

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 proud to be double-certified "cruelty-free" across all of our brands.

In our internal attitude & usage studies, consumers consistently rank "cruelty-free" as one of the top five most important product features when purchasing makeup. In FY 2022, we completed the work to achieve Leaping Bunny certification for the e.l.f. brand and Keys Soulcare--adding to our existing Leaping Bunny certification for Well People, and our certifications by People for the Ethical Treatment of Animals (PETA) across our brands.

- **PETA certified:** All of our brands (e.l.f. Cosmetics, e.l.f. SKIN, Keys Soulcare and Well People) have been recognized by People for the Ethical Treatment of Animals (PETA) as dedicated members of the "Beauty Without Bunnies" initiative, a program adopted by companies and brands that have banned all testing on animals and pledge not to do any such testing in the future. As part of this initiative, each of our brands is certified as "Global Animal Test-Free", a label given to companies and brands who have verified that their own facilities and their suppliers do not conduct, commission, pay for, or allow any tests on animals for their ingredients, formulations, or finished products. e.l.f. Cosmetics is also certified by PETA as "Global Animal Test-Free and Vegan", which recognizes companies and brands that not only ban animal tests but also refuse to use any animal-derived ingredients, such as honey, beeswax, or carmine, in its products.
- **Leaping Bunny certified:** Each of our brands has also been certified by the Leaping Bunny Program, operated by the Coalition for Consumer Information on Cosmetics in the US and Canada. Companies with these certifications 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 partner with organizations that protect animals.

As a proud cruelty-free Company, e.l.f. Beauty has collaborations with likeminded influencers that support banning testing on animals and contribute to animal welfare charities. For example, we created a custom To the Rescue Eyeshadow Palette with Jkissa, a beauty influencer and cruelty-free activist, with shades named after adopted dogs from Angel City Pits or pups in Jkissa's life. As part of the collaboration, we donated \$15,000 to Angel City Pits in LA—a 501c3 non-profit organization dedicated to creating a better future for pit bulls through education, public advocacy, adoptions, and owner support.

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.

Last updated: September 2022