

## **CODE OF ETHICS**

### **JUVENATE SKINCARE LIMITED**

At Juvenate, we are committed to making a positive impact on society and the environment. Our Code of Ethics reflects our dedication to responsible and ethical business practices. We believe in the importance of balancing profit with purpose and strive to uphold the highest standards of integrity in all our actions.

#### **The components of our code of professional ethics include:**

##### **Mission and Purpose**

The true mission for Juvenate is to pioneer a new consciousness around the impact of ingredients on your skin – to show how powerful the right ingredients can be to create positive change in your skin and your self-confidence, without adding anything harmful to your body or the environment or any other being. It's our passion and an exciting journey to make a big difference.

##### **Legal Accountability**

We will comply with all applicable laws and regulations while maintaining a commitment to ethical decision-making.

##### **Stakeholder Consideration**

We recognize and value the interests of all stakeholders, including employees, customers, suppliers, the local community, and the environment.

##### **Transparency**

We will be transparent in our reporting and decision-making processes, including disclosing social and environmental performance metrics and financial information.

##### **Environmental Responsibility**

We are committed to minimizing our environmental footprint and pursuing sustainable practices in our operations.

### **Employee Welfare**

We prioritize the well-being of our employees, ensuring safe working conditions, fair compensation, and opportunities for growth and development.

### **Customer Relations**

We are dedicated to providing high-quality products/services that align with our mission and values, always striving for customer satisfaction.

### **Supplier Relations**

We engage with suppliers who share our commitment to ethical and sustainable business practices.

### **Community Engagement**

We actively participate in our local community and support initiatives that contribute to its well-being.

### **Continuous Improvement**

We are committed to ongoing assessment, improvement, and innovation to achieve our mission and objectives.

### **Accountability**

We establish mechanisms for accountability, including third-party assessment or certifications, to ensure we meet our social and environmental impact goals.

### **Non-Discrimination**

We treat all individuals fairly and with respect, regardless of their race, gender, religion, sexual orientation, or other characteristics.

### **Conflict of Interest**

We address conflicts of interest transparently and ethically, making decisions in the best interests of stakeholders.

### **Whistleblower Protection**

We protect whistleblowers who report violations of ethical standards within our organization.

### **Legal Compliance**

We adhere to all relevant laws and regulations in the jurisdictions where we operate.

### **Global Impact**

We consider the global impact of our activities and strive to mitigate negative effects on the international community.

### **Respect**

We will treat others to the same level we expect to be treated and respect their opinions

### **Integrity and Honesty**

We will conduct ourselves at all times in an open and transparent manner

### **Competence and Accountability**

We will carry out our roles at a competent and efficient level and take ownership of our actions and words

### **Teamwork**

We will work cohesively with our colleagues and respect their boundaries and opinions at all times.

**Conclusion:** By adhering to this Code of Ethics, we demonstrate our commitment to responsible and ethical business practices. We are dedicated to creating a better world through our actions, decisions, and interactions with all stakeholders.

**We will also act with our *values* at front of mind. These include being:**

### **Accountable**

To be answerable for our actions to our colleagues and clients alike

### **Brave**

Exercise mental and moral strength and courage to step outside of the square for innovative purposes

### **Truthful**

Be honest in all dealings with both clients and colleagues alike

### **Uncomplicated**

Act in a straightforward and transparent manner

**Distinguished**

Stand out from competitors through our products and how we conduct ourselves

**Passionate**

Be truly committed to our company purpose and convey this through our behaviour

**Agile**

Be accommodating and adaptable with good energy levels and quick to act when required

By adhering to our code of ethics and embracing our core values, our team aligns with the mission and vision that Juvenate is built on.

