THE HONEST COMPANY, INC.

CORPORATE GOVERNANCE GUIDELINES

The Honest Company, Inc. (the "***Company***") has established the following Corporate Governance Guidelines (these "***Guidelines***") for the conduct and operation of its Board of Directors (the "***Board***"). These Guidelines are designed to give directors a flexible framework for effectively pursuing the Company's objectives for the benefit of its stockholders. These Guidelines should be interpreted in the context of all applicable laws, the Company's charter documents and the Company's other policies.

I. BOARD COMPOSITION AND SELECTION

Size and Classes of the Board

The Board will establish the number of directors in accordance with the amended and restated certificate of incorporation and amended and restated bylaws (the "***Bylaws***") of the Company. The Board and its Nominating and Corporate Governance Committee (the "***Nominating Committee***") will periodically review the appropriate Board size, which may vary to accommodate the availability of suitable candidates and the Company's needs and recommends to the Board, if applicable, the class of directors in which a director nominated to fill a vacancy on the Board due to an increase in the size of the Board should serve. The Board is divided into three classes that serve staggered three-year terms and are as equal as possible.

Independence of Directors

The Board must consist of at least a majority of independent directors who satisfy (a) the independence requirements of the Nasdaq Stock Market (the "***Exchange***"), (b) any other applicable statutory or regulatory independence requirements, and (c) the additional qualifications set forth below, subject to an election by the Company to rely on any exemptions, cure periods or transition periods permitted by the Exchange.

To be considered independent for purposes of determining whether the Board has at least a majority of independent directors, a director must not: (i) have any personal service contracts with the Company or any members of the Company's senior management; (ii) be employed by a public company at which an executive officer of the Company serves as a director, regardless of whether that executive officer serves on the compensation committee of such public company; (iii) be affiliated with a non-profit entity that receives significant contributions from the Company; or (iv) have [had] any of the relationships described in clauses (i) through (iii) with any affiliate of the Company. In addition, a director who has served as Chief Executive Officer or as any other executive officer of the Company will not be considered independent for a period of three (3) years following the termination of such employment.

At such times as required by the rules and regulations of the Securities and Exchange Commission (the "***SEC***") or the Exchange's listing standards, and based on information provided by the Board and the advice of counsel, the Board or its Nominating Committee will make affirmative determinations regarding director independence.

If the Company fails to comply with the independence requirements set forth in these Guidelines due to one or more vacancies on the Board, the Company will take all steps necessary to regain compliance with these requirements within one hundred and thirty-five (135) days of the vacancy or vacancies giving rise to such non-compliance.

Directors may be asked from time to time to leave a Board meeting when the Board is considering a transaction in which the director (or another organization with which the director is affiliated) has a financial or other interest. The Audit Committee of the Board (the "***Audit Committee***") will review and approve any proposed related person transactions in compliance with the Company's policies and Exchange rules.

Management Directors

The Board anticipates that the Chief Executive Officer will serve on the Board. The Board also anticipates that other members of management who can assist the Board in fulfilling its responsibilities based on their experience and role at the Company may serve on the Board.

Board Leadership

The Board will appoint the Chair of the Board (the "***Chair***") and the Company's Chief Executive Officer in the manner that it determines to be in the best interests of the Company and its stockholders and in accordance with Company's stockholder agreements, as applicable. The Board believes that whether to have the same person occupy the offices of Chair and Chief Executive Officer, or whether the Chair is also an employee director or a non-independent director, or is elected from among the independent directors, should be decided by the Board, from time to time, in its business judgment after considering relevant factors, including the specific needs of the business and what is in the best interests of the Company and its stockholders. The Nominating Committee will periodically review this matter and make recommendations to the Board.

If the individual appointed as Chair is not an independent director, or whenever the independent directors determine that it is in the best interests of the Company and its stockholders, the independent directors, by vote of a majority of such independent directors, will annually select an independent director to serve as lead independent director (the "***Lead Independent Director***"). The Lead Independent Director will have the following responsibilities: (i) in consultation with the Chair, establish the agenda for regular Board meetings, (ii) preside at all meetings of the Board at which the Chair is not present, including executive sessions of the independent directors; (iii) establish the agenda for meetings of the independent directors; (iv) coordinate with the committee chairs regarding meeting agendas and information requirements; (v) preside over any portions of meetings of the Board at which the performance of the Board is presented or discussed; (vi) act as liaison between the independent directors, the Chief Executive Officer and the Chair; and (vii) perform such other functions as the Board may delegate. The name of the Chair or Lead Independent Director will be listed in the Company's proxy statement.

