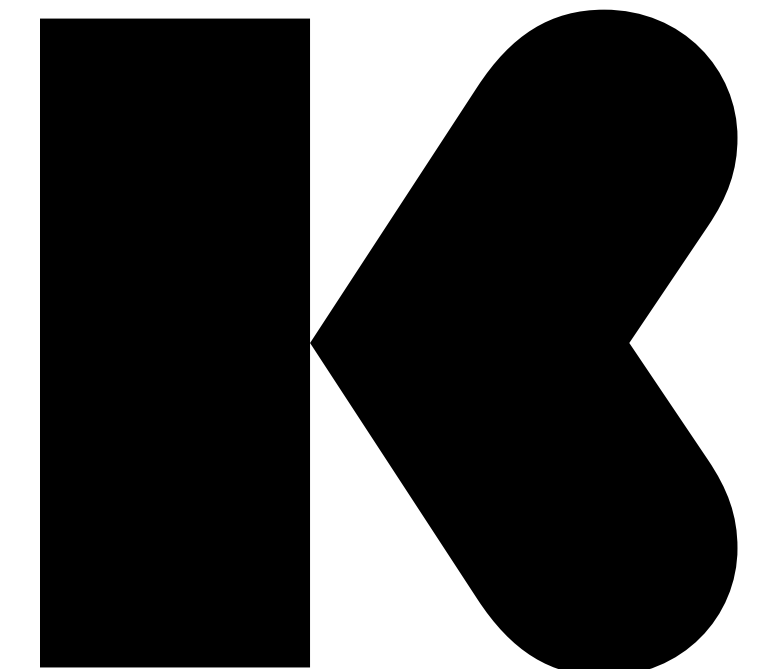
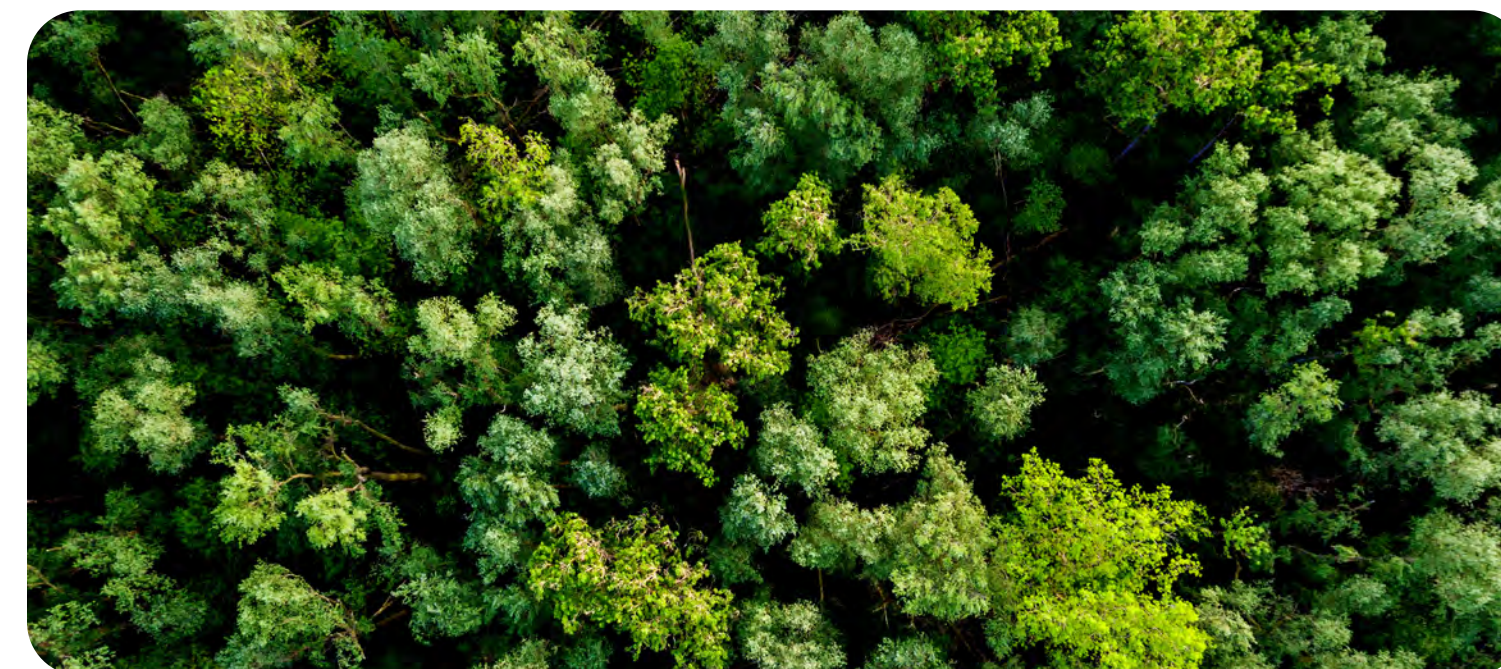
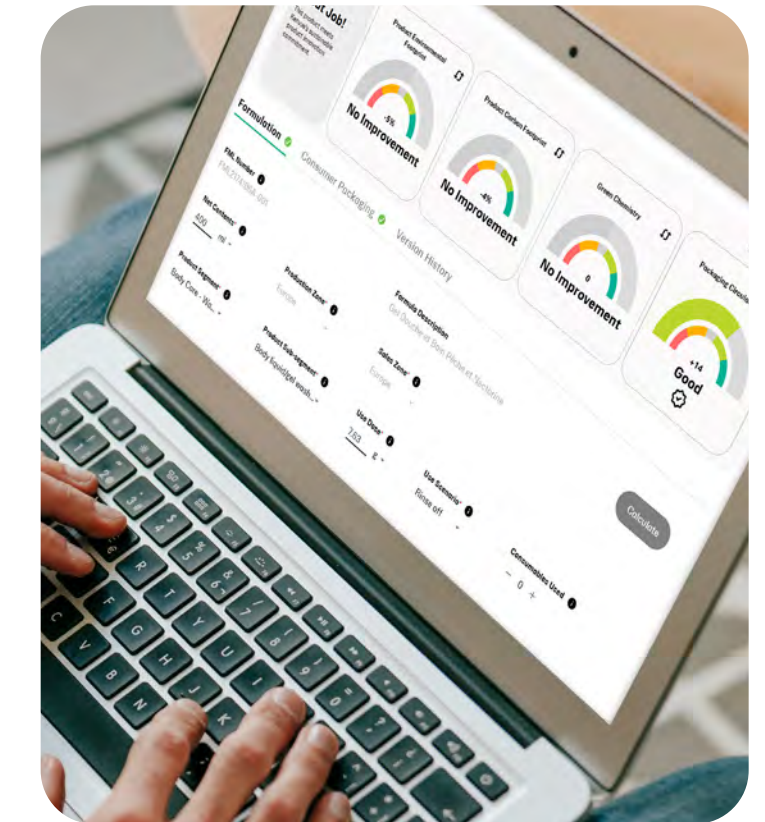




Sustainable Innovation Profiler:

