



WONDER STORIES
sublime, like a light luxury cosmetics

CODE OF ETHICS

**Ethical
Character**



ETHICS

Ethical character. - In Hegelian philosophy, the gradual implementation of the good in historical or institutional realities (family, civil society, state, other), in which freedom passes from its abstract individualistic expression to concrete universality.

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We want to be an ethical brand.

We look to the future with confidence, positivity, and we aim to be a company that is not only "beautiful" but ethical and functional for those around us, thanks to everyone's commitment. We want to love our partners, our consumers, our community: listen to them, research them, try new solutions, new ingredients, new projects, new horizons for them. For us, making brands mean brightness, beauty, "doing good", making people shine, making the world a better place, this is our vision.



**“YOUR WONDER JOURNEY
YOUR WONDER STORIES”**

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**WONDER STORIES
MANIFESTO**



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"WE BELIEVE IN THE SOUL, WE BELIEVE THAT INNER BEAUTY CAN MAKE THE WORLD A BETTER PLACE FOR EVERYONE, THUS ARRIVING A POSITIVE CHANGE. THIS, OUR IDENTITY, OUR VALUES. WONDER STORIES, SUBLIME, ELEVATED, LIKE A LIGHT, LUXURY COSMETIC. A JOURNEY OF LOVE, BEAUTY, SOUL, OF LUMINOUS STORIES CREATED BY PEOPLE WHO NEVER TIRED OF CELEBRATING LIFE, WITH JOY AND SMILE, WITH LIGHT, SIMPLICITY, HUMILITY, GRACE, HARMONY, UNIQUENESS, GRATITUDE, FUN, IN TONE WITH THE PRESENT, AND THE LIFE THAT WE ALL LOVE AND LIVE TOGETHER."

Sincerity, depth, heart, courage, identity, connection, nature, ethics, beauty, content, value.



***"Beauty is not in the face. Beauty is in
the light of the heart."
Kahlil Gibran***

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**LIGHT LUXURY COSMETICS - SELECTIVE PREMIUM BRAND -
FASHION, LUXURY, GLOBAL, LIFESTYLE BRAND - MADE IN
ITALY.**

Our identity as a bright beauty / luminous beauty is also expressed through responsibility, management, ethical charter, perseverance, dedication, transparency, loyalty, high product quality, branding policies that we feel both for ourselves and for our customers, partners with we work in the company and in the world in which we operate.

Our VISION of “bright beauty” is to bring out their own light from each individual, thus inspiring many people to a better daily life.

Our MISSION is to bring to light cosmetic products and ingredients, creating innovation and sustainability, having a high impact of values, positive and bright impact in the communities where we live, operate, building multi-ethnic, global and creative teams.



***“If a man changes his nature, the attitude of the world towards him also changes.”
Mahatma Gandhi***



“Wonder brightness.”



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A bright and elevated journey.

An elevated, luminous journey, like a light luxury cosmetic. A journey of love, like a story, like any other chapter of life, started by chance, with the desire to turn on the light of each person, with the desire to be a player and an outsider at the same time, bearers of light, of good, of beauty, of an elevated, sublime soul. Our cosmetic products are the reflection of an ethical, value, qualitative and innovative path, respecting the different local or global cultures where they are inserted, the result of careful and selective research and analysis.



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We don't want to exclude anyone. We take care of everyone. We celebrate life, work, we like to smile, we help each other, we support each other, we build, we take responsibility. We listen, we integrate diversity, we share, we strengthen, we promote. We are dedicated to the details with passion, commitment and precision. We include, we learn, we support ethically, we measure, we reward.

“A wonder journey. A love journey.”



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**EVERYONE CAN BE
LIGHT.**

The objective of the Wonder Stories ethical charter is to inspire not only corporate life, but products, projects, services, partners, territory, beauty communities, institutions, all the actors that revolve around, thus generating communication, dialogue, sharing, ethics, values: such as loyalty, respect, unity, balance, open-minded relationships, constructive spirit, inclusion, beauty and initiative. With the WS Ethical Charter we want to take up this challenge, to make sure that the ethical values of life and work, exterior and soul beauty, walk at the same time, inspiring everyone to a better, more balanced and harmonious life.

