



Helen of Troy

Subsidiaries: OXO, HydroFlask, Osprey, Honeywell, PUR, Braun, Vicks, Hot Tools, DryBar

Locations: Texas (HQ)

Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Helen of Troy often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Helen of Troy 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. Medium Risk

Helen of Troy implements ESG principles into all aspects of its business through its ESG Foundation, requiring suppliers to abide by its "ESG Guiding Principles" (1)(2)(3).

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

Helen of Troy's employee matching guidelines require that organizations abide by its "DEI causes", including on the basis of sexual orientation and gender identity, thereby excluding some religious charities (2).

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

The company requires all of its associates to participate unconscious bias training (1). Helen of Troy does not provide its employees with protection against viewpoint discrimination (2)(3).

Corporate Governance and Public Policy

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

Medium Risk

During Pride Month, Helen of Troy hosted multiple events in support of LGBTQ ideology (1). Otherwise, there are no publicly known cases of Helen of Troy using its reputation to advance ideological causes or policies (2).

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

Medium Risk

Helen of Troy was a Silver 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 (1)(2)(3)(4)(5). Helen of Troy has donated \$75,000 to The Trevor Project (6). Otherwise, there are no publicly known cases of Helen of Troy using corporate funds to advance ideological causes, organizations, or policies (7).

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

N/A

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

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