



## The Honest Company Grows Board of Directors, Adds Seventh Member

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*Global Consumer Marketing and Branding Leader Katie Bayne Brings Expertise, Diversity to Board*

LOS ANGELES (November 1, 2018) – The Honest Company, a mission-driven business, today announced Katie Bayne has been appointed to its Board of Directors. Bayne is the second female member of the Board, and her appointment is part of the company's continuing commitment to ensuring a diverse and inclusive workforce.

With the addition of Bayne, The Honest Company's Board of Directors grows to seven members. She joins founder Jessica Alba and five other members in overseeing of company's mission and strategy. As one of the most notable brands in the natural baby and clean beauty categories, The Honest Company recognizes the importance of placing more women in leadership positions. In 2017, the company launched its first employee resource group, Women Excelling in Leadership and Living (WELL), which offers professional development and a mentorship program for female employees, with the aspiration of preparing them for future leadership roles.

"Creating more diversity within our business is critical to executing our strategy," said Nick Vlahos, The Honest Company CEO. "As we continue to grow and expand into new markets around the world, we need to mirror the communities that we serve within our own operations. Katie is an exceptional, proven business leader who truly understands our mission and business, and I look forward to her support as we continue on our journey to becoming a global brand."

"I'm proud to have built a consumer-centric brand with a leadership team driven by diversity in thought," said Jessica Alba, The Honest Company Founder and Chairperson of the Board. "Katie is a strong and inspirational female executive and her strategic expertise will help us further our mission, deepening our connection with consumers on a global scale."

Bayne brings nearly 30 years of consumer marketing experience to her new position on the Board of Directors. She was a longtime strategic marketing leader at Coca-Cola, working in various global management positions of increasing responsibility, eventually becoming the Chief Marketing Officer, North America and then the President, North America Brands. In addition to guiding the marketing team through winning multiple Lions, Clios and an Emmy, Bayne was responsible for the creation of Coca-Cola's consumer loyalty program – also the world's largest with more than 22 million users. She is currently the Founder and President of Bayne Advisors, a strategic consulting firm, where she partners with client companies to solve complex challenges.

"I've admired The Honest Company since its inception and have a deep respect for the company's goals and aspirations," said Bayne. "The existing team has created an incredible foundation and positioned the Company for global expansion. I'm thrilled to have a role in shaping and building the next phase of sustainable growth."

Bayne holds a BA from Duke University, where she also earned her MBA. She is a seasoned independent Board Director having served on three publicly-traded company boards, including the Ascena Retail Group since 2015. She is also actively engaged within the Fuqua School of Business at Duke University as a member of its Board of Visitors, sits on the Board of Trustees for The Lovett School, a co-educational K-12 independent school in Atlanta and previously sat on the board for the Atlanta Women's Foundation.

### **About The Honest Company:**

Founded in 2012, The Honest Company® is a mission-driven consumer products company dedicated to empowering people to live happy, healthy lives. Consumers seeking thoughtfully formulated, safe and effective baby, personal care and beauty products, along with education and support can find The Honest Company products across North America via [honest.com](http://honest.com) and [honestbeauty.com](http://honestbeauty.com) and at more than 17,000 retail locations. Beginning in spring 2019, consumers in Europe can find Honest Beauty at select Douglas retail locations. A leader in the natural baby category and a trailblazer in clean beauty, The Honest Company is committed to ensuring all families have access to basic necessities and the latest health information for safe growth and development — a commitment reflected in its ongoing partnerships with organizations such as Baby2Baby and Mount Sinai. The Honest Company is privately held and headquartered in Los Angeles, California.