

“From the field to the client.”



PRESS FILE

# CLARINS T.R.U.S.T.

Total traceability - sourcing and manufacturing -  
guaranteed by Blockchain technology.

**CLARINS**



“  
90%  
of clients consider  
that a brand’s  
transparency plays  
an important role  
in the decision  
to purchase a  
product, or not.”



## WITH THE CLARINS **T.R.U.S.T.** PLATFORM, CLARINS MAKES TRACEABILITY ONE OF THE PILLARS OF A TRUSTING RELATIONSHIP WITH OUR CLIENTS.

**1968** Clarins created the ‘Client Card’, included with every product, which made it possible for clients to communicate directly with the brand; a first in the industry. This allowed clients to feel listened to, just like in Clarins Beauty Institutes. This feedback was carefully analyzed and taken into consideration to improve spa treatments and products alike. It was a **pioneering step** in terms of listening to clients, being close to them and offering a sense of transparency; all of which would shape the future of CRM.

**2022** Listening to clients, being close to them and offering a sense of transparency are at the heart of Clarins relationship with clients, today more than ever before. A leading premium skin care brand in Europe and always a pioneer, Clarins created an innovative platform called “Clarins **T.R.U.S.T.**”, the first traceability system 100% safe and reliable, guaranteed by the blockchain system & accessible to all clients.



T RACEABILITY  
R ESPONSABILITY  
U NIQUENESS  
S ECURITY  
T RANSPARENCY

## SUMMARY

# CLARINS T.R.U.S.T., BRAND NEW INNOVATION.

A first in the cosmetics industry.

Clarins T.R.U.S.T. platform is a true traceability program between the brand, our suppliers and clients.

Based on the product's batch number, clients now have access to:

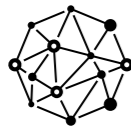
- › **All steps in the manufacturing process:** where the formulas were prepared, date and place of packaging, quality control;
- › **The plant-based ingredients the product contains:** geographical origin, harvesting method, and Clarins certifications associated with how they are sourced;
- › **Behind the scenes and Clarins "savoir-faire"** via visuals and testimonies from our factory in Pontoise (France), where formulas are created and products are manufactured.



An exhaustive approach that is progressively being rolled out to all Clarins products.

Clarins T.R.U.S.T. platform will eventually include almost all products from the brand, not just one product or one skincare range.

**30 products and 40 plant extracts can now be found in CLARINS T.R.U.S.T. platform. By the end of 2023, there will be close to 100.**



Using Blockchain for information that is 100% sure.

Suppliers and producers alike are the ones who share information directly on Clarins T.R.U.S.T. platform. Once entered in the system, this information becomes tamper-proof: blockchain technology certifies their authenticity, without allowing anything to be modified.

**This authentic and collaborative approach reinforces our relationship with our partners and encourages us to always do better, together.**

## Clarins T.R.U.S.T. is:

For the first time in our sector of activity, we have access to blockchain technology to guarantee complete traceability that is secure, reliable, and transparent regarding the origin of the ingredients and the manufacturing of our products, and we make this information available to all our clients.

- › A unique platform developed by Clarins and certified by blockchain system
- › A dedicated interface for clients
- › A collaborative effort with all our partners from whom we source plant-based extracts
- › A real way to navigate traceability, for Clarins and our suppliers
- › 30 products are now traceable and nearly 100 will be in 2023

Total traceability - sourcing and manufacturing - that guarantees product quality 'from the field to the client'.

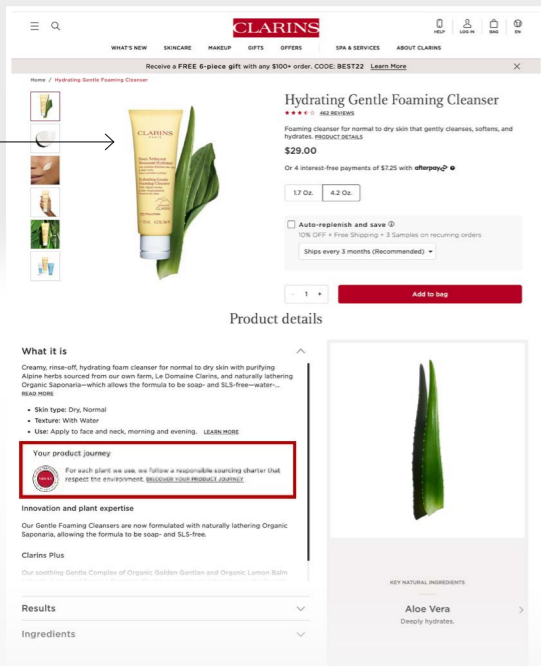
CONCRETELY

# HOW CLARINS T.R.U.S.T. PLATFORM WORKS.

With Clarins T.R.U.S.T., clients can access a traceability platform from the product page via a QR code. This code follows the product's path and its ingredients 'from the field to the client.'

