

**OLAPLEX** **Olaplex Holdings, Inc.**

Subsidiaries: Olaplex, Penelope Holdings Corp.

Locations: California (HQ)

Industries: Household and Personal Products

**RISK LEVEL:****Lower Risk**View this company on 1792 Exchange: <https://1792exchange.com/company/olaplex-holdings-inc/>**DESCRIPTION:**

Olaplex Holdings is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, the company does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects 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**

*Olaplex Holdings 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**

*Olaplex Holdings does not appear to discriminate against charitable organizations based on views or beliefs (1). The company's charitable program exists via a partnership with ShoppingGives, which does not discriminate against religious organizations (2)(3).*

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

*Olaplex Holdings 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. High Risk**

In a video reposted by the official Olaplex Instagram page, former CEO JuE Wong opposed the Supreme Court's decision to overturn *Roe v. Wade*, stating: "This is a sad day for the country in my view. But it doesn't mean the fight's over. Let me be very clear and unambiguous: the only way we can secure a woman's right to choose a balance that exists is for Congress to restore the protections of *Roe v. Wade* as federal law" (1)(2). Olaplex Holdings supports DEI within its business practices, hosting an employee-run group known as "Bond Builders," who "volunteer to lead employee engagement activities across a variety of important topics including... diversity, equity and inclusion" (3).

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

Olaplex Holdings has not used corporate funds to advance ideological causes, organizations, or policies (1).

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**Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A**

Olaplex Holdings does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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