

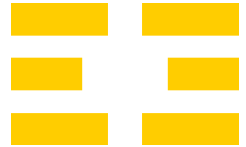


Revlon

Locations: New York (HQ)

Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

DESCRIPTION:

Revlon is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Revlon occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Revlon has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Revlon does not discriminate against charitable organizations based on views or beliefs. The company has used its foundation to "eradicate women's cancers, improve reproductive and pre-natal medicine, support victims of domestic violence and combat women's heart disease" (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

Revlon does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Lower Risk

Revlon has not supported ideological causes or policies (1).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

Revlon provides a benefits package for employees that covers travel/lodging costs for an abortion (1)(2). The company was a Bronze Tier corporate sponsor of the Trevor Project, an organization that advocates for controversial sex and gender ideology, including "gender transition" drugs and surgeries for minors, through legislation, litigation, advertising, and PR campaigns. The organization also hosts online chatrooms that allow adults to communicate with minors as young as 13 about sexually explicit topics. Adults in these chatrooms have encouraged minors to adopt transgender identities and withhold this information from their parents (3)(4)(5)(6)(7). Revlon "[strives] to provide equitable benefits. Today Revlon's healthcare benefits cover reproductive health – and they will continue to. In addition, we are expanding this benefit to include up to \$2,000 for travel and lodging costs to support those covered who live in states that will not provide access to certain services" (8). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (9).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

Revlon does not operate a PAC and has not used its lobbying for ideological purposes (1)(2)(3).

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