

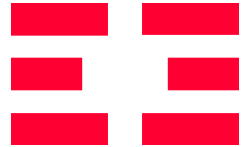


Beautycounter

Locations: California (HQ)

Industries: Household and Personal Products

RISK LEVEL:



High Risk

DESCRIPTION:

Beautycounter does not provide protections against viewpoint discrimination, though the company has not publicly terminated business relationships due to ideological differences. However, Beautycounter has engaged in extensive advocacy. The company has strict diversity requirements for its Board of Directors and heavily emphasizes its environmental restrictions, which are aligned with the UN's Sustainable Development Goals. Beautycounter has endorsed ideologically-driven "anti-racist" writings by CRT leaders and funded organizations that partner financially with Planned Parenthood and advocate for pro-abortion legislation. For these reasons, Beautycounter receives a "High Risk" rating.

Corporate Weaponization

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

Beautycounter has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs, though the company's diversity policy requires that two qualified candidates from underrepresented communities be considered for any Director+ role (1). Beautycounter integrates ESG into all of its business practices, including strict environmental policies (2)(3).

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

Beautycounter does not discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

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

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. **High Risk**

Beautycounter advocated for involvement with progressive racial equity groups, including but not limited to the BLM organization and the ACLU (1). The company has also encouraged viewers to read ideological books such as *White Fragility* by Robin DiAngelo and *How to Be an Antiracist* by Ibram X. Kendi. Beautycounter has committed to public advocacy for LGBTQ causes and pro-abortion legislation (2)(3). BeautyCounter integrates ESG into all of its business practices, including a net-zero carbon pledge (4). Beautycounter has signed the "CodeRed4Climate" pledge, which advocates for a legislative platform including an end to all federal subsidization of the non-renewable energy sector (5). Beautycounter has committed to the UN's Sustainable Development Goals (6).

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

Beautycounter funds "anti-racist organizations," primarily Black Women for Wellness, which lobbies against strict abortion legislation and partners with organizations such as Planned Parenthood (1)(2)(3). Beautycounter partners with Out & Equal, an LGBTQ advocacy group (4).

Uses corporate political contributions for ideological, non-business purposes.

N/A

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

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