

PACKAGING SUSTAINABILITY POLICY

OVERVIEW

At e.l.f. Beauty, Inc. (“e.l.f.” or the “Company”), we are committed to being responsible stewards of our environment and finding ways to minimize our environmental impact.

Product packaging is central to our brands and goes beyond just holding and protecting our products. Our packaging serves to engage and inspire our community, visually showcase our amazing cruelty-free and clean formulas and convey important product information. At the same time, packaging represents a meaningful portion of our environmental footprint, driving our continued focus to further reduce this impact.

PROGRAMS AND PRACTICES

our packaging sustainability strategy is grounded in three principles.

PRINCIPLE	DESCRIPTION
1. PACKAGING FOOTPRINT REDUCTION	Enable a smaller, less intensive packaging “footprint.” This includes, where possible, removing secondary cartons, streamlining components to use less material, and eliminating or reducing the use of certain packaging finishes.
2. SUSTAINABLY SOURCED PACKAGING	Increase reliance on packaging materials from sustainable sources. This includes Forest Stewardship Council (FSC)-certified paper cartons and exploring sustainable alternatives to virgin plastics, such as post-consumer recycled (“PCR”) plastics.
3. RECYCLABLE & REUSABLE PACKAGING	Utilize packaging materials and forms that can be recycled or reused to divert from landfills. This includes exploring recyclable and/or refillable components and product cartons and shippers that are recyclable.

we are committed to reducing the amount of packaging that we use.

In November 2021, we celebrated a significant milestone on our sustainability journey – eliminating more than one million pounds of excess packaging since the inception of “Project Unicorn”.

Project Unicorn was designed to elevate e.l.f. Cosmetics’ product assortment, presentation, and navigation on-shelf, and resulted in significant streamlining of our packaging footprint. The elimination of excess packaging was achieved by removing secondary cartons, vacuum-formed trays and paper insert cards, slimming down secondary packaging, and designing a patented approach to display product on shelf.

Building on this success, we are pursuing further opportunities to eliminate excess packaging across our product assortment.

we are increasing the amount of our packaging that is sustainably sourced.

We are increasing the amount of our packaging that is sustainably sourced. Our initial focus is the use of Forest Stewardship Council (FSC)-certified paper for our products that use paper cartons. FSC certification is a globally recognized standard that ensures that products come from responsibly managed forests that provide environmental, social and economic benefits.

We have set a goal for our paper cartons be 100% FSC-certified across all of our brands by the end of our FY 2025, as compared to 23% of our paper cartons being FSC-certified in FY 2022. All of our paper cartons for the Well People, Keys Soulcare and e.l.f. SKIN brands are FSC-certified and we are in the process of transitioning our paper cartons for e.l.f. Cosmetics.

By choosing products with the FSC label, consumers can be sure that the items they purchase have not been manufactured at the expense of the forest, or the animals, plants and people who rely on it. When consumers purchase FSC-certified products, they are directly supporting responsible forest management.

we have projects underway to increase the recyclability and reusability of our packaging.

We have projects underway to increase the percentage of our packaging that is recyclable, refillable, reusable, or made from recycled materials. In FY 2022, we partnered with How2Recycle®, a project of the Sustainable Packaging Coalition®, a membership-based group that brings together businesses, educational institutions, and government agencies to collectively broaden the understanding of packaging sustainability and develop meaningful improvements for packaging solutions. We are conducting packaging-specific recyclability evaluations with the goal of communicating product-specific recycling instructions to our consumers.

The majority of our product packaging components for the Keys Soulcare brand are created with glass. Across our brands, our US ecommerce shipping boxes are recyclable and made with a portion of recycled materials.

OVERSIGHT

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

Although every one of our teammates has the responsibility to mitigate our environmental impact, the primary oversight authority on such issues lies with our Board of Directors, through the Nominating and Corporate Governance Committee. In partnership with senior management, members of the Committee provide guidance on our overall ESG programs, including our environmental strategy and setting goals on environmental-related topics.

MONITORING, AUDITING & VERIFICATION

e.l.f. Beauty strictly adheres to all local, state, and federal environmental-related legislation and guidelines. We expect our partners and third-party providers to comply with all relevant environmental legislation.

Last updated: September 2022