



JOONE

PARIS

Creating transparency since 2017

Press kit 2021

JOONE

PARIS

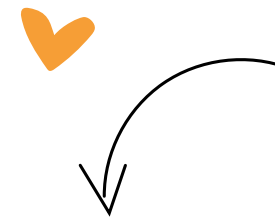


1

One mission

JOONE's mission is to raise standards within the baby and cosmetics industry by offering absolute transparency for everyone.

2



Our values

JOONE is built on key values: absolute transparency and high standards in terms of service and the quality of its products.



3

One ambition

JOONE has one ambition: to make the world more transparent, clear and genuine.

Why the name «JOONE»?

JOONE means «darling, sweetheart» in Persian. This fits us well, reflecting the love we share as a family as well as the care and attention we give to our customers and that they, in turn, give to their loved ones.

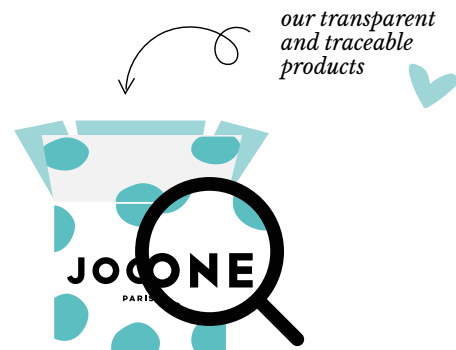
01 Absolute Transparency



In 2017, when we first started out, transparency was a distant dream. No other brand published its toxicology reports, or gave details about its manufacturing sites or raw materials. There was a long-standing code of silence around the health and hygiene industry which JOONE was determined to break. We started by publishing all our analysis reports, explaining our R&D process, showing photos of our factories, and filming behind the scenes.

From the origins of the raw materials to our labels and certifications, manufacturing processes, packaging and recyclability, proudly releasing all this information shows that we have nothing to hide.

Our priority is for everyone to be able to identify the substances that make up each product, and understand the origins of the components so they can make informed, conscious choices.



“ When I looked into the situation, I found an opaque industry that failed to meet the standards of transparency our generation now demands in terms of consumption. This led to the birth of JOONE, with a desire to produce in a completely transparent way. ”

Carole Juge-Llewellyn,
Founder of JOONE

DOORZ : Behind the scenes of transparency




In 2020, having shaken up the industry three years earlier, it became important to develop a revolutionary tool to ensure flawless traceability. This is why we joined forces with DOORZ, a truly innovative concept that uses totally tamper-proof blockchain technology.

How? By ensuring that everyone can fully analyse all our products, so they can trace the entire process from the origins of the raw materials used right through to delivery.

A mission that is difficult, but not impossible!

With over 200 JOONE products traced across the blockchain, this is one of Europe's most ambitious traceability initiatives.

How does it work?

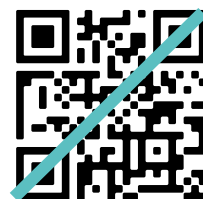
-  **1** Scan the QR code (right there) and find all the details of the manufacturing of the products
-  **2** Discover the product journey: from raw materials to delivery
-  **3** Access details of each stage of the product's life



More about blockchain

Despite its air of mystery, in reality blockchain is child's play. This data storage and transmission technology operates without a central control body, meaning that the information received is transparent, secure and never modified.

Try out the DOORZ experience



“ Here at JOONE, transparency is what drives us every day to offer products manufactured in accordance with our transparency protocol, which we are proud to share openly. We tell you everything about their origin, composition and production, as these are the most important commitments for our community ”

Carole Juge-Llewellyn,
Founder of JOONE

Local production for responsible consumption

JOONE pays particular attention to the environment: we are reducing our carbon footprint by selecting French or European* suppliers and ensuring a short supply chain and delivery service. Working with local artisans and SMEs offering renowned expertise is crucial for JOONE. We make a point of choosing better quality French or European* raw materials that showcase local resources.

On leaving our factories, the products are sent straight to our logistics platform (in northern France) which then takes charge of dispatching them to our customers. Each JOONE product adheres to a precise set of specifications which are being constantly improved.

Boasting unique textures creating a sensory experience, our skincare products contain organic ingredients that respect the environment and are certified Cosmos Organic by Ecocert. Our baby wipes are biodegradable and certified Cosmos Natural by Ecocert. Pared-down formulas with no unnecessary extras for even more transparency and quality.

