The Honest Company Donates 1.5 Million Diapers to Baby2Baby

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LOS ANGELES (May 14, 2018) – The Honest Company, a mission-driven business providing 100+ trusted and effective products across a wide range of consumer categories, is expanding its support of Baby2Baby, a charitable organization providing basic necessities to families in need. In celebration of Baby2Baby as The Honest Company's official charitable partner, the company has committed to donating 1.5 million diapers to Baby2Baby in honor Mother's Day in support of mothers everywhere.



"At The Honest Company, we're devoted to empowering people to live happy, healthy lives," says The Honest Company Founder Jessica Alba. "A mother should never have to choose between feeding her children and buying diapers. Baby2Baby helps new mothers so they don't have to make that impossible decision, and we can't think of a better charitable partner for The Honest Company."

Other plans to support Baby2Baby throughout 2018 include providing baby bundles filled with diapers, and hygiene items to 600+ families annually. The Honest Company employees will also continue to be involved, visiting Baby 2 Baby's Los Angeles headquarters monthly to assemble kits for families. The company will also host five packing parties this year at its offices in Playa Vista.

"The Honest Company and Baby2Baby share a joint mission to improve the lives of families everywhere," said Kelly Sawyer Patricof and Norah Weinstein, Co-Presidents of Baby2Baby. "Baby2Baby is grateful for The Honest Company's dedication to drive change in the community – together we will help a lot of families around the United States."

For more information, visit https://www.honest.com/social-goodness.

About The Honest Company:

"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.

About Baby2Baby:

Baby2Baby provides low-income children ages 0-12 years with diapers, clothing and all the basic necessities that every child deserves. By distributing to non-profit partner organizations including homeless and domestic violence shelters, Head Start programs, foster care programs and children's hospitals, Baby2Baby will serve more than 180,000 children in Los Angeles this year and tens of thousands more across the country through the Baby2Baby National Network.