



elf  
BEAUTY

FISCAL 2024  
IMPACT REPORT



# CONTENTS

## ABOUT

- 4 A Message From Our Chairman & CEO
- 5 Our Commitments & Impact

## ETHOS

- 9 Who We Are
- 11 What We Do
- 12 Why We Do It
- 13 How We Do It
- 14 How We Speak

## PEOPLE

- 17 Empowering Our Employees
- 20 Diversity, Equity & Inclusion
- 24 Empowering Our Community

## PRODUCT

- 33 Cruelty Free
- 34 Clean
- 36 Fair Trade Certified™
- 37 Responsible Sourcing

## PLANET

- 42 Climate & Environment
- 44 Packaging Sustainability
- 48 Water
- 49 Supply Chain

## APPENDIX

- 52 About This Report
- 53 SASB Index
- 54 Commitment Endnotes
- 55 Notes

**ABOUT THIS REPORT** Our Impact Report details how e.l.f. Beauty – a bold disruptor with a kind heart – makes positive impacts on people, product and the planet. The data in this report is as of March 31, 2024 and covers our 2024 fiscal year, which ran from April 1, 2023 to March 31, 2024 (referred to as “this year” or “FY 2024” throughout the report), and also covers certain actions taken in the first quarter of FY 2025.



# ABOUT

4 A Message From Our Chairman & CEO

5 Our Commitments & Impact





## A MESSAGE FROM OUR CHAIRMAN & CEO

# This year marks my 10-year anniversary with e.l.f. Beauty — and I am more inspired today than on Day 1. We have created a purpose-led, results-driven company with a mission to make the best of beauty accessible to every eye, lip and face.

**Our vision is to create a different kind of company by building brands that disrupt norms, shape culture and connect communities with positivity, inclusivity and accessibility.**

Our now-annual Impact Report reflects on what e.l.f. Beauty has done to be bold disruptors with a kind heart. We also use this as an opportunity to set new aspirations to elevate our people, our product, and the planet — along with metrics for how we'll hold ourselves accountable.

As a company, we have enjoyed more than five years of exceptional, consistent, industry-leading growth, and it's incredibly important that we use the wide-reaching platform we have to stand up for what we believe and make a positive difference.

**We work as one team, one dream.** Our organization is guided by care for today, tomorrow and many years to come. We celebrate and encourage everyone who shares our goal to make the world a better place.

e.l.f. has made progress in raising awareness to support diversity and equity, and we are proud to be the only company — out of ~4,100 publicly traded U.S. companies — with a Board of Directors that is 78% women and 44% diverse, reflecting the community we serve.

We donate at least 2% of our profits to causes we collectively select as most important, and more than 85% of our products are Fair Trade Certified™. We continue to meet our reduction target for our Scope 1 and 2 greenhouse gas emissions, and we introduced new goals to increase the circularity of our packaging.

**We know that when we act with purpose to further our positive impact, our business is more successful.** We achieved major milestones in FY 2024 — delivering over \$1 billion in net sales, over \$200 million in Adjusted EBITDA and +138% Total Shareholder Return (TSR). Our 22 consecutive quarters of net sales growth are proof that you don't have to compromise your beliefs or passions to drive business results.

Our passionate team of owners is a key driver of our success. High Performance Teamwork (HPT) is at the heart of our culture, fueling our 90% employee engagement rate and recognition by workplace organizations and awards, including U.S. News and World Report's annual list of the "2024 Best Companies to Work For."

In 2024, we celebrated our 20th e.l.f.iversary, a milestone in leading with honesty and integrity that we are incredibly proud of. In the coming years, we will continue to build a best-in-class team, champion empowerment and self-expression, further our sustainability initiatives and reduce our environmental footprint.

None of this is possible without our community. You all are at the heart of every decision we make and each new gravity-defying step we take on this rocketship.



A handwritten signature in black ink that reads "Tarang P. Amin".

**Tarang P. Amin**

**CHAIRMAN &  
CHIEF EXECUTIVE OFFICER**



OUR COMMITMENTS & IMPACT

# Making an e.l.f.ing impact in 2024.

While this report details the full range of our actions and impact, here are a few highlights.

Inclusivity in the boardroom

## Just 1

company (out of ~4,100 publicly traded U.S. companies) with a Board of Directors that is 78% women and 44% diverse.

[LEARN MORE](#)

e.l.f. Beauty gives back

## 2%

of our profits were donated in 2024 to drive positive impact in our communities. That's \$1.2 million.

[LEARN MORE](#)

e.l.f. clean standards

## 2,500+

ingredients excluded from our formulations to exceed FDA and EUCR restrictions. The FDA only restricts 11 ingredients.

[LEARN MORE](#)

Responsible sourcing

## > 85%

of our products are made in Fair Trade Certified™ facilities.

[LEARN MORE](#)



Lightweighting

## 400+

tons of packaging estimated to be eliminated per year.

[LEARN MORE](#)

Sustainable packaging

## 50%

of all plastic packaging to contain recycled content or responsibly sourced bio-based content by 2030.

[LEARN MORE](#)





**OUR COMMITMENTS & IMPACT**

# We focus our commitments on the issues that are most important to our stakeholders.

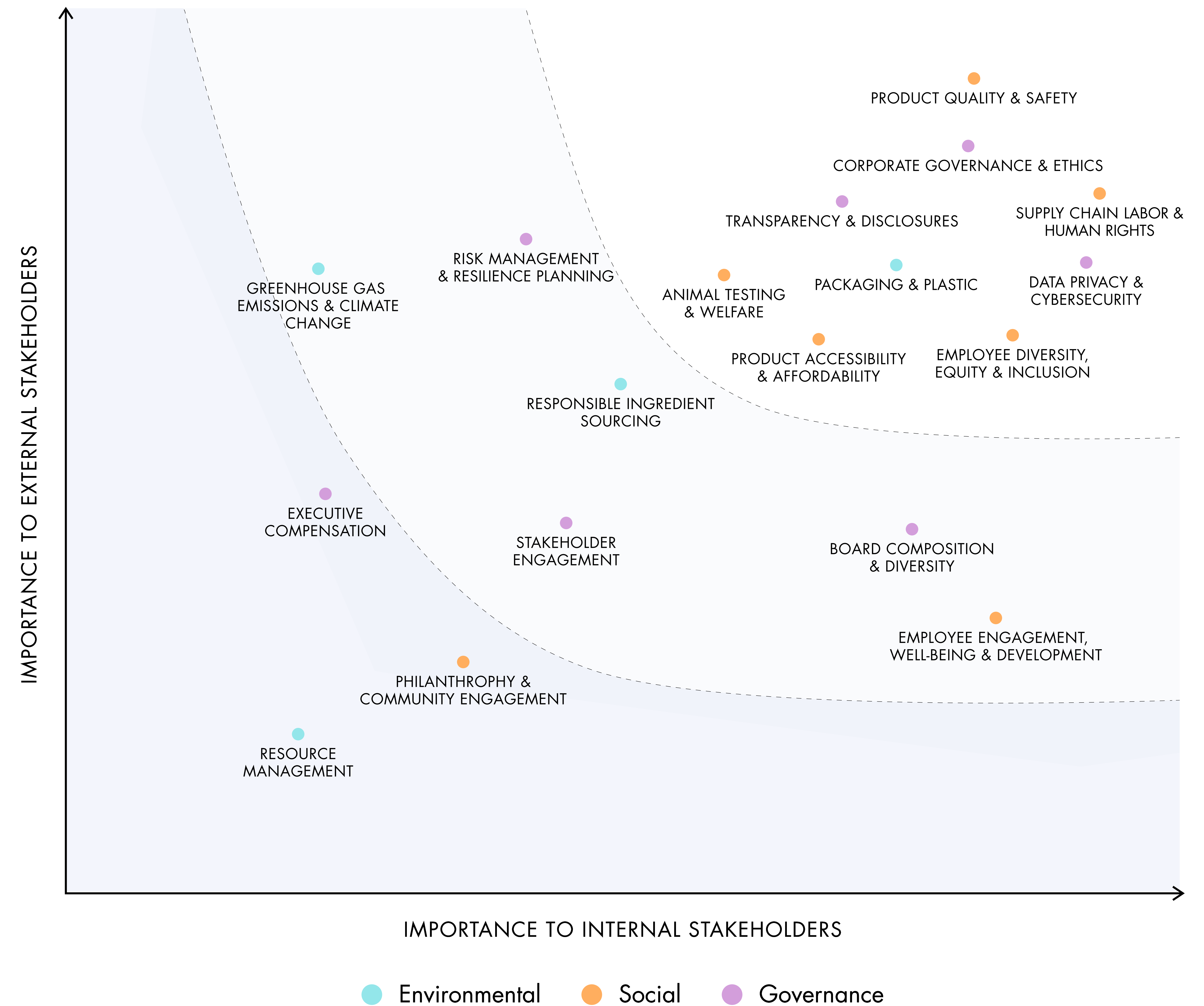
In 2024, we refreshed our materiality assessment to help identify the environmental, social and governance (ESG) topics that are important to our key stakeholders. Our materiality assessment helps to inform our sustainability strategy and to identify the areas where we can have the greatest impact.

Our latest assessment used a range of inputs, including internal and external surveys, industry trends, and observations of rating and ranking agencies, as well as leading ESG industry standards, to produce a holistic list of potential priority ESG topics for consideration.

We review our highest-priority ESG topics within this report and cover lower-priority topics as applicable. It's important to note that a lower ranking doesn't mean an issue is not being addressed. Every issue is vital and supports our sustainability strategy and goals.

Our practice is to assess and update our priority topics and matrix every other year.

**E.L.F. MATERIALITY MATRIX**





## OUR COMMITMENTS & IMPACT

	TOPIC	COMMITMENT	METRIC (HOW WE MEASURE OURSELVES)	FY 2023	FY 2024	ASPIRATION	STATUS
PEOPLE	Empowering Our Employees	Be the employer of choice in the beauty industry	Employee engagement % relative to industry benchmark <sup>1</sup>	+19pp	+18pp	<b>+10pp above benchmark</b>	●
		Reward our employees with a “one-team” approach	% of full-time employees paid annual equity awards in e.l.f. beauty stock <sup>2</sup>	100%	100%	<b>100%</b>	●
	Diversity, Equity & Inclusion	Build a team that reflects the diverse communities we serve	% of women in leadership positions (Director and above) <sup>3</sup>	68%	69%	<b>&gt;70%</b> (-in line with total employee population)	→
			% of racial/ethnic diversity in leadership positions (Director and above) <sup>3</sup>	29%	35%	<b>&gt;40%</b> (-in line with total employee population)	→
	Empowering Our Communities	Donate 2% of our profits each year to drive positive impact in our communities	% of prior year reported net income donated <sup>4</sup>	3%	2%	<b>2%</b>	●
PRODUCT	Product Stewardship	Create products that are 100% cruelty free	% of our brands certified by both PETA and Leaping Bunny <sup>5</sup>	100%	100%	<b>100%</b>	●
			Use ingredients that meet our standards of “clean”	% of products with glossary of key ingredients publicly available online <sup>6</sup>	100%	100%	<b>100%</b>
		# of ingredients not used in product formulations <sup>7</sup>		>1,600	>2,500	<b>&gt;2,500</b>	●
	Responsible Sourcing	Utilize sustainable suppliers	% of products produced in Fair Trade Certified™ facility	76%	85%	<b>≥75%</b>	●
			Suppliers average EcoVadis’ score % vs. overall EcoVadis average <sup>8</sup>	+17pp	+19pp	<b>Above EcoVadis Average</b>	●
		Responsibly source sensitive ingredients and materials	% of palm-based ingredients certified by the Roundtable for Sustainable Palm Oil Sourcing	50%	75%	<b>100% by FY27</b>	→
			% of Indian Mica sourced from Responsible Mica Initiative members	100%	100%	<b>100%</b>	●
% of paper product boxes made with Forest-Stewardship Council™ (FSC)-certified paper	75%	100%	<b>100% by FY25</b>	●			
% of wood brush handles made with FSC-certified wood	<1%	45%	<b>100% by FY25</b>	→			
PLANET	Packaging Sustainability	Reduce our packaging footprint	% reduction in packaging intensity vs. FY 2019 baseline <sup>9</sup>	Goal set in FY23, reporting to commence for FY25		<b>20% reduction by FY 2030</b>	Reporting to commence for FY 2025
		Increase the circularity of our packaging	% of our plastic packaging with recycled content or responsibly sourced bio-based content	N/A	New goal in FY24	<b>50% by FY30</b>	
	% of our plastic packaging that is recyclable, reusable or compostable		N/A	New goal in FY24	<b>50% by FY30</b>		
	Climate & Environment	Meet our 2030 science-based emissions targets	% reduction in absolute Scope 1 and 2 greenhouse gas (GHG) emissions vs FY22 baseline <sup>10</sup>	82%	81%	<b>42% reduction by FY 2030</b>	●
Source renewable electricity to power our owned and operated facilities		% renewable electricity in our owned and operated facilities <sup>11</sup>	100%	100%	<b>100%</b>	●	

For more details on our metrics and calculation, please see the Commitment Endnotes in the Appendix [↗](#).