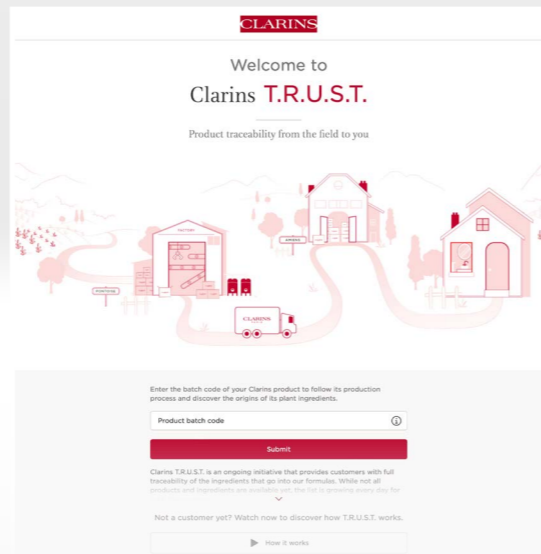
1

Connect to Clarins T.R.U.S.T. platform via the product page.



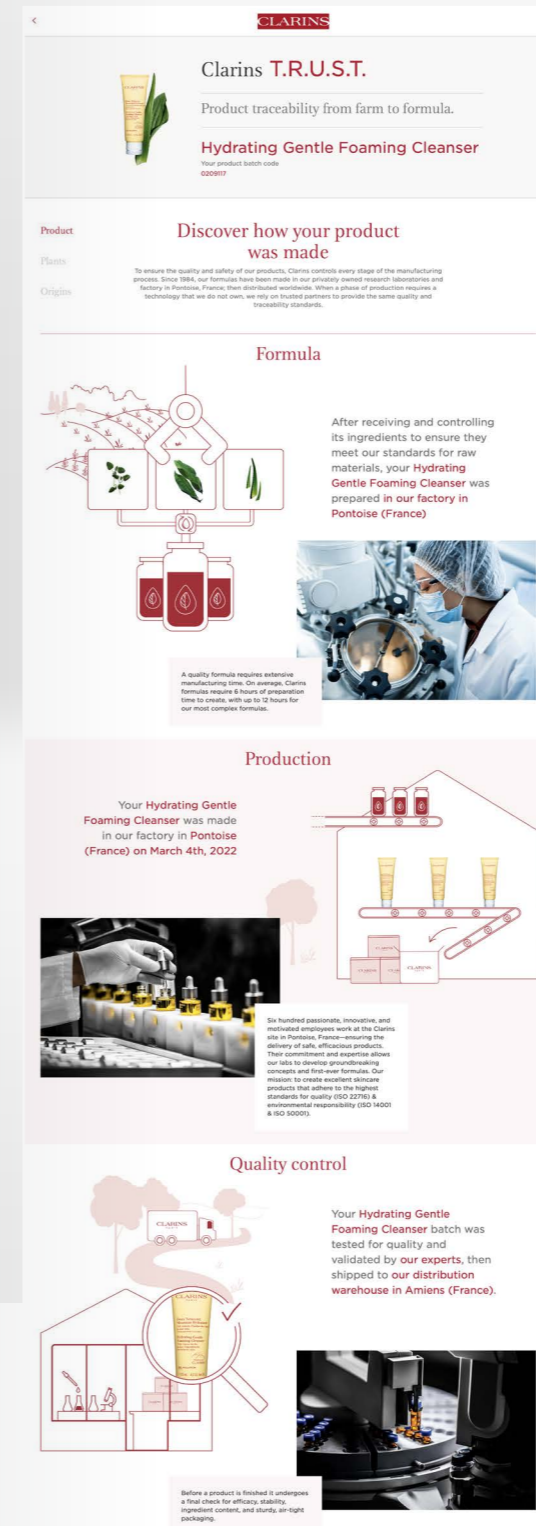
2

From the Clarins T.R.U.S.T. home page, you can enter the product's batch code.