* Number of units sold. For 2020: 92.83% of products sold by JOONE (in units) were made in France, compared to 7.17% made in Europe (outside France)

Labels

| | | | | |
|--|--|---|--|---|
|  FSC www.fsc.org FSC® C153851 The mark of responsible forestry |  NORDIC SWAN ECOLABEL For our training pants |  ECO CERT COSMOS NATURAL For our wipes |  VEGAN For all our products, except Perfect Liniment which contains beeswax. |  I'm green Plastic Verified by ASTM D5686 For our packages training pants |
|  GLOBAL ORGANIC TEXTILE STANDARD GOTS For our pads |  ECO CERT COSMOS ORGANIC For everyone our cares |  MADE IN FRANCE For all our products, excluding sanitary towels & training pants |  OEKO-TEX® CONFIDENCE IN TEXTILES STANDARD 100 CO 1222/1 IFTH Tested for harmful substances. www.oeko-tex.com/standard100 For our textiles |  |



JOONE

2021

02 A practical service

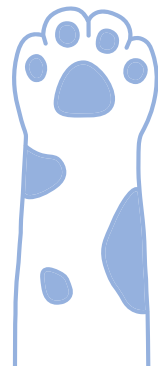


Stress is an all too familiar affliction amongst modern parents, who are constantly under pressure to perform. JOONE is committed to helping reduce this stress, especially by giving them more time for the most important thing: taking time for themselves and their loved ones.

Designed to make life easier for our parents, our monthly nappy subscription service is flexible with the ability to opt out at any time. More than just a parcel that arrives every month, it is a unique experience that provides flexibility and a highly personalised service.

Our CHA team

Because our community is at the heart of everything we do, our Paris-based CHA (Customer Happiness Agent) team is on hand to answer any questions throughout the month, from morning till night.



- You can also return any unopened packs
- We offer bespoke deliveries to suit parents' busy lives: home delivery, parcel point pick-up or express delivery. JOONE meets everyone's needs, in over 30 countries around the world!
- Finally, don't forget our JOORNAL, a highly personalised online platform that provides clear answers to new and future parents' everyday questions.





For our new and future parents



Follow our @Joone.Paris Instagram account for everyday support and kid-friendly updates



joone.paris 🇫🇷 Dimanche + 🧡 + 🐱 = ❤️



Products designed by and for the community

The JOONE community is also its best ambassador and its best guarantee of quality. We love building the world of JOONE with this community, so that tomorrow will always be better.

This is what inspires us every day to create transparent, hygienic products that meet every family's needs.

How? By involving the community right from the start of the product development process, or by sending them products to test out in advance. We regularly call upon our community to vote, provide reviews or opinions, or just come and join us for a sociable event.

For our community of women



Follow our @Joone.Beauty Instagram account for beauty updates



joone.beauty 🇫🇷 La crème de la crème pour hydrater et prendre soin quotidiennement de votre peau 💕



03 A desire for lovely things

We are keen to offer products which look good as well as being hygienic.

Why? Because in 2021, looking great with hygienic products is no longer a pipe dream! The holy grail of hygienic, traceable products in ultra stylish packaging and bottles is now accessible to everyone. After all, didn't John Keats once say, «Beauty is truth, truth beauty»?

Our cute nappy prints have revolutionised the expectations of parents who like being able to change the designs their children wear each month. They are designed like ready-to-wear collections, with new releases each season.

