

prose

Sustainability & Social Impact Report 2023



Public Benefit
Corporation

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LETTER FROM HELEN NWOSU VP OF SOCIAL IMPACT & SUSTAINABILITY



Dear Prose community,

Our commitment to Sustainability and Social Impact isn't just a part of our mission — it's the driving force behind everything we do. From the very beginning, we've led with our values, tirelessly advocating for inclusive beauty, minimizing our environmental footprint, and uplifting the communities we serve. As we reflect on the strides made in 2023, I am immensely proud to share our Impact Report with you.

Our steadfast adherence to the made-to-order model has remained central to our operations, perfectly aligning with our sustainability objectives and unwavering dedication to inclusivity. Through our innovative beauty approach, as evidenced by our comprehensive Life Cycle Assessment (LCA), we empower ourselves to grow conscientiously, continuously reducing our ecological impact while reinforcing the efficacy of our personalized products.

Throughout the year, we've fervently championed underrepresented entrepreneurs, amplifying their voices during Black History Month and providing unwavering support to AAPI and Women Entrepreneurs. Our strategic collaborations within the industry have empowered these visionaries, culminating in the establishment of our inaugural Emerging Entrepreneurs \$10K Grant. Additionally, Prose has actively contributed to numerous nonprofits through volunteering initiatives and product donations, strengthening our community ties and reaffirming our commitment to social responsibility.

As we look forward to 2024, our focus remains firmly on uplifting marginalized communities and entrepreneurs while advancing sustainability through both internal initiatives and collaborative community efforts. Our dedication to sustainability isn't merely lip service; it encompasses ongoing efforts to maintain our climate-neutral status, integrate insights gleaned from our LCA into our eco-design process, and work towards ambitious climate goals on a broader scale.

We extend our deepest gratitude for your invaluable support. Together, we are not only redefining beauty but also fostering inclusivity and spearheading the movement towards a more sustainable future.

— *Helen*

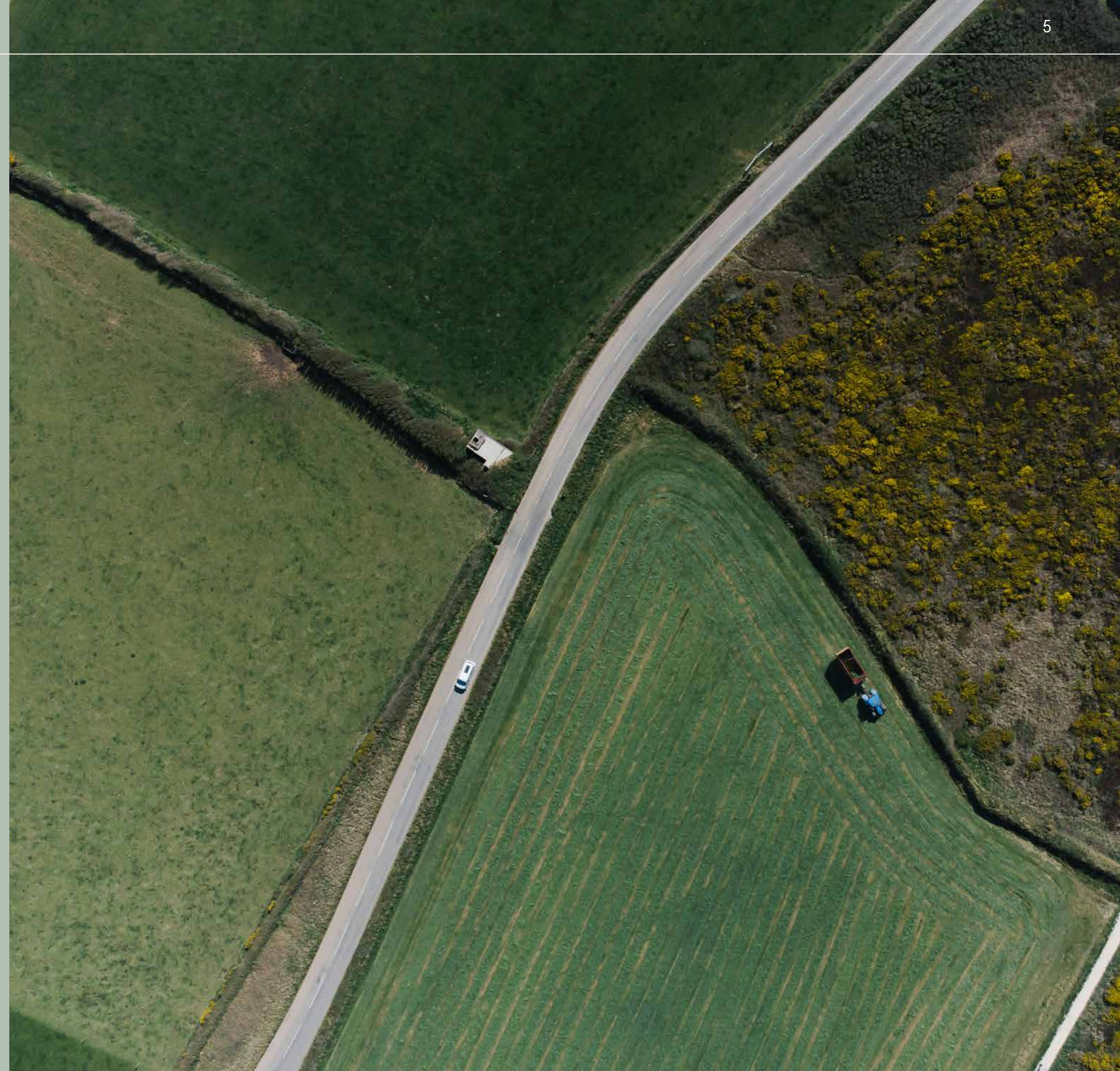
We are Prose

A direct-to-consumer beauty-tech company with offices in Brooklyn, NY and Paris, France. Marrying a tech-driven approach with an apothecary-style concept, our custom products are made to order and never made to waste.

We lead with our values and break with tradition to make a positive impact on people, our communities, and our planet.

Sustainability is at our core

We consistently work to minimize our carbon footprint, push our processes to be as sustainable as possible, and partner with like-minded beauty brands through our Certified B Corporation and Climate Neutral cohorts.





We're dedicated to Social Impact

We foster inclusivity, learning, and diversity within our team and workplace. In our communities and industry, we support organizations that share our values and work to make positive, lasting change.

A personalized
approach
to beauty

5.07 FL OZ | 150 ML

KEY INGREDIENTS
AGASTACHE
AMINO ACID

SKIN GOALS
CLEANSE & CLEAR

DIRECTIONS
APPLY 1 PUMP IN
WET HANDS

In case of contact with eyes,
rinse with water.

No. 00420EB767CLW013
Prose Beauty Inc.
10 Grand Street
Brooklyn, NY 11249



01 CUSTOM CLEANSER
FOR LINDSAY

prose

5.07 FL OZ | 150 ML

KEY INGREDIENTS
AMINO ACID
NIACINAMIDE

SKIN GOALS
CLEANSE & CLEAR

DIRECTIONS
APPLY 1 PUMP I
WET HANDS

In case of contact with eyes,
rinse with water.

No. 00420LR89CCL#008
Prose Beauty Inc.
10 Grand Street
Brooklyn, NY 11249



“Sustainability and social impact aren’t just check-boxes for Prose.

They’re woven into the very fabric of *who we are* and what we aspire to be. By making this a priority, we’re not only *doing good*, we’re also building trust and long-term relationships with our community.

It aligns perfectly with *our mission of personalization* — not just for individual beauty needs but for the betterment of society as a whole.”

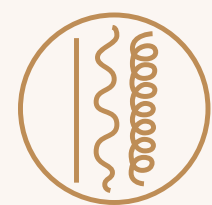
ARNAUD PLAS
CEO

A personalized product for every individual

Prose was founded with the intention of uplifting individuals, celebrating uniqueness, and championing innovation, all while disrupting the mass-consumption marketplace.

Our made-to-order model is more inclusive and sustainable, offering effective alternatives to mass-produced, one-size-fits-all beauty.

With equity at the heart of our values, we're making beauty more personal — and the personal, impactful.



