



**RESPONSIBLE
SOURCING
STRATEGY**



At Wella Company, we are seeking to reduce the environmental impact of our products for consumers, stylists, customers, and our employees. We are working together to build an increasingly sustainable and more socially conscious business. This Responsible Sourcing Strategy reinforces our company's commitment to more sustainably sourced and eco-friendly products.

WHO WE PARTNER WITH

1. Selecting Business Partners

We prioritize partnering with suppliers that adhere to **responsible practices** and have a **commitment to environmental and social responsibility**. This includes suppliers who respect social and human rights according to our External Business Partner Code of Conduct and have engaged in decarbonization strategy.

2. Social Responsibility

We prioritize **ethical practices** throughout our supply chain asking all our suppliers to commit to the standards of our External Business Partner Code of Conduct. We **monitor risks** within our supplier base using an externally recognized scoring platform and conduct audits when necessary to ensure compliance with ethical and sustainable standards.

Together with our business partners, we seek to ensure fair wages and safe working conditions for employees. We encourage initiatives that promote diverse and inclusive workplaces as well as positive economic development within the communities where we, and our business partners, operate.

3. Fair Practices

We promote a culture of open dialogue with our business partners while embracing challenges together. We execute **fair enquiry and tender processes**, and work to ensure we uphold high standards in our dealings with our business partners.



WHAT WE SOURCE

4. Product Design

We encourage, from design to execution, the use of **clean & green ingredients, prioritizing circularity and recyclability**. We strive to minimize packaging and formula content and water content and promote the efficient use of resources throughout our manufacturing processes including, where possible, using materials with a lower carbon footprint.

5. Transparency

We seek **certifications** such as RSPO, FSC, vegan or cruelty-free from recognized organizations to **validate our sourcing practices**. By establishing traceability, we can identify and address potential environmental or social concerns.

We ensure quality, regulatory and compliance on raw materials, components, packaging, formulations and services.

6. Environmental Impact

We actively work to **minimize emissions and waste by investing in energy-efficient manufacturing and shipping processes and utilizing renewable energy sources**. We aim to reduce our carbon footprint throughout the supply chain. This includes working to **reduce the carbon and water intensity** in Wella Company and 3rd party manufacturing facilities, in the areas of raw and pack materials, components, logistics and services.



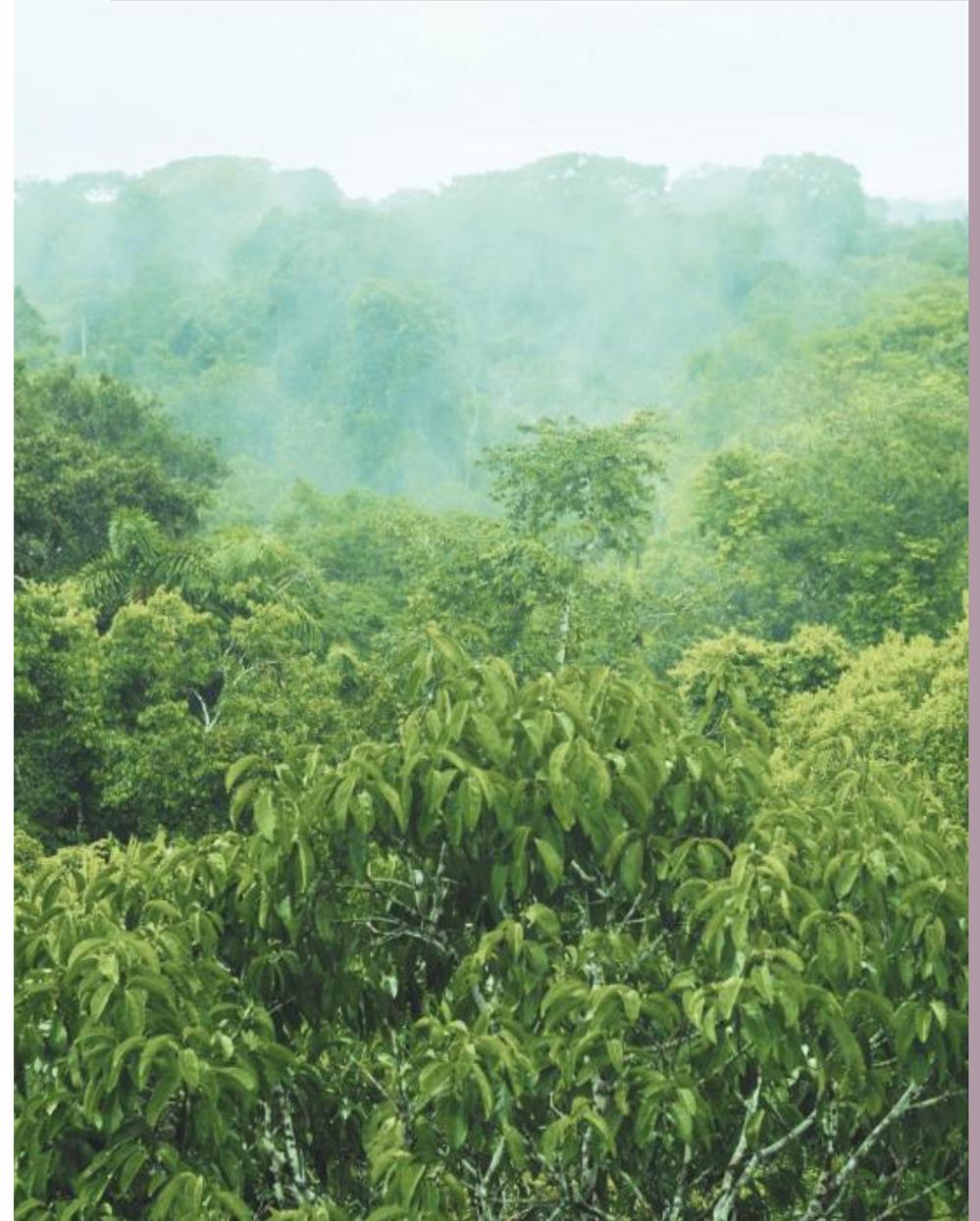
HOW WE GROW SUSTAINABLY

7. Innovation

We are committed to innovation and continuous improvement. We work in partnership with all functions and business partners to develop new products, technologies and services. We work to understand **new sustainable practices and innovations**, engaging in research and development of greener alternatives, and **collaborating** with industry partners and experts to **drive positive change**.

8. Supply Security

We include environmental and social considerations in our **business continuity plan** decisions to minimize risks to our company and to our partners. We have established a robust due diligence process for our vendors, enabling us to **identify risks and take actions**.





O·P·I



PROFESSIONAL
SEBASTIAN

CLAIROL



CLAIROL
PROFESSIONAL



weDo/
PROFESSIONAL

Kadus
PROFESSIONAL

Londa
PROFESSIONAL

SASSOON
PROFESSIONAL

SEB
MAN
SEBASTIAN