JOONE

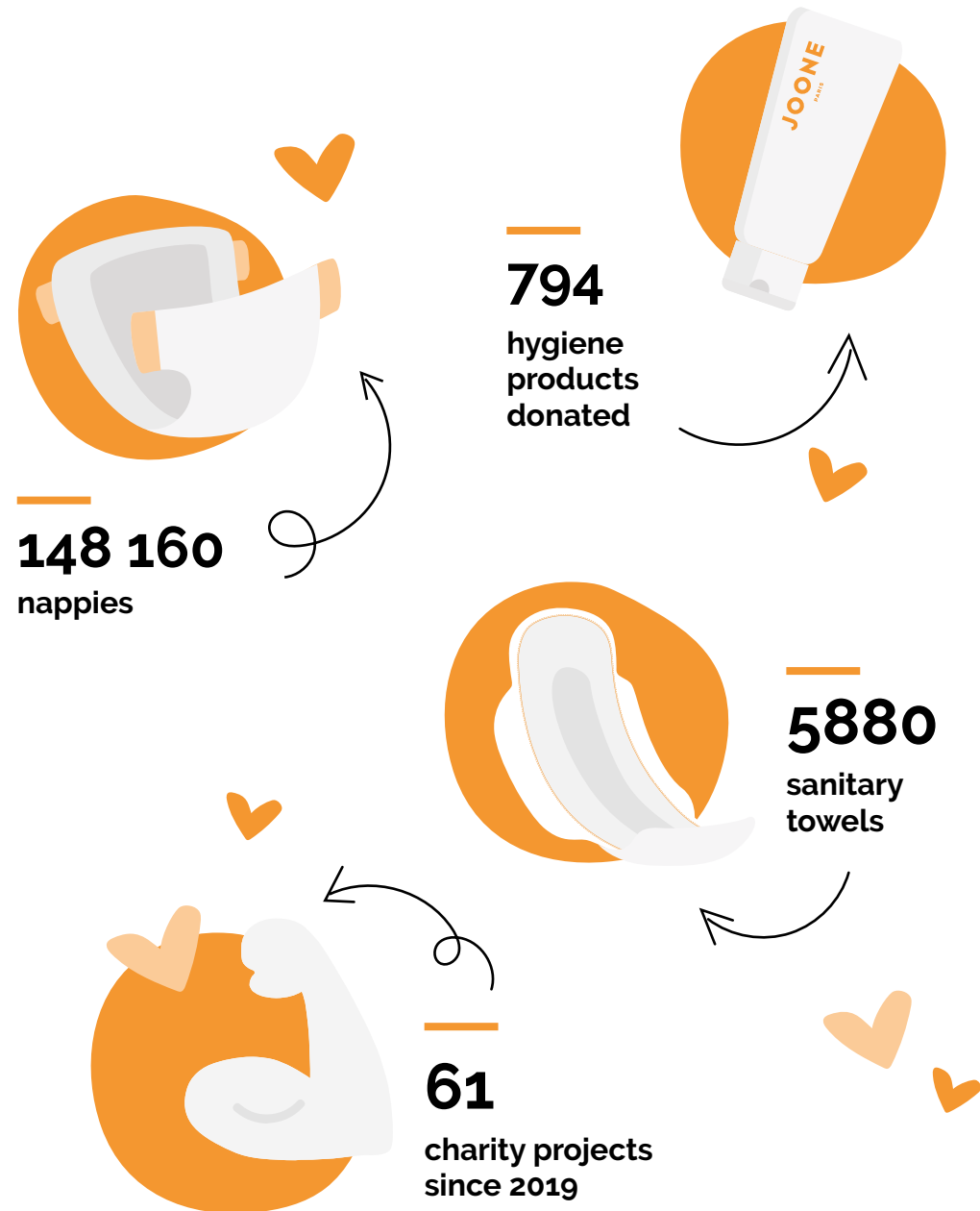


2021




Our charitable commitment

Since the very beginning, the JOONE foundation has been involved with charitable associations to put its expertise and hygiene products to use for those who need them most.



JOONE


4 among so many others



EMMAÜS Solidarité
de la rue à la vie!


January 2021

A wonderful partnership which has been in place right from the start, aimed at helping the most disadvantaged families. In January 2021, JOONE donated 33,530 nappies and collected clothing for charity by sending out 20 JOONE boxes.



33 530
nappies


20
boxes




MAISON DES FEMMES DE PARIS

June 2020

Women's charity La Maison des Femmes received 5,000 sanitary items to help women in need: thanks to an online petition set up by the community, one sanitary towel was donated for every signature.




5000
sanitary
towels




Hôpital Cochin

April 2020

The neonatal care unit at Cochin Hospital received 10 swaddle wraps for comforting extremely premature babies.




10
swaddle
wraps



ASSOCIATION MaMaMa

June 2020

Organising collections to deliver food parcels and essential hygiene products to isolated mothers experiencing poverty.



2021

Products that meet everyone's high standards

Designed to be part of the whole family's daily routine, all our products are hygienic as well as stylish! A portfolio of products that are very diverse but promise the same thing: clean and transparent.

Pioneering transparency in nappies

Made in the Vosges region of France and a hallmark of quality and control, each JOONE nappy represents the ultimate in exacting standards: dermatologically tested and with a PE/PLA surface layer.

JOONE

2017



Caring for your baby with gentle, everyday essentials

Very popular with our community for caring for their babies' everyday needs, this comprehensive range of hygienic baby care and changing products has been developed in accordance with our values of transparency.