Selection of Directors

The Board will be responsible for nominating members for election to the Board by the Company's stockholders. The Board is also responsible for filling any vacancies and newly created directorships on the Board that may occur between annual meetings of stockholders as provided in the Company's charter documents. The Nominating Committee is responsible for identifying, reviewing, evaluating, recommending and communicating with candidates qualified to become Board members or nominees for directors to the Board, in accordance with its charter and consistent with the criteria listed below.

Stockholder Recommendations of Director Nominees

The Nominating Committee will consider director candidates recommended by the Company's stockholders. The Nominating Committee does not intend to alter the manner in which it evaluates a candidate for nomination to the Board based on whether or not the candidate was recommended by a Company stockholder.

For nominations of potential candidates made other than by the Board, the stockholder or other person making such nomination must comply with the Company's Bylaws.

Director Qualification Standards

The Board works with the Nominating Committee to determine periodically, as appropriate, the desired characteristics, qualifications, skills and experience for the Board as a whole and for its individual members, as well as the committees of the Board on which they may serve. The Board considers recommendations for nominees from the Nominating Committee. The Board will consider the minimum general criteria below and may add any specific additional criteria with respect to specific searches, in selecting candidates and existing directors for serving on the Board. An acceptable candidate may not fully satisfy all of the criteria but is expected to satisfy nearly all of them.

The Board believes that candidates for director should have certain minimum qualifications, including the highest personal integrity and ethics, the ability to read and understand basic financial statements, ability to understand the industry of the Company and being older than 21.

In considering candidates recommended by the Nominating Committee, the Board intends to consider other factors, such as: (i) possessing relevant expertise upon which to be able to offer advice and guidance to management; (ii) having sufficient time to devote to the affairs of the Company; (iii) demonstrating excellence in his or her field; (iv) having the ability to exercise sound business judgment; (v) experience as a board member or executive officer of another publicly held company; (vi) having a diverse personal background, perspective and experience; and (vii) having the commitment to rigorously represent the long-term interests of the Company's stockholders.

The Board and the Nominating Committee review candidates for director nomination in the context of the current composition of the Board, the Company's operating requirements and the long-term interests of the Company's stockholders. The Company endeavors to have a Board representing diverse backgrounds and a wide range of professional experiences in areas that are relevant to the Company's business and its status as a public company. Accordingly, the Board is committed to seeking out highly qualified candidates of diverse perspectives, background, and experience. Directors must develop an understanding of the Company's business and be willing to devote sufficient time and effort to carrying out their duties and responsibilities effectively and should be committed to serve on the Board for an extended period of time. In the case of new director candidates, the Board also determines whether the nominee must be independent for purposes of the Exchange.

For incumbent directors, the Board and the Nominating Committee review those directors' overall service to the Company during their term, including the number of meetings attended, level of participation, quality of performance and any other relationships and transactions that might impair the directors' independence.

Changes in Board Membership Criteria

The Board wishes to maintain members who can productively contribute to the success of the Company. From time to time, the Board, in its discretion or at the recommendation of the Nominating Committee, may change the criteria for Board membership. When this occurs, the Board will evaluate existing members according to the new criteria. The Board may ask a director who no longer meets the complete criteria for board membership to adjust his or her committee assignments or resign from the Board.

Term Limits

The Board does not believe it should limit the number of terms for which an individual may serve as a director. Directors who have served on the Board for an extended period of time are able to provide continuity and valuable insight into the Company's operations and prospects because of their experience and understanding of the Company's history, policies and objectives. The Board believes that it can ensure that it continues to evolve and adopt new ideas and viewpoints through the director nomination process in these Guidelines. The director nomination process achieves what term limits seek to accomplish.