● Goal Met and Maintained → On Track



# ETHOS

- 9 Who We Are
- 11 What We Do
- 12 Why We Do It
- 13 How We Do It
- 14 How We Speak



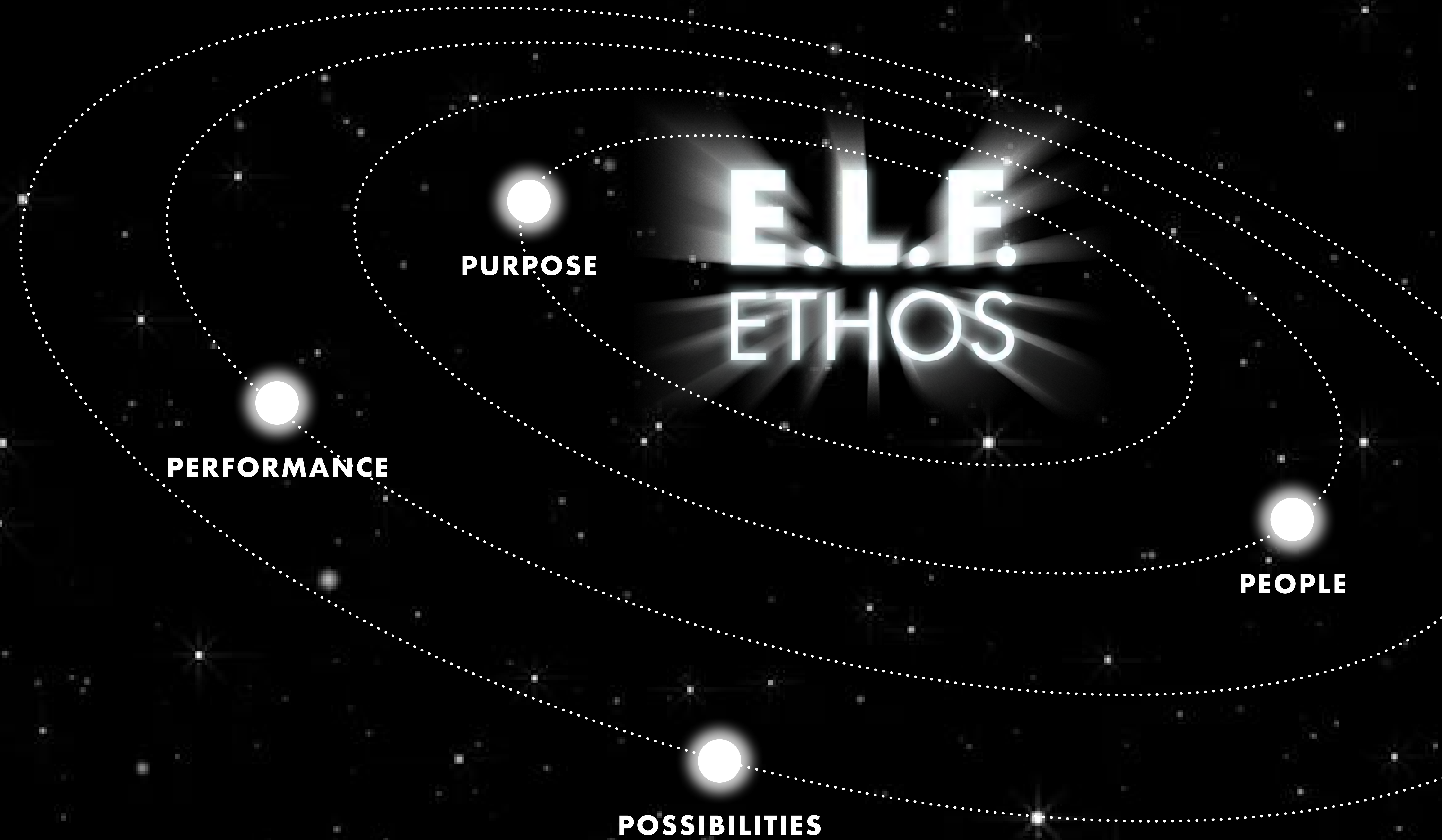
## WHO WE ARE

# It all starts with our ethos.

**e.l.f. Beauty is the place where disruption thrives, self-expression soars and dreams become reality.**

What started as the O.G. disruptor brand selling premium cosmetics for \$1 over the internet in 2004, e.l.f. Beauty is now a multi-brand, multi-category, multi-geography company — boldly defying the status quo.

Anything is e.l.f.ing possible when our ethos powers our purpose, our purpose powers our people, our people power our performance and our performance powers the possibilities.





WHO WE ARE

OUR PERSONA

**We're a bold disruptor with a kind heart. ❤️**

OUR BRANDS





WHAT WE DO

OUR VISION

**To be a different kind of beauty company – disrupting norms, shaping culture & connecting communities through positivity, inclusivity and accessibility.**

OUR MISSION

**We make the best of beauty accessible to every eye, lip and face.**





## WHY WE DO IT

### OUR PURPOSE

**e.l.f. Beauty stands with every eye, lip, face, paw and fin.**

#### Encourage Self-Expression

We celebrate diversity and make the best of beauty accessible.

#### Empower Others

We provide equal opportunities for growth and success.

#### Embody Our Ethics

We strive to do the right thing for people, the planet and our furry and finned friends.



### OUR VALUES

#### Delight Our Community

Our community inspires and informs everything we do. We include, encourage and celebrate every eye, lip and face.

#### Do the Right Thing

In our actions and words, we lead with honesty and integrity. We stand up for what we believe and use our platform to make a positive difference.

#### Embrace Change

Experimentation is fundamental to our growth. We fearlessly and bravely conquer new frontiers because we believe anything is e.l.f.ing possible.

#### Champion High Performance Teamwork

We treat each other with respect and leverage each other's strengths. We are open, honest and direct in the spirit of helping the team succeed.

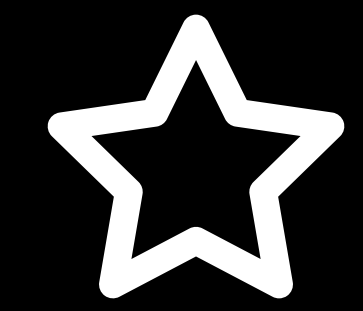
#### Execute with Quality & Speed

Our community knows us by what they see, touch and experience. We are passionate about doing things well and at e.l.f. speed.



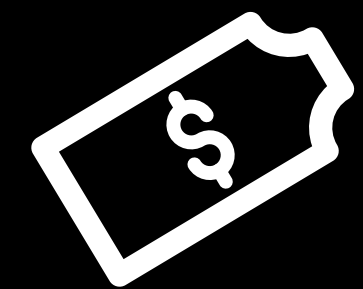
## HOW WE DO IT

### OUR SUPERPOWERS



#### Premium Quality

We have the unique ability to deliver better-than-prestige holy grails.



#### Extraordinary Prices

Our jaw-dropping value is the ultimate e.l.f. OMG.



#### Universal Appeal

We are for every eye, lip and face.



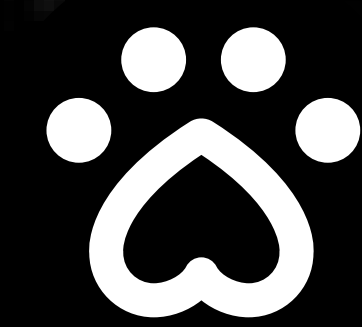
#### Easily Accessible

We make the best of beauty accessible.



#### e.l.f. Clean

We exclude 2,500+ ingredients from our formulas to exceed FDA and EUCR restrictions. The FDA only restricts 11 ingredients.



#### Cruelty Free

We are proudly 100% cruelty free worldwide.



#### Fair Trade Certified™

>85% of our products are made in Fair Trade Certified™ facilities.





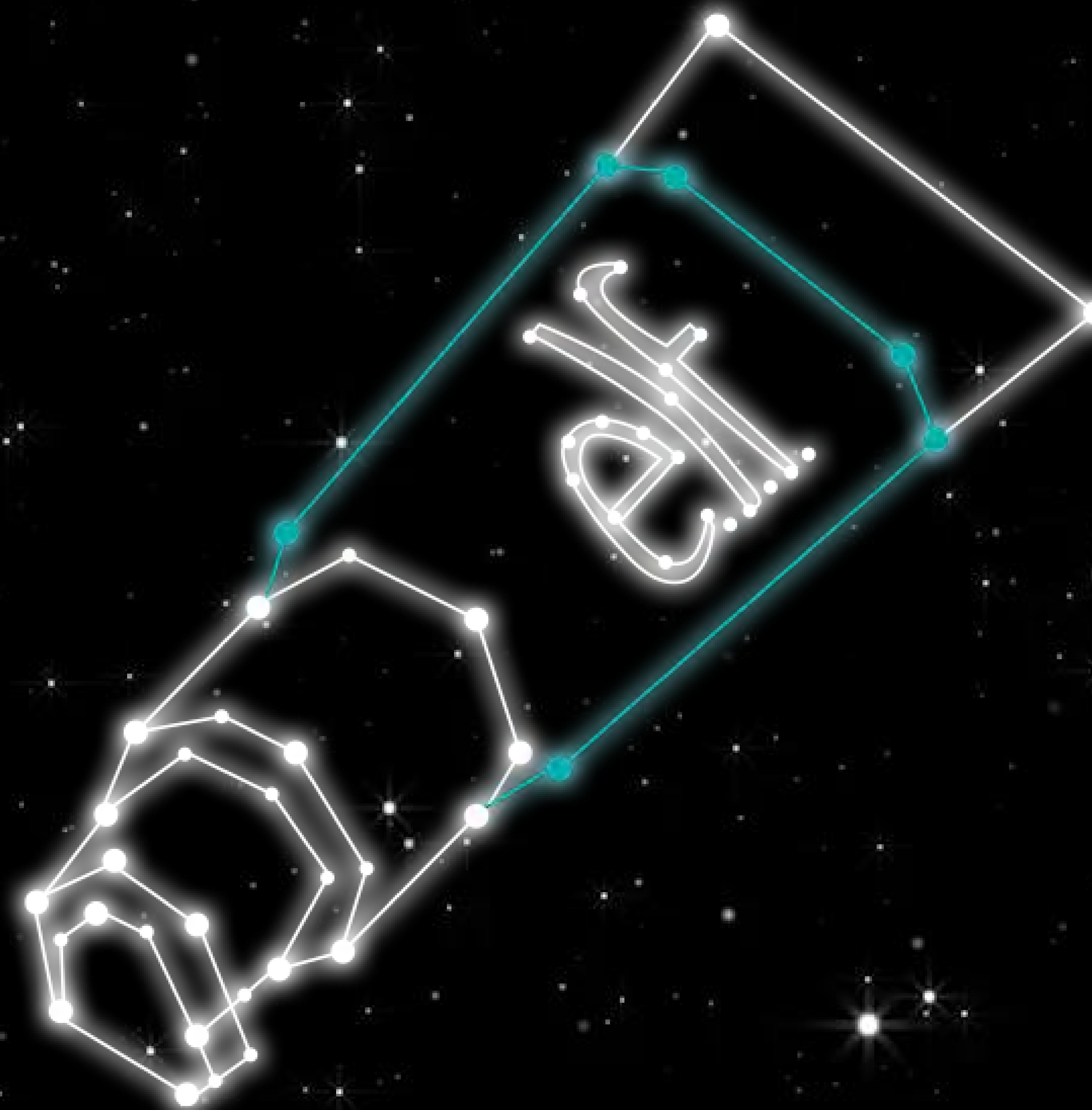
HOW WE SPEAK

OUR E.L.F.ISMS

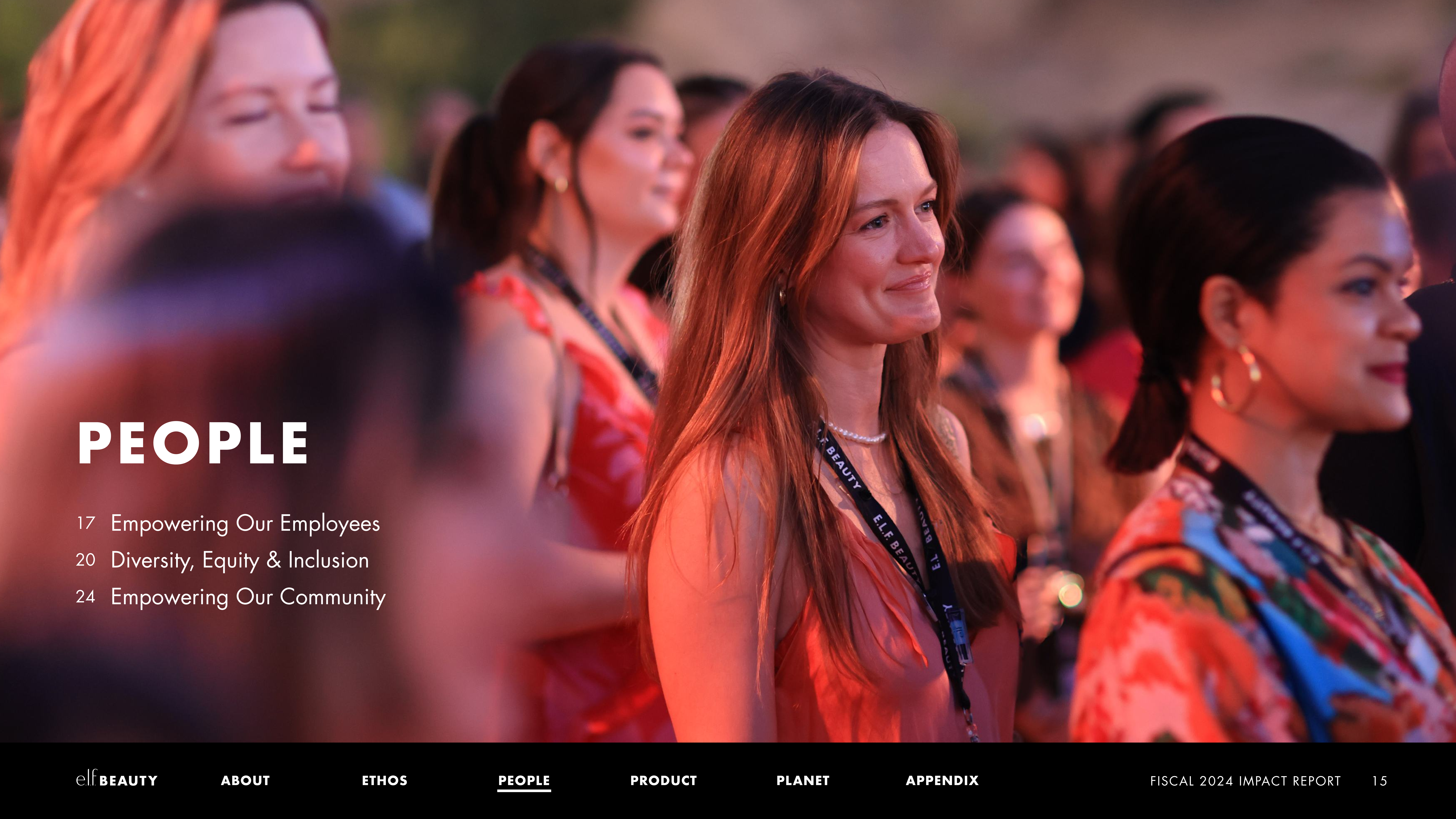
**e.l.f.ing amazing.  
why the e.l.f. not?  
be your best e.l.f.  
express your e.l.f.  
e.l.f. the rules.  
keep the e.l.f. up.**

OUR MANTRA

**Anything is e.l.f.ing possible.**







# PEOPLE

- 17 Empowering Our Employees
- 20 Diversity, Equity & Inclusion
- 24 Empowering Our Community



## OUR PEOPLE POWER OUR PERFORMANCE

Our talented team of 475+ e.l.f.z across the world immersed in our high-performance, purpose-led culture fuel our results. **We place a high priority on attracting, recruiting, developing and retaining diverse global talent.** We have a unique culture of High Performance Teamwork (“HPT”) that values passionate relationships, and encourages healthy conflict and mutual accountability.

To foster even deeper passionate relationships among our employees, in FY 2024 we invited all of our employees, key partners and Board members for a 2-day immersive learning event with top speakers.

Our continued investments in our people and culture have positioned us as an employer of choice both in the beauty industry and our local communities. In FY 2024, we were recognized on U.S. News & World Report’s annual list of the “2024 Best Companies to Work For.”

& WORLD REPORT  
**U.S. News**

**2024 Best Companies to Work For**

**“Being able to connect with everyone in person was invaluable. I left with a renewed sense of shared purpose.”**

**USHIRA KAPOOR**  
SENIOR MANAGER, BUSINESS DEVELOPMENT,  
INTERNATIONAL, E.L.F. BEAUTY



## EMPOWERING OUR EMPLOYEES

# Fostering industry-leading employee engagement.

In FY 2024, we conducted our fourth annual engagement survey of all employees. Participation was at an all-time high at 91% — 10 percentage points above our participation rate two years ago. Our overall engagement score this year was 90% — **18 percentage points above the industry benchmark and one percentage point above our survey two years ago.**

Our Executive Team members review survey data and outcomes with their teams to create and evolve action plans to further enhance our employee experience.

