

E.L.F. BEAUTY

AUTHORIZED ONLINE SELLER APPLICATION FOR THE UNITED STATES

Thank you for your interest in selling the e.l.f. Beauty family of brands' products online. Please complete this application in its entirety and return it to Reseller_Program@elfbeauty.com. We will review your application and decide which, if any, websites to approve. If we approve any requested websites, we will indicate it in the "Application for Website Approval" below and return a copy to you. The e.l.f. Beauty Authorized Online Seller Terms and Conditions for the United States will then govern your online sales of our products on any approved websites.

Applicant's Information	
Applicant Legal Name:	
DBA/Trade Name(s):	
Primary Contact:	Title:
Applicant Physical Address:	Applicant Mailing Address: <input type="checkbox"/> Same as Physical Address
Telephone:	Primary Contact Email:
Entity Type: <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Sole Proprietorship	
State of Organization:	Year Founded:
DUNS:	EIN:
Resale Certificate Number:	Resale Certificate Issuing State:
How long have you been engaged in ecommerce sales?	
Do you sell any other beauty products online? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please list out the brands and the associated ecommerce websites.	
Do you operate brick-and-mortar selling location(s) in addition to ecommerce? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, approximately what percentage of your business is transacted through ecommerce?	

Please identify all source(s) of the e.l.f. Beauty brands products you are selling or intend to sell.

- Purchase directly from e.l.f. Beauty (Account Number _____)
- Purchase from Distributor(s) (list below)
- Other (describe below)

Do you store or intend to store your inventory of e.l.f. Beauty brands products at a location other than the physical address identified above?

Yes No

If yes, please provide the address for all locations where such inventory is stored or will be stored.

Do you use any third-party fulfillment service or third-party logistics provider to store inventory or fulfill orders of e.l.f. Beauty brands products (including any drop-shipping arrangement)? Yes No

If yes, please identify the name(s) of the third-party fulfillment service and/or third-party logistics provider and describe the services provided.

Are there any pending lawsuits involving the applicant? Yes No

If yes, please describe the matter in detail (attach additional sheets if necessary).

Application for Website Approval	
<p>Requested Websites: Please identify all websites or mobile applications through which you wish to sell e.l.f. Beauty brands products (one per line, exact spelling required). Example: www.ABCStoreName.com</p>	e.l.f. Beauty Use Only
<p>1. Requested Website:</p> <p>Requested Brands: <input type="checkbox"/> e.l.f. Cosmetics <input type="checkbox"/> e.l.f. SKIN <input type="checkbox"/> Naturium <input type="checkbox"/> Well People <input type="checkbox"/> Keys Soulcare</p>	<input type="checkbox"/> Approved – e.l.f. Cosmetics <input type="checkbox"/> Approved – e.l.f. SKIN <input type="checkbox"/> Approved – Naturium <input type="checkbox"/> Approved – Well People <input type="checkbox"/> Approved – Keys Soulcare <input type="checkbox"/> Declined
<p>2. Requested Website:</p> <p>Requested Brands: <input type="checkbox"/> e.l.f. Cosmetics <input type="checkbox"/> e.l.f. SKIN <input type="checkbox"/> Naturium <input type="checkbox"/> Well People <input type="checkbox"/> Keys Soulcare</p>	<input type="checkbox"/> Approved – e.l.f. Cosmetics <input type="checkbox"/> Approved – e.l.f. SKIN <input type="checkbox"/> Approved – Naturium <input type="checkbox"/> Approved – Well People <input type="checkbox"/> Approved – Keys Soulcare <input type="checkbox"/> Declined
<p>3. Requested Website:</p> <p>Requested Brands: <input type="checkbox"/> e.l.f. Cosmetics <input type="checkbox"/> e.l.f. SKIN <input type="checkbox"/> Naturium <input type="checkbox"/> Well People <input type="checkbox"/> Keys Soulcare</p>	<input type="checkbox"/> Approved – e.l.f. Cosmetics <input type="checkbox"/> Approved – e.l.f. SKIN <input type="checkbox"/> Approved – Naturium <input type="checkbox"/> Approved – Well People <input type="checkbox"/> Approved – Keys Soulcare <input type="checkbox"/> Declined
<p>4. Requested Website:</p> <p>Requested Brands: <input type="checkbox"/> e.l.f. Cosmetics <input type="checkbox"/> e.l.f. SKIN <input type="checkbox"/> Naturium <input type="checkbox"/> Well People <input type="checkbox"/> Keys Soulcare</p>	<input type="checkbox"/> Approved – e.l.f. Cosmetics <input type="checkbox"/> Approved – e.l.f. SKIN <input type="checkbox"/> Approved – Naturium <input type="checkbox"/> Approved – Well People <input type="checkbox"/> Approved – Keys Soulcare <input type="checkbox"/> Declined
<p>5. Requested Website:</p> <p>Requested Brands: <input type="checkbox"/> e.l.f. Cosmetics <input type="checkbox"/> e.l.f. SKIN <input type="checkbox"/> Naturium <input type="checkbox"/> Well People <input type="checkbox"/> Keys Soulcare</p>	<input type="checkbox"/> Approved – e.l.f. Cosmetics <input type="checkbox"/> Approved – e.l.f. SKIN <input type="checkbox"/> Approved – Naturium <input type="checkbox"/> Approved – Well People <input type="checkbox"/> Approved – Keys Soulcare <input type="checkbox"/> Declined

By submitting this e.l.f. Beauty Authorized Online Seller Application for the United States ("Application"), Applicant:

- Represents and warrants that all information contained in the Application is true and complete.
- Acknowledges and agrees that submitting this Application does not authorize Applicant to sell products sold under the e.l.f. Beauty family of brands ("Product(s)") on the Requested Website(s), and that e.l.f. has no obligation to accept Applicant's request to sell Products on any or all of the Requested Website(s).
- Acknowledges and agrees that sales on online marketplaces (including, but not limited to, Amazon, eBay, and Walmart Marketplace) are not authorized through this Application process and agrees not to sell Products on such platforms without the separate written consent of e.l.f.
- Agrees, that if approved by e.l.f. to sell Products on any Requested Website(s), it will comply with (1) the e.l.f. Beauty Authorized Reseller Policy for the United States; and (2) the e.l.f. Beauty Authorized Online Seller Terms and Conditions for the United States, as may be amended by e.l.f. from time to time.