Limits on Other Board Memberships

Directors are expected to advise the Chair of the Board and chair of the Nominating Committee before accepting an invitation to serve on the board of directors or committee of another company. The Board recognizes that a director's ability to fulfill his or her responsibilities as a director can be impaired if he or she serves on multiple other boards or board committees. Service on boards and board committees of other companies should be consistent with the Company's conflict-of-interest policies. Non-employee directors should generally serve on no more than five (5) public company boards (including the Company's Board) and directors that serve on the Audit Committee of the Board should serve on no more than three (3) public company audit committees (including the Company's Audit Committee), without the approval of the Board. In addition, directors who are executive officers (other than executive chair) or in equivalent positions of other public companies should generally serve on no more than one other public company board, and directors who serve as executive chairs of public companies should generally serve on no more

than two external public company boards, in each case, without the approval of the Board. The Chief Executive Officer will not serve on more than one additional public company board without the approval of the Board.

Retirement Age

The Board does not believe that a fixed retirement age for directors is appropriate.

Directors Who Have a Change in Their Job Responsibility or Other Circumstances

Any director employed by the Company who ceases to be employed by the Company for any reason will be deemed to have simultaneously submitted his or her resignation from the Board unless otherwise noted in his or her resignation letter. Whether the individual continues to serve on the Board is then a matter for determination by the Board. A director who retires from his or her present primary employment or who materially changes his or her primary employment position (other than an ordinary course promotion), including a change of his or her principal employer, should promptly notify the Chair of the Board and the Chair of the Nominating Committee. The Board does not believe any director who retires from his or her present primary employment, or who materially changes his or her primary employment position, should necessarily leave the Board; however, there should be an opportunity for the Board, through the Nominating Committee, to review the continued appropriateness of Board membership under these circumstances. Additionally, when a director, including any director who is currently an officer or employee of the Company, becomes aware of circumstances that may adversely reflect upon the director, any other director, or the Company, the director should notify the Nominating Committee of such circumstances. The Nominating Committee will consider the circumstances, and may in certain cases request the director to cease the conflicting activity, or in more severe cases, request that the director submit his or her resignation from the Board if, for example, continuing service on the Board by the individual is not consistent with the criteria deemed necessary for continuing service on the Board.

II. ROLE OF THE BOARD OF DIRECTORS

Stockholders select directors to provide oversight of and strategic guidance to senior management. A director's responsibility is to fulfill his or her fiduciary duties of care and loyalty and otherwise to exercise his or her business judgment in the best interests of the Company and its stockholders. Key areas of oversight and guidance of each Board member involve risk assessment and mitigation, financial plans and reporting, and executive leadership development and compensation. Board service requires significant time and attention. More specifically, the Board has responsibilities to review, approve and monitor fundamental financial and business strategies and major corporate actions, assess major risks facing the Company and consider ways to address those risks, select and oversee management and oversee the establishment and maintenance of processes and conditions to manage these risks and maintain the integrity of the Company. To fulfill their duties, directors must prepare for meetings and discussions with management, participate in Board meetings, review relevant materials and serve on committees. Directors are expected to maintain an attitude of constructive involvement and oversight, ask relevant and incisive questions and demand honest and accurate answers. Directors must act with integrity and demonstrate a commitment to the Company, the Company's values, business and long-term stockholder value.

III. DIRECTOR ORIENTATION AND EDUCATION

The Nominating Committee may implement an orientation process for directors that includes background material on the Company's policies and procedures, meetings with senior management and visits to the Company's facilities. The Company may also offer continuing education programs to assist the directors in maintaining the level of expertise necessary to perform their duties.

Directors are encouraged to be involved in continuing director education on an ongoing basis to enable them to better perform their duties and to recognize and appropriately address issues that arise. Directors are encouraged to attend seminars, conferences and other continuing education programs designed especially for directors of public companies, including but not limited to, accredited director education programs. The Company will pay all reasonable expenses related to continuing director education.

IV. DIRECTOR COMPENSATION

The Compensation Committee of the Board (the "***Compensation Committee***") will review and approve, or recommend to the Board for approval, the type and amount of compensation for Board and committee service to be paid or awarded to non-employee directors in accordance with the principles set forth in its charter and applicable legal and regulatory guidelines. The amount of compensation for non-employee directors and committee members should be designed to be aligned with the long-term interests of the stockholders and consistent with market practices of similarly situated companies. The Company's employee directors will not receive additional compensation for service as directors. In determining compensation, the Board will consider the impact of such compensation arrangements on the director's independence and objectivity.

V. BOARD MEETINGS

Number of Meetings

The Board expects to have at least four regular Board meetings each year and may have additional special meetings as needed and as called pursuant to the Bylaws.