Both the company and the brand strongly believe in each individual, in their value or talent, in their uniqueness and identity, in their culture and diversity, regardless of their origin, know-how or background. We carry on the values of respect, trust, positivity, inclusion, quality, and familiarity.

Loyalty, transparency, dialogue, respect, gratitude, kindness, trust, are always placed in the first place, before any other relationship, both within the company team and outside with everyone, this way of relating allows you to create authentic bonds, lasting, and to generate value. Wonder Stories believes that lasting and authentic growth over the long term depends not only on the results achieved, but also on how success has been built or achieved.



“YOUR WONDER JOURNEY, YOUR WONDER STORIES.”

The ethical principles shared in the Wonder Stories ethical charter are as follows:

- Always act with a sense of responsibility and integrity towards our economic or beauty ecosystem.
- Respect the laws, regulations, dignity and rights of everyone.

- Acting in respect of the natural environment and the community.
- Use company assets and resources in compliance with the interests of the Brand and its potential shareholders.
- Respect the confidentiality of business..
- Support, encourage, and promote solidarity or sustainable development initiatives.
- It guarantees the principle of equal opportunities in all phases of the employment relationship, avoiding any form of clientelism or discrimination, and rejects all forms of violence and harassment against all the actors involved.

This Code of Ethics applies to all Wonder Stories facilities, corporate offices, warehouses, stores, logistics sites, and in all countries where the company operates and in all aspects of management. Wonder Stories ensures the widest dissemination of the Ethics Charter to all recipients and to the community in general. Wonder Stories recognizes the essence and potential of people in creating value for the company and for society, protects their physical and moral integrity, promoting their development in a safe, inclusive, stimulating, merit-based work environment, where everyone with his diversity he is put in a position to express himself and enhance his talent, time and potential. Everyone can follow their own "light", their dreams, their



"We love your skin."

passion, each person is encouraged to be themselves and to "come out." Wonder Stories is also committed to safeguarding and preserving the human rights, health and safety of employees, suppliers, partners, consultants, customers, and anyone who enters its sphere of action, respecting the legislation on health and safety in the Countries. in which it operates.