An Abridged Methodology

05.01.26



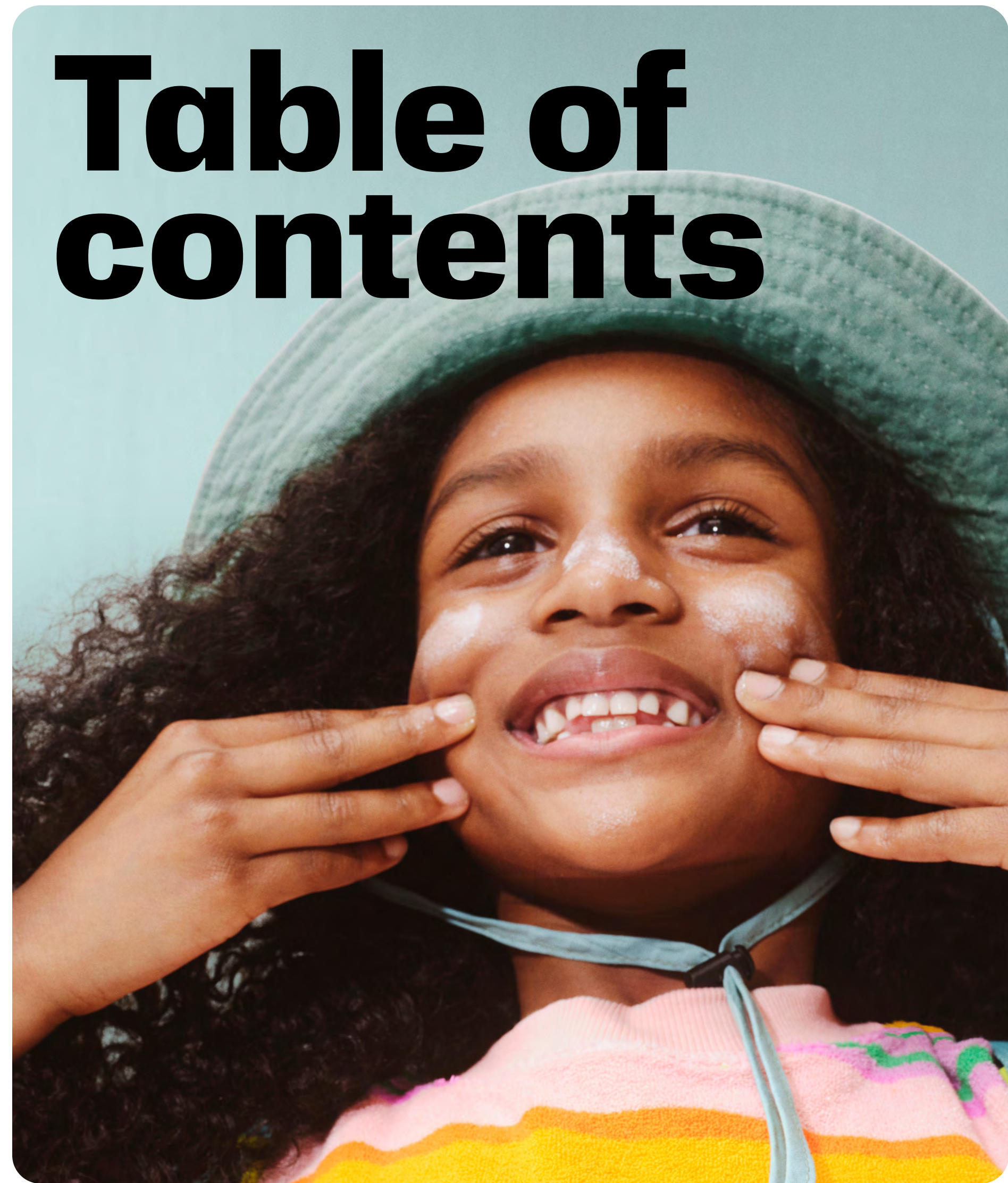


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Overview of Kenvue

As the world’s largest pure-play consumer health company, Kenvue’s purpose – to realize the extraordinary power of everyday care – is built to drive better health outcomes. Through iconic brands such as Neutrogena®, Aveeno®, Listerine®, Rogaine®, Johnson’s®, and Nicorette®, trusted for generations and with innovations designed for the future, we’re redefining what care means—responsible, resilient, and rooted in well-being for both people and the planet.

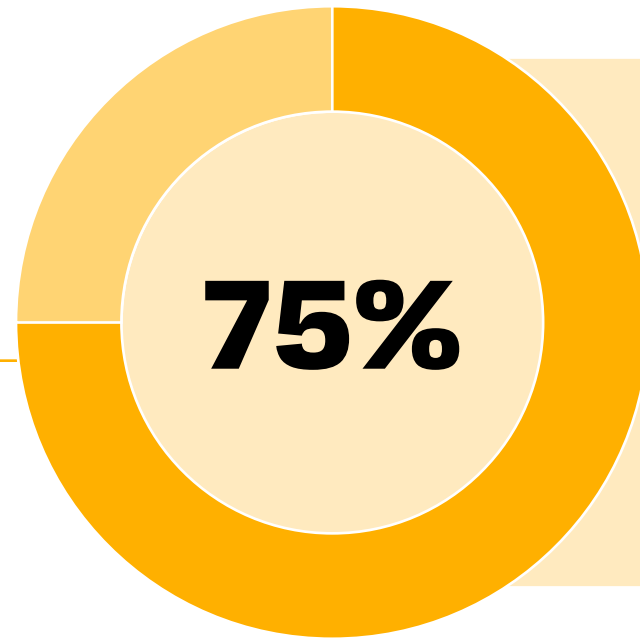
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“The Sustainable Innovation Profiler has been fully integrated into Kenvue’s product development process, which has advanced how Kenvue brings sustainable innovation to life. Our state-of-the-art approach to assessing product environmental impact is not only elevating decision-making internally — it’s building trust and strengthening our standing with key customers across the industry.”

– Jennifer Duran,
Global Head of Sustainability



Kenvue's commitment to sustainable innovation



As part of Healthy Lives Mission, our sustainability strategy, Kenvue has set a commitment that by 2030, 75% of new product development, using scientific principles, will have improved environmental performance.

Healthy Lives Mission:

Everyday care in action



Healthy Lives Mission is our call for everyday care in action and is supported by three focus areas: Healthy People, Healthy Planet, and Healthy Products. Within these, we are focused on priority topics.

 **Healthy people**

 **Healthy planet**

 **Healthy products**

- Public health
- Workforce health, safety & wellbeing
- Inclusion
- Human & labor rights

- Climate
- Nature
- Water
- Waste

- Product quality & consumer safety
- Sustainable innovation
- Packaging solutions

The Sustainable Innovation Profiler

At the heart of Kenvue's focus on more sustainable products is the Sustainable Innovation Profiler, a powerful patent-pending software designed to assess the environmental impact of our products. Built on trusted science using cutting-edge technology, the Sustainable Innovation Profiler delivers a real-time assessment of product sustainability during the design process and guides our product developers in selecting more sustainable ingredients, packaging and product formats.

The power of the Sustainable Innovation Profiler lies within its ability to translate complex environmental and human health data into actionable insights, enabling teams to minimize the carbon impact of products, advance green chemistry, and champion packaging circularity.

The Sustainable Innovation Profiler ensures innovation that is more responsible, resilient, and aligned with our Healthy Lives Mission to create a healthier future for people and the planet.





Purpose

This document is the abridged, public version of an internal methodology document referred to as ‘Sustainable Innovation Profiler Method (Version 2, 14 November 2025)’ and outlines the scientific methodology behind the Sustainable Innovation Profiler, Kenvue’s patent-pending tool that helps product teams evaluate environmental impacts. It details the core principles, assumptions, calculation methods, and definitions for the four metrics used to assess product environmental performance: Product Environmental Footprint, Product Carbon Footprint, Green Chemistry, and Packaging Circularity.

Scope of the Sustainable Innovation Profiler

The Sustainable Innovation Profiler is a comparative, screening-level decision-support tool. It does not generate ISO-compliant LCA or PCF study reports. It has been designed to assess the environmental performance across formulated products developed by Kenvue using a science-based methodology grounded in standards for life cycle assessment, green chemistry criteria, and packaging circularity. The formulated products include innovations in skin care, oral care, over-the-counter medications, nutritionals, and hair care.