Source: Culture Amp. Benchmark based on Culture Amp's Consumer Goods 2024 Benchmark.

# 90%

OVERALL EMPLOYEE  
ENGAGEMENT

(+18pp vs. industry benchmark)

# 96%

RECOMMEND E.L.F. AS A GREAT  
PLACE TO WORK

(+14pp vs. industry benchmark)





## EMPOWERING OUR EMPLOYEES

# Every e.l.f. is an owner.

In much the same way we democratized beauty, we are democratizing wealth, making equity accessible to every employee. We have a *One Team, One Dream* compensation model that strongly aligns employee interests with shareholders so we are all working toward the same goal.

**Since 2014 we've granted \$180 million in equity to the team, excluding the Executive Team.** As far as we know we're the only public consumer company that grants every employee equity every year, across all levels and geographies.

All e.l.f.z are bonus-eligible under the same target structure solely tied to a single number in our financial performance.

**"In my career, I've always acted like an owner, but to be an owner on a team of owners is truly unique, transformative, and inspiring."**

**JESSICA BRIGGS**

VP PRODUCT DEVELOPMENT, E.L.F. BEAUTY

**Our employees  
are passionate  
owners of e.l.f.  
Beauty**

**\$180  
MILLION**

**IN EQUITY TO E.L.F.Z SINCE IPO  
EXCLUDING THE EXECUTIVE TEAM**



**EMPOWERING OUR EMPLOYEES**

# Empowering the next generation of bold leaders.

In FY 2024 we launched E.L.F. U, our first ever employee learning and development platform. E.L.F. U features more than 1,400 instructor-led interactive courses, workshops and on-demand experiences from external experts and our own employees across a wide range of topics to further advance the team's expertise.

**Over the past year, E.L.F. U saw incredible engagement with 6,000+ course completions and 1,440 instructor-led training hours.**

**“Learning is about being in the place of unknown and sharing experiences with each other. Our growth comes from teaching each other and sharing our strength.”**

**KERRY PRESTON**

VP, PEOPLE DEVELOPMENT, E.L.F. BEAUTY

**6,000+**

**COURSE COMPLETIONS**

**1,440**

**INSTRUCTOR-LED TRAINING HOURS**





**DIVERSITY, EQUITY & INCLUSION**

# Mirroring the diverse communities we serve.

We're proud that our employee base, which is **74% women, over 40% diverse and over 72% millennial and Gen Z**, is representative of the diverse communities we serve.

We are committed to having a leadership team that reflects our broader employee population demographics. Here is a FY 2024 update on our progress against these aspirations.

For more information, see our [Diversity, Equity and Inclusion Policy](#).

**We are the only company out of the more than 4,100 publicly traded U.S. companies with a Board of Directors that is 78% women and 44% diverse.**

<sup>1</sup> Employee demographic figures based on our full-time employees as of September 9, 2024. Race/ethnicity percentages exclude our employees outside of the United States.

Note: We are an equal opportunity employer and do not use race, ethnicity, gender or any other protected criteria as a factor in any employment decisions, such as hiring, promotions or compensation.

<sup>2</sup> Executive Team includes our Executive Officers and the Vice President, General Manager of our China operations.

<sup>3</sup> Board of Director statistics are effective as of August 22, 2024.

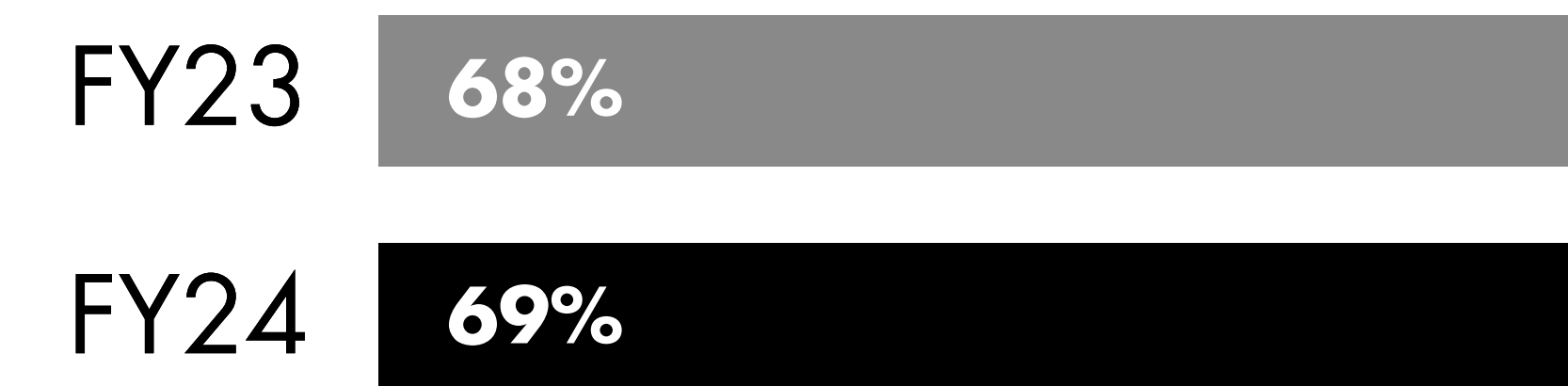
**REPRESENTATION OF WOMEN**

● Women

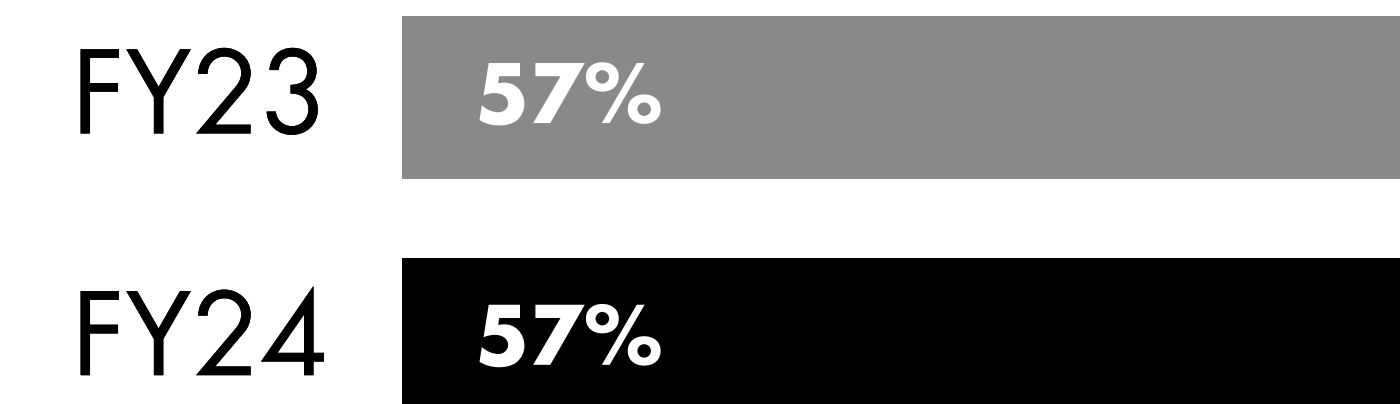
### All Employees<sup>1</sup>



### Directors and Above



### Executive Team<sup>2</sup>



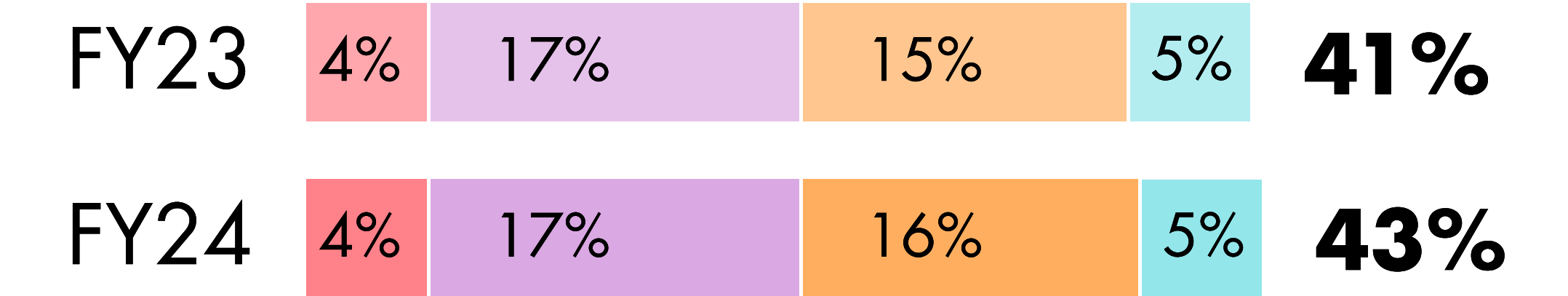
### Board of Directors<sup>3</sup>



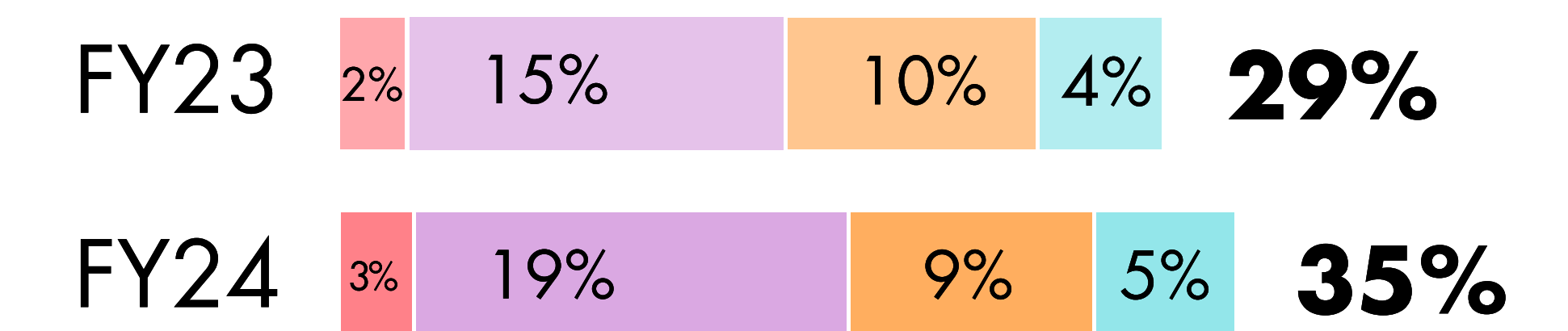
**REPRESENTATION OF HISTORICALLY UNDERREPRESENTED GROUPS**

● Black ● Hispanic  
● Asian ● Other

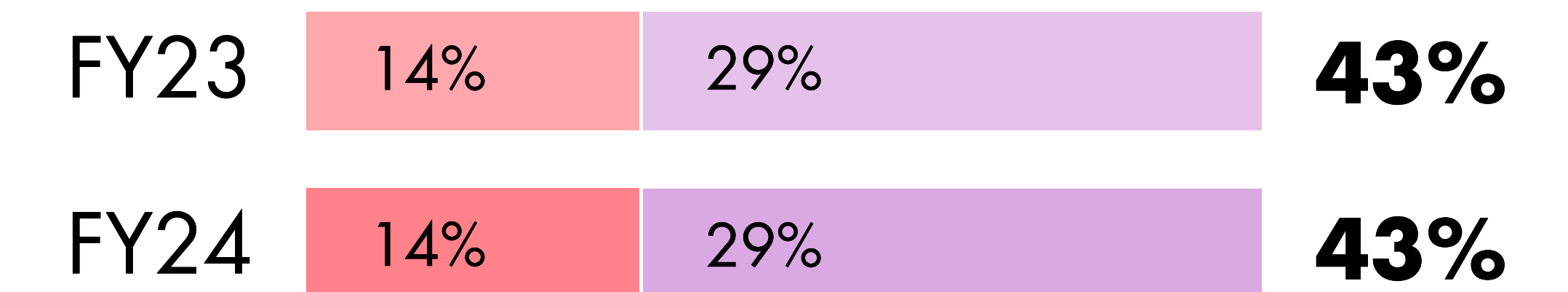
### All Employees<sup>1</sup>



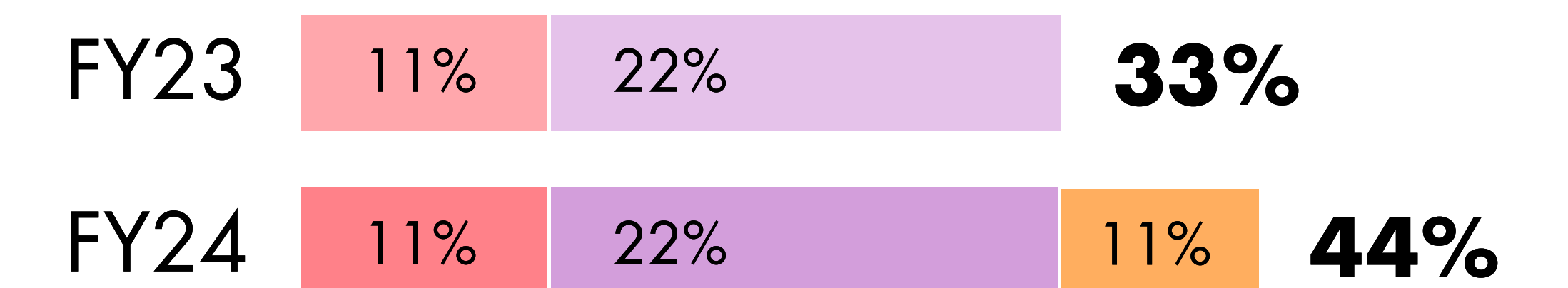
### Directors and Above



### Executive Team<sup>2</sup>



### Board of Directors<sup>3</sup>





**DIVERSITY, EQUITY & INCLUSION**

# Changing the landscape of corporate boardrooms.

Each year in the U.S. we typically see ~3% growth of women and diverse candidates on corporate boards. Recognizing that putting more diversity in seats of power will require the partnership of other companies, our ambition is to help double this rate — to 6% annual growth — by 2027.

In January 2024, we partnered with the National Association of Corporate Boards (NACD) on action-led initiatives in support of our shared commitment to diversity. Together, we are sponsoring 20 talented women and/or diverse director candidates to enter the NACD's Accelerate Program. This unique, two-year program creates a pathway for director candidates to prepare for board service.