Attendance and Preparation

Board members are expected to prepare for, attend and participate in all meetings of the Board and committees on which they serve. Directors are expected to invest the time and effort necessary to understand the Company's business and financial strategies and challenges. Directors are also expected to make themselves available outside of Board meetings for advice and consultation. Directors must notify the Company's Secretary when they will be absent from a meeting. Directors are also encouraged to attend the Company's annual meeting of stockholders. The Company will provide directors with appropriate materials before each meeting, except in unusual or exigent circumstances.

Agenda

The Chair or Lead Independent Director, together with the Chief Executive Officer, will create a schedule of topics to be discussed during the year and an agenda for each Board meeting. Each Board member is encouraged to suggest topics for the agenda at any time and each Board member is free to raise subjects that are not on the agenda.

Attendance of Non-Directors

The Board encourages invitations to management and outside advisors or consultants from time to time to participate in Board and/or committee meetings to (i) make presentations and provide insight into items being discussed by the Board that involve the invitee and (ii) bring managers with high potential into contact with the Board. Attendance of any non-directors at Board meetings is at the discretion of the Board.

Executive Session

The independent, non-employee directors of the Board will meet periodically in executive session but no less than two times per year or the minimum set by the Exchange listing standards. Executive session discussions may include any topics decided by the attendees. The directors generally will not take formal action at these sessions, but may make recommendations for consideration by the full Board. If a Lead Independent Director is elected, such person will preside over the executive sessions and serve as the liaison between the independent directors, the Chief Executive Officer and the Chair. Otherwise, a director designated by the independent directors will preside at the executive sessions.

Committee Reports

At each regular Board meeting, if requested by the Board, each committee will present a brief summary of the principal subjects discussed, any conclusions reached and the final actions of the committee. The chair of the appropriate committee will present the report. Minutes of committee meetings will be available to any director.

VI. BOARD COMMITTEES

Number of Committees; Independence of Members

The Board will constitute and maintain an Audit Committee, a Compensation Committee and a Nominating Committee. Only independent directors in accordance with the independence requirements of the Exchange or the SEC may serve on the Audit Committee, the Compensation Committee and the Nominating Committee, except to the extent allowed under the applicable Exchange listing standards. The Board may form, merge, or dissolve additional committees, as it deems appropriate.

Committee Functions and Charters

All standing committees will have a written charter that describes the committee's responsibilities. Unless otherwise directed by the Board, any new committee formed by the Board will develop a written charter delineating its responsibilities. Each committee will review its charter at least annually and recommend any proposed charter changes to the Board.

Board Committee Membership

The Nominating Committee oversees the Board's committee composition, structure and operations, including authority to delegate to subcommittees and committee reporting to the Board. The Nominating Committee will annually recommend to the Board each committee's chair and membership. In making those recommendations, the Nominating Committee will consider the interests, independence and experience of the directors and the independence and experience requirements of the Exchange, the rules and regulations of the SEC and applicable law.

Committee Meetings and Agenda

Each committee chair, in consultation with that committee's members, will determine the processes, frequency, length and agenda for each committee meeting and the appropriate attendees in light of that committee's charter, the authority delegated by the Board to that committee and the legal, regulatory, accounting and governance principles applicable to that committee's functions.

VII. BOARD ACCESS TO MANAGEMENT; USE OF OUTSIDE ADVISORS

Board members will have access to Company management, subject to such processes as deemed appropriate by the Nominating Committee. Board members are expected to use their judgment to ensure that this contact is not distracting to the Company's operations or to management's duties and responsibilities. Board members should copy the Chief Executive Officer on written communications to management whenever appropriate.

The Board and each committee will have the power to hire, at the expense of the Company, independent legal, financial, or other advisors that they may deem necessary or advisable in performing their responsibilities, without consulting or obtaining the advanced approval of any officer.

VIII. CHIEF EXECUTIVE OFFICER EVALUATION

The Board, with the Compensation Committee, will annually review the Chief Executive Officer's performance. The Board will evaluate performance based on objective criteria approved by the Compensation Committee or recommended by the Compensation Committee and approved by the Board. The Compensation Committee and the Board will use this evaluation when considering the compensation of the Chief Executive Officer.

