



EcoBeautyScore

Presentation of the EcoBeautyScore Platform

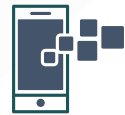
ABOUT EBS



1. EBS Objectives & journey so far



2. EBS Score



3. EBS Platform



4. Pricing

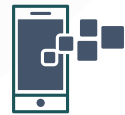
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What is the EcoBeautyScore Initiative?

EBS is a collaboration of +70 cosmetics and personal care companies and professional associations who have joined forces to develop an industry-wide environmental impact assessment and scoring system for cosmetic products.

The primary objective of EBS is to enable consumers to make more informed purchasing decisions through clear, transparent, and effective communication of the environmental performance of products.



Why EBS? Why now?



Consumers are demanding greater transparency

of product origin and environmental impact



Proliferation of 'green' labels and claims

on personal care products has enabled heightened scrutiny and raised consumer expectations



Regulatory and investor pressure to be more transparent

about the environmental impact of producing and using products



Several environmental scoring initiatives have been launched

although there is no standard or industry-wide approach

Thus, there is a need for the industry to collectively design a system that is clear, transparent and effective at communicating to consumers the environmental impact of products

The EBS Approach

EBS WORK IS BASED ON 4 PILLARS:

METHOD

A common, science-based method for measuring environmental impacts throughout the life cycle of products.

Backed by the principles of the EU's Product Environmental Footprint (PEF*).

DATABASE

A common database of environmental impacts of standard ingredients and raw materials used in formulas and packaging.

PLATFORM

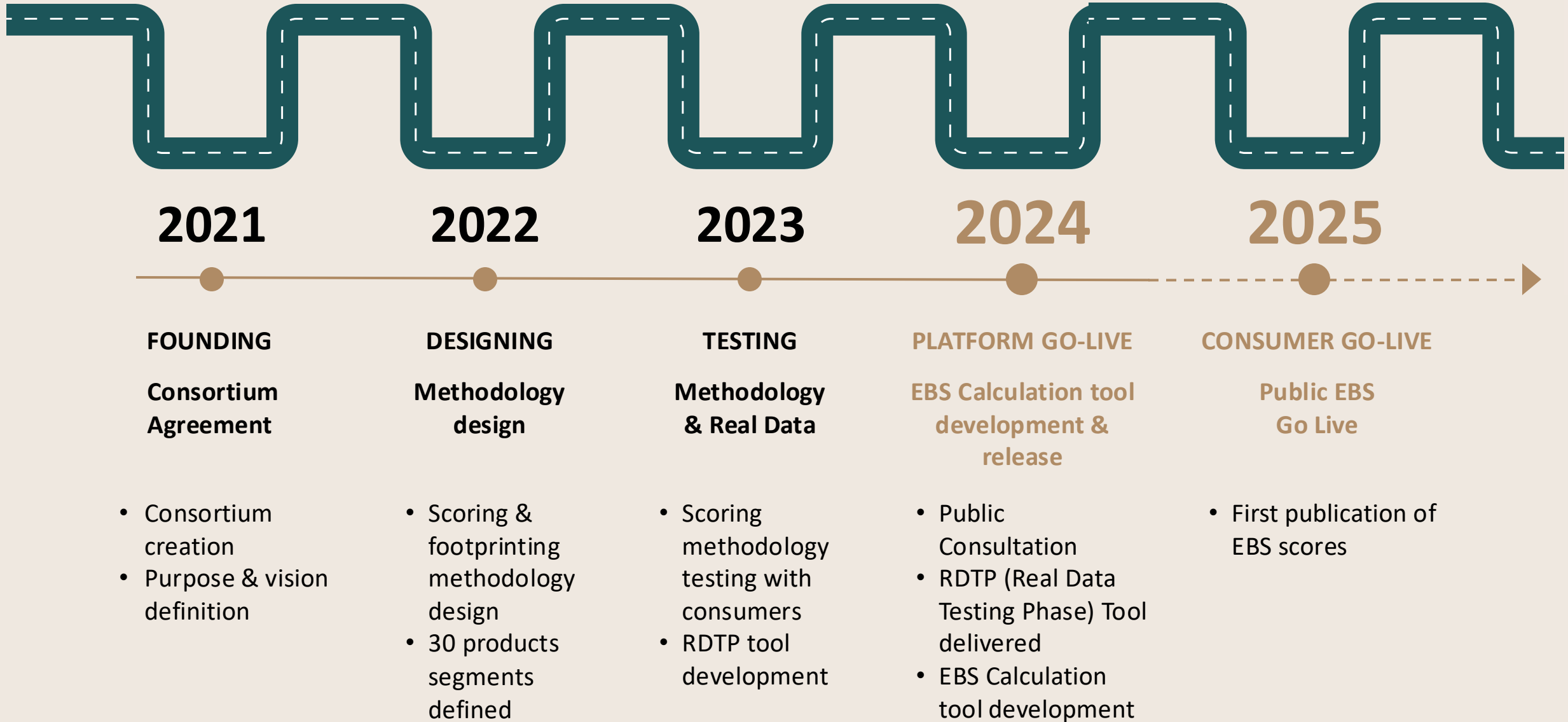
A common tool that enables each EBS platform users to calculate the environmental impact of individual products, usable by non-experts.