**“Transformation is an everyday word for me in the digital world but, personal transformation is just as important. I have a long-range plan for my own growth, and the NACD board-preparedness class is a key step in achieving my aspiration to serve on the boards of publicly traded companies.”**

**EKTA CHOPRA**  
CHIEF DIGITAL OFFICER, E.L.F. BEAUTY



## We are 1 of 2

**OUT OF ~4,100 PUBLICLY TRADED U.S. COMPANIES WITH A BOARD THAT IS**

# 3/4 Women

+

# 1/3 Diverse





## DIVERSITY, EQUITY & INCLUSION

# Spreading awareness to educate & motivate change.

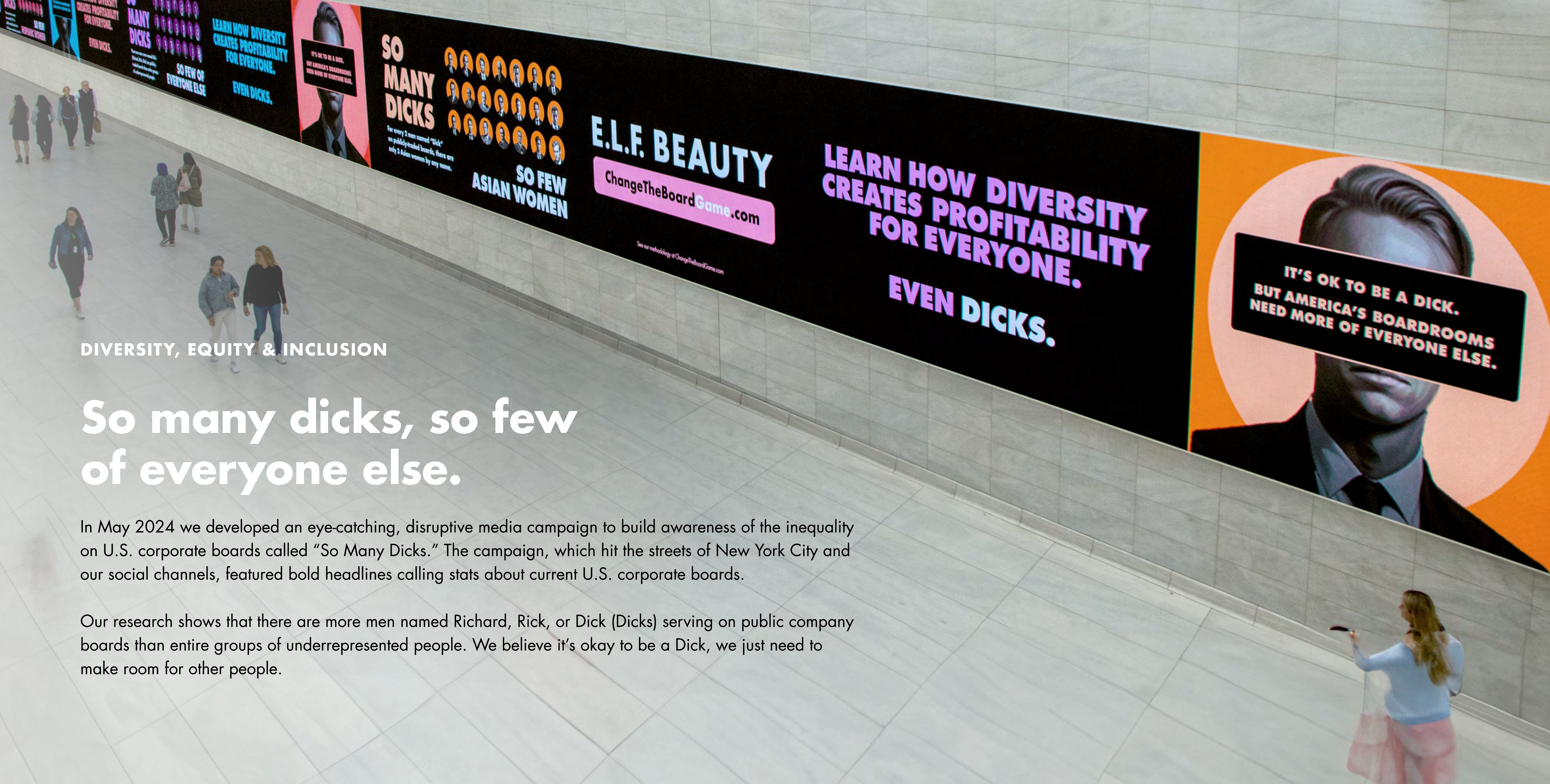
In May 2024, we launched our “Change the Board Game” campaign and [website](#), which included partnering with legendary tennis star and equality champion, Billie Jean King, to spread awareness of the inequality that still exists on corporate boards.

In our series of video shorts called “Serving Facts with Billie Jean King,” King picks up her racket and launches fact-filled tennis balls at an in-progress board meeting. She serves up, for example, that women make up only 27% of U.S. corporate boards, despite being 47% of the U.S. workforce. Then she hits with the average board clocking at only 12% diverse yet, ethically diverse boards are 13% more profitable than boards that aren't.

**“Fighting for gender equality and inclusivity has been the driving force in my life for 70 years. Change is often a slow process and those in positions of power can bring about change quicker. e.l.f. Beauty is leading change in the boardroom and showing us investment in equality and inclusivity will ultimately be rewarded with tangible results.”**

**BILLIE JEAN KING**





DIVERSITY, EQUITY & INCLUSION

# So many dicks, so few of everyone else.

In May 2024 we developed an eye-catching, disruptive media campaign to build awareness of the inequality on U.S. corporate boards called "So Many Dicks." The campaign, which hit the streets of New York City and our social channels, featured bold headlines calling stats about current U.S. corporate boards.

Our research shows that there are more men named Richard, Rick, or Dick (Dicks) serving on public company boards than entire groups of underrepresented people. We believe it's okay to be a Dick, we just need to make room for other people.



EMPOWERING OUR COMMUNITY

# Celebrating the individuality of every eye, lip and face.

Committed to self-expression as a pathway to confidence and success, e.l.f. created the Show Your(s)e.l.f. series that features bold disruptors with kind hearts who have overcome adversity in a unique way.

These e.l.f.luencers prove being yourself is a powerful statement about positivity, inclusivity and accessibility. Our work supporting world record-holder and blind swimmer Anastasia (Tas) Pagonis, advocate and astronaut Amanda Nguyen, Viktoria Modesta, a bionic pop artist and innovator in the post-disability community, and Chella Man, an artist who identifies as deaf, transmasculine, genderqueer, Chinese and Jewish was part of the 2024 Tribeca Festival. Chella Man's video was nominated in the Tribeca X juried category of Content Creator/Influencer as well as the Tribeca X Social Impact and Tribeca X Environmental Impact awards.

We have also embarked on a journey with Pagonis to make beauty products more accessible for the blind and low-vision community. e.l.f. and Pagonis developed the "Beauty For Every Eye" bundle that included her favorite e.l.f. products with scannable QR codes that link to audio recordings by Pagonis describing the product, including finish and application tips.





EMPOWERING OUR COMMUNITY

# Supporting women's empowerment through sports.

Our approach to sponsorships and brand partnerships is heavily rooted in our ethos. We partner with like-minded bold disruptors with kind hearts.

Our initiatives are not just about traditional advertising to gain consumer visibility, but about making a meaningful impact in our communities.

**With girls twice as likely as boys to drop out of sports by the age of 14, we have a number of partnerships focused on empowering women in sports and supporting youth participation.**





# Our partnerships empowering women in sports.



## **iHeartMedia Women's Sports Audio Network**

e.l.f. Beauty joined iHeartMedia and Deep Blue Sports + Entertainment in June 2024 as a founding sponsor of iHeart Women's Sports Audio Network, the first-ever audio platform dedicated exclusively to women's sports. This network spotlights and celebrates female athletes who move, entertain and inspire to an audience of 75M listeners across 500 radio stations. Together, we are addressing the disparity in sports media coverage; only 15% of coverage is of women's sports while 84% of fans (49% women!) are interested in women's sports.

## **The Professional Women's Hockey League (PWHL)**

e.l.f. became the first-ever beauty brand to sponsor the PWHL in its inaugural season. At PWHL Takeover Weekend, e.l.f. brought young athletes who aspire to follow in the skate tracks of these game-changing professionals to listen and learn in a dedicated session.

## **U.K.'S Accrington Stanley Women Football Club**

A new partnership with Accrington Stanley Women Football Club supports the club on their first international tour including a training camp in Dallas, Texas, as well as training with England International Lioness Izzy Christiansen. e.l.f. supports the team with interactive activities at games, a supported kit and a new team mascot, Sticky, who takes the form of e.l.f. holy grail Power Grip Primer.



EMPOWERING OUR COMMUNITY

# Empowering. Legendary. Females.

In May 2024, e.l.f. became the first-ever beauty brand to serve as a primary sponsor of an entry in the Indianapolis 500, the largest single-day sporting event in the world. We expanded our partnership with professional race car driver Katherine Legge. Last year, we partnered with Legge when she set the fastest one-lap and four-lap qualification speeds for a woman in the history of the Indy 500. In the Indy 500's 108-year history, Katherine was only the ninth woman to qualify and was the only female driver entered in this year's race.

For this year's race, we put together an interactive "Lip Oil Change" experience on the grounds of the Indianapolis Motor Speedway, celebrating the nine women drivers who have participated over the race's history.

**"e.l.f.'s presence on the racetrack is making the statement that beauty and women can belong everywhere. They continue to show up where women are vastly underrepresented and create an environment of positivity, inclusivity and accessibility."**

**KATHERINE LEGGE**  
PROFESSIONAL RACE CAR DRIVER





## EMPOWERING OUR COMMUNITY

# Recognizing inspiring young trailblazers.

e.l.f. Beauty has a history of using the power of our platform to help others rise. We intentionally collaborate with emerging talents, offering our platform as a megaphone with surround sound to fuel their aspirations.

In April 2024, we teamed up with Her Campus Media for the second year in a row to recognize the bold leaders of tomorrow. **With over 2,200 applicants, the “Her Campus e.l.f.ing Amazing 22 Under 22” awards named trailblazers who have demonstrated extraordinary achievements** — encompassing everything from advocating for universal accessibility; to supporting young people with more resources to financial education; and inspiring young women to solve community challenges through technology.

**“My hope is that I can serve to encourage other young women in the way that this community has inspired a sense of ingenuity and innovation within me.”**

**SSANYU LUKOMA**

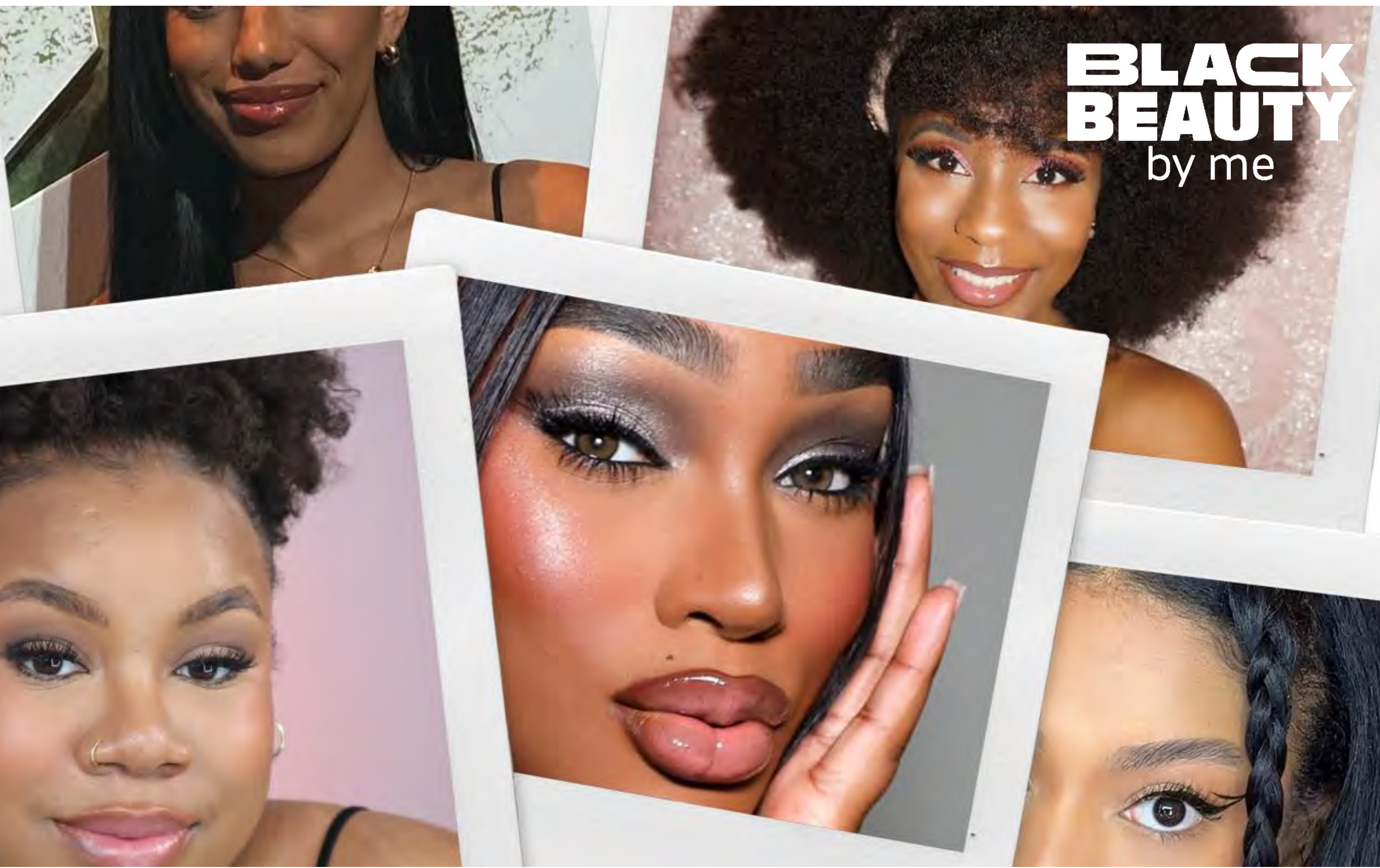
HARVARD UNIVERSITY '27, HER CAMPUS AWARD WINNER





EMPOWERING OUR COMMUNITY

# e.l.f. gives back.



## #ELFBlackBeauty by me & ACLU

In February 2024, we launched the #elfblackbeauty by Me series on our social channels, teaming up with inspiring Black creators. To further our efforts, we also teamed up with the ACLU (American Civil Liberties Union) with a \$50,000 donation towards the right to secure equal rights for all people nationwide.