Designed for the individual

75%

less overproduction than traditional beauty



Formulas evolve with seasons and user goals

100%

shipping emissions offset



OUR PILLARS

⁰¹ **Sustainability:**
*A better
way to make
beauty
products*

⁰² **Inclusivity:**
*Personalized
products for
every
individual*

⁰³ **Impact:**
*Connecting
with our
communities*

⁰⁴ **Innovation:**
*Supporting
equity and
emerging
entrepreneurs*



01 Sustainability

“Working at a company that values sustainability and social impact means that I don’t have to sacrifice my *personal values* when it comes to work. There is a comfort in being able to *authentically* value the planet and people in all aspects of my life.”

MARISSA LOUIE
SOCIAL MEDIA MANAGER



Prose is a B Corporation and Climate Neutral certified

- We prioritize business outcomes beyond profit — to make a sustainable, positive impact on customers and the planet.
- We measure and offset our emissions by investing in strategic global projects.
- We implement reduction action plans to mitigate our greenhouse gas emissions and maintain our Climate Neutral certification.





We're committed to building a more sustainable future

90.7

Prose's 2023 B Impact Assessment Score

50.9

median B Impact Score for ordinary businesses

78% higher than the median Impact Score for Certified B Corps



The first and only climate-neutral custom beauty brand

23,630

tons of CO2e measured and offset in 2022

27.25%

decrease in Emissions per Revenue from 2021 to 2022

Understanding our carbon footprint

We use a carbon accounting tool called Sweep to import, track, and measure Scope 1, Scope 2, and Scope 3 of our carbon emissions:



SCOPE 1

- Direct, company-controlled emissions such as on-site fuel combustion from processing and manufacturing



SCOPE 2

- Indirect emissions from purchased energy, including the energy that allows facilities to operate

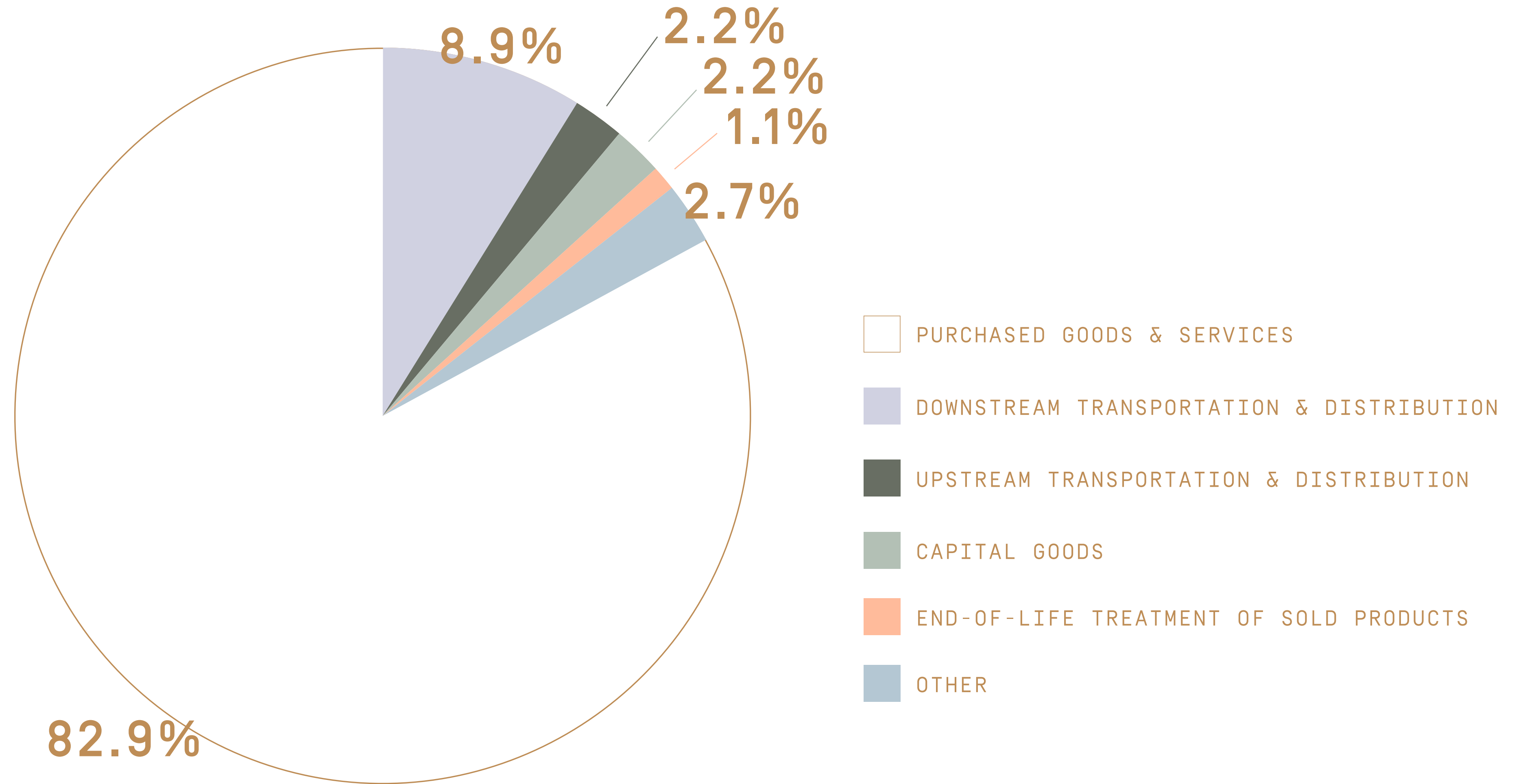


SCOPE 3

- All other indirect emissions, typically accounting for over 70% of total emissions but rarely measured by public companies

Carbon footprint analysis

SCOPE 2 0.8%



We strive to cut our carbon emissions year over year

What we cannot reduce internally, we offset through strategic investments in global carbon offset projects that promote reforestation, indigenous land stewardship, and regenerative farming.

STRATEGIC INVESTMENTS IN GLOBAL CARBON PROJECTS



CENTRAL MOZAMBIQUE, AFRICA

Central Mozambique Safe Water Program

Provides safe water to hundreds of households within Manica, Sofala, and Tete provinces, in turn reducing their consumption of firewood (burned to purify water) and carbon dioxide emissions.



INDIA

Green Bricks in India

Uses energy-efficient manufacturing processes and incorporates waste materials such as fly ash waste from thermal power plants in place of conventional raw materials for construction.

STRATEGIC INVESTMENTS IN GLOBAL CARBON PROJECTS



UMPEAU, FRANCE



BRITISH COLUMBIA, CANADA

Low Carbon in Umpeau

Partners with farmers in Umpea, France to enable transparency and on-site monitoring of efforts to sequester carbon and reduce soil erosion, waterway pollution, and pressure on non-renewable resources.

Coastal First Nations Great Bear Initiative

A collaborative effort among Indigenous communities on the British Columbia coast of Canada aiming to promote environmental stewardship, sustainable resource management, and economic development in the Great Bear Rainforest region.



Made in Sunset Park, Brooklyn

We're proud to center our manufacturing in Brooklyn and add value to the community we call home.

Local manufacturing:

- Creates quality jobs with living wages
- Supports the local community
- Adds to an ecosystem of locally made goods
- Enables production oversight and accountability

“Industrial businesses pay higher wages and offer more career opportunities to a workforce that is *80%* people of color and *50%* immigrant.”

INDUSTRIAL JOBS COALITION
VIA MADE IN NYC

Our home in Liberty View

Our manufacturing facility, Liberty View, is named after its location within sight of the iconic Statue of Liberty, a longstanding symbol of opportunity for immigrants. We are committed to the movement to preserve manufacturing jobs along the Brooklyn waterfront, aligning with our core values since inception.



