



The Honest Company Appoints Nick Vlahos CEO

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LOS ANGELES (March 16, 2017) -- The Honest Company, a leading healthy lifestyle brand, today announced the appointment of Nick Vlahos as Chief Executive Officer. A veteran of the consumer packaged goods industry, Vlahos has a track record of building global retail brands, including Burt's Bees, Brita and Green Works. He succeeds Brian Lee, who will remain on the board of directors and serve as an advisor to the company.



"With our strategic shift from e-commerce to omni-channel brand underway, this is the perfect time to welcome Nick Vlahos as the new CEO of The Honest Company," said Jessica Alba, Founder and Chairperson of the Board of The Honest Company. "Nick shares our mission of building a modern brand with ethical standards, trust and transparency at the forefront. The sky's the limit for what Honest can become and I look forward to working alongside Nick on the next phase of our journey."

Vlahos, who will also join The Honest Company's board of directors, will oversee Honest's continuing accelerated growth agenda with an added focus on innovation, retail distribution, digital marketing and global expansion. He comes to Honest from The Clorox Company, where he served as Executive Vice President and Chief Operating Officer, responsible for approximately \$3B in sales for the company's Household and Lifestyle segment, as well as direct responsibility for five Global Functions: Sales, Marketing, R&D, I.T. and Product Supply.

"I am honored and energized to be joining the incredibly talented Honest family," said Vlahos. "Jessica, Brian and their team have created an amazing healthy lifestyle brand with a dynamic company culture. I look forward to building upon The Honest Company's continued success and helping to accelerate innovation and growth."

At Clorox, Vlahos was instrumental in driving domestic and international growth for major portfolio brands such as Burt's Bees, which he built into a global leader in the natural personal care industry with a presence in 40 countries. Vlahos also previously held the role of Vice President – General Manager of Laundry, Brita and Green Works. Vlahos is a member of the Board of Directors for the Grocery Manufacturers Association's Industry Affairs Council and previously served on the board of the Natural Products Association, a leading North American industry group supporting the interests of the natural products industry and consumers.

Vlahos joins The Honest Company at a pivotal time that has been characterized by significant growth and transformation.

- Honest reached the milestone of \$300+ million in sales in 2016 - just five years after the company was founded.
- Honest recently launched its first ever brand campaign, #HonestMoments.
- Honest is expanding its national wholesale channels by introducing extensive product assortments in CVS, Babies "R" Us and several other major retailers.

"This is an exciting new chapter for Honest and I am looking forward to being a part of it," said Co-Founder and Board Member of The Honest Company, Brian Lee. "It has been our strategy to evolve the company into an omni-channel brand and Nick's tremendous background building global CPG brands makes him the ideal person to lead us there."

Regarding her co-founder, Brian Lee, Alba said, "Brian's leadership and experience as an e-commerce entrepreneur has been critical to Honest's success since we founded the company together in 2011. I've never been more excited about our future and adding Nick to a team that includes Brian's deep experience and valuable insight will be critical as Honest evolves into a multi-channel, 21st century brand."

About The Honest Company:

The Honest Company is dedicated to helping people live a happy and healthy life. Founded in 2012, the mission-driven company provides 100+ safe,

effective, and delightful products across a wide range of consumer categories, including baby, personal care, beauty, home care, and vitamins & supplements, to a passionate community of consumers united by values and style. Honest products are available across the U.S. via honest.com and honestbeauty.com and at more than 13,000 retail locations across North America. The Honest Company is privately held and headquartered in Los Angeles, California.