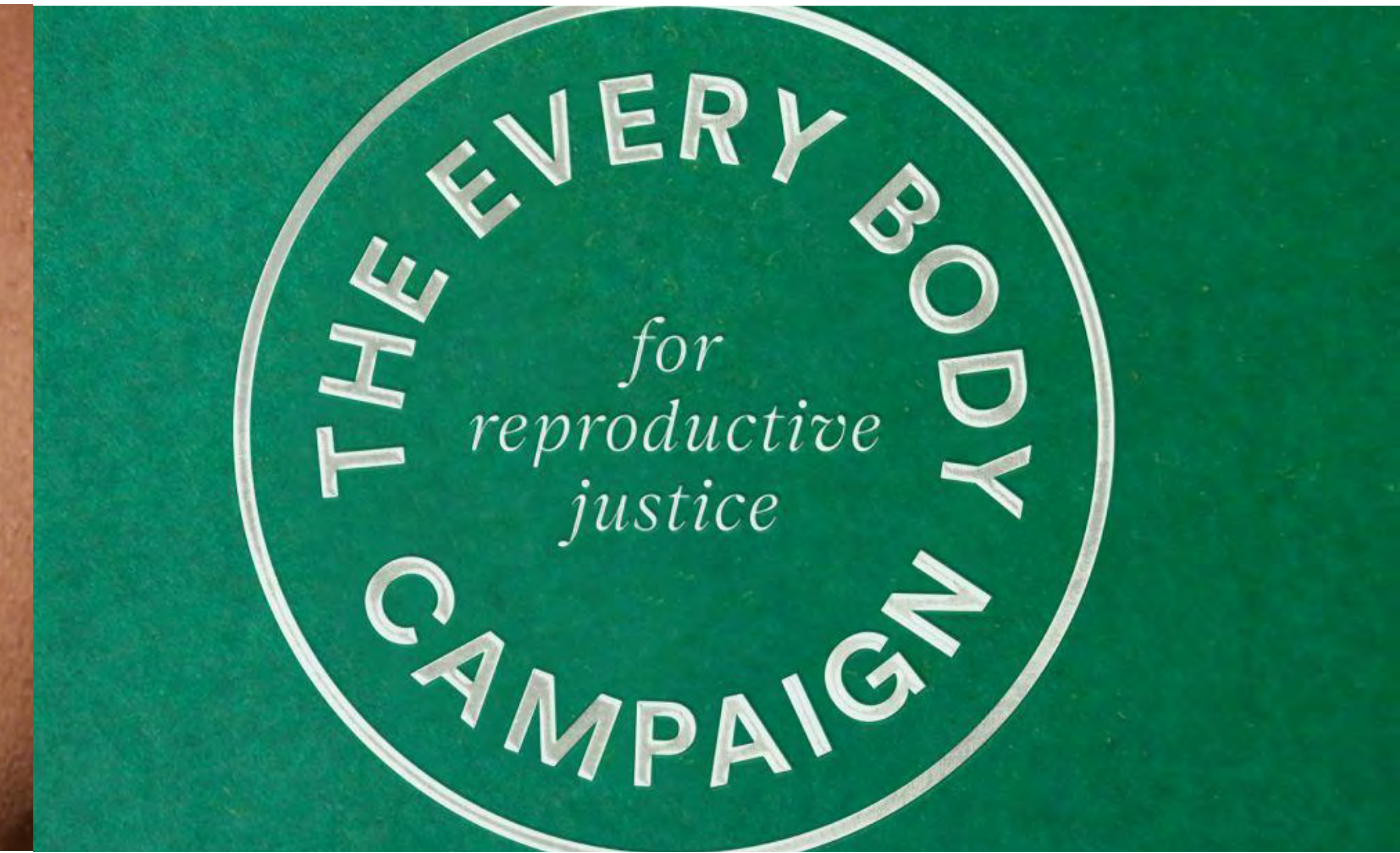
## E.L.F. x Maestro Cares Foundation

In October 2023, e.l.f. teamed up with Latin music sensation Manuel Turizo to create an anthem, "ojos. labios. cara." dedicated to the global Latinx community. We donated \$50,000 to the Maestro Cares Foundation, a non-profit organization dedicated to improving the quality of life for disadvantaged children and communities in Latin America and the U.S.



## Well People x Lipstick Angels

Well People donates 100% of net sales for every "Optimist Lipstick" in shade Brave and every "Lip Nurture Hydrating Balm" in shade Brave to Lipstick Angels, a national, nonprofit organization dedicated to bringing oncology-sensitive, customized clean beauty, skincare, and wellness services to anyone affected by cancer.



## The Every Body Campaign

In February 2024, we joined the Every Body Campaign, the largest beauty industry-backed reproductive justice initiative in history, for the second year. We donated all proceeds raised, approximately \$55,000, to SisterSong, a national activist organization dedicated to reproductive justice for women of color.



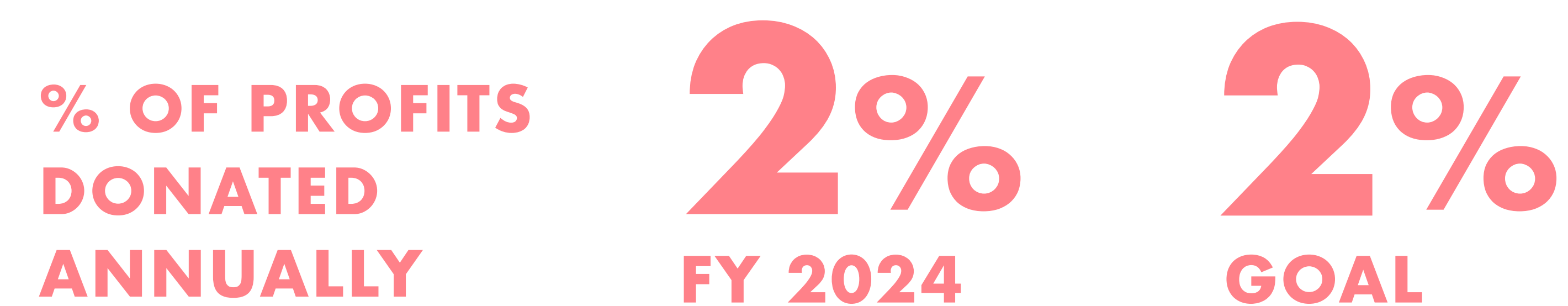
EMPOWERING OUR COMMUNITY

# We donate at least 2% of the previous year's profits to drive positive impact in our communities.

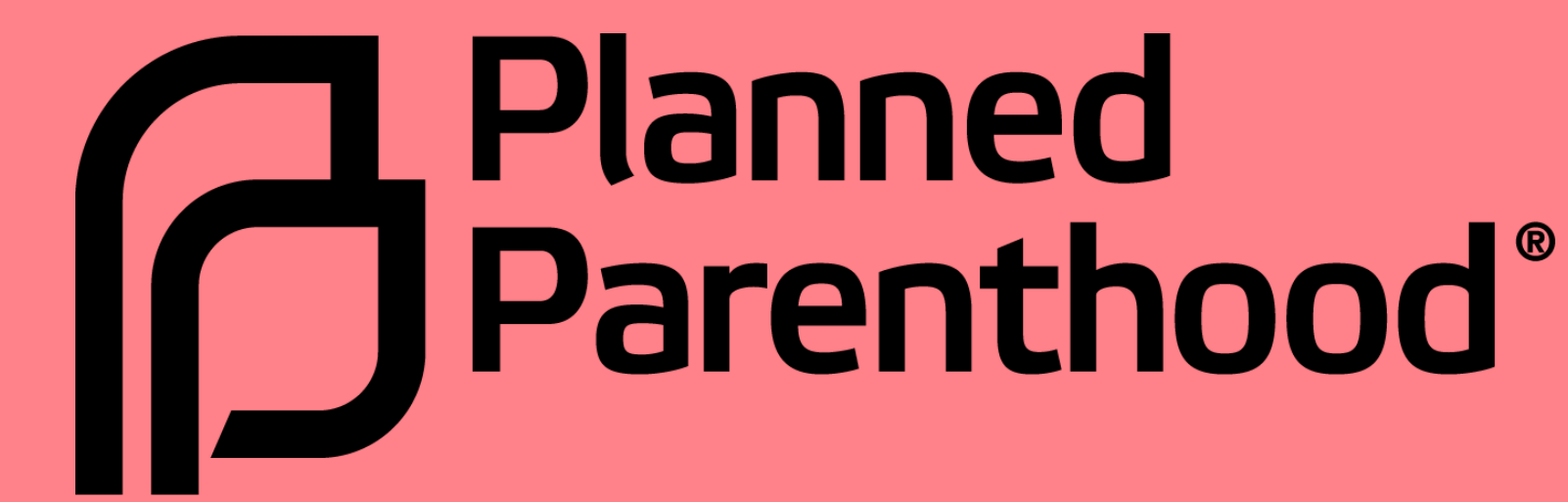
In FY 2024, we donated over \$1.2 million to various organizations through a combination of sponsorships, corporate matching of employee donations and product donations. These donations represented 2% of our prior year profits — again achieving our goal to donate 2% of our profits each year to drive positive impact in our communities.

We have a unique Holiday Employee Match program that offers employees the ability to triple their donations to the nonprofit organizations most important to them. e.l.f. matches employee donations, and our CEO then personally donates a match for each employee donation. Our 2023 Holiday Employee Match program raised a total of \$230,000 to benefit 180 non-profit organizations that are closest to our e.l.f.z hearts.

For more information, see our [Charitable Contributions Policy](#).



We lead with kind hearts.







# PRODUCT

33 Cruelty Free

34 Clean

36 Fair Trade Certified™

37 Responsible Sourcing



## LEANING INTO OUR SUPERPOWERS

At e.l.f. Beauty, we make the best of beauty accessible to every eye, lip and face. **We lean into our superpowers, delivering premium quality beauty products at extraordinary prices with broad appeal that are vegan, cruelty free, clean and Fair Trade Certified™.**

Delivering premium quality products at extraordinary prices is at the heart of our value proposition, democratizing access for millions of consumers who otherwise couldn't have the best of beauty. Each of our brands offers accessible pricing relative to its competitive set and our universal appeal changes the notion of exclusionary to accessible for all.

Equally important is what goes into our products (and what doesn't!) and how our products are made. We were one of the first mass beauty brands to be vegan and cruelty free and are committed to formulating our products to meet high standards of clean beauty – choosing not to use over 2,500 ingredients in our formulations, compared to 11 ingredients restricted by the FDA. We are proud to be the first beauty company to have a third-party manufacturing facility Fair Trade Certified™ – with more than 85% of our products now produced in Fair Trade Certified™ facilities. We choose to work with suppliers that uphold our principles and values and actively engage with them on sustainability topics. And we are committed to responsibly sourcing forest materials and sensitive ingredients such as mica and palm oil derivatives.





## CRUELTY FREE

# We are proudly 100% cruelty free worldwide.

Our community consistently ranks “cruelty free” among the most important product features when purchasing cosmetics and skin care. We never test on animals and are proudly double-certified as “cruelty free” across our e.l.f. Cosmetics, e.l.f. SKIN, Well People and Keys Soulcare brands, with certification as “Global Animal Test-Free” by People for the Ethical Treatment of Animals (PETA) and under the Leaping Bunny Program. Naturium, acquired in FY 2024, is also cruelty free, with no animal testing conducted for ingredients or finished products. Naturium recently received PETA certification, and we are working towards obtaining certification for Naturium under the Leaping Bunny Program.



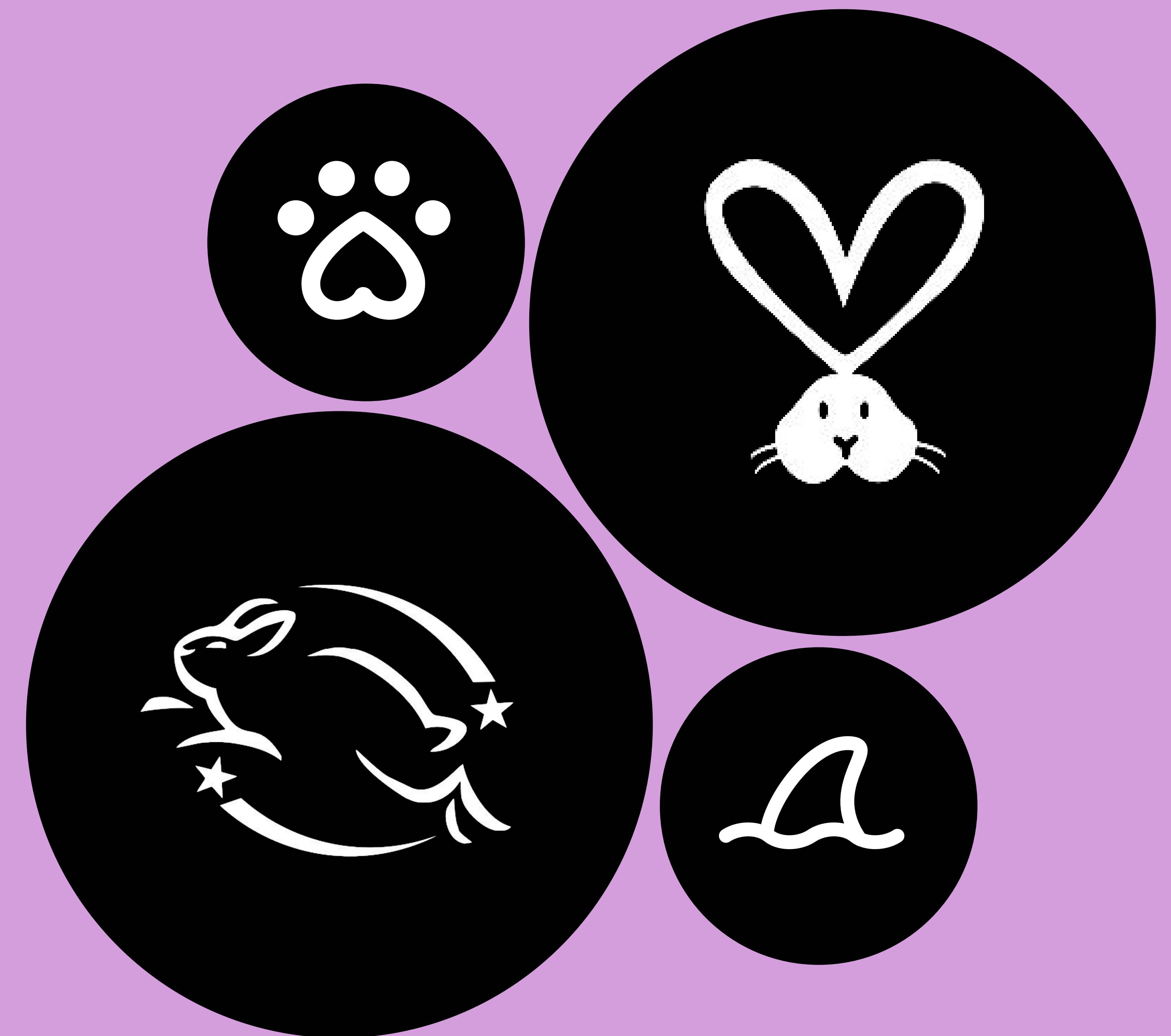
**PETA Certified:** People for the Ethical Treatment of Animals (PETA)’s “Global Animal Test-Free” certification is a label given to companies and brands who have verified that their facilities and their suppliers do not conduct, commission, pay for, or allow any tests on animals for their ingredients or finished products.



**Leaping Bunny Certified:** Certification under the Leaping Bunny Program is operated by the Coalition for Consumer Information on Cosmetics in the US and Canada. Companies with this certification certify that no animal testing was conducted on materials or formulations at all stages of product development, in addition to recommitting to the program annually and being open to third-party audits.