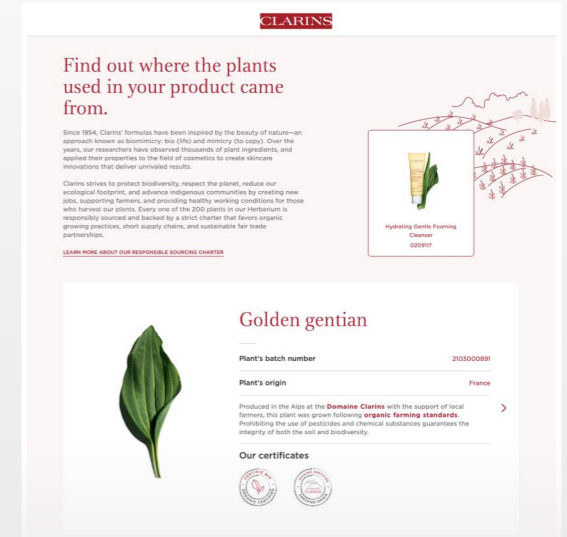
3

Access product information starting with the steps in the manufacturing process: the formula, packaging process and finally, quality control.



4

Continue this voyage by diving into the heart of the formula: the sourcing of each plant found in the product and how the plants are produced.



5

Access the third and last step: find out where ingredients are produced and the role they play in a product's formula.



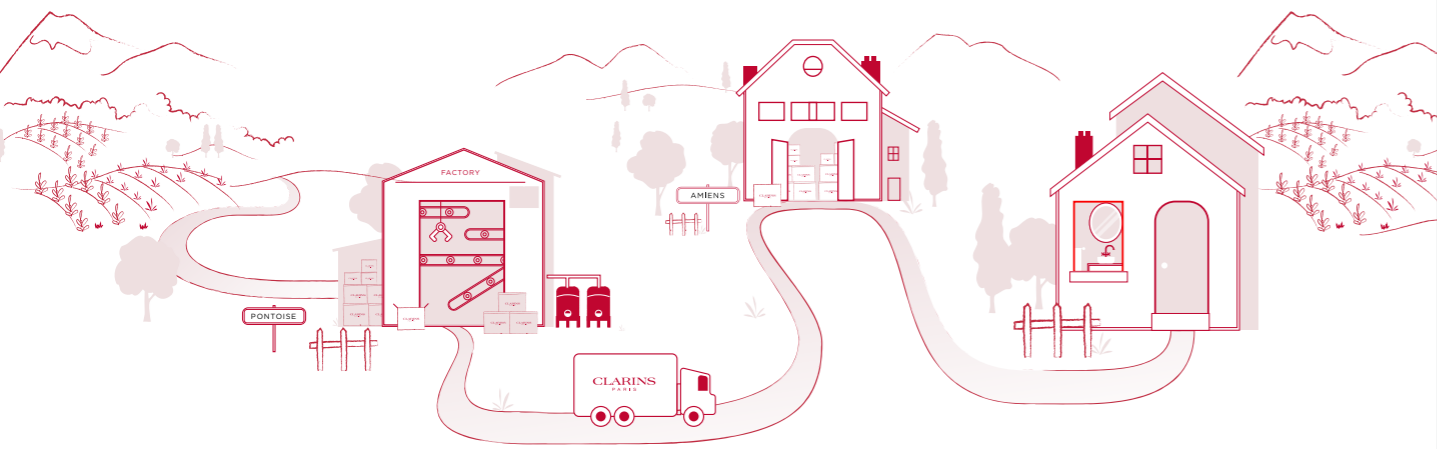
DISCOVER CLARINS T.R.U.S.T. [DEMONSTRATION LINK](#)  
CLARINS batch number for test: 0207140



## INSIDE CLARINS

# RESPONSIBLE SOURCING AND MANUFACTURING, GUARANTEED.

Clarins **T.R.U.S.T.** platform isn't only used to inform clients about the dates and places where a product is produced. It also allows clients to take a closer look backstage at Clarins: from the field, where a plant is harvested, to the different steps in product conception and manufacturing at our facility in Pontoise, in France.



## The natural origin of our ingredients

Since our creation in 1954, the science of plants is behind every Clarins product.

With Clarins **T.R.U.S.T.** platform, the client can access information for each one of the plants found in our products:

- › Where they are produced
- › The producers who plant and harvest them
- › The Clarins certifications that accompany them (production that respects nature and people): fair trade, organic, Clarins certified supply chain partners, Domaine Clarins...
- › Their properties and the role they play in each formula.



