

## WHAT DOES “ETHICAL BRANDS” MEANS FOR US?

We consider a brand as an “ethical brand” when:

- The brand doesn't use children to make its products.
- The brand ensures that workers have good working conditions.
- The brand pays its workers fairly.
- The brand doesn't work with companies “NOT” doing the above.
- The brand doesn't use animals.
- The brand is not owned by a “NOT” cruelty-free company.
- The brand doesn't work with “NOT” cruelty-free companies.
- The brand does not sell in countries where animal-testing is done.
- The brand doesn't use animal-derived ingredients.
- The brand sourced its ingredients ethically.
- The brand doesn't damage the environment.
- The brand has a solid long-term plan to reduce its impacts on the Planet.