For more information, see our [Animal Welfare and Testing Policy](#).

We stand with every eye, lip,  
face, paw and fin.





## CLEAN

# We set high standards for our products.

We are committed to formulating our products to meet high standards of clean beauty and we call this “e.l.f. clean.” **We formulate our products to meet Food and Drug Administration (FDA) and European Union Cosmetic Regulation (EUCR) restrictions. We choose not to use over 2,500 ingredients,** including parabens, phthalates, formaldehyde, triclosan, triclocarban, toluene, coal tar, lead, mercury, acrylamide and hydroquinone, as well as other substances, and exclude well above the 11 ingredients restricted by the FDA.

**We regularly evaluate the list of ingredients that we choose not to include in our products,** including reviewing our manufacturing processes and partners and considering new scientific data and broader consumer sentiment. In FY 2024, we reformulated over 100 product SKUs to exclude several additional ingredients above and beyond FDA and EUCR restrictions.

## REFORMULATED

**100+**  
SKUS IN FY 2024

**2,500+**  
INGREDIENTS NOT USED

**Well People is a clean beauty pioneer,** raising the standard for plant-powered, high-performance beauty since 2008. In FY 2024 Well People continued to expand its number of Environmental Working Group (EWG) VERIFIED™ products, a leading standard of “clean and healthy” in the beauty space. Today, Well People has 122 EWG VERIFIED™ products, representing 70% of the formulated product line.



**An EWG VERIFIED™ product indicates that the product:**

**Avoids EWG’s ingredients of concern:** Products cannot contain any ingredients on EWG’s “Unacceptable” list, meaning ingredients with health, ecotoxicity and/or contamination concerns.

**Provides full transparency:** Must meet EWG’s standards for ingredient disclosure on the label and provide full transparency to EWG, including fragrance ingredients.

**Uses good manufacturing practices:** Product manufacturers must develop and follow current good manufacturing practices to further ensure the safety of their products.





CLEAN

# We're transparent about what goes into our products.

At e.l.f. Beauty we are transparent with our community about the ingredients that we use. On each of our brands' e-commerce websites, we publish a full ingredient list for each product. We also explain what each ingredient means and why it is used in our product formulas. We also host fun and engaging ingredient education sessions on our social channels.

We view this as a two-way communication, encouraging our community to provide product feedback and leave questions on the product review and Q&A tabs, respectively. This interaction provides important inputs to our product quality and safety procedures.

For more information, see our [Ingredient Safety & Transparency Policy](#).

**% OF PRODUCTS WITH  
GLOSSARY OF KEY INGREDIENTS  
PUBLICLY AVAILABLE ONLINE**

**100%**  
FY 2024



FAIR TRADE CERTIFIED™

# Proud to have 85% of our product Fair Trade Certified™.

We're proud to be the first company in the beauty industry to have a third-party manufacturing facility Fair Trade Certified™. This was the culmination of a two-year effort where e.l.f. Beauty and Fair Trade USA™ partnered to create and implement an innovative new framework extending fair trade certification to beauty industry facilities. We have since expanded certification to include additional facilities, including the first Fair Trade Certified™ cosmetic brush manufacturing facility. Today, over 900 of our SKUs, representing more than 85% of our product volume, are produced in Fair Trade Certified™ facilities.

Fair Trade USA™ is a nonprofit organization that offers globally recognized sustainable sourcing certification programs. **A Fair Trade Certified™ seal on a product signifies that it was made according to rigorous fair trade standards that promote sustainable livelihoods and safe working conditions for factory employees, protection of the environment and transparent supply chains.** To achieve certification, facilities are required to pass audits and demonstrate adherence to over 100 compliance criteria that cover social responsibility, environmental responsibility, empowerment and economic development. Facilities must pass a stringent annual re-certification, which includes plans for continuous improvement.

SKUS  
PRODUCED IN  
FAIR TRADE  
CERTIFIED™  
FACILITY

900+  
FY 2024

% OF PRODUCTS  
PRODUCED IN  
FAIR TRADE  
CERTIFIED™  
FACILITY<sup>1</sup>

85%  
FY 2024

≥75%  
FY 2025 GOAL

<sup>1</sup> We focus on achieving Fair Trade certification in the sourcing geographies where we believe there is the most immediate benefit from the certification. This primarily includes facilities in Asia. We are not currently pursuing Fair Trade certification for products produced in US or European facilities. This approach informs our goal of ≥75% and is reflected in our result of 85% in FY 2024.



For each product produced at a Fair Trade Certified™ facility, e.l.f. Beauty makes a monetary contribution directly to the facility workers who made the product, funding programs and activities that benefit the workers and their communities. At each facility, a worker-led committee determines how these funds are used. This can include community development projects, self-development training, income improvements, and other initiatives that directly support workers' needs. For example, in FY 2024, at one of our key manufacturing facilities, its nearly 250 workers benefited from the introduction of a regular health examination and consultation to support health awareness and risk prevention.

For more information, see our [Responsible Sourcing Policy](#).



## RESPONSIBLE SOURCING

# We work with suppliers that uphold our principles and values.

Our products are manufactured by third-party suppliers. **We evaluate and monitor the sustainability performance of our suppliers** through the EcoVadis sustainability certification program, which we adopted in FY 2022. **We partner with our suppliers to prioritize and implement actions to drive continuous improvement.** We actively engage with our suppliers on sustainability topics and have introduced specific goals for our supplier base related to sustainable procurement, climate-related measurements, reduction targets for greenhouse gas emissions, and the use of renewable energy.

In FY 2024, the results of this work were reflected in a second consecutive year of EcoVadis score improvements for our suppliers and continued outperformance in our suppliers' average score relative to the EcoVadis average (across 100,000 global suppliers).

We require all of our suppliers to adhere to our published [Supplier Code of Conduct](#) which details compliance requirements for suppliers regarding, among other things, paying fair wages, maintaining a safe and healthy workplace environment, prohibiting the use of child or forced labor, prohibiting discrimination and observing principles of human rights in the workplace.

## ECOVADIS SUPPLIER ASSESSMENTS

EcoVadis is the world's largest provider of business sustainability ratings, with a methodology built on international sustainability standards, including the Global Reporting Initiative, the United Nations Global Compact, and the ISO 26000.

**EcoVadis assessments evaluate supplier performance based on four key areas: Environment, Labor and Human Rights, Ethics, and Sustainable Procurement.**

# 45

**E.L.F. SUPPLIERS  
ASSESSED**

# 95%

**DIRECT SPEND  
COVERED**

# +4%

**SCORE IMPROVEMENT  
E.L.F. SUPPLIERS YEAR-OVER-  
YEAR**

# +19%

**FY24 E.L.F. SUPPLIER  
PERFORMANCE  
VS. ECOVADIS AVERAGE  
(ACROSS 100,000 GLOBAL  
SUPPLIERS)**



## RESPONSIBLE SOURCING

# We are committed to using responsibly sourced forest materials.

Because forests touch so many areas of our lives, caring for them is fundamental for tackling global challenges. The use of Forest Stewardship Council™ (FSC)-certified materials is a key element of our commitment to responsible sourcing. In FY 2024 we made significant progress towards our twin goals of 100% FSC-certified paper cartons and 100% FSC-certified wood brush handles.

**Paper cartons.** In FY 2022, we set a goal for our paper cartons to be 100% FSC-certified across all our brands by FY 2025. We're pleased to have achieved this goal one year early, with 100% of our paper cartons across e.l.f. Cosmetics, e.l.f. SKIN, Well People and Keys Soulcare now produced with FSC-certified materials.<sup>1</sup>

**Cosmetic brushes.** With e.l.f. Cosmetics' #1 position in brushes in the U.S. mass cosmetics category,<sup>2</sup> we're proud to have a goal for 100% of our wood brush handles to be FSC-certified by FY 2025. In FY 2024, we made significant strides towards this goal, with 45% of our wood brush handles now produced with FSC-certified materials, up from <1% the year before.

<sup>1</sup> Naturium is excluded as the brand was acquired in Q3 FY 2024. We are in the process of converting Naturium paper cartons to FSC-certified paper.  
<sup>2</sup> Source: e.l.f. Cosmetics claim based on data reported by NielsenIQ through its Scantrack Service for the Mass Market Cosmetic Brush category for the 52-week period ending April 20, 2024 for the US xAOC channel according to e.l.f. Cosmetics custom product hierarchy. Copyright © 2024, Nielsen Consumer, LLC.



Forest Stewardship Council certification is a globally recognized standard that ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. By choosing products with the FSC label, consumers can be sure that the items they purchase have not been manufactured at the expense of forests, or the animals, plants and people who rely on them. When consumers purchase FSC-certified products, they are directly supporting responsible forest management.

**% OF PAPER  
CARTONS  
THAT ARE  
FSC-CERTIFIED**

**100%**  
FY 2024

**100%**  
FY 2025 GOAL

**% OF WOOD  
BRUSH HANDLES  
THAT ARE  
FSC-CERTIFIED**

**45%**  
FY 2024

**100%**  
FY 2025 GOAL



## RESPONSIBLE SOURCING

**We are committed to responsibly sourcing sensitive ingredients.**

Recognizing that the production of mica and palm oil derivatives can impact human rights and the environment, we are focused on ensuring that our procurement practices directly address these challenges. We have established robust goals related to mica and palm-based ingredients and are working to achieve these.

### Mica

Mica is a naturally occurring mineral used to provide opacity and pearlescent appearance in many of our pigmented products. **We are committed to ensuring that 100% of our mica is responsibly sourced**, either through Responsible Mica Initiative (RMI) members in India or through supplier documentation of standards for other countries.

In FY 2024, approximately 30% of the mica purchased by our suppliers for use in our products was sourced from India. All of this Indian mica was and continues to be sourced through RMI members who are committed to that organization's rigorous standards to enable a responsible and sustainable mica supply chain in India free of child labor.

Our suppliers source the remaining 70% of mica for our products from other countries, primarily China. For this supply, we require documentation of fair labor standards through the supply chain.

#### % OF INDIAN MICA SOURCED FROM RMI MEMBERS

**100%**

FY 2024

**100%**

FY 2027 GOAL

### Palm Oil

Palm derivatives are used in a portion of our products. **We are working to ensure that that any palm derivatives purchased by our suppliers are from sources certified by the Roundtable for Sustainable Palm Oil Sourcing (RSPO).** RSPO is a global, non-profit organization focused on bringing together stakeholders across the palm oil supply chain to develop and implement global standards for sustainable palm oil.

We seek for palm derivatives sourced for use in our new products to be RSPO-certified and we are transitioning existing products with palm derivatives to RSPO-certified sources. In FY 2024, the rate of RSPO-certified palm oil procurement was 75%<sup>1</sup>. This is up from 50% in FY 2023 and reflects meaningful progress towards our goal to achieve 100% RSPO-certified palm oil procurement by FY 2027.

<sup>1</sup> This reported figure is not audited through RSPO Certification

#### % OF PALM OIL-BASED INGREDIENTS THAT ARE RSPO CERTIFIED

**75%**

FY 2024

**100%**

FY 2027 GOAL





# PLANET

- 42 Climate & Environment
- 44 Packaging Sustainability
- 48 Water
- 49 Supply Chain



## OUR JOURNEY TO A POSITIVE IMPACT ON THE PLANET

At e.l.f. Beauty, we recognize the urgency of addressing environmental challenges head-on. **Our dedication to sustainability acknowledges the significant work ahead, and we are committed to continually improving and taking meaningful actions to protect our planet.** Climate change stands as one of the most pressing issues of our time, and we are committed to reducing our carbon footprint across our entire business.

Our packaging is central to our brand identity, yet it represents a significant environmental impact. To address this, we are focused on reducing packaging intensity, **increasing circularity**, and sourcing materials sustainably to ensure that our packaging is as responsible as it is beautiful. **Understanding our water footprint** is another critical aspect of our sustainability efforts. From being an essential ingredient in our products to its use in our suppliers' manufacturing processes, we are implementing innovative solutions to reduce usage and increase efficiency. We ensure that **sustainability is embedded throughout our supply chain.** Our holistic approach to collaborating with our suppliers fosters a culture of responsibility and innovation, enabling our purpose-led, results-driven philosophy.

We invite you to explore this section to learn more about our initiatives, progress, and the journey ahead.





## CLIMATE & ENVIRONMENT

# We are committed to reducing our carbon footprint.

Climate change presents one of the biggest challenges of our time. **We are committed to reducing our carbon footprint, recognizing that this is an ambitious journey with significant milestones yet to be achieved.** In FY 2022, we completed the first measurement of our greenhouse gas (GHG) emissions. Since then, we have continued our progress, including in FY 2024:

- We continued to meet our science-based target for Scope 1 and 2 emissions<sup>1</sup> set in FY 2023 through the Science Based Targets initiative for a 42% reduction by 2030.
- We expanded our GHG measurement methodology to include the ingredients used in our products and additional purchased services, including related to marketing. This ensures that we fully capture key value chain activities to inform our strategies and target setting.
- Our next steps include evaluating a science-based target for our Scope 3 emissions.

For more information, see our [Climate Change and Emissions Policy](#).

Consistent with other companies in our sector, the majority of our footprint is attributable to Scope 3, and in particular Purchased goods and services (Category 1) and Upstream and downstream transportation and distribution (Categories 4 & 9). In FY 2024, while our GHG emissions increased on an absolute basis relative to FY 2023, they continued to decrease on a revenue intensity basis.

## GHG Emissions by scope MTCO<sub>2</sub>e



- Scopes 1 and 2: Direct emissions from owned or controlled sources and indirect emissions from generation of purchased electricity.
- Scope 3: Indirect emissions from the value chain.

This environmental footprint covers GHG emissions following the GHG protocol. e.l.f. Beauty's measured categories include Scope 1, 2 and 3 emissions. Of the 15 possible Scope 3 categories, we measured categories 1-7, 9 and 12 as reflective of significant impact. For FY 2024 we refined our methodology for purchased goods and services (Category 1) to include the emissions associated with the ingredients used in our products and additional purchased services, including related to marketing. We have restated FY 2023 emissions to reflect this methodology update.

<sup>1</sup> This includes emissions from electricity and natural gas used in our leased buildings.



# Our carbon reduction approach focuses on 4 key areas.

Following our first measurement of our greenhouse gas (GHG) emissions in FY 2022, we have defined and started acting on the key areas that we believe will drive reductions in our Scope 1, 2 and 3 emissions: Operations, Product, Supplier Engagement, and Transportation & Distribution.

## SCOPE 1 & 2 EMISSIONS: DIRECT EMISSIONS

Energy used in own operations: includes electricity and natural gas used in our leased buildings.

### OPERATIONS

In FY 2023, we set near term GHG emissions targets for Scopes 1 and 2 through the Science Based Target initiative (SBTi) following a 1.5 °C scenario. Concurrently, we transitioned to 100% renewable electricity at all our offices and US retail distribution center through a combination of utility-provided renewables and Renewable Energy Certificates. We achieved our reduction targets in FY 2023 and continued to meet them in FY 2024.