THE HISTORY OF LIBERTY VIEW

1921

US Naval Clothing Depot manufactures 14,000+ uniforms per day during World War II

1945

The city uses Liberty View as a warehouse post-war

2011

State-of-the-art renovations usher in a new era of work

2019

Brooklyn Grange opens the city's largest rooftop farm atop Liberty View

2020+

New zoning allows Liberty View to be used for office spaces, manufacturing, and more

PROSE FINDS ITS HOME ALONGSIDE MANY OTHER THRIVING LOCAL BUSINESSES

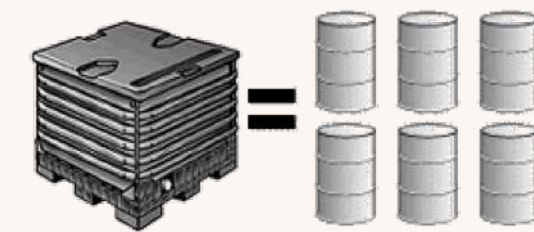
Barrels to totes

An inquiry into our manufacturing process identified an opportunity to optimize production, reduce waste, and create circularity by replacing single-use plastic barrels — used to house raw materials — with reusable totes.



STANDARD-USE BLUE BARRELS

After use, barrels would go to waste along with any product left at the bottom.



NEW TOTES ADOPTED IN 2023

Using totes has made a measurable impact on our waste streams and circularity.

83%

reduction of leftover product waste

1300

less barrels discarded

17

tons of waste diverted

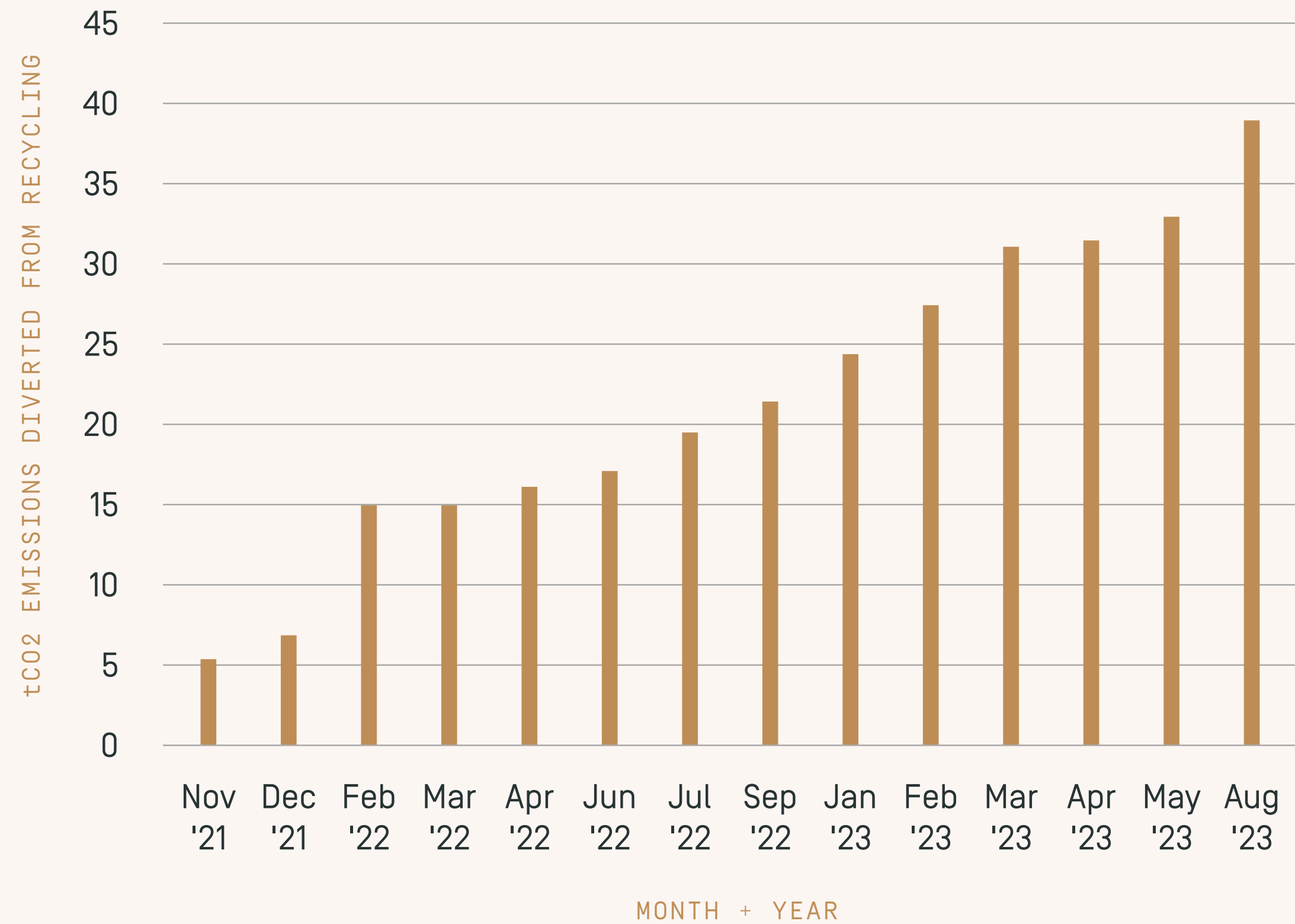
Recycling toner waste

Our Liberty View manufacturing site uses and discards 10-20 toner cartridges weekly. We identified a waste stream diversion opportunity for the cartridges with Xerox Green World Alliance Recycling Program:

- Unused powder is turned into a plastic colorant
- Metals are broken down to raw material for reuse
- Plastics are reused to make recycled products

Xerox diverts millions of pounds of waste each year through this industry-leading Green World Alliance® supplies take-back program.

CUMULATIVE EMISSIONS DIVERTED FROM TONER RECYCLING AT PROSE



CUMULATIVE CARBON FOOTPRINT

Diverting waste with Human-I-T

In our commitment to Social Impact, Prose contributes by donating outdated and malfunctioning technology equipment, including computers, iPads, printers, screens, and desks from our offices in Paris, Williamsburg, and Liberty View. These items are then refurbished and redistributed by Human-I-T to individuals who lack the financial means to access such technology.

68 LBS

of Prose technology diverted through our partnership with Human-I-T in 2023

13m LBS

of technology waste diverted by Human-I-T since inception

320,000

refurbished and repaired tech items redistributed by Human-I-T; Prose is proud to contribute yearly donations



Community donations

We divert leftover and duplicate products from waste by turning them into personalized donations for our non-profit partners, customized with meaningful, inspiring messages unique to their mission. We were able to repurpose and donate over 4,000 products to organizations like The Midnight Mission, Expansion Church, Providence House, and Hamilton-Madison House.



Life Cycle Assessment

Identifying the environmental impact of our products from cradle to grave empowers us to make continued improvements. This is made possible by conducting a Life Cycle Assessment, or LCA. At Prose, that looks like:



PRODUCTION

- Raw materials, energy, and emissions that go into making our formulas



USE

- Water usage and how Prose rinses away during use



END OF LIFE

- How packaging may be discarded or recycled, and its environmental impact

Shampoo

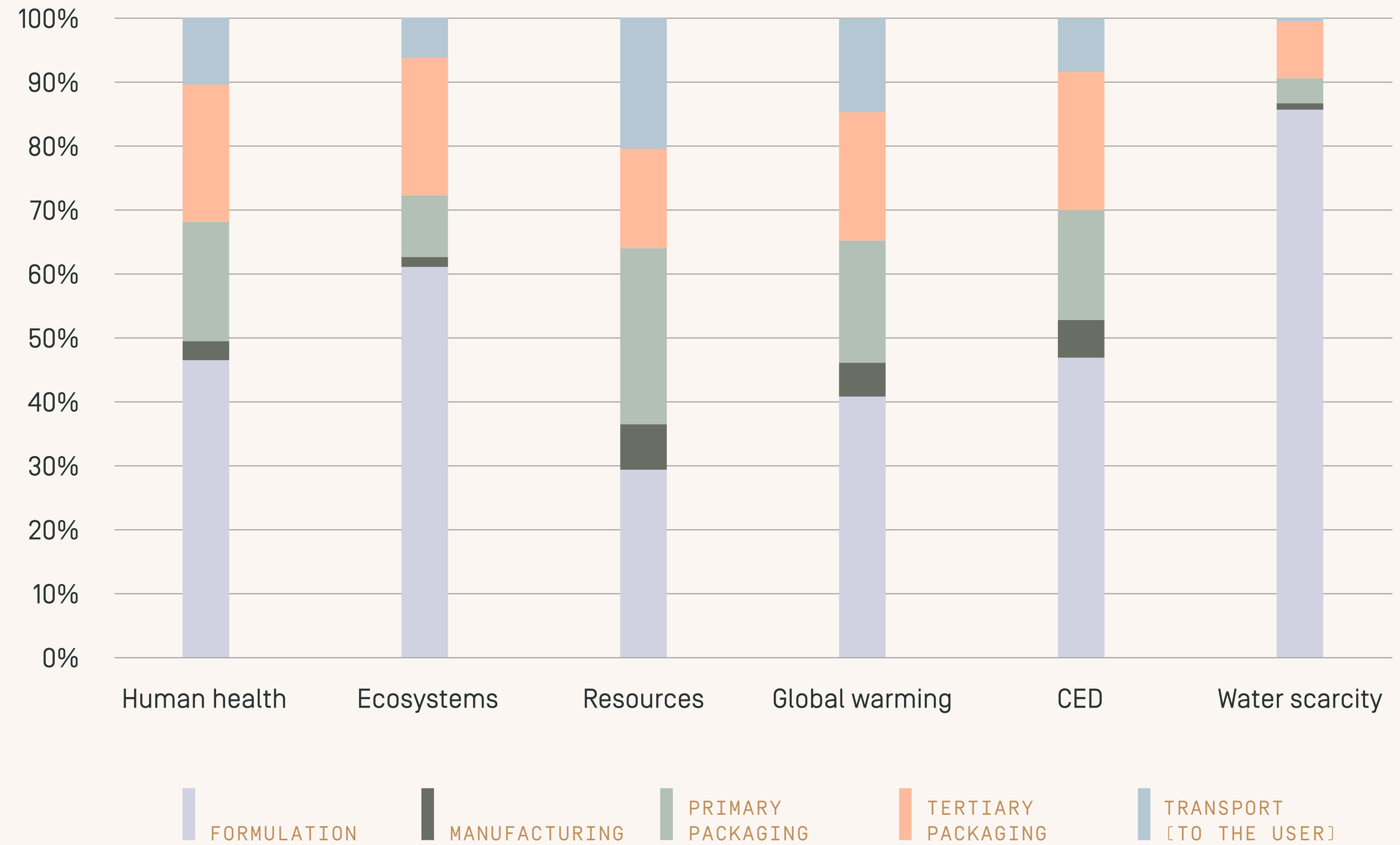
The highest contribution to impacts comes from the **FORMULATION** stage.

PACKAGING contributes to 13-43% of impacts.

DISTRIBUTION to user accounts for 1-20% of impacts.

The **MANUFACTURING** stage shows the lowest contribution to impacts [1-7%].

CONTRIBUTION ANALYSIS PER LIFE STAGE, CRADLE TO GRAVE
[METHOD ES+ 2,0.]





“Respecting the planet, its natural resources, and biodiversity is not just a pledge; it’s a *genuine priority* and integral part of our philosophy at Prose. In Research & Development, we pay meticulous attention to sourcing *natural and sustainable* ingredients with a positive social impact and minimal environmental footprint.”

THOMAS NAVARRO
RESEARCH & DEVELOPMENT

Haircare packaging

50%

PCR content of our plastic bottles
and lids

19%

fewer plastic pumps sent in orders
through our opt-out program in 2023

100%

shipping emissions offset





Skincare packaging

100%

glass bottles are infinitely recyclable

30%

of repeat skincare orders are opted out of pumps

2 OUT OF 3

products use aluminum caps instead of plastic in production

02 Inclusivity



Custom care for hair & skin

We embrace every unique hair and skin need. Lab innovation, targeted personalization, and clinically proven ingredients create one-of-a-kind routines and beloved results.



-  SULFATE FREE
-  CRUELTY FREE
-  GMO FREE
-  PARABEN FREE
-  PHTHALATE FREE
-  ALCOHOL FREE
-  DYE FREE



Made for the individual

We defy conventional beauty standards and refuse to put people in boxes. By focusing on the individual, we provide more options for consumers left out of the traditional beauty industry.



80+

factors based on traits, lifestyle,
location & environmental stressors
shape each custom product

MILLIONS

of possible formulas; only one
that's uniquely yours

PROSE CUSTOMER TESTIMONIALS

“Prose does absolute wonders for my *natural, thick curls* and has given them new life.”

“I never felt like other brands *truly cared* for my specific hair... or gave me the correct kind of care.”

“Prose gives me *exactly* what my hair needs.”





03 Impact

“Working for Prose... goes beyond just having a job; it’s about being part of a *collective effort* to make a positive difference in the world. It’s a source of personal fulfillment, pride, motivation, and it reaffirms my belief that businesses can be a *force for good* in the world.”