Made in France using over 97% natural ingredients, this range is certified organic by ECOCERT Greenlife (COSMOS ORGANIC).

Our baby wipes are kind to your baby's skin and are certified Cosmos Natural.

2018

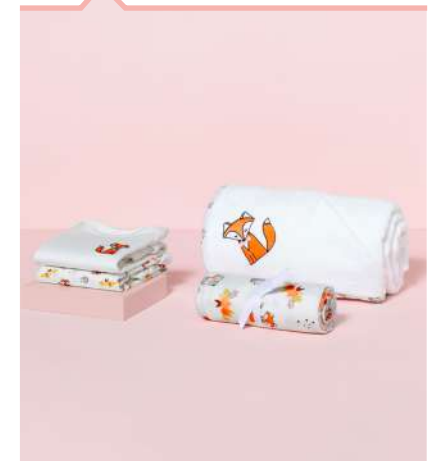


2018

Super soft textiles for baby's skin

Developed to add to our range of basics for little ones, our baby textiles range is entirely manufactured in France, all the way from the production stages (weaving, printing, sewing) in our Paris workshops or near Troyes, right down to the raw materials.

Featuring our timeless or seasonal motifs, they all carry the OEKO-TEX - STANDARD 100, certifying that they contain no substances harmful to health.



2019

Perfect basics for before and after the birth

In response to constant requests from our community of mums-to-be, our range now includes a duo of products for a pampering beauty routine. They can be used right from the first month of pregnancy to prevent stretch marks, and are compatible with breastfeeding.

Made near Aix-en-Provence in France, the entire range is made from over 99% natural ingredients and is certified organic by ECOCERT.





2019

The pull-up nappy that grows with babies

Because helping babies with potty training is always a challenge for parents, JOONE offers hygienic pull-up nappies made in Denmark using a fully transparent process.

Decorated with timeless motifs in different sizes (4, 5 and 6), they help babies grow up.



2020

Food supplements: a natural answer for new mums and everyone else too!

Designed for all women, especially new mums who have just given birth, this range of healthy and natural food supplements was developed with complete transparency. Made near Montpellier in France, our capsules contain all the natural benefits of vitamins, plants and minerals.

That's all. No colours, flavourings, allergens, preservatives or GMOs. This means they are compatible with breastfeeding and vegan diets.

The essential basics of intimate hygiene

Because looking after yourself is essential for living life to the fullest, JOONE helps women with their intimate hygiene.

Already expecting high standards for their babies' nappies, mums also wanted total transparency for their everyday hygiene products: an intimate hygiene gel and effective, discreet sanitary towels with complete transparency regarding their composition.



2020



2021

A simple, healthy beauty routine

Because JOONE likes to care for women as well as their babies, it now offers them healthy products with simple formulas made from natural ingredients to create a sensory experience.

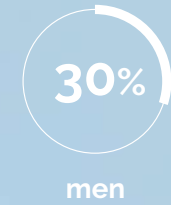
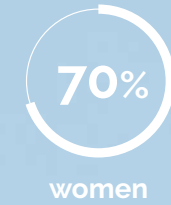
Perfect basics, certified Cosmos Organic, traceable, made in France and compatible with pregnancy and breastfeeding.

More about JOONE:

30
countries
international sales,
including in 23
European countries

80 000
families
supported

64
Joonies



1 month's parental
leave for the second
parent at full pay:
#ParentalAct

FT120

JOONE joins the
government's
French Tech
team in 2021

2018

Carole Juge-Llewellyn,
finalist in the Business
With Attitude award

BFM

Awards 2020
Commitment award



€20 Million
Turnover in 2020

€10 Million
Fundraising
in 2020

including
10%
of turnover
outside France

About
Carole Juge-Llewellyn
CEO & founder of JOONE



As a female entrepreneur with a strong commitment to women's well-being, Carole's mission began with nappies – a key, essential product which was shrouded in secrecy. She overturned that with her transparent approach to producing healthy nappies for babies. She has continued ever since, offering clean cosmetics and hygiene products designed for the whole family to use every day.

With a strong sense of cultural curiosity and dedication, this young start-up is determined to succeed regardless of increasingly tough challenges!

Through JOONE, Carole-Juge Llewellyn has made her mark on the world of start-ups as a trailblazer in transparency and traceability to offer consumers sustainable, uncompromising choices.

JOONE

PARIS

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