## SCOPE 3 EMISSIONS: INDIRECT EMISSIONS IN OUR VALUE CHAIN

This includes our two largest categories: Purchased goods & services (Category 1) and upstream & downstream transportation (Categories 4 & 9).

### PRODUCT

We have taken steps to gain visibility into product-level carbon impact during product development. In FY 2024, we expanded our GHG accounting methodology to include our product ingredients, providing a more holistic view of product GHG impact. We also rolled out an internal tool to quantify and evaluate sustainability in packaging design and implemented lightweighting strategies to drive carbon reduction.

### SUPPLIER ENGAGEMENT

We work with suppliers representing 95% of our direct spend to measure their Scope 1 & 2 emissions. Beyond reporting, in FY 2024, we collaborated with our strategic suppliers to have them set emission reduction targets, with plans to extend this to additional suppliers in the future. We have also instituted “supplier roundtables” centered on sustainability as a key element of our supplier management program.

### TRANSPORTATION & DISTRIBUTION

Most of our product is transported from our suppliers to our distribution centers by ocean. As the least emissions intensive mode of transport, we prioritize ocean freight. We also focused on light-weighting shipping materials, optimizing container loading, and identifying transportation options that reduce reliance on fossil fuels. In FY 2024, we introduced biofuels for drayage activities from port to our Southern California distribution center.



## PACKAGING SUSTAINABILITY

# We are committed to reducing the environmental impact of our packaging.

Product packaging is central to our brands and goes beyond holding and protecting our products. Our packaging serves to engage and inspire our community, visually showcase our amazing cruelty free and “e.l.f. clean” formulas, and convey important product information. At the same time, packaging represents a meaningful portion of our environmental footprint, driving our continued focus to further reduce this impact.

In FY 2024, we developed and introduced an internal sustainable packaging scoring system to help guide sustainability in our packaging design. This scoring system aligns to our sustainable packaging principles and provides a consistent framework for evaluating and applying these principles during the development process.

For more information, see our [Packaging Sustainability Policy](#).

## OUR SUSTAINABLE PACKAGING PRINCIPLES

### REDUCE PACKAGING INTENSITY

Achieve a smaller packaging “footprint” by using lightweight components, removing secondary cartons where possible, and eliminating or reducing the use of certain packaging finishes.

**% REDUCTION IN PACKAGING INTENSITY VS. FY 2019 BASELINE**

**20%**

**FY 2030 GOAL**

Goal set in FY23, reporting to commence for FY25

### INCREASE PACKAGING CIRCULARITY

Incorporate post consumer recycled (PCR) content into our packaging and increase use of recyclable materials to divert from landfills and increase reliance on circular materials.

**% OF PLASTIC RECYCLABLE, REUSABLE, OR COMPOSTABLE**

**50%**

**NEW FY 2030 GOAL<sup>1</sup>**

**% OF PLASTIC FROM RECYCLED CONTENT OR RESPONSIBLY SOURCED BIO-BASED CONTENT**

**50%**

**NEW FY 2030 GOAL<sup>1</sup>**

### SOURCE MATERIALS SUSTAINABLY

Increase reliance on sustainably-sourced materials, including Forest Stewardship Council™ (FSC) certified paper. For more information, see our [Responsible Sourcing pages](#).

**% OF PAPER CARTONS THAT ARE FSC-CERTIFIED**

**100%**

**FY 2024**

**100%**

**FY 2025 GOAL**

<sup>1</sup> We plan to report on these newly established goals beginning in FY 2025



## PACKAGING SUSTAINABILITY

# Light on weight. Big on impact.

Our commitment to reducing our packaging footprint is a central element of our sustainability journey. Less packaging often means fewer material inputs, fewer transportation ton-miles, and less waste end-of-life, all helping to reduce our carbon footprint.

In FY 2024, we made significant strides on reducing packaging materials, launching new sustainably-minded packaging across several existing product lines, including e.l.f. SKIN Holy Hydration! Face Creams, e.l.f. original Face Primers, Perfect 10 Eyeshadow Palettes, and moving products previously sold in “blister card” packaging into minimalist, lightweight bags. With a focus on lightweighting, these small changes add up — they are estimated to eliminate more than 400 US tons of excess packaging material on an annual basis. We’re in the process of making this transition as units are produced in the new packaging and flow through our supply chain to retailer shelves and ecommerce carts. Looking ahead, we’ll continue to focus on light-weighting our packaging portfolio in pursuit of our commitment to achieve a 20% reduction in packaging intensity by FY 2030<sup>1</sup> and to help enable carbon reduction.

# 400+

US TONS OF PACKAGING  
ESTIMATED TO BE ELIMINATED (PER YEAR)

<sup>1</sup> Packaging intensity determined as average packaging weight per measure of formula versus a 2019 baseline.



HOLY HYDRATION  
FACE CREAMS

# 57%

LIGHTER JAR

We swapped our Holy Hydration! Face Cream jar from a single-walled construction to double-walled construction, more than halving the jar's weight.



## PACKAGING SUSTAINABILITY

### We are increasing the circularity of our packaging.

The transition to sustainable packaging can be complex. We are proud of the progress we've made while recognizing that this is a journey that requires ongoing focus and commitment. At e.l.f. Beauty, we are dedicated to increasing the recyclability of our products and increasing the use of post-consumer recycled (PCR) plastic. PCR materials are derived from recycled consumer products, providing an alternative to virgin materials and supporting the circular economy.

Our approach to sustainable packaging focuses on reducing waste by reusing and recycling materials within our value chain. However, many of our products are too small for curbside recycling, so we're shifting to recycle-ready resins, anticipating future systems will sort smaller items. By incorporating more PCR into our packaging and increasing recyclability, we're not just cutting down on new plastic production — we're also helping to keep valuable materials in circulation. This dual approach will contribute to more frequent reuse and recycling of our product packaging, advancing a more sustainable lifecycle.

**In support of this work, we have set two new goals that reflect our sustainable packaging ambitions:**

# 50%

**FY 2030 GOAL**

**% OF PLASTIC PACKAGING TO CONTAIN RECYCLED CONTENT OR RESPONSIBLY SOURCED BIO-BASED CONTENT**

# 50%

**FY 2030 GOAL**

**% OF PLASTIC PACKAGING TO BE RECYCLABLE, REUSABLE, OR COMPOSTABLE**





**PACKAGING SUSTAINABILITY**

# Putting circularity into practice.

**e.l.f. SKIN**  
**Youth Boosting**  
**Advanced Night**  
**Retinoid Serum**

**Component**  
**is 50%**  
**PCR plastic**



**YOUTH BOOSTING**  
**ADVANCED NIGHT RETINOID SERUM**  
 with multi-antioxidant complex (1% granactive retinoid, 0.06% retinal + antioxidants)

## UTILIZING POST CONSUMER RECYCLED CONTENT

In collaboration with our plastic packaging suppliers, we are introducing post-consumer recycled (PCR) content into our components, reducing our reliance on virgin materials. In FY 2024, we implemented PCR upgrades in several products, including Wow Brow Gel and our Eyeliner Pen, and Youth Boosting Advanced Night Retinoid Serum, with additional projects underway.

## EXPLORING RENEWABLE MATERIALS

We are committed to exploring renewable materials, such as bio-based resins, to help reduce our environmental footprint. Naturium has introduced sugarcane-derived tubes for many of the products in this packaging format, including the Phyto-Glow Lip Balms.



**Phyto-Glow Lip Balm**

**Sugarcane-derived tube**



## DESIGNING FOR RECYCLABILITY

We continue to focus on opportunities to use packaging forms and materials that are curbside recyclable. Yet, due to the nature of our products, many are too small to be processed through curbside recycling programs. In these instances, we have projects underway to transition to resins that are recycle-ready, in anticipation of when material recovery systems are able to effectively sort smaller items.

## TEAMING UP WITH HOW2RECYCLE®

In FY 2022, we began working with How2Recycle® to conduct packaging-specific recyclability evaluations and in FY 2023 introduced How2Recycle® labeling for e.l.f. SKIN products. This labeling appears on product packaging and on our product pages, guiding consumers on what elements of our packaging are recyclable and clarifying what not to recycle to reduce contamination in recycling streams.



**e.l.f. SKIN Holy Hydration! Triple Bounce Serum**

**Curbside recyclable bottle and box**



WATER

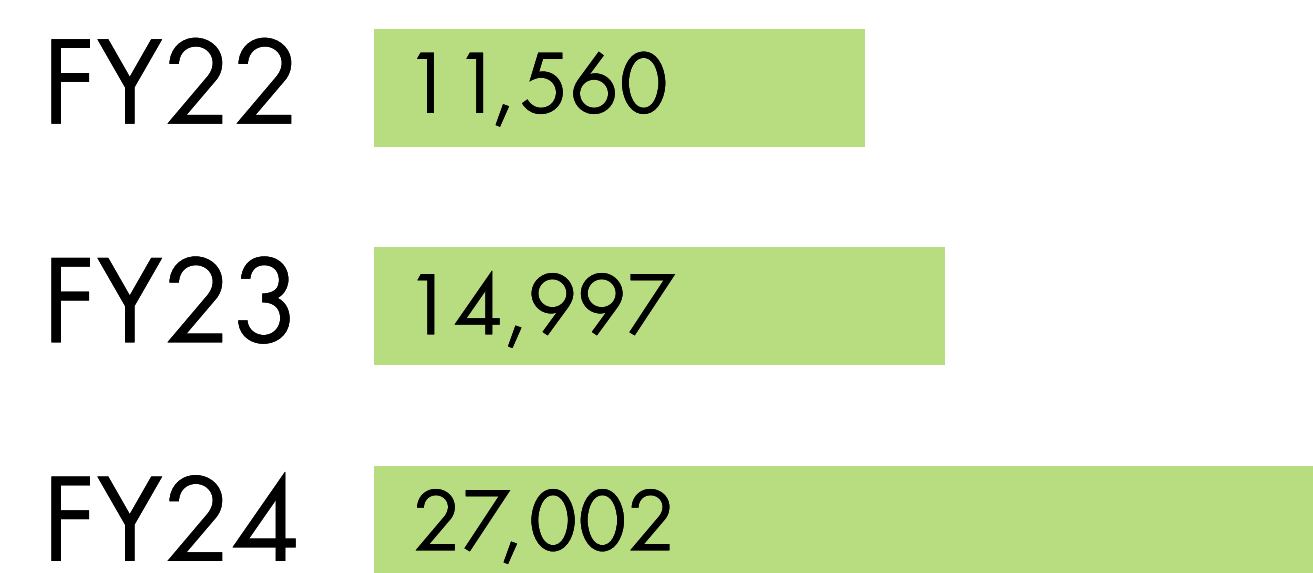
# We're finding ways to conserve water.

Water is a key resource to our business, from being an ingredient in our products, to its use by our suppliers in their manufacturing process. We understand the importance of global water conservation and began measuring our water usage in FY 2022.

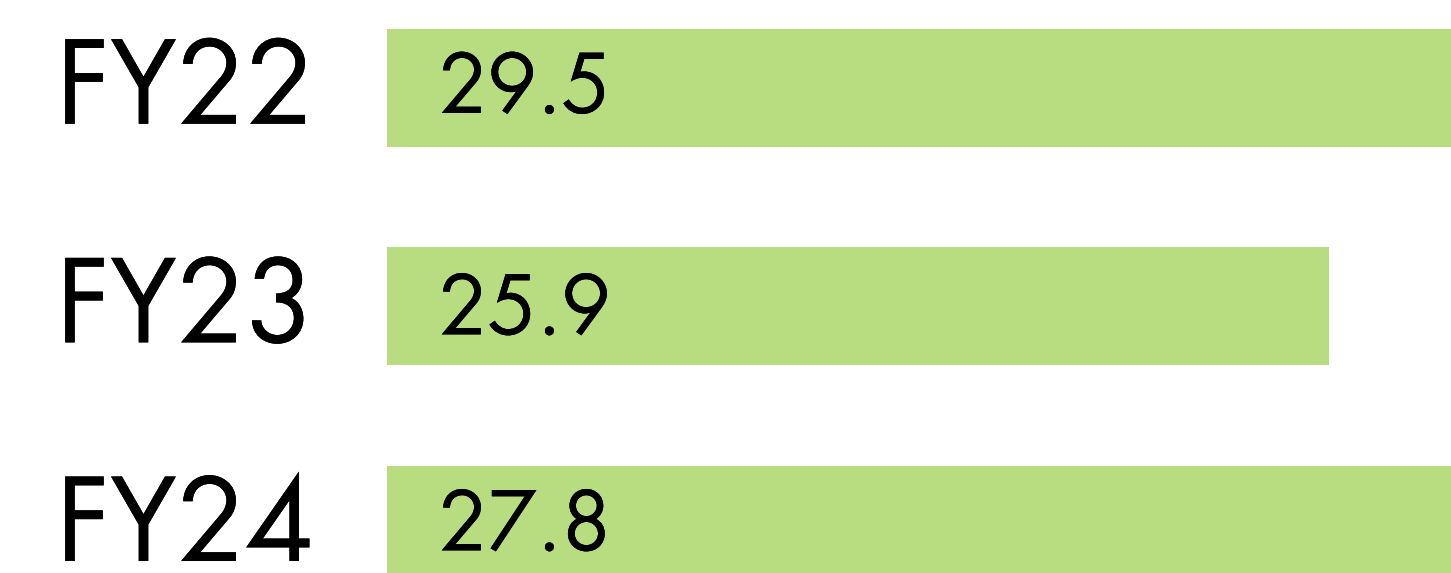
We are in the process of using this information to further understand our impact and identify water reduction opportunities. This includes engaging with suppliers to ensure that they support our principles of minimizing environmental impact. In FY 2024, our increase in water consumption on an absolute basis reflected the significant growth in our business. On a relative basis of water consumption per \$ million revenue, FY 2024 water consumption, while higher than FY 2023, remained lower than FY 2022.

For more information, see our [Water Policy](#).

## WATER CONSUMPTION (cubic meters)



## WATER CONSUMPTION PER \$ MILLION REVENUE (cubic meters)



## Same great product, more water saved

In FY 2024, we worked with a key supplier to evaluate the process for producing certain product formulas, including their use of water. This study identified an opportunity to switch from a heating process to a cooling process and, in doing so, introduce the use of recycled water in this process (but not as part of the formula itself). This new cooling process is expected to reduce water withdrawn by 1,400 cubic meters per year for our Glow Reviver Lip Oil product line.

**1,400** CUBIC METERS OF WATER SAVED PER YEAR (370,000 GALLONS)



# Sustainability is a focus throughout our supply chain.

Advancing sustainable practices in our supply chain is an ongoing priority. The work we are doing includes joint efforts with suppliers, our own operational practices, and actively eliminating waste. We believe sustainability is not just good for business, including delivering cost savings, it's also about staying true to our values and doing the right thing.