CARLOS CONCEPCION
FULFILLMENT OPERATIONS

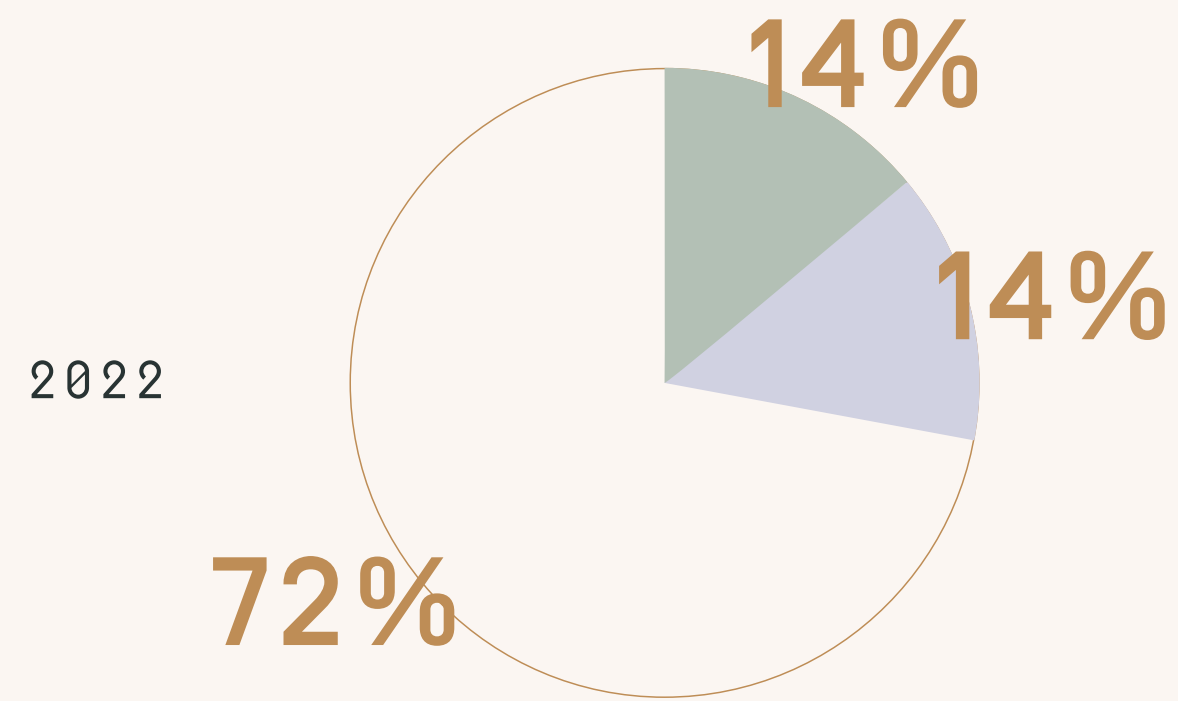




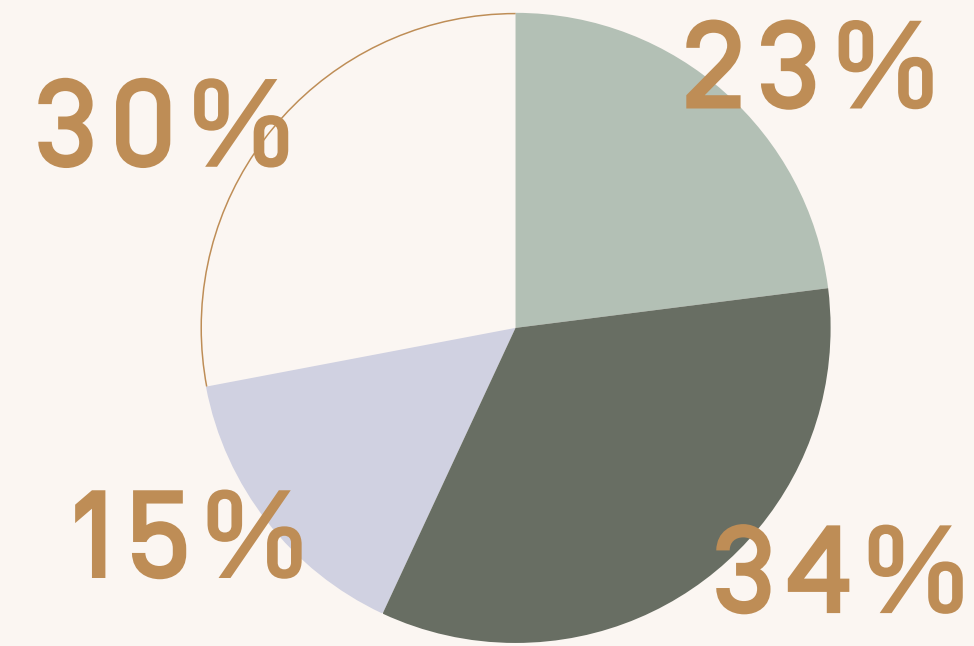
Building a workforce reflective of our Brooklyn communities

- Our designated DEI group focuses on facilitating an inclusive work environment through employee education and training
- Our Employee Resource Groups develop employee-led advocacy, support, and engagement opportunities
- **69.7%** of our US workforce identify as belonging to a racial or ethnic minority
- **60%** of global Prose employees identify as women