Several product types fall outside the initial scope of Kenvue’s commitment to sustainable innovation and the Sustainable Innovation Profiler. These exclusions are necessary due to unique requirements associated with each product type, which necessitate tailored methods for accurately assessing their environmental impact.

The product types currently out of scope are:

- Engineered products: feminine care (tampons, liners, period panties, etc.), wound care (bandages), wipes (facial, body)
- Formulated products containing a propellant (e.g. aerosol-based sunscreens)
- Refill packaging formats

Kenvue has a 3-year development roadmap that seeks to expand the scope to incorporate these product types.



External Assurance

Kenvue engaged ERM CVS to provide limited assurance in relation to the alignment of the Sustainable Innovation Profiler method with external standards. The Assurance Report containing the conclusion of this work can be viewed [here](#).

As Kenvue's Sustainable Innovation Profiler is a comparative tool, it is important to define baseline product selection and how comparisons are made. In this section, we provide important detail on the comparative method and how we embed the tool into the product development process.

Baseline selection

Results within the Sustainable Innovation Profiler are calculated via comparison to a baseline product. The selection of the baseline must follow a set of principles that ensure we are assessing the change in environmental performance of our portfolio over time.

There are two key principles that must be followed when selecting the baseline product:

1. The baseline product is the product being directly replaced or cannibalized (taking sales from) the most by the new product.
2. The baseline product must have the same primary consumer benefit as the innovation.

All assessments within the Sustainable Innovation Profiler are reviewed through a rigorous [governance process](#) to ensure the selection of an appropriate and representative baseline product.



Functional unit & use dose

The Sustainable Innovation Profiler employs a relative approach for evaluating environmental performance. When comparing products, it is important to do so based on a common, or equivalent, function provided by the products being compared, referred to as a “functional unit”.

For products in Kenvue’s portfolio, the functional unit is defined as: “One dose of the product for a specific function (e.g., wash, moisturize). One dose (i.e. the reference flow or dose value) is defined as: “The amount of product needed to fulfill the functional unit”. For example, the functional unit for a liquid/gel shampoo is the amount of product needed to wash the hair of an average adult, or 5.5 g.



Bringing sustainable innovation to life

The Sustainable Innovation Profiler was integrated into Kenvue’s Human-Centered Innovation process in 2025 and over 600 product developers were trained. Since then, our R&D teams have leveraged the insights from the Sustainable Innovation Profiler to design more sustainable products across both formula and packaging.



Metrics



NEW SIZE
Neutrogena®
DERMATOLOGIST RECOMMENDED BRAND
HYDRO BOOST
WITH HYALURONIC ACID
HYDRATING GEL CLEANSER
gently cleanses and effectively
removes dirt, oil, and makeup
while increasing hydration

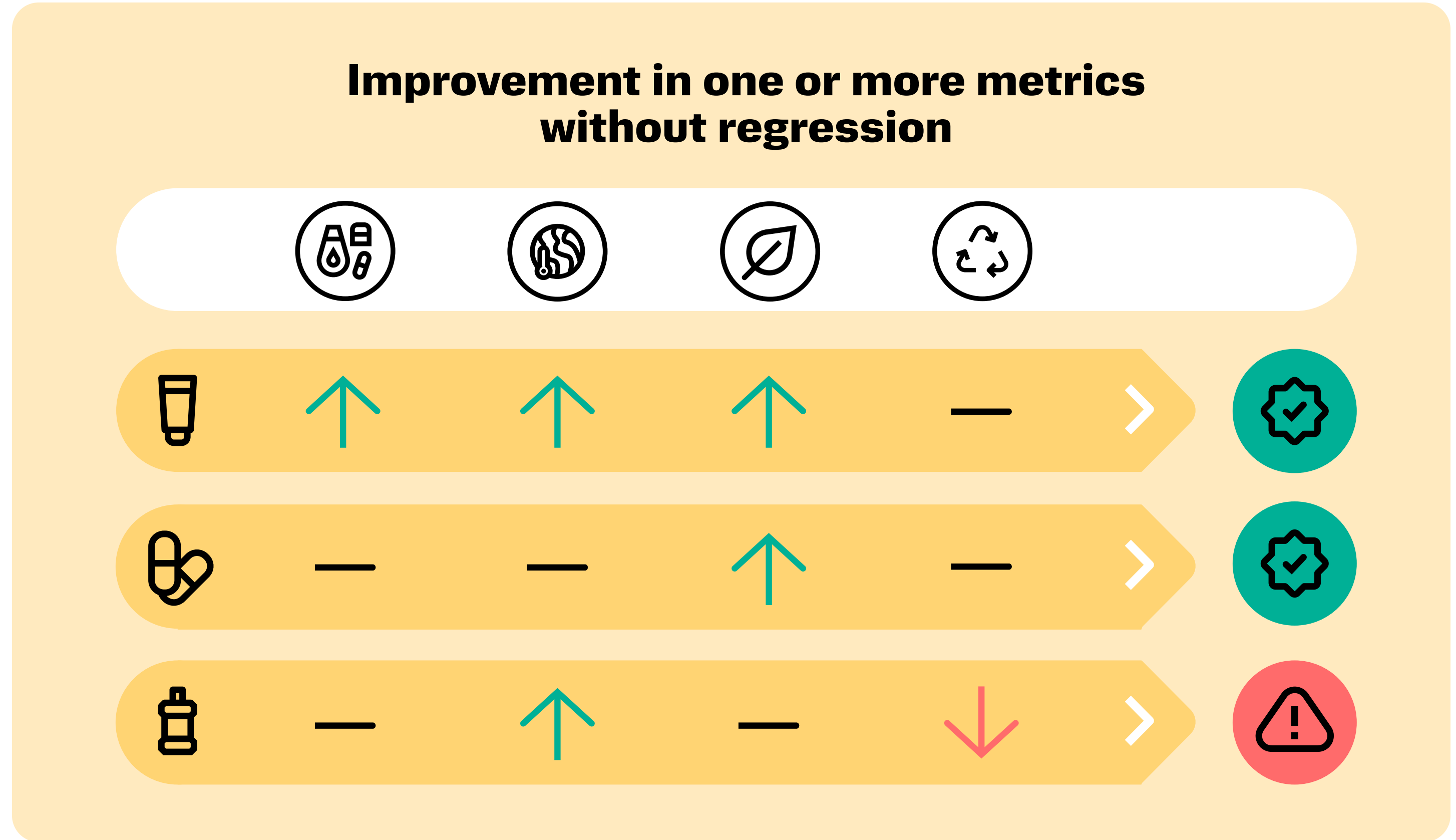
KILLS 99.9% OF GERMS
THAT CAUSE BAD BREATH,
PLAQUE & GINGIVITIS
ANTISEPTIC
LISTERINE
COOL MINT®
FOR A FRESHER &
CLEANER MOUTH THAN
BRUSHING ALONE
ADA
Accepted
American
Dental
Association

The metrics powering the Sustainable Innovation Profiler

The following section provides an overview of each metric.

- 1. **Product Environmental Footprint**
- 2. **Product Carbon Footprint**
- 3. **Green Chemistry**
- 4. **Packaging Circularity**

Life cycle assessment is often considered the gold standard for measuring product environmental impact across the whole life of the product (cradle-to-grave). Product Environmental Footprint and Product Carbon Footprint values are both derived from Life Cycle Assessment endpoint metrics.



However, life cycle assessment is only one lens through which to measure sustainability and has limitations for certain product types. At Kenvue, we believe an assessment of product environmental impact can be strengthened by combining life cycle assessments with additional methods that expand the evaluation of formula and packaging sustainability.

Within the Sustainable Innovation Profiler tool, for an innovation to have ‘improved environmental performance,’ it must improve in one or more metrics without regression in any, compared to a baseline product. For each metric, the comparative environmental performance of the product is summarized on a five-level scale from excellent to very poor.

