

DIME Beauty (“DIME” or the “Company”) is a founder-led direct-to-consumer clean skincare, beauty and fragrance brand selling through its website and Ulta’s website. The Company was founded in 2018 and seeks to offer clean, efficacious products at an affordable price point.



“Trilantic North America has been incredibly supportive of DIME’s mission to bring awareness to the importance of biologically and environmentally safe ingredients and packaging. We strive to reduce single-use plastics and ensure that all our ingredients are vegan, cruelty-free, and have EWG’s safest hazard rating.”<sup>1</sup>

**Baylee Relf**  
CO-FOUNDER

## Key Initiatives

### DIME CLEAN™ PROMISE

DIME Beauty is committed to and aims to provide consumers with clean alternatives for traditional skincare and beauty products without sacrificing effectiveness. Through the DIME Clean™ Promise, customers can use DIME products worry-free knowing that ingredients are vegan, cruelty-free, and non-toxic. DIME is partnered with the Environmental Working Group (EWG) and the Leaping Bunny Program to ensure all ingredients have the safest hazard ratings and are cruelty-free. The promise also includes 100% transparency with each ingredient and its EWG Skin Deep score displayed on the website.

### SUSTAINABLE PACKAGING

DIME Beauty is dedicated to the health and wellbeing of our planet and is making an impact with its commitment to glass product packaging and 100% recyclable and biodegradable cardboard cartons and boxes for shipping. Single-use plastic packaging is an easy, cost-effective option for beauty brands, but DIME believes that taking the extra step towards sustainable packaging can make a difference. Part of DIME’s commitment includes prioritizing suppliers like Wasatch Labs – which is focused on sustainability through its rooftop solar farm and paperless manufacturing initiative.

**DIME Beauty is keeping more than 3 million units of plastic packaging out of landfills each year.**

(1) No compensation was paid in exchange for the above testimonial, but founders and executives receive ordinary course compensation and could, and have, received other benefits as a result of their ownership or role in the applicable portfolio company, which could and have created conflicts of interest that provide an incentive to recommend Trilantic North America.



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