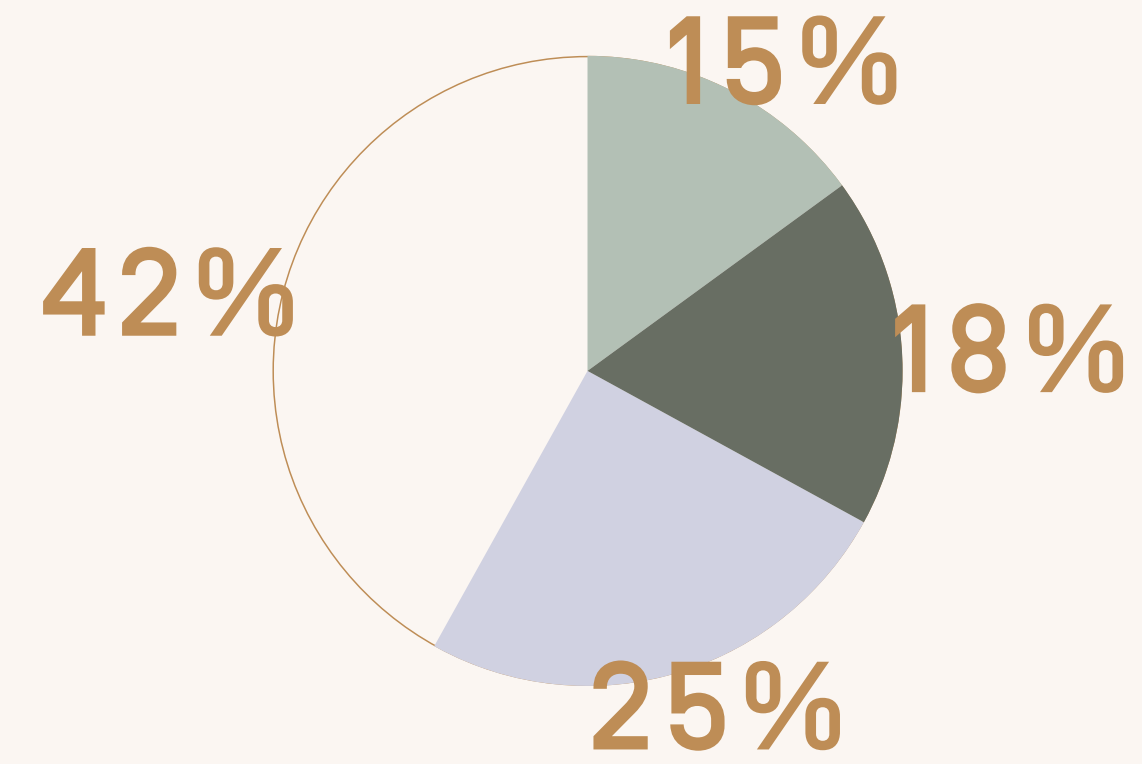
Diversity at Prose



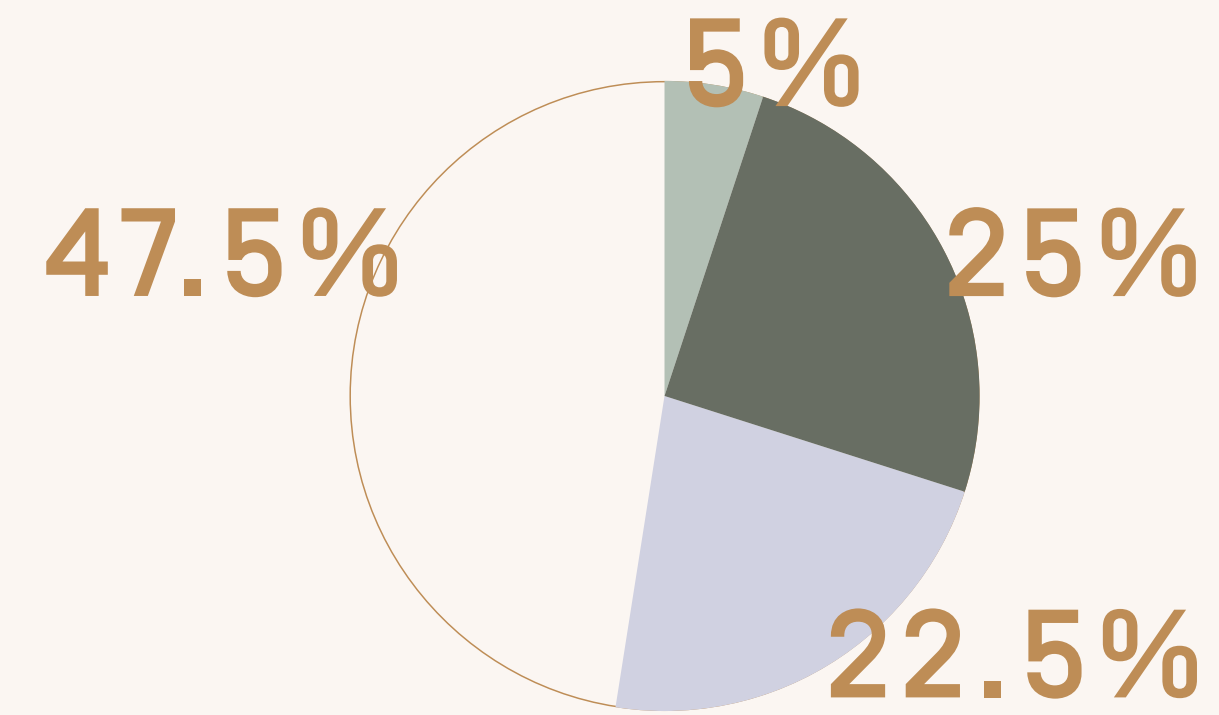
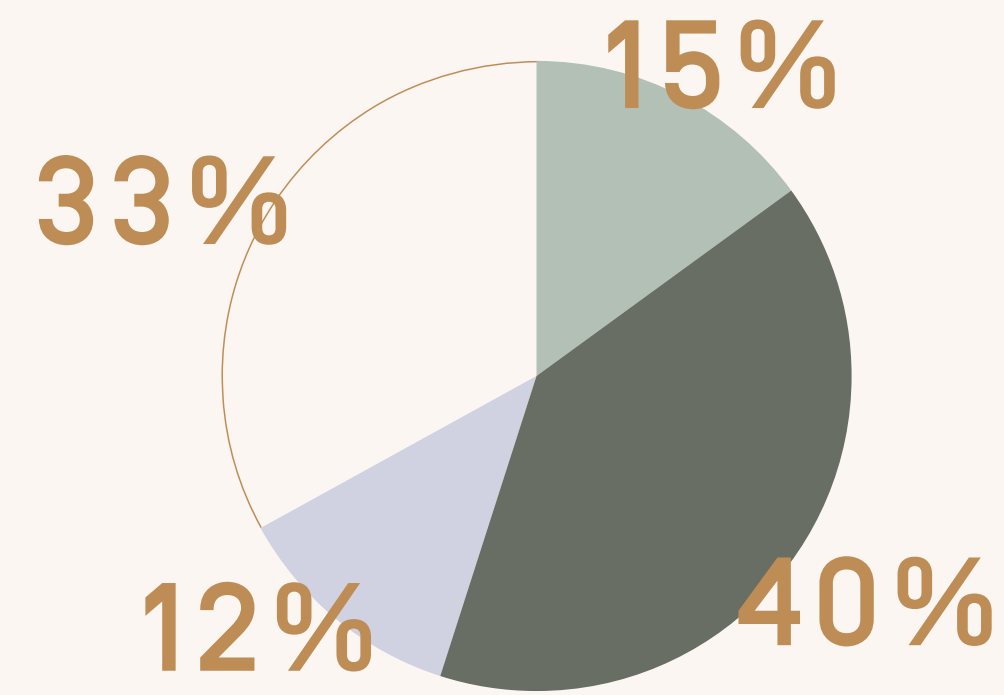
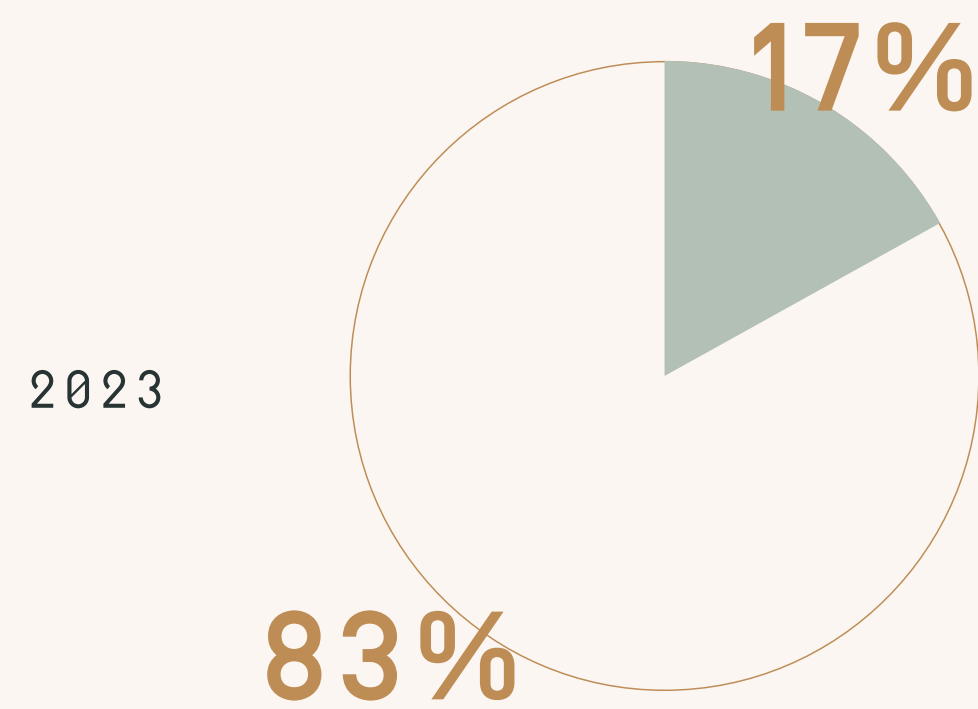
US EXECUTIVES



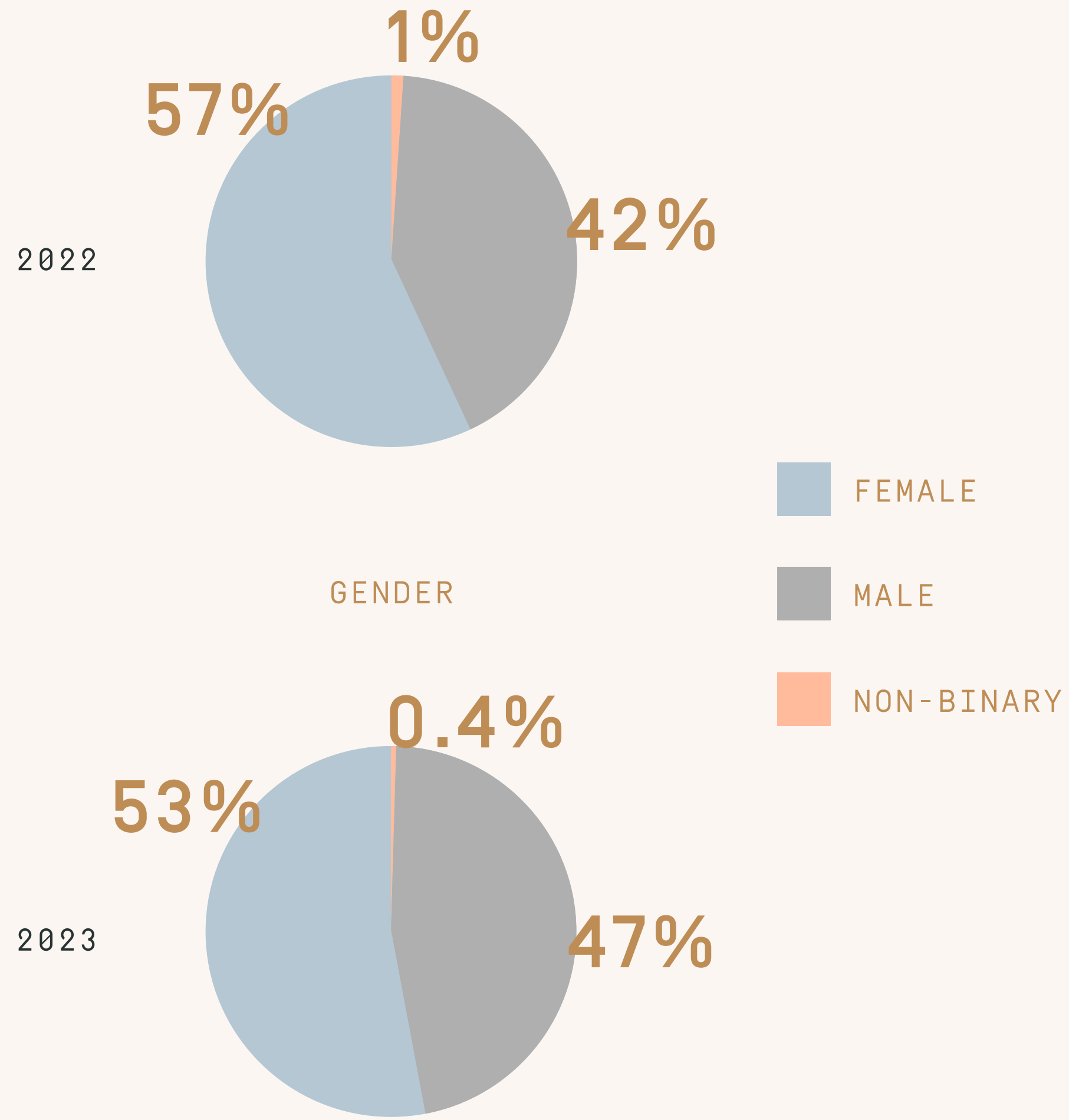
US TEAMS



US MANAGEMENT



Diversity at Prose



Executive team

MARIE MIGNON
—
CHIEF SCIENTIFIC
OFFICER

NICOLAS MUSSAT
—
CHIEF TECHNOLOGY
OFFICER

MEGAN STREETER
—
CHIEF MARKETING
OFFICER

PAUL MICHAUX
—
CO-FOUNDER,
VP OF PRODUCT
MANAGEMENT
AND CUSTOMER
EXPERIENCE

ANTHONY PERDIGAO
—
CHIEF OPERATING
OFFICER

HELEN NWOSU
—
VP OF SOCIAL
IMPACT

ARNAUD PLAS
—
CHIEF EXECUTIVE
OFFICER


MIKE NATHENSON
—
CHIEF FINANCIAL
OFFICER



Cultivating an equitable workplace

We see the value that unique individuals bring to our culture at Prose. We are committed to upholding a supportive workplace through policies, benefits, and engagement opportunities.

