversially discussed ingredients. In certified natural cosmetics, on the other hand, primarily plant-based and natural ingredients are used. Are natural cosmetics better because they do not use synthetic substances? No, because what is natural is not automatically good and healthy: not all natural ingredients are sustainable, compatible and non-toxic, just as all synthetic substances are not harmful. We therefore continue to use synthetic ingredients as long as they are good and safe for humans and the environment. Find out more in question 8.



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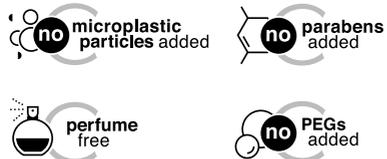
What does “Clean Beauty” mean to CATRICE and what is Clean Beauty **PLUS** all about?



There is no universal definition of Clean Beauty in the cosmetics industry. Therefore, each brand defines its own standards and every country also has different requirements. Our definition of Clean Beauty at cosnova – and therefore also at CATRICE – is strict. It challenges us. We want to make a real difference, not empty promises.

All products with our Clean Beauty label ...

- contain completely harmless ingredients (among other things, we forego PEGs, parabens, volatile silicones, microplastic particles and certain dyes).
- avoid animal ingredients as far as possible.
- have a high proportion of natural substances, as few ingredients as possible overall and support the sustainable cultivation of palm oil and its derivatives (if palm oil is included).



OUR DEFINITION OF CLEAN BEAUTY AT COSNOVA IS STRICT. WE WANT TO MAKE A REAL DIFFERENCE, NOT JUST EMPTY PROMISES.

Laureen Bedrunka,
Brand Manager CATRICE

CLEAN | ID

We are even stricter with our Clean Beauty PLUS products, such as the Clean ID collection.

Products that meet our Clean Beauty PLUS standards ...

- are 100% vegan.
- contain at least 75% natural ingredients.
- have an even shorter list of ingredients.
- in addition to the substances on the Clean Beauty banned substance list, they do not contain silicones of any kind, mineral oil or mineral oil-based substances, raw materials of exotic origin, fragrances that must be declared, acrylate polymers and other non-degradable polymers.



68% FEEL UNCOMFORTABLE WITH COSMETICS PRODUCTS THAT CONTAIN INGREDIENTS SUCH AS SILICONES, MICROPLASTICS OR PARABENS *

* Representative online survey by Ipsos on behalf of CATRICE, 500 women aged 16 – 45 years in Germany.

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Which
**NATURAL
INGREDIENTS**

does CATRICE use in the production of the Clean ID products?

For our Clean ID range, we use as many natural ingredients as possible – without making any compromises regarding the well-known CATRICE quality and performance. And because we do this out of conviction, we declare the content of the substances on the products. This varies depending on the product and formula.

Some examples of ingredients used in the Clean ID range are:



The infographic features a white vertical banner on a background of a green thistle flower and a close-up of water droplets. At the top of the banner is the 'clean beauty' logo, which includes a hand holding a cluster of diamonds. Below the logo are two downward-pointing chevrons. The central text reads '75%' in a large, bold font, followed by 'MINIMUM PERCENTAGE OF NATURAL INGREDIENTS' in a smaller, bold font.

Does “clean”
also automatically
mean that the
INGREDIENTS
are **CULTIVATED**
ORGANICALLY?

Our Clean Beauty products contain a minimum of 75 % natural ingredients – but they do not have to be certified organic. To us, “clean” does not mean that the products have to conform to natural cosmetics, because natural cosmetics do not necessarily contain sustainable raw materials. Therefore, we also allow synthetic raw materials that are very environmentally friendly.

Katrin Steinbach,
Technical Unit Expert Corporate Responsibility

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How sustainable is the CATRICE packaging?

We design the packaging of our products – especially from the Clean Beauty and Clean Beauty PLUS collections – as sustainably as currently possible. For example, we only put the minimum amount of new plastic in the packaging as necessary and use as much recycled material as possible. There are plastic types where recyclates are not yet available in the purity and safety we need for cosmetics products. However, we have already achieved a first success with the very popular Glam & Doll Mascara:

Four versions of the **CATRICE GLAM & DOLL MASCARA** will be available with outer packaging made of 80% recycled materials as of autumn 2020 – purity and safety are of course absolutely guaranteed here. The remaining 20% are deliberately made of new plastic, as the recycled plastic needed for this is not yet available in the required purity for product contact.



WE ONLY PUT AS MUCH NEW PLASTIC IN THE PACKAGING AS ABSOLUTELY NECESSARY TO ENSURE, FOR EXAMPLE, PURITY AND PRODUCT SAFETY.

Daniela Soukup,
Senior Manager Corporate Responsibility

Furthermore, we support the organization Plastics For Change in its projects in India. Together, we have managed to establish two collection points for plastic waste: The aim of the cooperation is to bring carelessly disposed of plastic into the cycle as a valuable recyclate and at the same time to create a sustainable livelihood for Indian workers. In this way, we help to prevent discarded plastic from entering the oceans and support its reuse in a place where there are currently no sorting facilities or collection and return systems.



