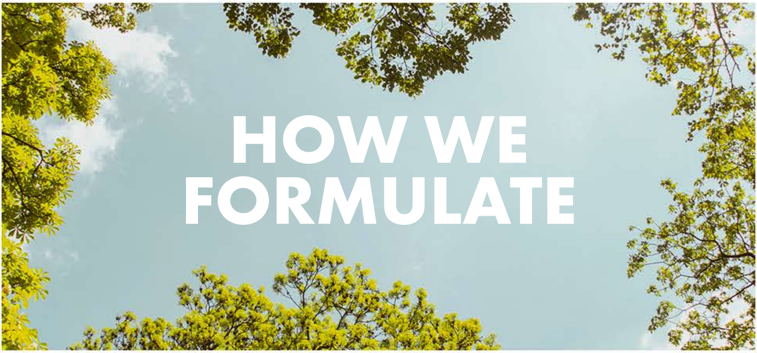
ORIGINS



HOW WE FORMULATE

Our mission at Origins is to care for skin holistically using the power of plants and science. Fusing over 30 years of Origins' expertise in plant science and skin physiology, our scientists at the Origins Biotech Discovery Labs strive to identify the high-performing, bioactive elements of ingredients derived from nature, then use these innovative findings to create transformative skincare formulas to help support and boost skin's natural activities and noticeably improve how skin looks and feels.

DISCOVER OUR BEST-SELLING NATURE-INFUSED SKINCARE

ORIGINS
CHECKS AND BALANCES
Frothy Face Wash

CHECKS AND BALANCES™ FROTHY FACE WASH

Gently rinses away makeup, impurities and surface oils for skin that feels comfortably clean. SRP: $36.

Spearmint Leaf Oil:
Refreshes the senses.
Broad Leaf Kelp Extract, Wheat Protein and Tourmaline:
Cleanses and purifies all skin types.

DR. ANDREW WEIL FOR ORIGINS™ MEGA-MUSHROOM RELIEF & RESILIENCE SOOTHING TREATMENT LOTION

The perfect first layer of hydration. Helps visibly calm skin and reduce the look of pores. SRP: $36.

Reishi Mushrooms:
Helps boost skin's resilience.
Fermented Chaga Mushroom:
Potent skin soother.
Plant-derived Hyaluronic Acid:
Plumps skin with weightless ultra-hydration.

CLEAR IMPROVEMENT™ ACTIVE CHARCOAL MASK

Ultra-purifying mask visibly reduces the look of pores and helps deeply detox. SRP: $39.50.

Bamboo Charcoal:
Charred to activate its purifying power, helping clean pores of deep-dwelling dirt and debris.
18% Clay:
This mineral-rich ingredient helps absorb oils, impurities, and environmental pollutants.

GINZING™ VITAMIN C & NIACINAMIDE EYE CREAM TO BRIGHTEN AND DEPUFF

Upgraded formula helps visibly reduce

dark circles — instantly and over time — while it depuffs, brightens and hydrates. Available in two eye-brightening options for a perfect match.
SRP: $48.

ORIGINS
GINZING™
Into the Glow
Brightening Serum
Sérum Illuminateur

GINZING™ INTO THE GLOW BRIGHTENING SERUM

This multi-action serum visibly brightens dull skin in one shot. Noticeably smooths skin and reduces the look of pores over time.
SRP: $60.

ORIGINS
1990
GINZING™

GINZING™ ENERGIZING GEL CREAM

Our best-selling daily face moisturizer has a refreshing gel texture, boosts radiance and fights fatigued-looking skin. Improves moisture barrier and all-day glow.
SRP: $45.

Vitamin C:
Helps brighten skin over time with antioxidants.

Caffeine from Coffee Beans:
Creates energy in skin to revitalize.

Ginseng:
Helps energize and awaken skin.

CONSCIOUSLY FORMULATED

We formulate with **potent plant- and earth-based ingredients** as well as beneficial synthetics to create our **clean, good-to-your-skin products.** We are Vegetarian and also offer many formulas that are Vegan (free of animal-derived ingredients).

GREEN CHEMISTRY

All our new* formulas are—and will be—at least **90% naturally-derived.****
We assess and measure the sustainability of ingredients and formulas based on the

principles of green chemistry, considering **human health, ecosystem health and the environment** to help advance sustainability while maintaining our uncompromising product efficacy standards.

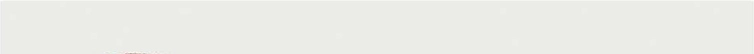
*Refers to the new Mega-Mushroom Treatment Lotion launched March 2022 and subsequent new formulas.

**Using ISO Standard 16128, from plant, non-petroleum mineral and/or water sources.

We formulate **without 1,500+ ingredients** in compliance with the EU's stringent regulations. In addition, we are also free of: Parabens, phthalates, formaldehyde and formaldehyde-releasing agents, sodium lauryl sulfate (SLS), mineral oil, petrolatum, paraffin, diethanolamine (DEA), polyethylene beads and animal ingredients (except cruelty-free honey and beeswax in select formulas). We are Vegetarian and also offer many formulas that are Vegan (free of animal-derived ingredients).

ON A MISSION TO DO GOOD

At Origins, we’ve been conscious of our impact on the planet from the start. We strive to prioritize sustainability— from our ingredient selection process to our thoughtful packaging design, manufacturing practices and tree-planting initiatives, which help restore ecosystems.



SOURCING RESPONSIBLY

We work diligently to **source high-quality ingredients and materials** in collaboration with a wide and diverse network of suppliers around the world, with special attention and sensitivity to the local communities. We're committed to **continuously improving how**

we source our ingredients, including the responsibly-sourced Reishi Mushroom featured in our Mega-Mushroom Treatment Lotion, in addition to other formulas.

DR. ANDREW WEIL
for ORIGINS™
MEGA-MUSHROOM
RELIEF &
RESILIENCE
Soothing
Treatment Lotion
(Lotion Pré-Soin Apaisante)
6.7 fl.oz./oz. liq./200 ml ℮

MATERIAL SUSTAINABILITY

We’re working hard to consciously design our packaging. For us, that means recyclable, refillable, reusable, recycled or recoverable. We’re also **committed to prioritizing the use of local, low-emitting, recyclable or recycled materials** in new store fixtures and visual merchandising.

ENVIRONMENTAL EFFORTS

As part of our commitment to the well-being of the planet, we've planted and cared for **over 2.3 million trees since 2009,** including the expansion of our greening program efforts to plant **trees around the world.**

LET’S STAY IN TOUCH

@Origins #OriginsCanada

CONSUMER ENGAGEMENT

Sandra Nehme
Consumer Engagement & Communications Senior Manager
snehme@estee.ca

Briana Rathod
Consumer Engagement & Social Media Assistant Manager
brrathod@estee.com

Maryclare MacIsaac
Consumer Engagement & Public Relations Coordinator
mmacisaa@estee.com

MARKETING

Susy Brown
Marketing Director
subrown@estee.ca

Amanda Guarnieri
Marketing Manager
aguarnie@estee.ca

Hannah Wilson
Marketing Specialist
hwilson@estee.com