SCORING

A harmonized scoring system containing a score range enabling the consumer to easily compare products.

Methodology, data and tool will be verified by independent parties.

The EcoBeautyScore Association journey



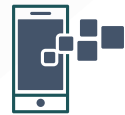
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The EBS Score

The EcoBeautyScore measures the full environmental impact of a product over its lifetime, from sourcing the ingredients for the formula and the packaging to manufacturing, transport, consumer usage and even after use when it becomes waste.



EcoBeautyScore

ENVIRONMENTAL IMPACT

A **B** C D E

Compared to other face care products sold in the European market

What does it mean?

- Products that score "A" rank amongst the best in class of the face care segment for having a lower environmental impact.
- Products that score "E" have a higher impact and are therefore key products to focus our efforts to improve their environmental performance.

Scope of the EcoBeautyScore launch (Q1 2025)

Geographical Scope



The scores will be available for products sold in **Europe (EU countries, Norway, United Kingdom and Switzerland)**.

Product segments included



HAIR WASH

Hair products that remove sebum, environmental dirt or treatment/styling products via solubilizing/emulsifying agents and are rinsed out with water.



BODY WASH

Body products that wash the body, remove organic and environmental dirt and dead skin cells.



FACE CARE

Daily use face products to moisturize and treat the face, neck and facial hair (beards etc.), including those that contain SPF properties (where this is an additional, rather than the primary benefit).



HAIR TREAT

Hair products that provide softness/nourishment/lubrication to the hair fiber.

The EBS Calculation Tool will be progressively developed to cover all segments.

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Contribution analysis of products' impact