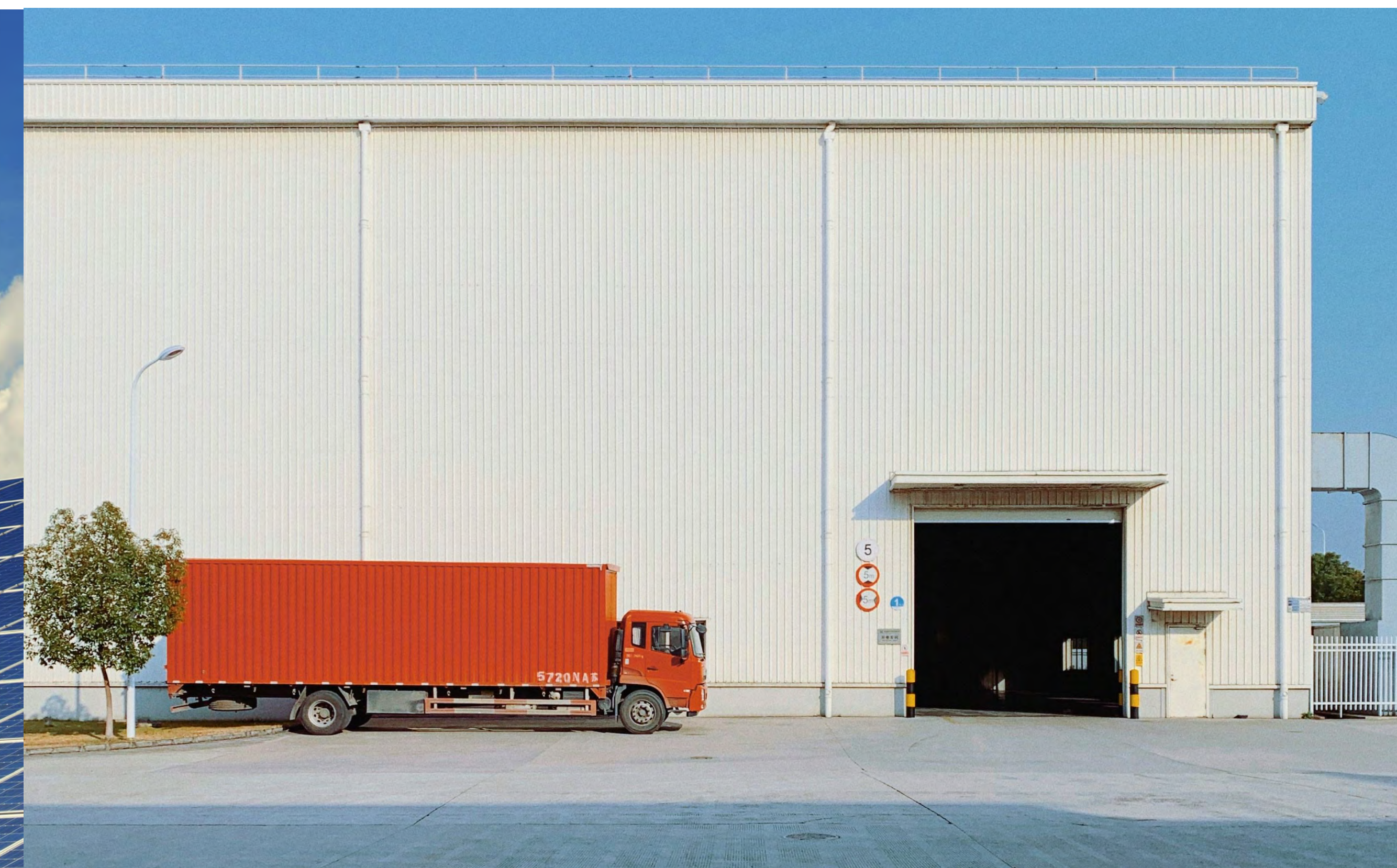
## Supplier Sustainability Award

At our annual supplier summit in FY 2024, we introduced our first-ever Supplier Sustainability Award, in recognition of the essential role our suppliers play in pursuing and achieving our sustainability ambitions. *Impact:* Recognition of individual suppliers' contributions towards sustainability.



## Solar Energy-Powered Production

Twelve of our suppliers now utilize solar energy at their manufacturing sites, with site-specific solar energy utilization ranging up to 90%. In FY 2024, solar energy represented 4% of total supplier energy utilization, doubling from 2% in FY 2023. *Impact:* Reduced reliance on carbon-based energy sources.



## Biofuel Transportation

In FY 2024, we introduced biofuels for drayage activities from port to our Southern California retail distribution center, significantly reducing emissions associated with these container transfers. *Impact:* Reduced reliance on fossil fuels for transportation.



## Tree Free Documentation

In FY 2024, our retail distribution center transitioned to tree free paper for all order documents printed on plain paper. This paper is produced using agro-industrial waste instead of trees. *Impact:* Reduced reliance on forests by using renewable resources.



**ON-GOING JOURNEY**

# Celebrating two decades of purpose-led growth.

We rang the opening bell on the New York Stock Exchange earlier this year to commemorate our 20th e.l.f.iversary as a brand and to celebrate two decades of delivering incredible quality and value to our community.

We're committed to a never-ending and continuous journey of making the world a better place — championing and encouraging people, partners and other companies that share our goal to keep the e.l.f. up!





**THERE'S NO  
PLACE LIKE E.L.F.**

**elf**  
**BEAUTY**







# APPENDIX

**Our Impact Report details how our organization is making a positive impact on people, the planet and our furry and finned friends.**

Unless otherwise stated, the data in this report is as of March 31, 2024 and covers our fiscal year 2024, which ran from April 1, 2023 to March 31, 2024 (referred to as “this year” or “FY 2024” throughout the report).

We leverage various ESG reporting agencies and frameworks to support and inform our ESG data collection and reporting. Included in this report is our completed FY 2024 Sustainability Accounting Standards Board (SASB) Report for the Household and Personal Products Industry.

Additional information about e.l.f. Beauty can be found on our **Social Impact Site** [☑](#) as well as in our public financial filings, including our **FY 2024 Annual Report** [☑](#) and **FY 2024 Proxy Filing** [☑](#).



## SASB INDEX

Topic	SASB Accounting Metric	SASB Reference Code	Location or Response for FY 2024
<b>Water Management</b>	Total water withdrawn: Thousand cubic meters (m3)	CG-HP-140a.1	264.4 thousand cubic meters
	Total water consumed: Thousand cubic meters (m3)	CG-HP-140a.1	27.0 thousand cubic meters
	Percentage of each in regions with High or Extremely High Baseline Water Stress	CG-HP-140a.1	73% is withdrawn and 74% is consumed from regions with High or Extremely High Baseline Water Stress
	Description of water management risks and discussion of strategies and practices to mitigate those risks	CG-HP-140A.2	We monitor our water usage, recognizing that water is essential to our business, including as a product ingredient and as used by our suppliers in their facilities. We began measuring water usage in FY 2022 and are using this information to better understand our impact and identify improvement opportunities. This includes engaging with our suppliers to ensure that they support our principles of minimizing environmental impact.
<b>Product Environmental, Health, and Safety Performance</b>	Revenue from products that contain REACH substances of very high concern (SVHC)	CG-HP-250a.1	\$0. e.l.f. Beauty does not use any Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) substances of very high concern (SVHC) in any of our products
	Revenue from products that contain substances on the California DTSC Candidate Chemicals List	CG-HP-250a.2	\$0. e.l.f. Beauty does not use any substances on the California Department of Toxic Substances Control (DTSC) Candidate Chemicals List in any of our products
	Discussion of process to identify and manage emerging materials and chemicals of concern	CG-HP-250a.3	We describe our product environmental, health and safety policies and practices in our <b>Ingredient Safety and Transparency Policy</b> <a href="#">☐</a> .
	Revenue from products designed with green chemistry principles	CG-HP-250a.4	e.l.f. Beauty does not currently track these measurements, and will evaluate measurement for future reports.
<b>Packaging Lifecycle Management</b>	(1) Total weight of packaging (in thousands of metric tons)	CG-HP-410a.1	8.0 thousand metric tons
	(2) Percentage of packaging made from recycled and/or renewable materials	CG-HP-410a.1	0.03%
	(3) Percentage of packaging that is recyclable, reusable, and/or compostable	CG-HP-410a.1	e.l.f. Beauty does not currently track these measurements, and will evaluate measurement for future reports.
	Discussion of strategies to reduce the environmental impact of packaging throughout its lifecycle	CG-HP-410a.2	A description of our strategies to reduce the environmental impact of packaging throughout its lifecycle is disclosed in this report as well as in our <b>Packaging Sustainability Policy</b> <a href="#">☐</a> .
<b>Environmental &amp; Social Impacts of Palm Oil Supply Chain</b>	Amount of palm oil sourced, percentage certified through the Roundtable on Sustainable Palm Oil (RSPO) supply chains as (a) Identity Preserved, (b) Segregated, (c) Mass Balance, or (d) Book & Claim	CG-HP-430a.1	336.8 metric tons palm oil derivatives. 75% RSPO. Palm derivatives are used in a portion of our products. We are working to ensure that that any palm derivatives purchased by our suppliers are from sources certified by the Roundtable on Sustainable Palm Oil (RSPO), a global standard for sustainable palm oil. Additionally, we seek for palm derivatives sourced for use in our new products to be certified by the RSPO. The reported RSPO figure is not audited through RSPO Certification. For more information, see our <b>Ingredient Safety and Transparency Policy</b> <a href="#">☐</a> .
<b>Activity Metric</b>	Number of manufacturing facilities	CG-HP-000.B	0. e.l.f. Beauty does not own or lease any manufacturing facilities. For more information on our principal owned and leased properties, please see our FY 2024 <b>Form 10-K</b> , page 41 <a href="#">☐</a> .



## COMMITMENT ENDNOTES

1. Source: Culture Amp. Benchmark based on Culture Amp's Consumer Goods & Services 2024 Benchmark and 2023 Benchmark.
2. Every employee (including our Executive Team) receives a base salary, is bonus-eligible under the same bonus target solely tied to our financial performance and receives an annual equity award of e.l.f. Beauty stock.
3. Employee demographic figures based on our Director and above full-time employees as of September 9, 2024. Race/ethnicity percentages exclude our employees outside of the United States. We are an equal opportunity employer and do not use gender or any other protected criteria as a factor in any employment decisions, such as hiring, promotions or compensation.
4. Includes charitable contributions as well as inventory donations and/or contributions.
5. We are proudly double-certified as "cruelty free" across the e.l.f., Well People and Keys Soulcare brands, with certification as "Global Animal Test-Free" by People for the Ethical Treatment of Animals (PETA) and under the Leaping Bunny Program. Naturium, acquired in FY 2024, is also cruelty free, with no animal testing conducted for ingredients or finished products. Naturium recently received PETA certification, and we are working towards obtaining certification for Naturium under the Leaping Bunny Program.
6. On each of our brand's e-commerce websites, we publish a full ingredient list for each product. We also explain what each ingredient means and why it is used in our product formulas.
7. We formulate our products to meet Food and Drug Administration (FDA) and European Union Cosmetic Regulation (EUCR) restrictions on over 2,500 ingredients, including parabens, phthalates, palm oil, sulfates, formaldehyde, nonylphenol ethoxylates, triclosan, triclocarban, toluene, coal tar, lead, mercury, acrylamide and hydroquinone, as well as other substances.
8. Reflects our suppliers' average EcoVadis score relative to the EcoVadis average (across 100,000 global suppliers).
9. Packaging intensity determined as average packaging weight per measure of formula versus a 2019 baseline.
10. Scopes 1 and 2 reduction target of 42% versus a FY 2022 baseline was established through the Science Based Targets initiative. In FY 2024, we achieved a 81% reduction versus the FY 2022 baseline. Moving forward, we plan to evaluate science-based targets for our Scope 3 emissions.
11. Transition to 100% renewable electricity at all our offices and US retail distribution center achieved through a combination of utility-provided renewables and Renewable Energy Certificates.

Naturium was acquired by e.l.f. Beauty in Q3 FY 2024 and is included in this report's People metrics for FY 2024. Naturium is not included in FY 2024 Product and Planet metrics, unless specifically noted. As Naturium integration continues, we anticipate it will be included in FY 2025 Product and Planet metrics.



## NOTES

Our Impact Report and the corporate responsibility/sustainability portions of our website contain forward-looking statements within the meaning of the federal securities laws, including those statements relating to our future ESG commitments, initiatives and goals. Although we believe that the expectations reflected in the forward-looking statements are reasonable, actual results and the timing of selected events may differ materially from those expectations. Factors that could cause actual results to differ materially from those in the forward-looking statements include, among other things, the risks and uncertainties that are described in our most recent Annual Report on Form 10-K, as updated from time to time in our reports filed with the Securities and Exchange Commission (the “SEC”).

Additionally, our approach to the disclosures included in our Impact Report and the corporate responsibility/sustainability portions of our website may differ from our approach to the disclosures included in mandatory regulatory reports, including filings with the SEC. Our Impact Report and the corporate responsibility/sustainability portions of our website are intended to provide information from a different perspective and, in certain cases, in more detail than that required to be included in our filings with the SEC. Climate related science, data and methodologies are rapidly evolving; those underlying our climate-related analysis and strategy remain subject to evolution over time. As a result of improvements to the quality and completeness of our data and updates to our methodology over time, we may include information in future disclosures that differ from those contained in our Impact Report and the corporate responsibility/sustainability portions of our website.

Our Impact Report and the corporate responsibility/sustainability portions of our website contain third-party data. We have not, and do not intend to, independently verify third-party data. You are urged to consider these factors carefully in evaluating the information included in our Impact Report and the corporate responsibility/sustainability portions of our website (including forward-looking statements). Unless otherwise specified, all information included in our Impact Report and the corporate responsibility/sustainability portions of our website (including forward-looking statements) speaks only as of the date hereof. Except as required by law, we assume no obligation to update or revise any information (including forward-looking statements) contained in our Impact Report or the corporate responsibility/sustainability portions of our website (including forward-looking statements) for any reason, even if new information becomes available in the future.

Naturium was acquired by e.l.f. Beauty in Q3 FY 2024 and is included in this report’s People metrics for FY 2024. Naturium is not included in FY 2024 Product and Planet metrics, unless specifically noted. As Naturium integration continues, we anticipate it will be included in FY 2025 Product and Planet metrics.

This report may use certain terms that third parties refer to as “material” in the context of social impact and sustainability matters. Used in the context of our Impact Report and related disclosures, these terms are separate and distinct from and should not be confused with the terms “material” and “materiality” as defined by, or construed in accordance with, securities or other laws and regulations. Therefore, matters considered to be material for purposes of this report may not be considered material in the context of our financial statements, reports with the U.S. Securities and Exchange Commission (“SEC”), reports pursuant to other laws and regulations, or our other public statements, and the inclusion of information in this report is not an indication that such information is necessarily material to the Company in those contexts.





For more information on our ESG policies and initiatives, please visit our website:  
**<https://www.elfbeauty.com/impact>**

For questions regarding e.l.f. Beauty's ESG efforts or the content of this report, please contact  
**[impact@elfbeauty.com](mailto:impact@elfbeauty.com)**