Prose



Employee benefits

HEALTH INSURANCE IN THE US

Trinet Health, Dental, Visual, 100% premium coverage for employees making less than \$60k a year

HEALTH INSURANCE IN FRANCE

Premium one Alan Blue, 100% covered by Prose for employees + children

\$20 MINIMUM WAGE IN THE US

(Federal Minimum Wage = \$16)

ADDITIONAL BENEFITS

- 401k with 2% match
- Company equity
- Flexible Spending Account
- Commuter benefits
- Employee Assistance Program
- Virtual Health Program
- \$125 monthly wellness reimbursement
- ClassPass (France)
- Snacks at HQ & Liberty View facility
- Sponsored lunches on Wednesday & Thursday at HQ & Liberty View facility
- Work From Anywhere policy





Employee training

GOOD MANUFACTURING PRACTICES [GMP]

- FDA-required training, testing, and certification to understand good manufacturing practices throughout production areas
- Provided by Quality Assurance Team
- 90% passing rate

COMPANY-WIDE

- On the Job Training
- Dedicated Team Trainers
- Sexual Harassment Prevention Training
- Unconscious Bias Training for all Ops People Leaders
- People Management Workshops
- Prose Academy



A sustainable solution for employee products

One of our employee benefits is free Prose products for all employees whenever needed. Instead of shipping to employees' individual homes, we now offer at-work pickup, avoiding the emissions associated with shipping, in line with our Reduction Action Plan for reduced carbon impact.





Uniting HQ and Liberty View

Opportunities to create meaningful connections between Prose's two Brooklyn offices — HQ and Liberty View — build stronger relationships, empathy, and appreciation between employees. In March, one of our busiest times of the year, team members from Public Relations and Communications gathered at Liberty View to work alongside employees in formulating, testing, and product packing.

TEAM MEMBERS FROM LEFT TO RIGHT:

SK HAUGHTON
MATERIAL HANDLER
TEAM LEAD

PAUL MICHAUX
CO-FOUNDER, VP OF PRODUCT MANAGEMENT
AND CUSTOMER EXPERIENCE

Employee Resource Groups

Our Employee Resource Groups are 100% team employee-founded and led, creating opportunities for advocacy, supportive networks, and community events throughout the year.

B E S T



BLACK EXCELLENCE
STANDING TOGETHER

PROSE



PROUD



EMPLOYEE RESOURCE GROUP BEST @ Prose

BEST @ Prose strives to create an uplifting, inclusive environment and sense of belonging for Prose employees of color. It is both an open forum to share camaraderie and common interests and a network of professional advocacy, influencing workplace policies to foster equity and promote diversity.

BEST hosted a public marketplace on June 17th to celebrate the talent and excellence of BIPOC-owned businesses in Brooklyn. The event was hosted at BRIC Arts Media with food served by African Chophouse.



“Prose is the first company I’ve felt is committed to *listening* to their employees and being open about having DEI conversations. Founding BEST has had a *profound impact* on me personally. I am so proud of the work we do and forever grateful to Prose that I have a *safe space* here to be myself.”

NATASHA SATISFIELD
SENIOR RECRUITER
& FOUNDER OF BEST @ PROSE





EMPLOYEE RESOURCE GROUP

Prose PROUD

Prose's inaugural ERG, Prose PROUD is crafted by and for all employees, welcoming LGBTQ+ and allies. Their mission is to foster an inclusive environment, raise awareness, and advocate for the LGBTQ+ community so that every Prose team member feels safe, encouraged, and free to bring their unique selves to work.

Prose PROUD hosted a rich agenda of education events, volunteering, and celebration of LGBTQ+ folks during Pride month, including hosting Drag Queen Elise Navy Dad at the Brooklyn Prose HQ and Drag Queen Minima Gesté in Paris. The events gave Prose team members an opportunity to honor Pride month and enjoy food, drinks, and community together.

“I’ve been a PROUD member for more than a year — it is *refreshing* to work for a company that values diversity and inclusion. Together we’ve been able to show *strength and solidarity* with our drag community and host super fun events, like Prose PRIDE last year.”

WALKER RUBENS
INVENTORY MANAGER
& PROUD MEMBER



Giving back



4,000

products and items donated from our warehouse



\$20,000

donated to more than 10 nonprofits and organizations



25

social impact events held

Gathering for good

We host social impact events to celebrate and advocate for our neighbors and the communities we share.





EVENT, MAY 18, 2023

AAPI dinner

Prose partnered with Heart of Dinner and Chef Samah Dada of Dada Eats to host a dinner for the AAPI residents of Knickerbocker Village, in honor of AAPI Heritage Month.

Chef Samah Dada, an innovator and entrepreneur, marries vegan ingredients with the traditional Indian dishes of her heritage.

Heart of Dinner is a non-profit fighting food insecurity and isolation within NYC's elderly Asian American community by delivering weekly hot lunches and fresh produce with handwritten and illustrated letters in their native language.



EVENT, JUNE 19, 2023

Juneteenth

In honor of Juneteenth, our Social Impact Team curated a dynamic photo exhibit in Brooklyn celebrating the beauty and diversity of Black hair and featuring portraits of our Liberty View employees.

The portraits were shot at our LV manufacturing facility by Laila Stevens, a Black queer photographer and visual artist from Queens, NY known for celebrating the fullness of Black life in their work.

By highlighting Black heritage and individuals within the Prose workforce, the exhibition created opportunities for Prose consumers to connect with the people who make their products.

The event took place at Summertime Gallery in Williamsburg, Brooklyn, a local gallery connecting neurodiverse artists with the people and world around them.





EVENT, SEPTEMBER 9, 2023

Feast from the Fields

Prose joined Common Ground Farm for an open-air celebration featuring tasting bites made by local chefs from the farm's sustainably grown produce. The event supported fundraising and awareness for Common Ground Farm's ongoing efforts to foster access and connection to fresh food and local agriculture through farming, education, and farmers' markets. Prose made a donation pledge of \$2,500.



Supporting our community with donations

Prose donates products to a growing network of partners throughout New York City, simultaneously reducing manufacturing waste and addressing inequity in our local community share.

“I choose to *believe*
in myself”

PERSONALIZED MESSAGE
TO RESIDENTS OF
THE MIDNIGHT MISSION



DONATION RECIPIENTS



Providence House

Housing and services helping women and children at risk of harm overcome challenges and gain self-sufficiency through community-centered, trauma-informed, and supportive services.

Expansion Church

A multicultural community church in Long Island City, Queens connecting and empowering immigrants, children, single-parent families, and elders through numerous programs and services.

Hamilton-Madison House

A nonprofit settlement house in New York City's Chinatown/Two Bridges neighborhood supporting its vulnerable neighbors including immigrants and refugees, children, and elders.

DONATION RECIPIENTS



SAGE, Edie Windsor Center

A national advocacy and services organization founded in 1978 that provides direct services, care management, community, and a second home for LGBTQ+ elders across New York State.

The Midnight Mission

An LA-Based non-profit offering paths to self-sufficiency for women, men, and children experiencing homelessness. Prose matched a 1:1 donation for every Shampoo and Conditioner purchase on Giving Tuesday.

Volunteering at Prose

Prose team members give back to the community with in-person volunteering engagements, creating meaningful connections and lasting impact.



ENGAGING WITH LOCAL ORGANIZATIONS



SAGE, EDIE WINDSOR CENTER



KNICKERBOCKER VILLAGE



THE CAMPAIGN AGAINST HUNGER

MAY 19, 2023

Knickerbocker Village

Served meals to elderly AAPI residents of Knickerbocker Village in New York City and hosted a raffle for donated Prose products.

JUNE 2, 2023

SAGE, Edie Windsor Center

Served meals, gifted Prose swag bags and cupcakes, and spent time with SAGE elders listening to their “experiences being part of the LGBTQ+ community through significant events like the Stonewall Riot.”