Metrics 1 & 2:

Product Environmental Footprint



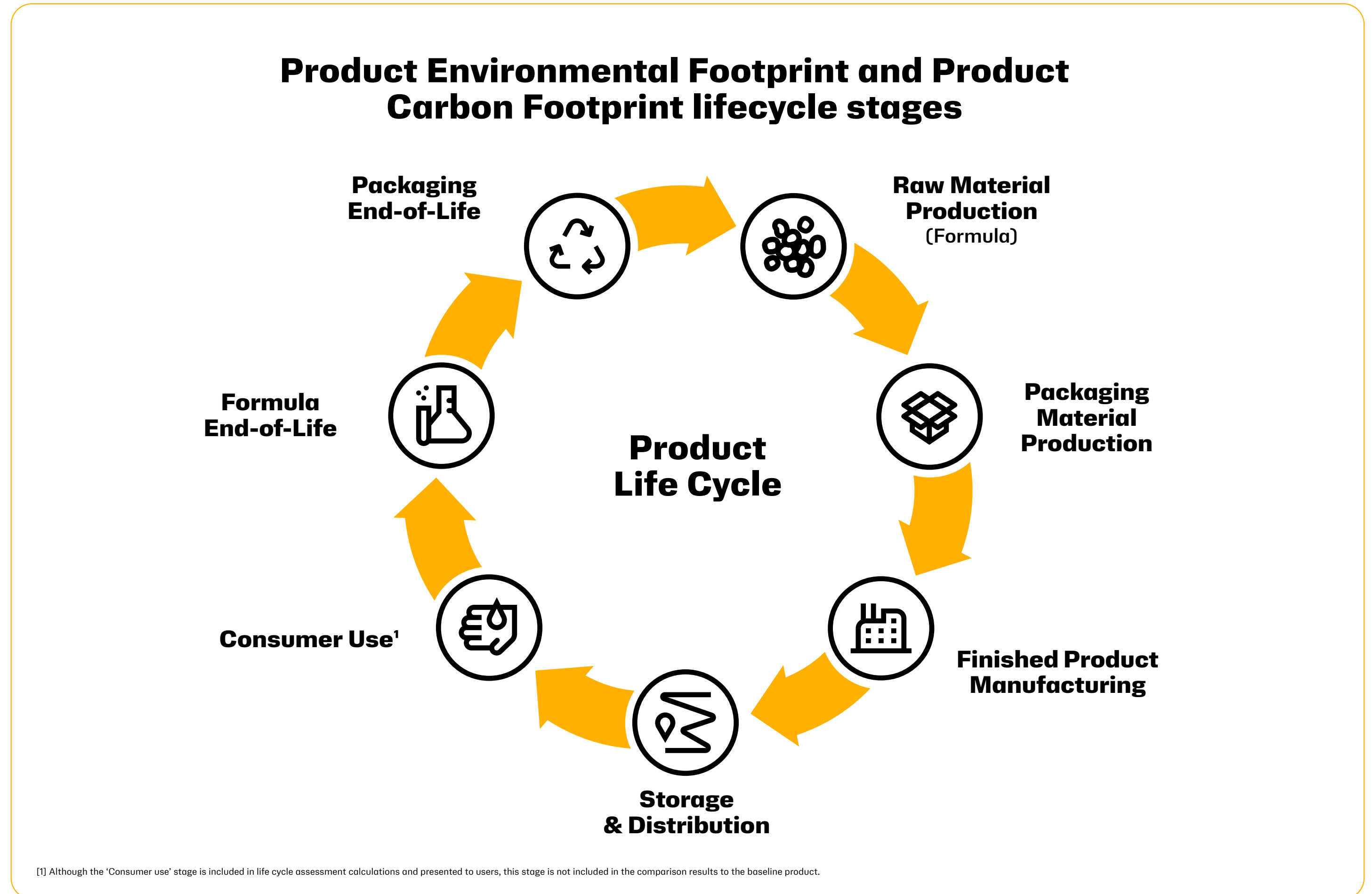
Product Carbon Footprint




The Product Environmental Footprint metric uses life cycle assessment methodology to quantify a product’s environmental impact. The metric considers 16 different environmental impacts (e.g., water use, land use, ozone depletion, and climate change) across the entire life cycle of a product, from resource extraction and production of materials to manufacturing and disposal. By taking this cradle-to-grave perspective, the Product Environmental Footprint metric provides a comprehensive, science-based view of a product’s environmental performance and helps Kenvue identify hotspots and the most impactful areas for improvement. All impacts are calculated, aggregated into a single score, and compared against a defined baseline product using the EF3.1 impact assessment methodology.

The Product Carbon Footprint metric focuses on a single environmental impact category from life cycle assessment methodology - climate change. The metric uses life cycle assessment methodology to measure the greenhouse gas emissions (measured as the IPCC AR6 GWP100 or the warming effect of a gas relative to carbon dioxide over a 100-year period) across a product’s life cycle, cradle-to-grave. The Product Carbon Footprint value for an innovation product is compared against the Product Carbon Footprint of the identified baseline product.

As part of our Healthy Lives Mission, we have committed to reducing our company carbon footprint. Designing lower carbon products is a



key lever to achieve this. Many of our customers have developed their own carbon reduction goals; therefore, designing lower carbon products will help Kenvue meet our customer needs as they look to offer more products with lower carbon footprints.

 [Click here for more details on the Product Environmental Footprint and Product Carbon Footprint metrics](#)

Metric 3:

Green Chemistry

The Green Chemistry metric helps formulators identify better ingredients and highlights those that are currently considered safe and legal in markets but are facing potential emerging scientific scrutiny that may question their long-term usage. This approach, enables Kenvue to stay well ahead of Regulatory compliance. The Green Chemistry metric is guided by the 12 principles of Green Chemistry (Anastas, Paul T, and John C Warner. Green Chemistry: Theory and Practice. Oxford, Oxford University Press, 1998).

The Green Chemistry metric considers three criteria:

1. **Global Aquatic Ingredient Assessment score** — a numeric indicator of the potential environmental impact of ingredients at the end of a product's life
2. **Watch List** — tracks emerging ingredient topics and signals the urgency for change or mitigation efforts
3. **Renewable Origin** — encourages the choice of ingredients sourced from a renewable origin

The Green Chemistry metric for a product derives its result from an absolute assessment of the ingredients in the formula, followed by a comparison with the result of the identified baseline product.



[Click here for more details on the Green Chemistry metric](#)

GAIA (Global Aquatic Ingredient Assessment)

Measures potential **ingredient impact** at a product's **end of life**



Identifies ingredients that are **gentler on the environment**

Watch List

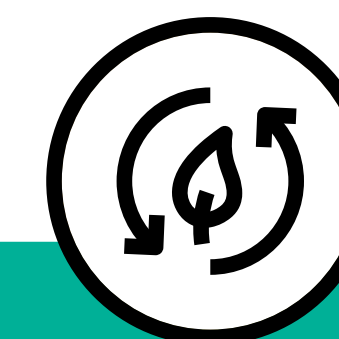
Monitors ingredients with **emerging concern**



Builds **resilient formulations**

Renewable Origin

Tracks the proportion of organic ingredients from **renewable sources**



Reduces our reliance on non-renewable fossil resources

Metric 4:

Packaging Circularity



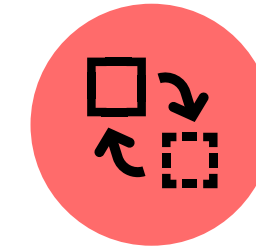
The Packaging Circularity metric promotes the design of packaging that aims to deliver the best consumer experience while optimizing efforts to reduce, reuse, and recycle materials. The Packaging Circularity metric drives progress against Kenvue’s Healthy Lives Mission commitments and is based on four criteria (shown on the right).

