**HYPOTHESIS**

Clean Beauty is a symptom of rising mistrust within the beauty industry

**SOCIETAL CONTEXT**

In an effort to gain control in this rapidly evolving world, consumers are seeking comprehensive information in every aspect of their lives. Society is experiencing two emerging need states: lack of control and lack of trust.

**FIT CONSUMER TRANSPARENCY SURVEY**

<table>
<thead>
<tr>
<th>% of consumers</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>feel that they have enough information about a product’s ingredients</td>
</tr>
<tr>
<td>60%</td>
<td>want brands to identify sources for ingredients used in their product</td>
</tr>
<tr>
<td>76%</td>
<td>want brands to better understand what is important to them</td>
</tr>
</tbody>
</table>

**THE TRANSPARENCY GAP**

- **clearBEAUTY** powered by GOOGLE
  Close the gap with clearBEAUTY app which provides user-friendly ingredient translation, aggregated reviews, and comparison shopping

- **SOURCE TO SKIN**
  Close the gap by allowing shoppers to verify a product’s origins from source to skin via an open source digital history

- **COMMUNITY OF YOUS**
  Close the gap by allowing consumers to identify others with similar traits via DNA sequencing technology to uncover best practices for their shared beauty needs

**CLEAR BEAUTY RADICAL TRANSPARENCY MODEL**

- **KNOWLEDGE**
  Empower consumers to make their own informed purchase decisions

- **AUTHENTICITY**
  Disclose the full product development process to build trust

- **RELATABILITY**
  Embrace the evolution of personalization by fostering communities of trusted consumers

**CLEAR BEAUTY PLEDGE**

By 2023, address the demand for transparency by disclosing achievable goals.

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**DISCLOSE THE FULL PRODUCT DEVELOPMENT PROCESS TO BUILD TRUST**

**SOURCE TO SKIN**

Close the gap by allowing shoppers to verify a product’s origins from source to skin via an open source digital history.

**COMMUNITY OF YOUS**

Close the gap by allowing consumers to identify others with similar traits via DNA sequencing technology to uncover best practices for their shared beauty needs.

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**CONSUMERS THINK GREEN IS CLEAN?**

- Beauty is not made in the boardroom

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**AUTHENTICITY**

Embrace the evolution of personalization by fostering communities of trusted consumers.

**RELATABILITY**

Disclose the full product development process to build trust.

**KNOWLEDGE**

Empower consumers to make their own informed purchase decisions.

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**CLEAR 2023**

By 2023, address the demand for transparency by disclosing achievable goals.