Inclusion, Gratitude

Ethics, Loyalty

Respect, Sharing, Beauty

Responsibility, Balance, Harmony

Dialogue, Honesty, Communication

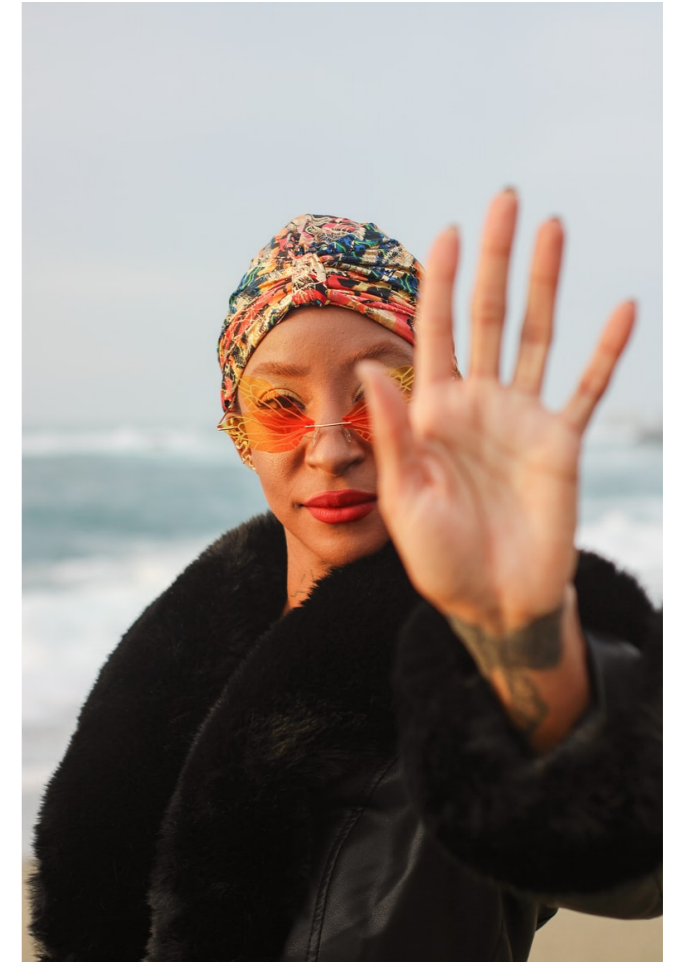
CODE OF ETHICS

**ETHICAL
CHARACTER**

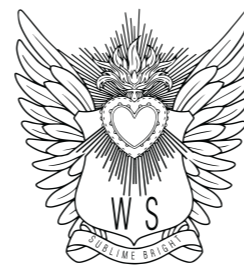
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**SHE IS BORN LIKE A
STARS.**

Wonder Stories community is an extended family that shares the same values and principles, where everyone can feel free to express themselves. WS community carries on the values of sharing, creativity, corporate projects that lead to the creation of shared value, growth and mutual corporate and non-corporate exchange. We believe it is essential that any relationship in the economic, social or cultural field with our partners, consumers, stores, is always treated in a fair, honest, transparent and impartial way, so that all their expectations are fully satisfied. The Wonder Stories brand and the company establishes a relationship of trust, partnership with all the actors who interact with us, based on excellence, reliability, quality, and on the sharing of our own social, cultural, ethical and environmental principles and values, thus promoting the construction of lasting ethical relationships.



Wonder Stories considers the environment and the territory to be everyone's heritage to be preserved and respected for the community and future generations, promoting activities and initiatives aimed at safeguarding and protecting the environmental economy, engaging in ethical and less impactful choices. It promotes culture, the exchange of ideas, sociability, art, architecture, technological innovation, design, digital, sharing, inclusion and high and positive value growth for communities, while respecting and protection of privacy and sensitive data, including in the field of social media.





ETHICS

Ethical character in our WONDER DNA. - For us at Wonder Stories, the ethical charter aims to make us reflect on what kind of people we want to become, and to ensure that our life and our work become more and more a positive opportunity for growth, good humanity and doing good.

WONDER STORIES



Ethics & Sustainability. Ethics in Research & Quality, Formulations, Certified and Safe Ingredients, Product & Controlled Supply Chain