## Clarins Responsible Sourcing charter is accessible on Clarins **T.R.U.S.T.** platform

In 2020, we established our Responsible Sourcing Charter with the goal that all of our plant extracts will meet the specified criteria in the charter by 2025. This is already the case today for more than 80% of them. This charter lays out different levels of requirements with, as a prerequisite, respect for the principles of reasonable and sustainable farming practices, traceability by country and fair trade programs. The most demanding levels include: organic certification, Clarins Certified supply chains and finally, the Domaine Clarins, an exceptional agricultural location in the heart of the French Alps inspired by regenerative farming. Today, 6 of our plant extracts come from plants sourced at the Domaine Clarins and nearly 15 of our supply chains will receive the Clarins Certified label by the end of 2022.

## 2025 GOAL

to reach  
**80%**  
organic plants  
(vs. 54% in 2021).

**25%**  
of our sourcing to come  
from the Domaine  
Clarins and Clarins  
Certified supply chains.

## Local production and 'Made in France', now you have proof

With Clarins **T.R.U.S.T.**, platform, clients are guaranteed that their product adheres to the strictest of safety guidelines and that its manufacturing process follows the principles of a local, 'Made in France' economy.



The manufacturing process of a Clarins product unfolds at our very own factory, located in Pontoise, a town just north of Paris (France). Linked directly to our laboratory, this process is the best way to ensure quality. All the steps of this manufacturing process can be found on Clarins **T.R.U.S.T.** platform:

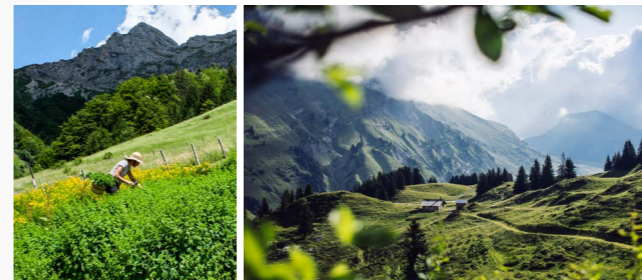
- › Formula preparation where the different ingredients that are part of the product's formula are blended
- › Manufacturing, meaning, the moment when the formula is placed in its packaging and sealed hermetically
- › Finally, the different quality controls which certify product quality and stability before being shipped to our distribution center, also located in France, in a town called Glisy, near Amiens.

Clarins **T.R.U.S.T.** interface concludes this backstage tour of Clarins with testimonies and a focus on the brand's savoir-faire.

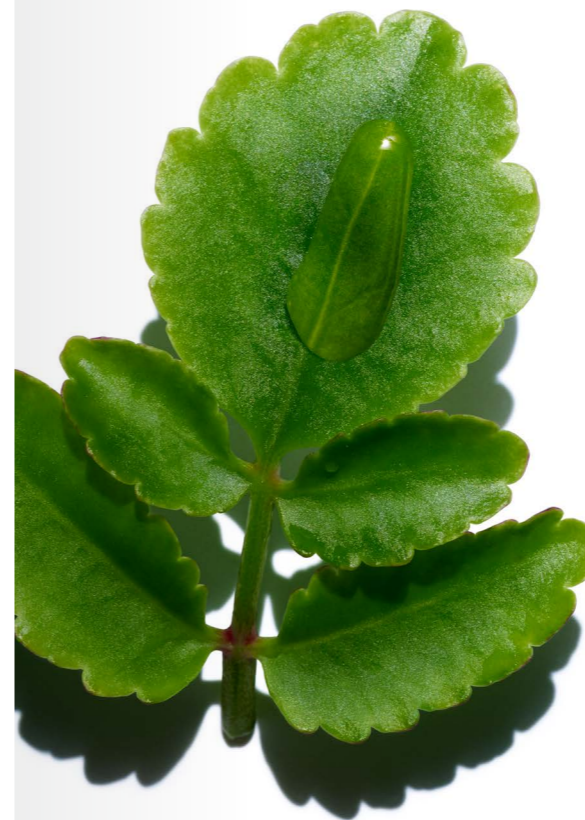
**It is a true experience around traceability and transparency!**

## Clarins **T.R.U.S.T.** and Clarins sourcing: houseleek and leaf of life as examples

**Our houseleek is certified organic and sourced from the Domaine Clarins** where it is grown without using any pesticides or chemical substances. In cosmetics, its extract helps the skin resist becoming dehydrated. It is found primarily in products in the ClarinsMen range.



