

WELL WITHIN AFFILIATE PROGRAM FREQUENTLY ASKED QUESTIONS

ABOUT WELL WITHIN BEAUTY

WELL WITHIN BEAUTY is a plant-based beauty and wellness digital and ecommerce brand co-founded by seasoned beauty executives and skincare mavens, Lynne Florio and Renee Tavoularis. Launched in April 2017, WELL WITHIN BEAUTY takes a holistic approach to skin health and wellness, showcased through content covering Beauty, Nutrition and Lifestyle. In addition, WELL WITHIN BEAUTY functions as the online marketplace for PLANTED IN BEAUTY's Certified Organic and 100% natural [SUPER NUTRIENT TOUCH-FREE FACE MOISTURIZER](#) and ingestible nutritional supplement, [INSIDE OUT SKIN WELLNESS](#) - a fully integrated and holistic approach to Skin Health – working outside in and inside out.

WHAT IS WELL WITHIN BEAUTY'S PHILOSOPHY TOWARDS BEAUTY WELLNESS AND SKIN HEALTH?

Integrated Beauty + Wellness. Understanding the connection between the products you put on your skin, and the impact your personal nutrition and lifestyle choices have on your skin health is integral to your wellness practice. This understanding allows wellness seekers to embrace healthy aging – even celebrating it instead of continually fighting it. WELL WITHIN BEAUTY's [plant-based philosophy](#) encompasses an integrative approach to beauty wellness inclusive of skin health, nutrition, and lifestyle. We know that when these holistic practices come together, you will be ideally positioned to attain optimal skin health and overall wellness.

ABOUT PLANTED IN BEAUTY

WHY IS OUR SUPER NUTRIENT TOUCH-FREE FACE MOISTURIZER A MUST-HAVE?

We touch our faces countless times every day - brush the hair from our eyes, scratch an itch, take our glasses on and off and, most recently, putting on and taking off our face masks. A study showed that participants touched their faces an average of 23 times per hour, significantly increasing the risk of the coronavirus infection. That's why our SUPER NUTRIENT TOUCH-FREE MOISTURIZER is your perfect solution with a hands-free application. Sprays on, absorbs quickly - no need to massage or rub in. Portable for anytime, anywhere use!

During these mask wearing days your skin needs extra protection to maintain a healthy balance. Ensuring your skin is properly hydrated will help improve the barrier function of the skin and reduce dryness and irritation. Rich in super-charged nutrients, antioxidants and skin-replenishing ingredients, this 100% natural high performing ultra-fine spray instantly delivers maximum moisture and hydration.

WHAT CAN YOU TELL US ABOUT YOUR SKIN INGESTIBLE SUPPLEMENTS?

INSIDE OUT SKIN WELLNESS – Packed with skin essential vitamins, minerals, plant-based antioxidants, omega fatty acids and certified organic botanical ingredients, INSIDE OUT SKIN WELLNESS purifies, protects, renews and strengthens the skin ultimately revealing a naturally smooth, firm and luminous complexion from the inside out. The program includes 2 different daily supplements - a capsule and softgel to ensure potency, stability and bioavailability.

WHAT CAN YOU TELL US ABOUT THE CHOICES OF THE INGREDIENTS YOU USE?

When it comes to ingredients, PLANTED IN BEAUTY'S philosophy is that our products are always of natural origin, containing the highest level of organic ingredients possible while remaining chemical and toxin free. We have carefully selected the most environmentally responsible, efficacious ingredients needed to maximize performance, benefits and texture. PLANTED IN BEAUTY sources naturally, organically certified ingredients worldwide – many are from Europe. Europe is widely lauded as a premiere leader in natural and organic ingredient cultivation and regulation; in fact, the EU law bans over 1,300 chemicals from cosmetics that are known or suspected to cause cancer, genetic mutation, reproductive harm or birth defects.

ARE YOUR SKINCARE PRODUCTS ALL NATURAL?

Yes, our products are plant-based and always of natural origin. We don't use synthetic fragrances, preservatives or emulsifiers, and our products are entirely free of parabens, sulfates and other toxic chemicals. Free from: Parabens, Petroleum, GMOs, Butylene Glycol, Phthalates, Sulfates, DEA, TEA, MEA, Silicones, Formaldehyde, Pesticides, Alcohol, PEGs, Artificial Dyes, Synthetic Fragrances and Preservatives. [Click here](#) for further information.

