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JESSICA ALBA AND THE HONEST COMPANY SET OUT TO CHANGE THE WORLD...ONE DIAPER AT A TIME

New Company Launches Unique, Eco-Friendly Product Line & Service

LOS ANGELES (January 17, 2012) Today, founders Jessica Alba, Christopher Gavigan, Brian Lee and Sean Kane, announce the launch of The Honest Company, an eco-friendly line of family essentials offered through a monthly subscription service at [Honest.com](#). Created for parents by parents, The Honest Company founders say they are committed to making safe, sustainable products more convenient, beautiful, and affordable.

“I’ve spent way too many hours researching products and driving around trying to find safer, eco-friendly options for my kids,” exclaimed Jessica Alba, President and founder. “I knew that most people didn’t have that kind of time, nor the means to pay the premium prices. We *had* to make it easier.”

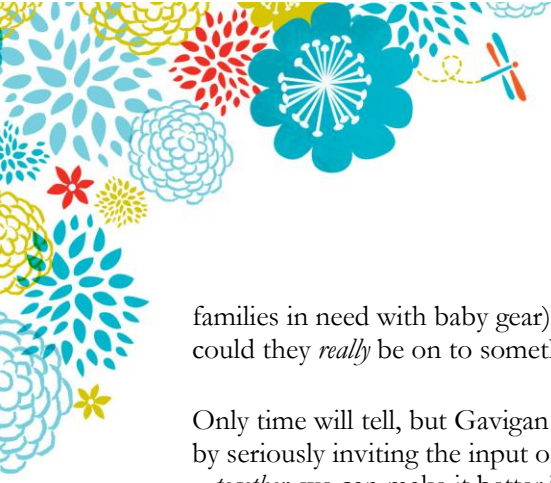
After tirelessly trying out products from all over the world, Hollywood mom Jessica Alba, renowned environmentalist, author, and former Healthy Child Healthy World CEO dad Christopher Gavigan, along with business partners ShoeDazzle.com founder Brian Lee and PriceGrabber.com executive Sean Kane, decided to take matters into their own hands. “We were all frustrated trying to find products for our own families that were not only safe, but that actually worked,” said Gavigan, founder and Chief Product Officer. “I have been hearing similar complaints from parents for the past ten years of my career, so we decided to try to put an end to it – to create some healthy, innovative solutions.”

They surveyed moms around the country to find out what essential products all families universally need, and launching with a focused product line of diapers, wipes, bath/skin care, and household cleaning products all made from totally natural, non-toxic ingredients and packaged using modern designs.

The products are curated into personalized bundles that are automatically shipped every month, and parents can try a FREE Discovery Kit, that includes a sample pack of diapers and wipes, or trial-sized versions of the bath, skin and cleaning products. It’s an easy process, and members at [Honest.com](#) can purchase a monthly supply of non-toxic stylish diapers competitively priced at less than \$20 a week, and can also choose a monthly supply of the body care and home cleaning essentials for under \$9 a week.

“Parents have so many other issues to worry about beyond shopping for daily essentials,” says Brian Lee, founder and Chairman of The Honest Company. “With our easy monthly service, before the thought can cross their mind, a package of amazing family products is delivered to their doorstep.”

The founders say the initial product suite and service is just the beginning of a much bigger vision that responds to the growing baby care and product needs of today’s family, their need for community, and their desire to engage with brands. “Fundamentally, we want to be an honest family brand” says Sean Kane, founder and General Manager, “to be a brand that *is* a family and treats everyone like family.” From giving back (a portion of every dollar The Honest Company earns goes to Baby2Baby, an organization that supplies



families in need with baby gear) to claiming their customer support team is more like personal assistants, could they *really* be on to something new?

Only time will tell, but Gavigan says they are. “We believe that we are creating a new business model, and that by seriously inviting the input of every one of our stakeholders – from our leadership team to moms at home – *together*, we can make it better.”

The Honest Company is committed to creating a healthy and sustainable future for our children by providing exceptional products and family support that promotes health, happiness and community. Learn more at [Honest.com](https://www.honest.com).

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