

de

BRAND MANIFESTO DECK

CLE/ETHOS



MINIMALISM

We believe that simplicity is a refuge away from the noise of the world in which your thoughts can grow.

HERITAGE

We seamlessly intertwine time-honored traditions with modern formulations, offering a captivating journey through the legacy of beauty rituals.

AUTHENTICITY

We believe that the truth and transparency are essential to creating authentic connections between people and the brands they allow to be part of their lives.

SOCIAL IMPACT

We are committed to staying informed and present - creating products made with compassion for people and the planet.

RESPONSIBILITY

We collaborate with Clean Hub, dedicated to minimizing environmental impact, and actively strive for plastic neutrality to promote a sustainable and eco-friendly beauty experience.

INCLUSIVITY

We embrace all people —welcoming all identities to explore the essence of the feminine.

DIVERSITY

We celebrate the diversity of beauty by embracing and highlighting a wide spectrum of skin tones, ethnicities, and individual expressions.

FAIR WAGE

We are committed to ensuring fair compensation throughout our supply chain, embodying a dedication to ethical and equitable practices within our company.

CROSS CULTURAL BUSINESS

As a beauty brand bridging the United States and South Korea, we strive to harmonize the best of both worlds, fusing innovative Western beauty trends with the time-tested traditions of Korean skincare, offering a truly global and inclusive beauty experience.

NEW GENERATION

We are dedicated to the process of learning and growing, allowing ourselves the fluidity to be more than what we currently are.

CLE x CLEANHUB



CLE Cosmetics has partnered with CleanHub to reduce the amount of waste that reaches our oceans. At the core of who we are, we believe in doing good for our planet. We are working towards producing more products and reforming our current products to have less impact on the environment. Our partnership with CleanHub focuses on supporting a mission of being at the forefront of human innovation, creative processing, and local partnerships to reduce the plastic footprint.

At CLE Cosmetics, we believe in being a socially responsible company. It's important to us to design and create products that have a positive impact on your skin, as well as our environment; our planet. However, we are not fully there when it comes to 100% recyclable packaging. Partnering with CleanHub will help us address the steps we are taking to become plastic neutral and simultaneously make a positive impact; starting with our oceans.

WHAT IS CLEANUP?

CleanHub is a company dedicated to free the planet from plastic pollution, while offering solutions for brands to have verifiable environmental impact. CleanHub works in global partnerships to recover plastic waste from the natural environment, while its traceability technology keeps account of the person, quantity, quality and location of all activities.

DID YOU KNOW?

According to CleanHub, South East Asia is the gateway for more than 80% of all plastics that enters our oceans. Instead of being on the sidelines, we decided to take this initiative to join CleanHub and commit to supporting plastic waste reduction.

We're excited to announce that every CLE order enables the safe collection and recovery of ocean bound plastic waste! The contribution supports clean environments and creates sustainable jobs in the global south. The goal is to collect as much plastic waste prior to it entering the ocean.

Read our blog!

https://clecosmetics.com/blogs/learn/circularity-at-cle-introducing-our-new-climate-partnership-with-cleanhub?_pos=1&_sid=0a40af592&_ss=r



Impact Report:

<https://www.cleanhub.com/impact-report/cle-cosmetics>

PARTNERSHIP WITH RECIITY

For our collection hub, we decided to partner with Recity. We felt an affinity with them because Recity is co-founded by a woman and CLE Cosmetics is woman-owned. We believe in empowering other women in a myriad of ways and one of them is for us to work and support women-owned organizations.

CLEANHUB Q&A

Why India? As a Korean American brand what brought CLE to supporting a cause in India and not in say, the USA or Korea?

The reason why they operate primarily in South East Asia is because it's the gateway for more than 80% of all plastic that enters our oceans.

What do you think connects CLE to this cause or others like it?

We align to Clean Hub in more ways than one and believe that partnering with them will help us navigate through the plastic pollution dilemma together.

Although we are not fully there when it comes to 100% recyclable packaging, being transparent about this and working with Cleanhub will help us address the steps we are taking to become plastic neutral and simultaneously make an impact to clean our oceans.

We also believe in fairness in the work field. This aligns with Clean Hub as they also make sure that the organizations we work with have fair pay and working conditions.

Their code of conduct is drawn from :

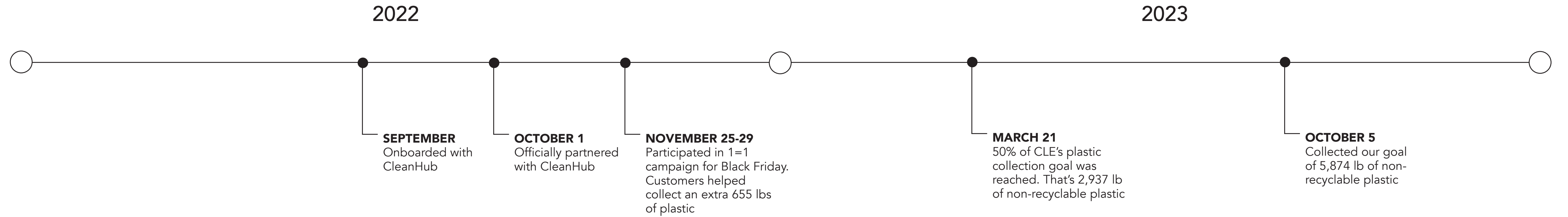
FLA(Fair Labor Association, USA), ETI (Ethical Trading Initiative) UK and SA8000 (Social Accountability Intl USA-Europe)

How long is the partnership?

We foresee a long-term partnership!



CLE x CLEANHUB TIMELINE



FOUNDER'S WORDS



CLE's essence lies in embracing the belief that every individual possesses an innate beauty by embracing their unique selves. It's a celebration of authenticity, acknowledging that true beauty is found in the unfiltered expression of one's identity. The brand serves as a beacon of empowerment, affirming that there's no need to conform to societal norms or preset notions of beauty.

Rather than dictating a specific standard, CLE positions itself as a guide on the journey of self-expression. The brand recognizes that beauty is a personal narrative, and its role is to provide tools – subtle yet effective – that empower individuals to refine their beauty in alignment with their desires. These tools are not about transforming, but about accentuating and embracing the inherent uniqueness that makes each person beautiful in their own way. I created CLE to become a partner within the ritual of self-care and embodying one's distinct beauty.

- Lauren Jin