NOVEMBER 9, 2023

The Campaign Against Hunger (TCAH)

Aided winter preparations at the Urban Agro-Ecological Center in Far Rockaway, an urban farm for The Campaign Against Hunger, which addresses food deserts and offers nutritious meals to 1,500,000 individuals in need.

“It’s deeply encouraging to see a company of Prose’s scale that is *genuinely committed* to equity, sustainability, and social impact. The generosity the Prose team has shown us through donations and opportunities to share our mission with their audiences has made a *significant impact* on our organization.”

AUDREY NEFORES
COMMON GROUND URBAN FARM





04 Innovation

Building a more equitable, representative beauty industry

One of our core missions is to contribute to a more inclusive beauty industry. We support BIPOC beauty founders and professionals who have historically been marginalized by the industry — creating opportunities, celebrating diversity, and championing innovation.





EVENT, OCTOBER 15, 2023

Mentor Magic

In celebration of Hispanic Heritage Month, Prose collaborated with indie beauty and lifestyle brand Luna Magic to host Mentor Magic, an event to elevate and support rising entrepreneurs. A \$10,000 Prose Emerging Entrepreneurs Grant was presented to a rising entrepreneur in the beauty industry to take their business to the next level.

Luna Magic was founded by sisters and entrepreneurs Mabel and Shaira Frías with a mission to introduce high-performance cosmetics, bold flavor, diversity, inclusivity, and vibrancy to the beauty industry.



“We know firsthand the challenges entrepreneurs face when starting a business and wanted to give back by creating an *inclusive platform* that provides mentorship, connections, and funding opportunities.

Prose’s financial support has been *instrumental* — enabling us to continue supporting our fellow small business entrepreneurs.”

MABEL & SHAIRA FRIAS
CO-FOUNDERS OF LUNA MAGIC





Emerging Entrepreneurs Grant

Prose x Luna Magic awarded the \$10,000 Emerging Entrepreneurs Grant to Genesis Dominguez, founder of Honey Beauty, a New York City-based clean hair care brand rooted in Latin heritage.

“This grant will *mean a lot* for my business. I hope to take advantage of Luna Magic’s mentorship and coaching so that I can put myself *in the right rooms* — to elevate Honey Beauty, grow our audience, and continue to put myself out there.”

GENESIS DOMINGUEZ
FOUNDER OF HONEY BEAUTY

EVENT, SEPTEMBER 24, 2023

Prose x Hair Scholars Workshop

Prose partnered with Oscar-nominated hairstylist Camille Friend — known for her work on films like *Dreamgirls*, *Black Panther*, and *The Little Mermaid* — to host her Hair Scholars Workshop. Friend's pioneering program supports, trains, and mentors local hairstylists, makeup artists, and barbers.

The event featured a hands-on hair demonstration, a social media branding workshop, and step-by-step guidance on launching a business — empowering professionals looking to transition from the salon to the entertainment industry.





“The Prose Social Impact team has been *instrumental* in amplifying our mission to help underrepresented people of color *join and thrive in* the entertainment business. We hope to continue our collaboration with Prose for *many* years to come.”

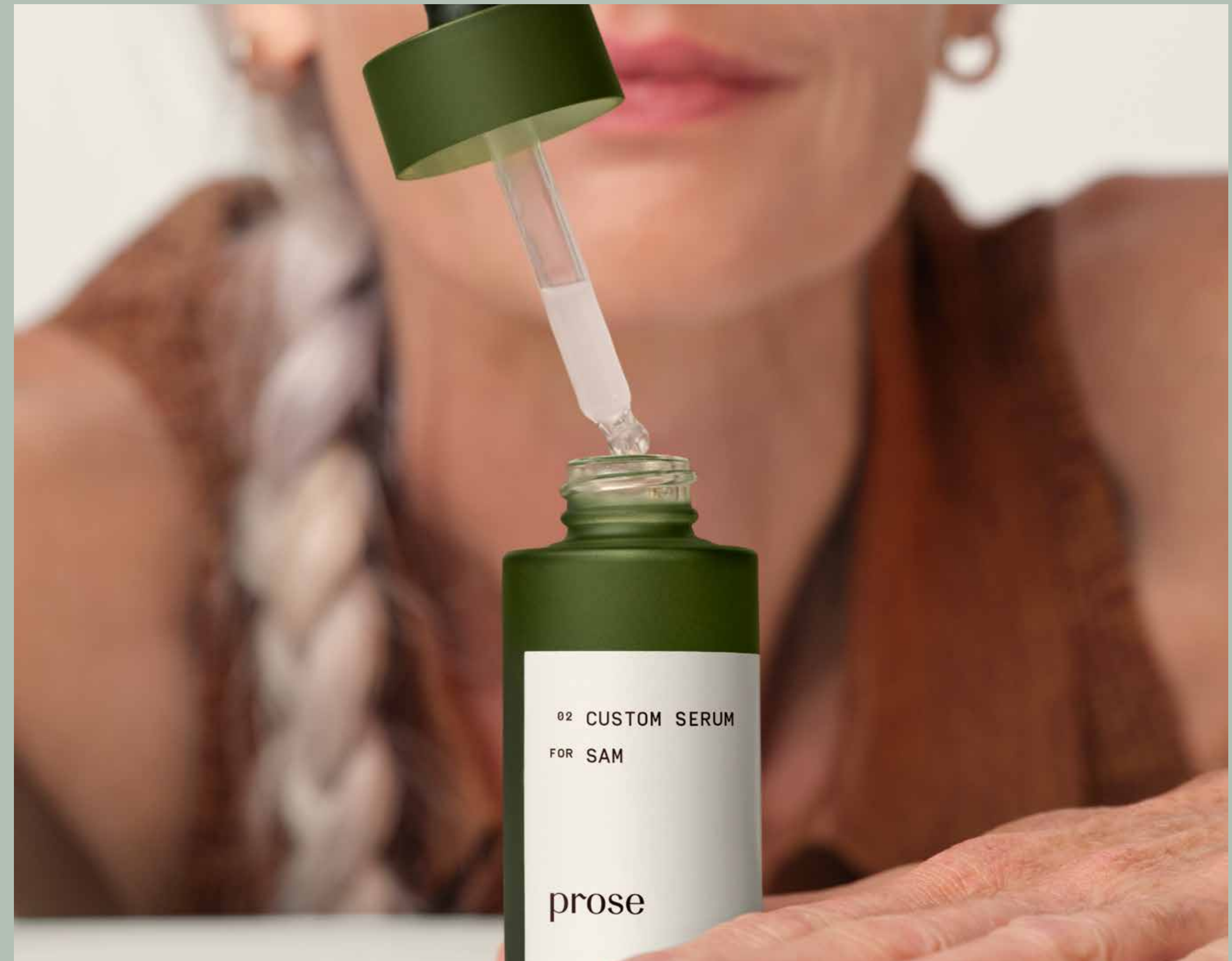
CAMILLE FRIEND
OSCAR-NOMINATED STYLIST
AND FOUNDER OF HAIR SCHOLARS

Looking ahead



Sustainability & Social Impact grow with Prose

As Prose continues to grow, so does our vision for the future. We have high standards for what a beauty brand can be — one that uplifts the individual, creates authentic human connections, and advances innovative solutions for the good of the planet.





OUR COMMITMENTS

Sustainability

01

Prioritize integrating insights from Life Cycle Assessments (LCAs) into the foundation of our eco-design process for minimal ecological impact at every stage of our products' life cycle

02

Maintain our climate-neutral status, achieved through a combination of strategic offset projects and rigorous internal reduction action plans

03

Increase post-consumer recycled (PCR) content in our primary packaging

04

Explore innovative approaches to developing new products with minimal environmental footprints

OUR COMMITMENTS

Social Impact

01

Celebrate the diversity of individuals, redefine beauty standards, and foster a sense of belonging in all we do

02

Support more marginalized communities including Black, AAPI, LGBTQ+, and women entrepreneurs

03

Contribute to a more equitable and diverse beauty landscape, where every individual feels seen, valued, and beautiful in their unique way



Thank you for being part of our mission

Together we're creating a more equitable, inclusive beauty industry — and world.

Want to learn more?

Get in touch with us at:

SOCIALIMPACT@PROSEHAIR.COM