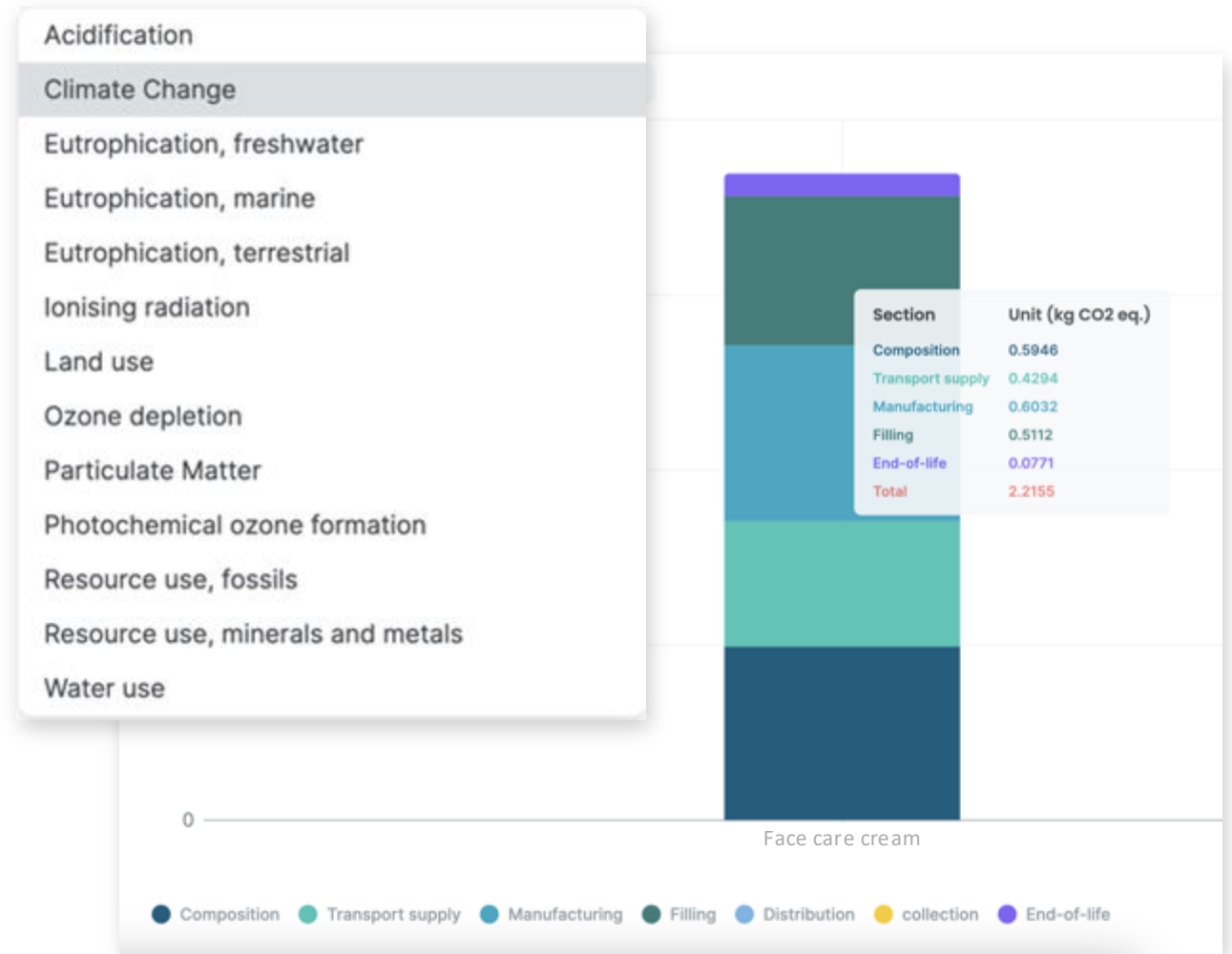
EBS models built to cover the **full value-chain** and follows PEF standard. LCA impacts are calculated based on specific or generic impact data provided by third party providers and/or developed by EBS.

In addition, all **16 LCA indicators** are calculated, and results allow for **contribution analysis**.

EBS Model and its parameters are accessible for a full transparency on the modeling and the calculation processes.

Cradle

Grave



EBS Platform designed for security

The EBS platform is operated by a trusted third party provider, Pilario with brings years of experience and adheres to the **highest security standards and certification**, including: Yearly pen-test, continuous code vulnerability testing, annual review of certification, encryption of all data at rest and in transit...

Each licensee has its **own tenant**, ensuring that all data is logically separated. Licensees manage their own tenants, including **SSO capability**.

Your product data are never shared with EBS association or others Licensee.



EBS Platform demo

Platform Demonstration

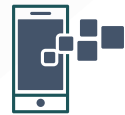
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EBS Platform access fees

	← Accessible for companies with beauty turnover < 500m€		← Accessible for companies with beauty turnover < 1.5b€ →		
	Access Offer	Basic Offer	Standard Offer	Premium Offer	
Cost per year	€5,000 €2,000 for SMEs	€15,000	€40,000	€90,000	
Scores Calculated	←		Unlimited	→	
Scores Published	250	1,000	3,000	Unlimited	
Users	1	Up to 3 incl.	Up to 8 incl.	Up to 18 incl.	
API	✗	✗	✓	✓	

Additional options:

- Only standard & premium offers are provided On Premise option at additional cost of 15k€ (one-off) + 9k€ a year.
- SSO integration is available for €2,500 as a one-off cost.