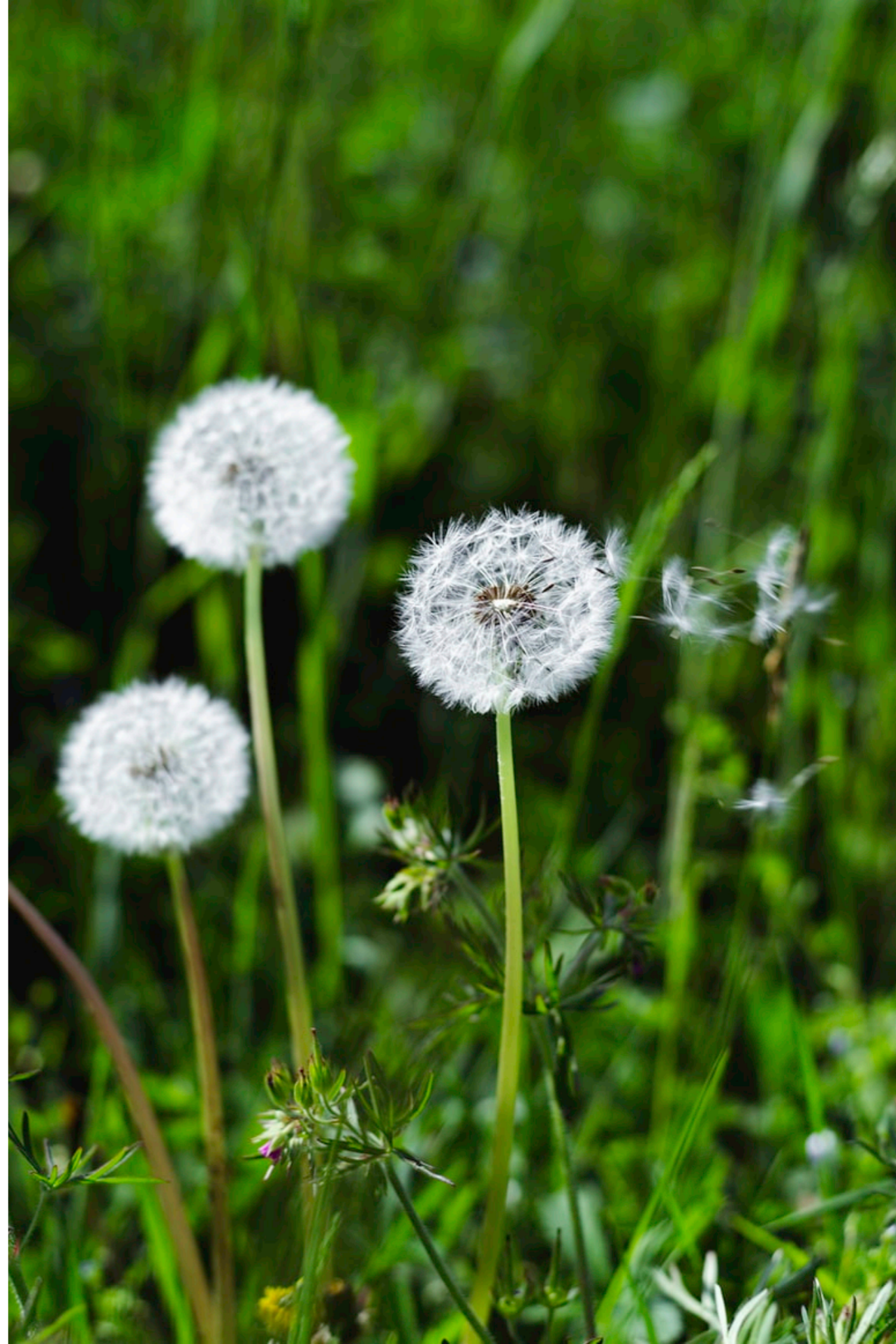
Etica nella ricerca & qualità



Formulazioni, ingredienti certificati e sicuri



Prodotti e filiera controllata



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In this beautiful journey that is our life, we encourage everyone to an exterior and interior beauty, built on a noble, elevated, beautiful soul for all: for ourselves, for others and with others, with a spirit of sincerity, depth, resourcefulness, positivity, light, inspiration, responsibility and complementarity.

We argue that being happy is possible, and that it has to do with a growth in the values of one's ideas, potential, passions and feelings. We are healthy bearers of balance, harmony, elegance, excellence, doing well and knowing how to live, including diversity and respecting them.

Our idea of beauty is rooted in the soul, in spirituality, where depth, light, ethics speak, expressing the right combination and balance between form and content, in a harmony of being, in a beauty. of being, true and authentic, without filters.



"Facciamo decollare la nostra etica e la nostra luce"

"ETICI INSIEME"

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WE TAKE CARE OF EVERYONE, WE LOVE,
WE LIKE SMILING, WE BUILD, WE LISTEN,
WE SUPPORT, WE TAKE RESPONSIBILITY,
WE HELP, WE EMPOWER, WE INCLUDE, WE
PROMOTE, WE INTEGRATE DIVERSITY, WE
ARE ETHICAL.



HER

SUBLIME
GOLD
SERUM

Hyaluronic Acid
Vitamin C + Aloe Vera

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BETTER TOGETHER

Take care of yourself, your light, and the world
around you. Thanks.



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BETTER TOGETHER.

INSPIRING EVERYONE TO
BE A LIGHT.