The Packaging Circularity metric for a product is derived partly from comparison with the Packaging Circularity metric of the identified baseline product, and partly from absolute assessment of the performance of the design.



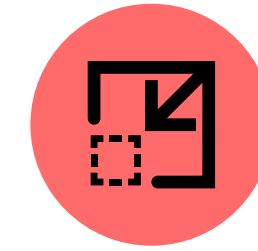
“The Sustainable Innovation Profiler provides project teams with data to assess packaging sustainability in greater detail, while providing enhanced visibility to help identify potential improvements during product development.”

- Sarah Lipinski,
Packaging Development Engineer



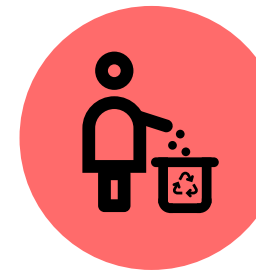
Post-Consumer Recycled (PCR) Content

Measures the proportion of **recycled material** in packaging



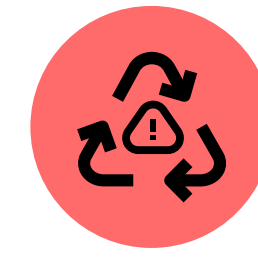
Material Efficiency

Assesses the **weight of packaging used per dose** of product



Recycle Ready

Tracks the proportion of packaging **designed for recyclability**



Recyclability Disruptors

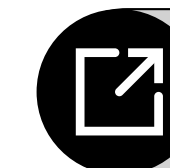
Flags packaging materials that can **prevent circularity**



Healthy planet goals & commitments

Plastics

- 50% reduction in virgin plastic by 2030 from a 2020 base year
- 95% recyclable or refillable packaging by 2030



Click here for more details on the Packaging Circularity metric



Metric Deep Dives

Deep dive:

Product Environmental Footprint



Product Carbon Footprint



This section provides a detailed overview of the methodology used to calculate the Product Environmental Footprint and Product Carbon Footprint metrics within the Sustainable Innovation Profiler. Both metrics are grounded in life cycle assessment principles and enable comparative evaluation of products based on cradle-to-grave environmental impacts and greenhouse gas emissions. The methodology and assumptions described are intended to support transparent, consistent, and science-based decision-making during product development.

Method

The Product Environmental Footprint metric uses a life cycle assessment approach to measure product environmental impact. The metric considers 16 different environmental impact categories (e.g., water use, pollution, land use) across the entire life cycle of a product – from resource extraction and production of materials to manufacturing and disposal. The 16 Product Environmental Footprint impact categories are calculated individually. The impact values are then aggregated into a single score via a normalization and weighting approach, defined in the [Product Environmental Footprint guidelines](#). The Product Carbon Footprint value for a product extracts the climate change impact category value into a single score.

An impact category is a specific environmental issue against which the potential impacts of a product or system are assessed. Each category groups related environmental mechanisms and translates inventory data — such as resource use, emissions, or waste — into quantifiable indicators that reflect potential harm to human health, ecosystems, or natural resources.

The categories and the description of their respective impacts are summarized in the following table.

Impact categories (European Commission, 2021)

Impact Category	Description
Climate change – total, fossil, biogenic, and land use	Indicator of global warming impact due to emissions of greenhouse gases to the air. Divided further into 3 subcategories based on the emission source: (1) fossil resources, (2) bio-based resources, and (3) land use change.
Ozone depletion	Indicator of emissions to air that causes the destruction of the stratospheric ozone layer.
Acidification	Indicator of the acidification of soils and water due to the release of gases such as nitrogen oxides and sulfur oxides.
Eutrophication – freshwater	Indicator of the enrichment of the freshwater ecosystem with nutritional elements, due to the emission of nitrogen- or phosphorous-containing compounds.
Eutrophication – marine	Indicator of the enrichment of the marine ecosystem with nutritional elements due to the emission of nitrogen- or phosphorous-containing compounds.
Eutrophication – terrestrial	Indicator of the enrichment of the terrestrial ecosystem with nutritional elements due to the emission of nitrogen- or phosphorous-containing compounds.

Impact Category	Description
Photochemical ozone formation	Indicators of emissions of gases that affect the creation of photochemical ozone in the lower atmosphere (smog) catalyzed by sunlight causing air pollution.
Depletion of abiotic resources – minerals and metals	Indicator of the depletion of natural non-fossil resources.
Depletion of abiotic resources – fossil fuels	Indicator of the depletion of natural fossil fuel resources.
Human toxicity – cancer	Potential impact on humans via environmental exposure, due to the substance’s carcinogenicity (having the potential to cause cancer).
Human toxicity – non-cancer	Potential impact on humans via environmental exposure, due to the substance’s toxicity potential.
Ecotoxicity (freshwater)	Potential impact on freshwater organisms via environmental exposure due to the substance’s aquatic toxicity potential.
Water use	Indicator of the relative amount of water used, based on regionalized water scarcity factors.
Land use	Measure of the changes in soil quality (biotic production, erosion resistance, groundwater regeneration, mechanical filtration).
Ionizing radiation, human health	Potential damage to human health and ecosystems linked to the emissions of radionuclides.
Particulate matter emissions	Indicator of the potential incidence of human disease due to particulate matter emissions to air.

Scope

System boundaries

The Sustainable Innovation Profiler Product Environmental Footprint and Product Carbon Footprint calculation takes a cradle-to-grave approach, identifying the environmental impact of the life cycle stages (for ingredients and packaging materials):

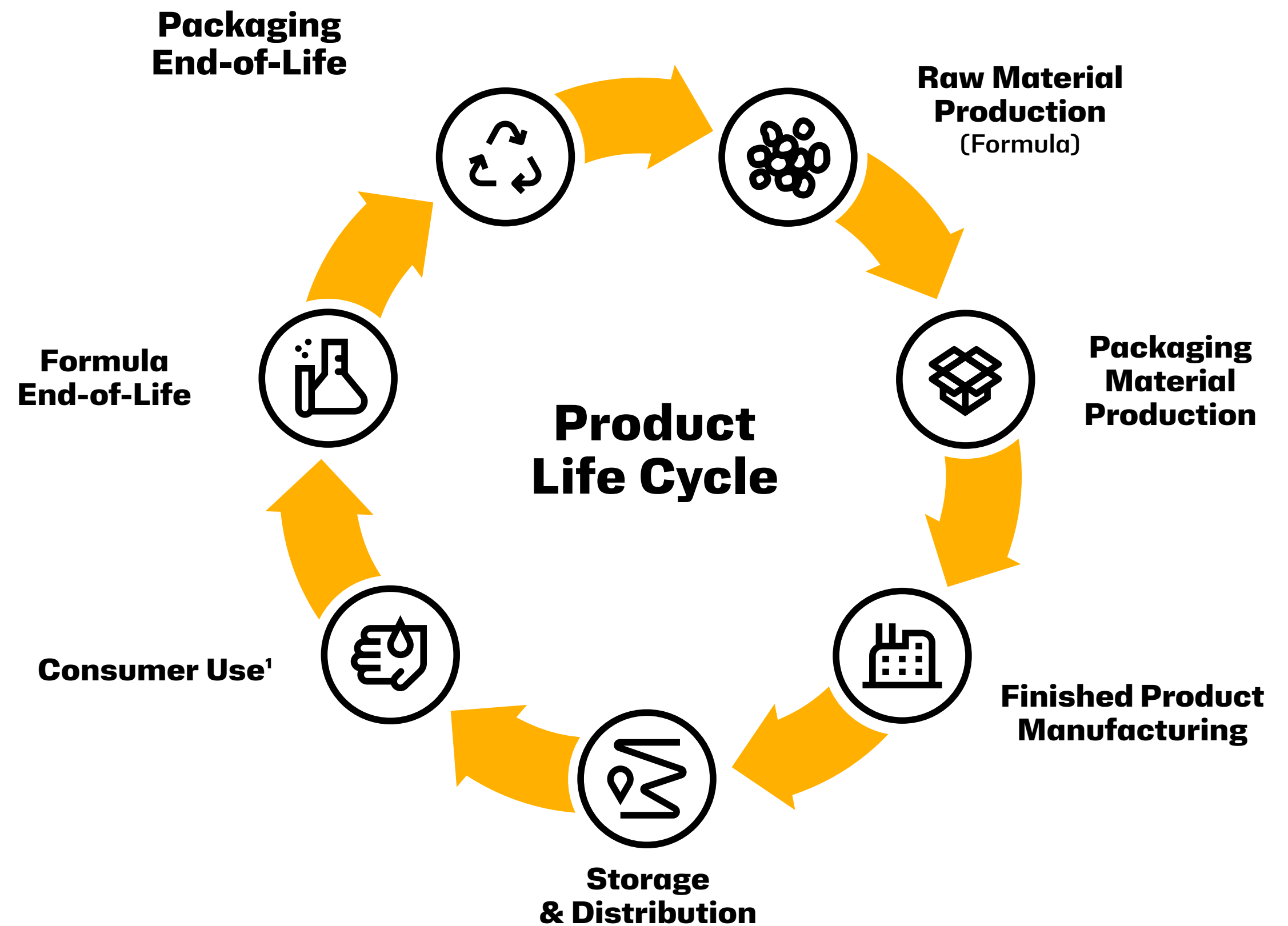
- Raw material production
- Packaging production
- Manufacturing (of the product)
- Storage and Distribution
- Consumer Use¹
- Formula end-of-life (EoL)
- Packaging end-of-life