**Our organic leaf of life comes from Madagascar, via a Clarins Certified supply chain that guarantees sustainable agriculture and fair trade.** Its harvest is carried out by two organizations who master the delicate art of not only the harvesting of the plant, but its stabilization and conservation. Our long-lasting partnership ensures additional revenue for the harvesters and helps finance infrastructure projects in two local villages which include building schools and community buildings.



# AN OPPORTUNITY FOR SAFER, MORE TRANSPARENT PRODUCTS.

In terms of traceability and the safe use of information, blockchain is the safest technology used today. With the Clarins T.R.U.S.T. platform, Clarins uses its utmost potential, especially rolling it out in a systemic manner in every step of a supply chain, from the producer to the consumer.

## What is 'Blockchain'?

Blockchain is a technology used to store and transmit information. It is transparent, safe and does not have a centralized control system. It forms a database that records secured exchanges between its users, from the beginning, and then transmits this information.

## Why use Blockchain?

### › Secure, certified data

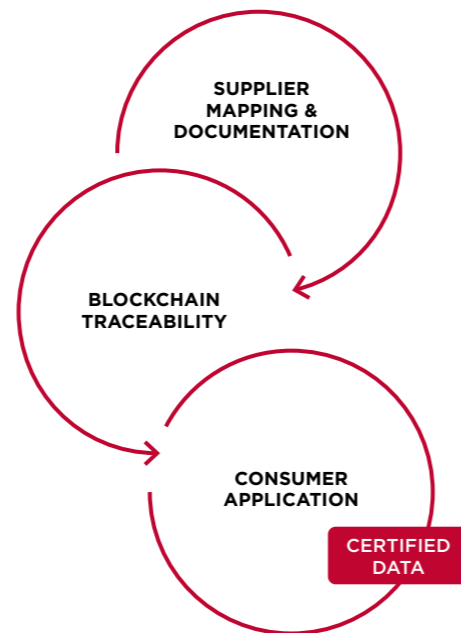
With this system, we share information our suppliers provide in real time along with our factory in Pontoise. Once data is entered, it cannot be modified by anyone.

### › Encouraging even more responsible practices

Blockchain guarantees that the standards we impose for our ingredients and growers were respected. For example, if a plant is certified Fair Trade, the technology allows us to ensure that our supplier respects all the criteria across all production.

### › Traceability and therefore an even higher level of safety for our plants

By tracing the origin of our plants, we can locate the field from which the plant comes from, and this, for each of our plants.



-  SECURED
-  NON-INTRUSIVE
-  REAL TIME
-  UNFALSIFIABLE

So much more than just an interface for clients: it is a complete ecosystem to follow the production process

With Clarins T.R.U.S.T. platform, traceability is also a performance tool for Clarins and every actor involved in the supply chain.



**Supplier interface,** where producers share information about the plant: geographical origin, field and harvesting conditions, certifications such as 'organic' or fair trade.

**An internal platform called 'Community',** that groups together all the information about our plants and our products. It also is the link between the supplier interface and the CLARINS T.R.U.S.T. app for the client.

**Client interface,** accessible to everyone, it shares data linked to products and plants, and certified by Blockchain for optimal transparency.

Clarins T.R.U.S.T. establishes a new communication system and information verification at every stage of the production process and use of a Clarins product.

## Clarins T.R.U.S.T. by Clarins: specific technology developed with Neurochain and Community.

In order to develop CLARINS T.R.U.S.T. platform, Clarins selected Neurochain and Community as tech partners:

Neurochain is a startup and pioneer in the Blockchain universe around its NCC token, and its green technology helps save resources.

Community is a traceability platform that is capable of creating models for every process from the different actors. Project management, design and integration into AWS were done by Positive Thinking Company, member of the CBTW group.



CLOSE TO 100 CLARINS  
PRODUCTS WILL BE  
FEATURED ON THE  
CLARINS T.R.U.S.T.  
PLATFORM BY 2023.

Clarins T.R.U.S.T. platform will progressively apply to almost all Clarins products and will be accessible to all markets where Clarins is present worldwide.

The official launch date is October 18, 2022 in the United States, before being rolled out worldwide by the end of the year.

ALREADY 30 PRODUCTS,  
40 PLANT EXTRACTS  
AND 4 PRODUCT RANGES  
FEATURED IN 2022...



... AND NEARLY  
10 NEW RANGES,  
60 REFERENCES  
AND AROUND  
40 MORE EXTRACTS  
TO BE FEATURED IN 2023.



[www.clarins.com](http://www.clarins.com)

LOGO FSC