

# Product Review Policy

## 1. Purpose of the Policy

This policy is published by Kenvue UK Limited (“Kenvue”) under the Digital Markets, Competition and Consumers Act 2024. Our purpose at Kenvue is to realise the extraordinary power of everyday care and this guides the way we conduct our business. Kenvue is committed to transparency and communicating responsibly about our products to ensure consumers have sufficient information to make informed decisions about our products.

Ratings and reviews play an important role in the decision making of a consumer and so, at Kenvue we recognize the importance of authentic and genuine reviews of our products and protecting consumers from misleading information. This policy outlines Kenvue’s approach to consumer reviews in furtherance of that aim.

This Policy sets out the rules that must be followed when leaving a review and outlines Kenvue’s position in relation to the below:

- **Fake Reviews** – reviews that purport to be based on a person’s genuine experience, but are not
- **Concealed Incentivised Reviews** – reviews that do not make clear that they have been commissioned (commissioning can include being asked to write a review in exchange for money, free products, vouchers, event invitations etc)
- **Consumer Review Information** – information that is derived from consumer reviews or is influenced by them, which can include aggregated information such as overall ratings, review counts and rankings and which must not be false, misleading or published in a misleading way

- **Catalogue Abuse** – presenting reviews of one or more products as relating to another product and/or merging such reviews to boost the ratings and reviews of a product; particularly where there are material differences between the products

This Policy also sets out what Kenvue might do if it considers a review does not comply with this Policy and how to report any suspicious reviews or review information.

## 2. Product Review Rules

### Reviews **should**:

- Include what you liked or disliked about the product and reflect your own experience of using it
- Only express opinions that you genuinely hold
- Be in English
- Be about the product the review will be listed against
- Always be marked if you have been incentivised to leave a review (for example, being given the product for free, receiving a discount in return for leaving a review or you have some kind of financial or commercial connection with Kenvue)
- Comply with our review Terms and Conditions which are found on our brand websites on the review submission page.
- Always comply with all applicable laws and regulations

### Reviews **should not**:

- Include false, deceptive, inaccurate or misleading information
- Conceal if a product review has been incentivised
- Make claims about the product being used in a way other than for which it is intended
- Make any unsubstantiated health claims
- Be used as a way of contacting us. If you have a query or complaint, please see section 8 below
- Use inappropriate language, photographs or videos, be offensive, hateful or inflammatory
- Be posted multiple times for the same product
- Include people's full names, personal information or contact information



- Suggest your review is the opinion of another person or company if you are not authorised to represent them
- Stray off topic – your review should be about a product you have used
- Link to URLs
- Include any illegal content in your review

### **3. Fake Reviews**

Kenvue does not allow the use of fake reviews and works closely with its third party supplier Bazaarvoice to ensure reviews are moderated for authenticity before publication by Kenvue. See here for the [Authenticity Policy](#) of Bazaarvoice. This moderation process ensures that genuine reviews, regardless of rating or sentiment, are published whilst prohibiting the publication of content deemed or suspected to be fraudulent by Bazaarvoice.

### **4. Concealed incentivised reviews**

Kenvue prohibits the concealment of incentives and if reviewers are given incentives we ask that this is disclosed at the outset in a clear, prominent place for transparency. This transparency extends to the people that work at Kenvue. Our internal policy on Social Media says people must disclose their relationship with the company when posting content.

### **5. Consumer Review Information**

Kenvue prohibits publishing consumer review information in a misleading way. Kenvue will ensure that it only publishes reviews that are genuine and will disclose if the reviews were incentivised. When there is an impact on the consumer review information from underlying consumer reviews, for example, certain reviews have had to be removed which impacts an aggregated star rating, Kenvue will review and revise that publication.

### **6. Catalogue Abuse**

Kenvue prohibits catalogue abuse of reviews and publishing consumer reviews in a misleading way. Reviews will not be consolidated or presented across multiple products or continue to be used if there is a material difference to the consumer's experience, for example products of different flavours.



Kenvue also automatically presents its reviews chronologically on its brand websites so consumers can review the latest reviews first. Consumers can choose to filter in a different way should they wish to.

## **7. Reporting suspicious reviews and review information**

Kenvue welcomes the reporting of product reviews or review information that someone suspects may infringe this policy or the Digital Markets, Competition and Consumers Act 2024. Internally, Kenvue has a robust reporting policy and process for reporting conduct issues including a 24/7 integrity line. Consumers and third-party organisations are able to contact our Consumer Care team via [www.kenvuecontact.com](http://www.kenvuecontact.com) so that this can be passed on to the relevant team for further investigation.

## **8. Product Complaints**

To report a complaint about one of our products, please contact the Consumer Care Team via [www.kenvuecontact.com](http://www.kenvuecontact.com)

## **9. If you don't abide by this Policy**

Kenvue reserves the right not to publish or to remove any product review that does not comply with this Policy. If Kenvue suspects you have left a product review that does not comply with this Policy, it may restrict your ability to post product reviews in the future.

## **10. Product Reviews**

We would love to hear what you think of our products. Should you wish to leave a product review, please go to the "Reviews" section of the product on the relevant brand website where you will be able to leave a product review and don't forget to follow the Product Review Rules set out above.

**Kenvue UK Limited**