Clean Conscious Diaper

January 22, 2021

LOS ANGELES, Jan. 22, 2021 – The Honest Company announced today the launch of a new line of Clean Conscious Diapers designed to be conscious of both baby and the environment, with exclusive new features to take baby from infant to toddler. Made with plant-based materials and 100% recyclable boxes, the new diapers were mindfully designed with new technology to be better absorbing, while using less material in each diaper. The new technology allows for a more efficient design, helping families reduce the impact on the environment without compromising comfort and protection.



“Our goal is to help parents lead a healthy lifestyle and live consciously. We do not use potentially harmful materials and never add latex, fragrance, or parabens to our baby products. We care for the planet which is why the fluff pulp in our diapers comes from sustainably sourced forests and all Clean Conscious Diapers are shipped in 100% post recycled consumer cardboard (PCR) boxes, meaning no new trees are cut down to make our shippers,” stated Don Frey, Chief Innovation Officer, The Honest Company. “We want parents to have peace of mind, which is why the materials we use in every step of the process are designed to be the best for performance and the planet.”

All Clean Conscious Diapers are designed with a quilted bubble liner, toxicologist-verified wetness indicator, and a quick absorb channel to help control leaks and keep baby dry, while safely letting parents know when it is time for a diaper change. Additional features include specifically customized enhancements for baby at every age and stage (newborn to size 6):

- **Belly Button Cutout (Newborns):** Created for newborn umbilical cords, each diaper is designed to minimize friction against the sensitive belly area.
- **Double Poo Pockets (Sizes 1 – 2):** Honest is the only diaper brand that offers double poo pockets* for extra security to help trap blowouts and keep mess contained.
- **Stretch Comfort (Sizes 3 – 6):** As babies grow and get more active, they need diapers that move with them. Our super stretchy sides allow for a secure fit for active babes.

“As a mom of three, I understand the struggle of finding safe and effective diapers that grow with your baby. In updating our game-changing diaper line, we asked our Honest parents which features they wanted to make the ultimate Honest diaper: help trap blowouts, a safe and easy to read wetness indicator, and being made from sustainable materials was what we heard most often. I’m so proud that we were able to incorporate all of these amazing benefits and develop what is, I think, the best diaper out there. Plus, our new technology means a more efficient design, so we can reduce the impact on the environment by using less material but still provide more comfort and better protection than before.” said Jessica Alba, Founder, The Honest Company.

As a mission-driven company, the latest diaper line is part of Honest’s strategy to drive disruptive innovation in a way that combines conventional needs and the natural space, providing parents the products necessary to protect their baby and live consciously.

For more information on The Honest Company please visit https://www.honest.com/clean-conscious-diaper and join the conversation socially with @honest on Twitter and Instagram and www.facebook.com/thehonestcompany. *In the US, based on IRI data from 12/1/2019-11/29/2020

About The Honest Company

Launched in 2012, The Honest Company is a mission-driven consumer products company dedicated to inspiring you to love living consciously. Thoughtfully formulated, safe and effective baby, personal care beauty and household products are available via honest.com, in North America at more than 26,000 retail locations, in Canada through Shoppers Drug Mart and in Europe at select Douglas and Boots retail locations. The company's

mission is driven by their values of transparency, trust, sustainability, and a deep sense of purpose. The Honest Company is committed to ensuring all families have access to basic necessities – a commitment reflected in its ongoing partnership with organizations like Baby2Baby. The Honest Company is privately held and headquartered in Los Angeles, California.