YOUR PRODUCTS ARE CERTIFIED COSMOS ORGANIC BY THE ECOCERT COSMOS STANDARD. WHAT DOES THIS SEAL SIGNIFY FOR YOUR CONSUMERS?

Ecocert, the very first certification body to develop standards for natural and organic cosmetics, in consultation with other European certification bodies, has developed the new Cosmos Standard. The rigorous sustainability standards include verification and audit of raw materials, farming processes, formulas, manufacturing procedures, and final packaging with the aim to ensure respect for the environment throughout the production chain, respect for the consumer and the enhancement of natural and organic ingredients. Some key components of the Cosmos Organic Standard encompass the following:

- 20% minimum of the total product by weight (including water) must be organic (or 10% in the case of rinse off products)
- No synthetic fragrances, colors, petroleum derivatives, polymers, parabens
- No animal testing at all. Only animal by-products that do not directly question animals' lives and whose use do not adversely affect the ecological balance can still be used (bee wax, honey, milk, etc.)
- Biodegradable or recyclable packaging
- The percentage of natural and organic ingredients must appear on the packaging to inform the consumer

DO YOU USE NATURAL PRESERVATIVES AND EMULSIFIERS?

Yes, all of our preservatives and emulsifiers are all natural. While we use a minimal amount of preservatives, we include natural formulas in our products to help stave off chemical changes that can happen from environmental factors like air, moisture, and simply the passage of time. While every product has a shelf life, we want to ensure that our products stay fresh for your use.

ARE YOUR PRODUCTS SCENTED? DO THEY CONTAIN SYNTHETIC FRAGRANCES?

All our products except our eye firming complex have been scented with natural ingredients. We never use synthetic fragrances, and have chosen to make our eye product unscented, given that the eye-area tends to be particularly sensitive.

DO YOU TEST ON ANIMALS?

PLANTED IN BEAUTY products are all cruelty-free. We do not conduct animal testing nor do we use animal by-products of any kind in our formulas or production process. We also offer our consumers a further guarantee with our certifications: Leaping Bunny, the Certified Vegan Trademark, and Certified by Ecocert Cosmos Cosmetics Standard.

ARE YOUR PRODUCTS VEGAN?

Yes. PLANTED IN BEAUTY products carry The Certified Vegan Trademark to offer consumers an easy and worry-free shopping experience. This seal provides a 100% guarantee that each product is vegan, contains no animal ingredients or animal by-products, uses no animal ingredient or by-product in the manufacturing process, and has not been tested on animals.

IS YOUR PACKAGING RECYCLABLE / SUSTAINABLE?

In addition to certifying our formulations, Ecocert for Cosmos Cosmetics Standards has reviewed our packaging and packaging materials for sustainability and recyclability. Our packaging design offers the best protection for product safety, allows for longer shelf life and ease of application. We have reduced unnecessary packaging whenever necessary.

WHAT ECO-VALUES AND SUSTAINABILITY PRACTICES DO YOU UPHOLD?

PLANTED IN BEAUTY upholds an [eco-responsible approach](#) from plant seed to end product, meaning each and every step of the manufacturing process incorporates eco-responsibility. In addition, we sought out manufacturing partners who share our same commitment to social conscious business practices.

PLANTED IN BEAUTY products are certified COSMOS ORGANIC by the Ecocert Cosmos Standard, which provides international certification under the strictest standards for natural and organic personal care products. The Cosmos Standard guarantees that PLANTED IN BEAUTY products do not contain any chemicals or harmful ingredients and that are environmentally friendly in every aspect of our production process, from our manufacturing facilities to the final formulations and of course the finished products.

WHAT IS YOUR PARTNERSHIP WITH 1% FOR THE PLANET?

Through 1% FOR THE PLANET, WELL WITHIN donates 1% of our sales to Wellness in the Schools, a national non-profit that inspires healthy eating, environmental awareness, and fitness as a way of life for students in public schools. Through meaningful public-private partnerships, they provide schools with healthy, scratch-cooked meals, active recess periods, and fitness and nutrition education.