Both direct and indirect emissions from consumer use are calculated in the Sustainable Innovation Profiler. Direct emissions are those released directly from the product during use; whereas, indirect emissions arise from energy, water, or other resources required to enable product use rather than from the product itself. However, indirect use phase emissions are excluded from the product comparison as the impact of water usage at home by consumers (heating and treating) dominates the carbon footprint results for relevant products if included, and is highly subjective and uncertain. The exclusion of indirect use phase emissions allows product developers to focus on aspects of the product's life cycle that they can influence, such as the formula and package design. As part of Kenvue's sustainable innovation strategy, product formats that do not require the use of water are continually explored and tested.

Geographic scope

Life cycle assessment background datasets used for the production and end of life of ingredients and packaging materials represent a global average production mix. However, to stay aligned with the European Product Environmental Footprint method, impact assessment methods, weighting and normalization have a European focus. Kenvue aims to make future enhancements to the method and datasets to enable further regionalization.

Product Environmental Footprint and Product Carbon Footprint lifecycle stages

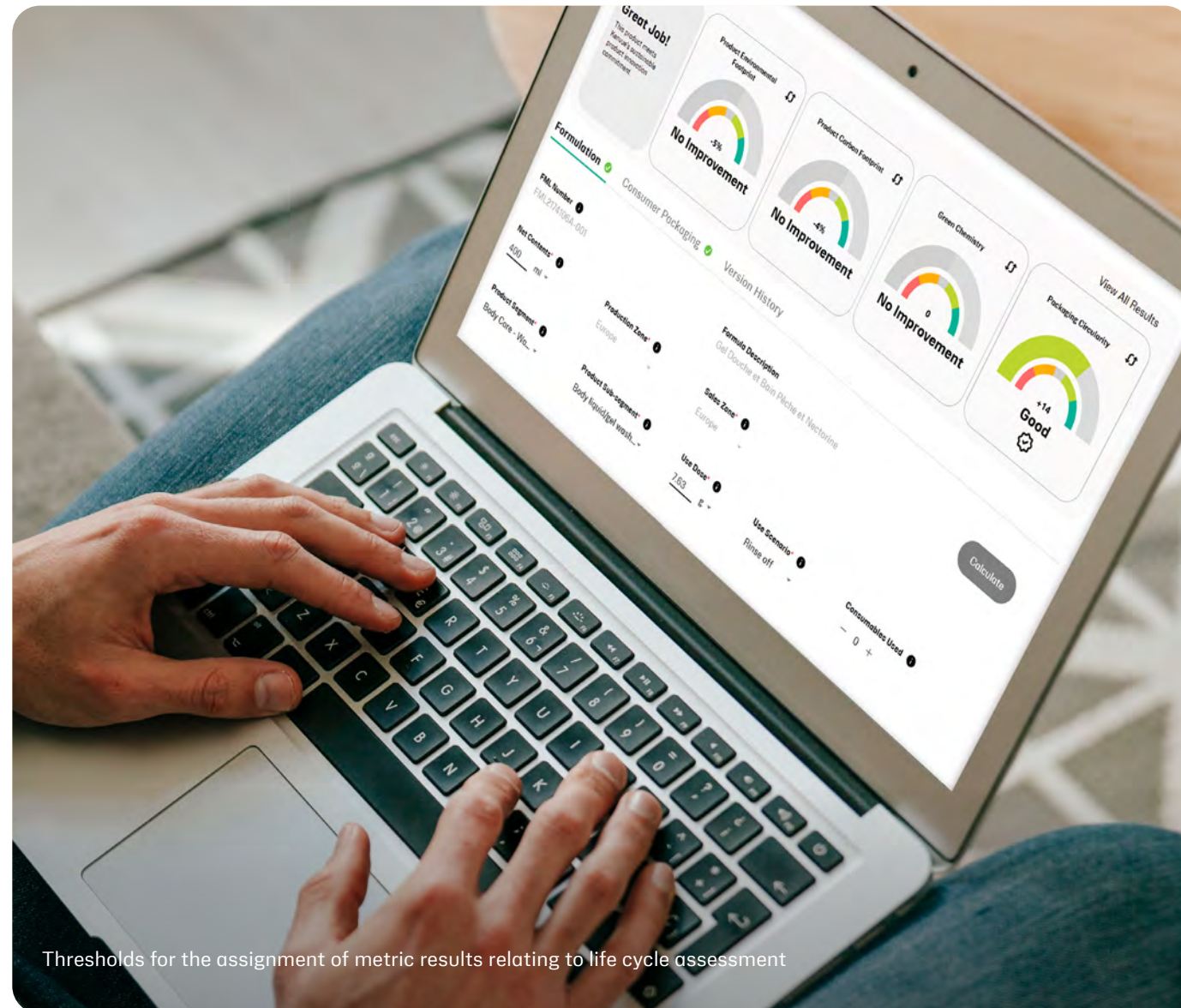


[1] Although the 'Consumer use' stage is included in life cycle assessment calculations and presented to users, this stage is not included in the comparison results to the baseline product.

