FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | D.C. 20549 |
|-------------|------------|
|-------------|------------|

| Check this box if no longer subject |
|-------------------------------------|
| to Section 16. Form 4 or Form 5     |
| obligations may continue. See       |
| Instruction 1(h)                    |

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

| OMB APPROVAL             |     |  |  |  |  |  |  |
|--------------------------|-----|--|--|--|--|--|--|
| OMB Number: 3235-0287    |     |  |  |  |  |  |  |
| Estimated average burden |     |  |  |  |  |  |  |
| hours per response:      | 0.5 |  |  |  |  |  |  |

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person*     Winchell Stephen   |  |         |   |  | 2. Issuer Name and Ticker or Trading Symbol Honest Company, Inc. [ HNST ]   |  |                 |       |                        |  |                                       |                   |   |  | k all app<br>Direc                             | tor  | ng Per                                | 10% Ov  | vner       |
|--|--|---------|---|--|---|--|-----------------|-------|------------------------|--|---------------------------------------|-------------------|---|--|--|--|---------------------------------------|---|------------|
| (Last)<br>12130 M  | (Fir   | ,       | Middle)                                 |  | 3. Date of Earliest Transaction (Month/Day/Year) 08/21/2023   |  |                 |       |                        |  |                                       |                   |   | X  | belov  | er (give title<br>v)<br>TP, Operati                                      | ions a                                | Other (s<br>below)<br>and R&D                       | specify    |
| SUITE 500  |  |         |   |  | 4. If Amendment, Date of Original Filed (Month/Day/Year)  |  |                 |       |                        |  |                                       |                   |   | 6. Individual or Joint/Group Filing (Check Applicable Line)  |  |  |                                       |   |            |
| (Street) LOS ANGELES CA 90094                                |  |         |   |  |   |  |                 |       |                        |  |                                       |                   | X   | Form filed by One Reporting Person Form filed by More than One Reporting Person                                      |  |  |                                       |   |            |
| (City)   |  | ate) (Z | Zip)                                    |  | Rule 10b5-1(c) Transaction Indication  Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. |  |                 |       |                        |  |                                       |                   |   | nded to  |  |  |                                       |   |            |
|  | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned   |         |   |  |   |  |                 |       |                        |  |                                       |                   |   |  |  |  |                                       |   |            |
| 1. Title of Security (Instr. 3)  2. Transact Date (Month/Day |  |         |   |  | Execution Da  |  |                 |       |                        | 4. Securitie<br>Disposed C<br>5)   |                                       |                   | 4 and Secur<br>Benef<br>Owne              |  | cially<br>I Following                          | Form<br>(D) o  | r Indirect   (                        | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |            |
|  |  |         |   |  |   |  |                 |       | Code                   | v  | Amount                                | (A) or<br>(D) Pri |   | ce   | Reported<br>Transaction(s)<br>(Instr. 3 and 4) |  |                                       |   | (Instr. 4) |
| Common Stock 08/21/2   |  |         |   |  | 2023  |  |                 | S     |                        | 2,992 <sup>(1)</sup> D   |                                       | \$1               | .36 <sup>(2)</sup>                        | 294,212 <sup>(3)</sup>   |  |  | D                                     |   |            |
|  | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |         |   |  |   |  |                 |       |                        |  |                                       |                   |   |  |  |  |                                       |   |            |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)          | rivative Conversion Date Execution Date, curity or Exercise (Month/Day/Year) if any  |         | 4.<br>Transaction<br>Code (Instr.<br>8) |  | 5. Nu<br>of<br>Deriv<br>Secu<br>Acqu<br>(A) o<br>Dispo<br>of (D)<br>(Instr<br>and 5   | rities<br>iired<br>r<br>osed<br>)<br>r. 3, 4 | Expiration D    |       | ate                    | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Ins<br>3 and 4) |                                       | De<br>Se<br>(In:  | Price of<br>rivative<br>curity<br>str. 5) | 9. Number<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction<br>(Instr. 4) | y G  | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4) |   |            |
|  |  |         |   |  | Code V (A) (D)  |  | Date<br>Exercis | sable | Expiration<br>Date Tit |  | Amour<br>or<br>Number<br>of<br>Shares | er                |   |  |  |  |                                       |   |            |

## **Explanation of Responses:**

- 1. Shares were sold solely to cover the associated tax liability upon the vesting of a previously granted award of Restricted Stock Units (RSUs).
- 2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1.36 to \$1.38, inclusive. The reporting person undertakes to provide to the Issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares purchased at each separate price within the range set forth above
- 3. Includes 267,757 RSUs which are payable in an equivalent number of shares of the Issuer's common stock.

## Remarks:

/s/ Brendan Sheehey, 08/22/2023 Attorney-in-Fact

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.