

ANIMAL WELFARE AND TESTING POLICY

OVERVIEW

e.l.f. Beauty, Inc. ("e.l.f." or the "Company") stands with every eye, lip, face and paw with a deep commitment to inclusive, accessible, cruelty free beauty. We do not conduct or tolerate any tests on animals, nor does the Company use any ingredients that are tested on animals in any of its products. These principles were approved by the Board of Directors and Executive Team of the Company.

PROGRAMS AND PRACTICES

We are proudly 100% cruelty free worldwide.

Our community consistently ranks "cruelty free" among the most important product features when purchasing cosmetics and skin care. We never test on animals and are proudly double-certified as "cruelty free" across our e.l.f. Cosmetics, e.l.f. SKIN, Well People and Keys Soulcare brands, with certification as "Global Animal Test-Free" by People for the Ethical Treatment of Animals (PETA) and under the Leaping Bunny Program. Naturium, acquired in FY 2024, is also cruelty free, with no animal testing conducted for ingredients or finished products. We are working towards obtaining the same double certification for Naturium.

PETA Certified: People for the Ethical Treatment of Animals (PETA)'s "Global Animal Test-Free certification is a label given to companies and brands who have verified that their facilities and their suppliers do not conduct, commission, pay for, or allow any tests on animals for their ingredients or finished products.

Leaping Bunny Certified: Certification under the Leaping Bunny Program is operated by the Coalition for Consumer Information on Cosmetics in the US and Canada. Companies with this certification certify that no animal testing was conducted on materials or formulations at all stages of product development, in addition to recommitting to the program annually and being open to third-party audits.

We view our pets as another member of our family.

We offer "Pawternity Leave" for our employees. Under this policy, any e.l.f. Beauty employee who adopts a shelter animal is allowed paid time off so that they can tend to the new pet in their lives.

OVERSIGHT

This Policy applies worldwide to all employees and partners of e.l.f. Beauty. These principles were approved by the Board of Directors and Executive Team of the Company.