Metric scoring

The Sustainable Innovation Profiler calculates the product performance for the Product Environment Footprint and Product Carbon Footprint metrics by:

1. Comparing the Product Environmental Footprint (aggregated single score), and the Product Carbon Footprint score (climate change) per functional unit, with the equivalent score per functional unit in the Baseline product
2. Calculating the percentage difference between the Product Environmental Footprint and Product Carbon Footprint scores, and
3. Assigning the performance result based on the thresholds in the following table



Thresholds for the assignment of metric results relating to life cycle assessment

Product Performance	Product Environmental Footprint and Product Carbon Footprint (% difference)
<p>Excellent</p>	More than 20%¹ decrease
<p>Good</p>	Between 10%¹ and 20%² decrease
<p>No Improvement</p>	Between 10%¹ decrease and 10%² increase
<p>Poor</p>	Between 10%¹ and 20%² increase
<p>Very poor</p>	More than 20%¹ increase

[1] Exclusive of the bounding number

[2] Inclusive of the bounding number

Alignment to standards

The Sustainable Innovation Profiler follows a tailored methodology for life cycle assessment, grounded in the principles of the ISO 14040, ISO 14044, and ISO 14067 (Product Carbon Footprint) family standards (International Organization for Standardization, 2006). The Sustainable Innovation Profiler also aims to align to the Product Environmental Footprint methodology (European Commission, 2021), as well as the shadow Product Environmental Footprint Category Rules for shampoos (Laura Golsteijn, 2018), given their relevance to the sector, and to ensure adherence to best practices. These frameworks inform key modeling principles and assumptions, helping to ensure methodological consistency and robustness, as outlined below:

- Modeling principles (allocation rules, cut-off limits, circular footprint formula): The Circular Footprint Formula from the Product Environmental Footprint is used to allocate potential impacts and benefits of materials in systems with a circularity component through multiple life cycles allocated using the circular Footprint Formula from the Product Environmental Footprint.
- Standardized assumptions (e.g., consumer transport, distribution and storage, tertiary packaging).
- Characterization methods, and normalization and weighting procedures aligned with Product Environmental Footprint recommendations.
- Finished product manufacturing (i.e. manufacturing and assembly of the finished product) uses assumptions (e.g., electricity consumption, water use, natural gas consumption) from the Product Environmental Footprint Category Rules for shampoo.
- For Storage & Distribution (i.e., distribution of the finished product from Kenvue's manufacturing site to the distribution center, the retail store, and the consumer including energy use during storage) assumptions are mainly sourced from the Product Environmental Footprint excluding 'Car trunk allocated to the finished product', but energy use assumptions are sourced from the Product Environmental Footprint Category Rules for shampoo.

- Biogenic carbon is accounted for via the carbon neutral approach (0/0) following Product Environmental Footprint, as below:
 - The biogenic carbon uptake arising from the biomass growth is not considered in the raw materials production
 - The biogenic carbon emission arising from the incineration of the bio-based fraction of materials is not considered

While the ISO 14040/44/67 family of standards and the Product Environmental Footprint were used as references during the development of the Sustainable Innovation Profiler life cycle assessment method, there are some deviations from those methods. The reasons are outlined and clarified below:

- Data quality assessment - Both ISO14040 family standards and the Product Environmental Footprint prescribe detailed data quality requirements when using Product Environmental Footprint-compliant datasets. These requirements serve as a framework for the collection, use, and reporting of data throughout a product's lifecycle and include a Data Quality Ranking. Currently, the Sustainable Innovation Profiler life cycle assessment method does not provide a data quality assessment system and therefore is not fully compliant with both ISO 14040 family standards and the Product Environmental Footprint with respect to data quality. Since the Sustainable Innovation Profiler methodology uses these ISO standards as the backbone, the Sustainable Innovation Profiler tool is being leveraged to help inform internal decision making and not external claims. In addition, while complying with Product Environmental Footprint on the procedural level requires the use of Product Environmental Footprint-compliant datasets only, the Sustainable Innovation Profiler uses datasets from varied sources such as third-party databases and industry-expertise. This inherently assumes then that validation exercises involving external mass and energy balance checks are carried out by these external sources.
- In accordance with Product Environmental Footprint, manufacturing data should be based on company-specific data;



however in the Sustainable Innovation Profiler, manufacturing is modelled using assumptions from Product Environmental Footprint Category Rules Shampoo methodology. The use of average manufacturing data has been considered more appropriate considering the wide range of product categories assessed using the Sustainable Innovation Profiler. In addition, many manufacturing processes are not directly controlled or operated by Kenvue (i.e., third party subcontracts) and as a result, access to company-specific data is not always available or verifiable. Kenvue will continue to evaluate how we can increase the proportion of product and manufacturer-specific data to replace secondary data.

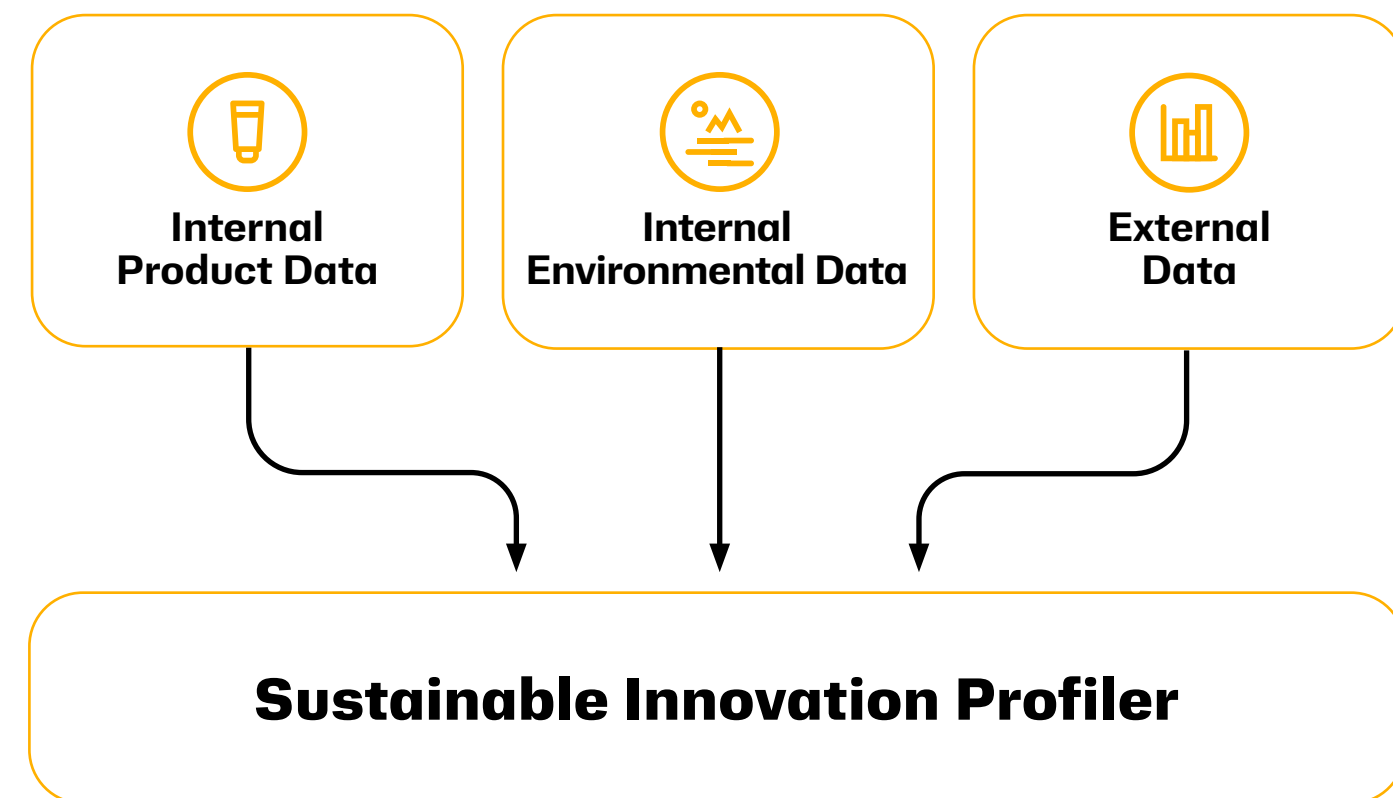
- Results of the Sustainable Innovation Profiler are intended to provide real-time insights to help make design decisions based on comparative data, conclusions, and limitations; therefore, the recommendations are not outlined in the usual format as per the ISO14067 standard. To that end, outputs do not result in a Product Carbon Footprint report, and are not subject to critical review, falling short of the requirements of ISO14067 7.2 and 7.3 in full.

