

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” among the most important product features when purchasing makeup. We are proudly double-certified as “cruelty free” across all of our brands, with certification as “Global Animal Test-Free” by People for the Ethical Treatment of Animals (PETA) and under the Leaping Bunny program..

- **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 (e.l.f. Cosmetics, e.l.f. SKIN, Keys Soulcare and Well People) 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 we contribute to animal welfare charities. For example, in FY 2023 we donated \$100,000 to Whale and Dolphin Conservation (WDC). WDC aims to make an environmental impact through ending captivity of whales and dolphins through relocation and campaign efforts, bringing an end to whale and dolphin hunting, and creating healthy seas through scientific research and education. Our donation will support research and educational programs at WDC to inspire and engage girls in marine life conservation and help them discover career pathways rooted in STEM.

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 2023