You can find out more about our “Zero Waste” goals in question 10.

Does Clean Beauty also mean a “clean look” – or can it be a little more (colour-) intense?



66% ARE CONVINCED THAT THEY CAN CREATE EQUALLY STUNNING AND LONG-LASTING LOOKS WITH VEGAN COSMETICS*



THERE'S NO LIMIT TO YOUR CREATIVITY WITH MAKE-UP, NOT EVEN WITH “CLEAN” PRODUCTS!

Sandra D'Alói, Make-up Artistin NUYA

Many Clean Beauty products have a light, moisturizing formulation and underline the natural look with fresh nude tones. However, there are no limits to your make-up creativity, even with “clean” products: A dramatic eyeliner, intense highlights or deep red lips can also be created with the appropriate high-quality Clean Beauty products.

Why doesn't CATRICE simply change the entire product range to "clean"?

As we have set ourselves very strict guidelines at Clean Beauty PLUS, we do a lot of testing and work with a variety of natural ingredients until we find just the right formulation. The formulas must be 100% vegan and contain at least 75% natural ingredients without any loss of quality. Together with our suppliers, we are constantly researching innovative substances, which we test and experiment with during product development. By the way, the term "clean" does not stand for the fact that these cosmetics are better, but for the fact that they make do without certain ingredients. Even synthetic ingredients can be sustainable and harmless.



**EVEN SYNTHETIC INGREDIENTS CAN
BE SUSTAINABLE AND HARMLESS.**

Katrin Steinbach,
Technical Unit Expert Corporate Responsibility

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WHERE

are CATRICE products manufactured?

Like other cosmetics companies, we develop our innovative products in our headquarter in Germany. We then organise the production of these articles with suppliers in different regions of the world. About 90 % of our manufacturing is carried out in Europe.



90%

OF THE PRODUCTS ARE
MANUFACTURED IN EUROPE



**COMPLIANCE WITH SOCIAL AND ENVIRONMENTAL
STANDARDS IS AN IMPORTANT PART OF THE
AGREEMENTS WITH OUR INTERNATIONAL BUSINESS
PARTNERS. WE CHECK THIS AT REGULAR INTERVALS.**

Maximilian Peters,
Senior Manager Corporate Responsibility



INGREDIENTS



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100 % **COMPENSATION OF THE PALM OIL USED**

The excessive and uncontrolled cultivation of palm oil plants endangers the ecosystem in the rainforests. We fully compensate the quantities of palm oil, palm kernel oil and their derivatives that we use, thus promoting sustainable cultivation.

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100 % **FREE OF MICROPLASTIC PARTICLES** BY 2025

Microplastic particles are tiny plastic components that enter the oceans via the water cycle and damage the environment. We are constantly researching natural, biological alternatives and have been developing all of our new product innovations completely without microplastic particles since January 2020.

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100% **ELIMINATION OF VOLATILE SILICONES** BY 2025

Silicones are synthetic polymers produced from sand and are used in cosmetics products for many different purposes. The range of silicones is very broad, as is their relevance to health and the environment. Volatile silicones have a noticeable environmental impact, which is why we will completely remove these substances from our products by 2025.

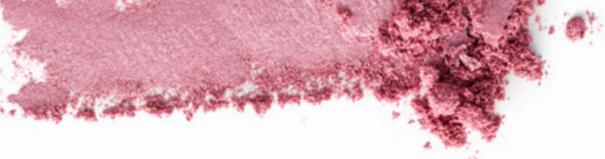


QUESTION



What does
**CORPORATE
RESPONSIBILITY**
mean to cosnova
(and the brand
CATRICE)?

Here at cosnova, we have set ourselves ambitious goals to make a positive contribution to the protection of our planet and its inhabitants. With sustainable products and social commitment, we want to make the world a little bit better every day on four levels.



HARMLESSNESS OF OUR PRODUCTS

Our products shouldn't have negative consequences for anyone. That is why we develop our products in a more sustainable way with regard to health, environmental and social aspects. Ever since our company was founded in 2001, we have always said a clear 'no' to animal testing. We are also converting our complete range to be free of microplastic particles.

WORKING CONDITIONS AT OUR BUSINESS PARTNERS

We don't have our own factories – so we make sure to take a close look at our business partners. Our code of conduct requires every supplier to adhere to fair working conditions and environmental standards and is a prerequisite for every collaboration. We have the compliance with these standards checked by independent third parties at regular intervals.

ZERO WASTE

In order to transport our products to you safely and as sustainably as possible, we have set ourselves the target to use 30 % less packaging material by 2025, to design up to 75 % of our packaging to be recyclable and to produce at least 50 % of our packaging from recycled material.

SOCIAL INITIATIVES

Our responsibility does not end with our products. Social commitment is deeply rooted within our company. Because we want to have a positive influence on the lives of as many people as possible: in our company, in our region and along our supply chain.



CLEAN | ID



NO TO



PROUDLY
PEOPLE & PLANET
FRIENDLY