

# CLEAR BEAUTY

## HYPOTHESIS

Clean Beauty is a symptom of rising mistrust within the beauty industry

### SOCIETAL CONTEXT

In an effort to gain **CONTROL** in this rapidly evolving world, consumers are seeking comprehensive information in every aspect of their lives.

Society is experiencing two emerging need states:

**LACK OF CONTROL**  
**LACK OF TRUST**

### FIT CONSUMER TRANSPARENCY SURVEY

ONLY **30%** of consumers feel that they have enough information about a product's ingredients

**60%** consumers want brands to identify sources for ingredients used in their product

**76%** consumers want brands to better understand what is important to them

“  
CONSUMERS THINK  
GREEN IS CLEAN?  
”

BEAUTY  
is **NOT MADE**  
in the  
BOARDROOM

### THE TRANSPARENCY GAP

KNOWLEDGE

Empower consumers to make their own informed purchase decisions

**clearBEAUTY**  
powered by **GOOGLE**  
Close the gap with clearBEAUTY app which provides user-friendly ingredient translation, aggregated reviews, and comparison shopping

AUTHENTICITY

Disclose the full product development process to build trust

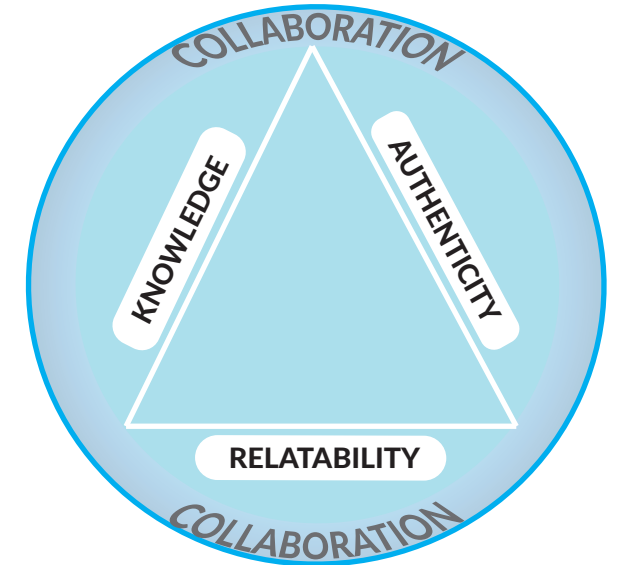
**SOURCE TO SKIN**  
Close the gap by allowing shoppers to verify a product's origins from source to skin via an open source digital history

RELATABILITY

Embrace the evolution of personalization by fostering communities of trusted consumers

**COMMUNITY OF YOUS**  
Close the gap by allowing consumers to identify others with similar traits via DNA sequencing technology to uncover best practices for their shared beauty needs

### CLEAR BEAUTY RADICAL TRANSPARENCY MODEL



CLEAR  
2023

TAKE THE CLEAR BEAUTY PLEDGE

By 2023, address the demand for transparency by disclosing achievable goals.