IX. MANAGEMENT SUCCESSION PLANNING

The Board, with the Nominating Committee, will develop and periodically review with the Chief Executive Officer a plan with respect to Chief Executive Officer's succession and consider appropriate individuals who might fill such position. The Board, with the Compensation Committee, will develop and periodically review with the Chief Executive Officer a plan with respect to the other executive officers' succession and consider appropriate individuals who might fill those positions. The Chief Executive Officer should also recommend and evaluate potential successors. The Chief Executive Officer will also review any development plans for those potential successors. In addition, it is expected that the Board or the Nominating Committee will approve and maintain a process regarding Chief Executive Officer succession in the event of an emergency or other sudden temporary or permanent absence of the Chief Executive Officer.

X. BOARD SELF-EVALUATION

The Nominating Committee will periodically oversee a self-evaluation of the Board to determine whether the Board and its committees are functioning effectively. The Nominating Committee will receive feedback from all directors and report to the Board with an assessment. The assessment should include an evaluation of (a) the Board's and each committee's contribution as a whole and effectiveness in serving the best interests of the Company and its stockholders, (b) specific areas in which the Board and management believe that the performance of the Board and its committees could be improved and (c) overall Board composition and makeup. The results of these evaluations should be provided to the Board for further discussion as appropriate.

XI. BOARD RESPONSIBILITIES

A director should discharge his or her duties, including duties as a member of any committee on which he or she serves, in good faith and in a manner the director reasonably believes to be in the best interests of the Company and its stockholders. Board members will comply with the laws and requirements of the Exchange and other applicable regulatory agencies and with all policies and guidelines of the Company, including, without limitation, the Company's Code of Business Conduct and Ethics.

Each director is expected to disclose promptly to the Board and respond promptly and accurately to periodic questionnaires or other inquiries from the Company regarding any existing or proposed relationships with the Company, including compensation and stock ownership, which could affect the independence of the director. Each director will also promptly inform the Board of any material change in such information, to the extent not already known by the Board.

Board members are expected to devote sufficient time and attention to prepare for, attend and participate in Board meetings and meetings of committees on which they serve, including advance review of meeting materials that may be circulated prior to each meeting.

XII. CONFIDENTIALITY

Directors have an obligation to protect and keep confidential all of the Company's non-public information unless the Company has authorized public disclosure or unless otherwise required by applicable law. Confidential information includes all non-public information entrusted to or obtained by a director by reason of his or her position on the Board. This includes information regarding the Company's strategy, business, finances and operations, and will include minutes, reports and materials of the Board and committees and other documents identified as confidential by the Company.

Directors may not use such confidential information for personal benefit or to benefit other persons or entities other than the Company. Unless authorized by the Company or applicable law, directors will refrain from disclosing confidential information to anyone outside the Company, especially anyone affiliated with any entity or person that employs the director or has sponsored the director's election to the Board. The obligations in this Section continue even after service on the Board has ended. Any questions or concerns about potential disclosures should be directed

to the Company's General Counsel, who then may communicate with the Chief Executive Officer or the Chair of the Nominating Committee regarding the potential disclosures.

XIII. STOCKHOLDER COMMUNICATIONS WITH THE BOARD

Communications to the Board

Stockholders of the Company wishing to communicate with the Board or an individual director may send a written communication to the Board or such director c/o The Honest Company, Inc., 12130 Millennium Drive, #500, Los Angeles, CA, 90094, Attn: Secretary. The Secretary will review each communication. The Secretary will forward such communication to the Board or to any individual director to whom the communication is addressed, unless the communication contains advertisements or solicitations or is unduly hostile, threatening or similarly inappropriate, in which case the Secretary will discard the communication or inform the proper authorities, as may be appropriate.

Board Communications with Interested Parties

The Chief Executive Officer is responsible for establishing effective communications with all interested parties, including stockholders of the Company. It is the policy of the Company that management speaks for the Company. This policy does not preclude non-employee directors, including the Lead Independent Director, if any, from communicating with stockholders or other interested parties, but it is expected that, in most circumstances, any such communications will be coordinated with management. In all cases, any communications by directors or employees of the Company are subject to the Company's disclosure policies.

XIV. REVIEW OF GOVERNANCE GUIDELINES

The Nominating Committee will periodically review and assess the adequacy of these Guidelines and, as appropriate, will recommend any proposed changes to the Board for consideration and approval. These Corporate Governance Guidelines, as may be amended from time to time, will be posted on the Company's website.

Amended by the Board of Directors: August 20, 2026