Data

The Sustainable Innovation Profiler combines industry leading life cycle assessment databases with product specific user input to generate Product Environmental Footprint and Product Carbon Footprint results:

- **Formula Life Cycle Inventory** — The eQosphere master data management system provides life cycle inventory data for formula ingredients. eQosphere integrates high-quality sources such as ecoinvent to ensure robust ingredient-level emissions factors.
- **Packaging Life Cycle Inventory** — For packaging materials, the tool leverages emissions factors from the SPICE (Sustainable Packaging Initiative for CosmEtics) database, the sector's standard for cosmetics packaging life cycle impact data.
- Kenvue's ingredients and packaging material portfolio are mapped to specific datasets, category proxies or generic proxies within these databases.

Users enter required product data through automated integrations and manual inputs, including product-level attributes, formula composition, primary & secondary packaging composition.



Deep dive:

Green Chemistry



Method

The Product Environmental Footprint and Product Carbon Footprint metrics deliver life cycle assessment screening, which provides a high-level overview of the impacts of a product formulation. After consumer use, most ingredients in Kenvue products are discharged from homes via wastewater, with the potential for subsequent release to water bodies (e.g., streams, rivers) via municipal wastewater treatment plant (WWTP) effluents. The Green Chemistry metric allows a deeper dive on the aquatic hazard profile of formulations and provides a more refined evaluation of the environmental impact of end-of-life product formulation and potential risks.

The first criterion that makes up the Green Chemistry score is the Global Aquatic Ingredient Assessment (GAIA) score which is an indicator of the potential impact that an ingredient may have on the environment after it enters wastewater. The GAIA score integrates data about the expected fate of ingredients in the environment with hazard attributes including biodegradation, toxicity to aquatic life and bioaccumulation.

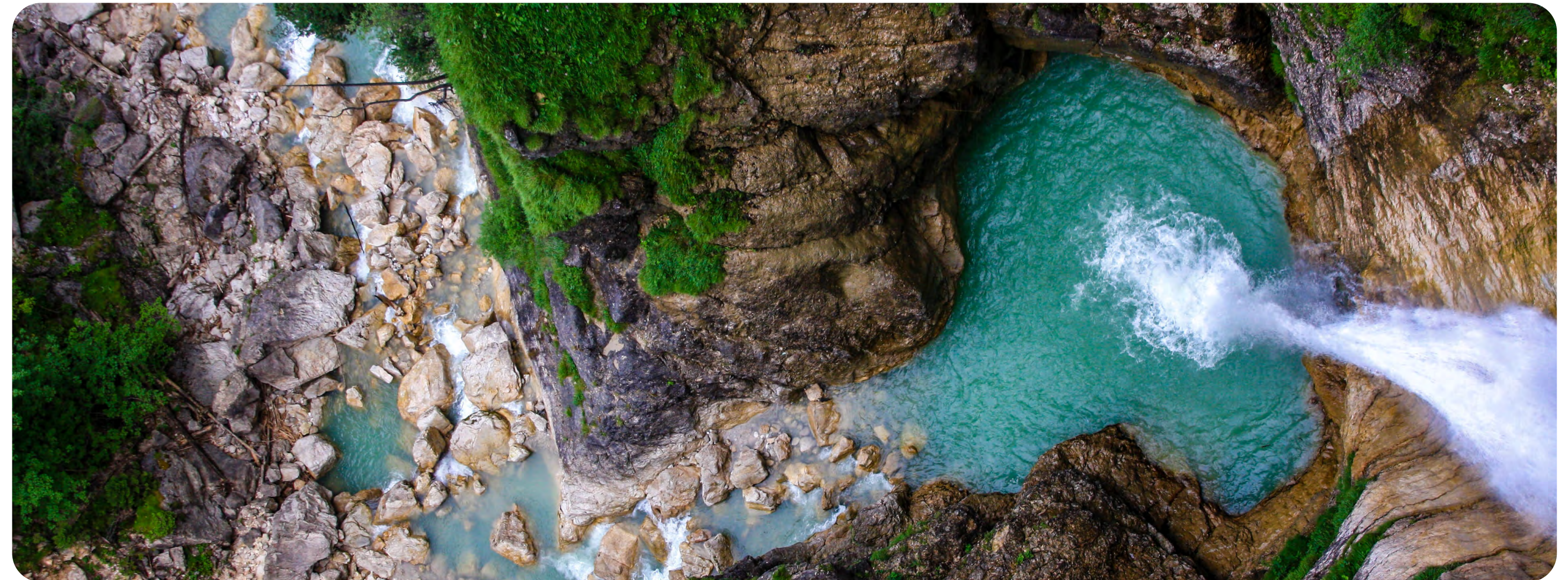
The second criterion is the Watch List. The Watch List contains ingredients that are safe and compliant with regulations in key markets, but that potentially have emerging scientific insights, usually related to environmental exposure or hazard potential, that may limit their future use.

Finally, the Renewable Origin bonus encourages teams to formulate using raw materials with higher renewable carbon content. However, given the importance of the GAIA score and presence of ingredients on the Watch List in a product, a cap is placed on the Renewable Origin bonus value to prevent the Renewable Origin content from obscuring the critical resiliency attributes (e.g., environmental hazard properties that could potentially lead to regulatory bans) of the product.

Scope

The Green Chemistry metric is an assessment of the ingredients within the product's formula only. Assessment of packaging components or ingredients is not included in this metric.

Water is excluded from GAIA score calculations because water typically makes up the majority of a formulation and is also the primary environmental compartment into which products are released after use.



Metric scoring

The GAIA score, which ranges from 0 (poorest) to 100 (best), forms the basis of the Green Chemistry metric, with deductions (penalties) applied for the inclusion of Watch List ingredients in a product and bonus points for the inclusion of renewable materials with confirmed renewable origin as follows:

Green Chemistry Score of a product =



GAIA score – Watch List score + Renewable Origin (if applicable)

Scoring for each is as follows:

1. GAIA: maximum score of 100 and minimum score of 0. Acts as the “base” of the Green Chemistry score
2. Watch List: penalty deducted from the GAIA base score; maximum penalty of 15. The formula receives a penalty if it contains any ingredients from the Watch List with a score of 3 or above
3. Renewable Origin: maximum bonus of 20; bonus added to the GAIA base score only if:
 - a. there is no regression in the GAIA score between the baseline and new product and;
 - b. there is no regression in the Watch List score between the baseline and new product

The Renewable Origin bonus is calculated for the baseline and new product, and included in both Green Chemistry scores, only when conditions 3a. and 3b., above are met (i.e., the Renewable Origin bonus is considered in either both or neither of the baseline and new

products, and if present there is no regression between baseline and new product). The Renewable Origin bonus per ingredient is only considered in the calculation when 100% of the raw material is composed of renewable origin.

The Watch List has five levels that are defined by Kenvue and ingredients are added to the Watch List database as new information from key sources are understood. The Watch List levels are determined based on the degree to which regulatory pressure, external public perception, or legislative activity is increasing, with 5 being the most urgent risk.

The final Green Chemistry score is bounded between 0 and 100, regardless of bonuses exceeding this score.

The Green Chemistry metric allows the Sustainable Innovation Profiler user to compare the end-of-life environmental impacts of a baseline product with a new product. The overall comparative scoring for the Green Chemistry metric is shown in the table below.

Green Chemistry metric scoring

Comparison between baseline and new product

Score	Green Chemistry Score Points Difference
Excellent	10 points ³ or more increase
Good	Between 5 points ³ and 10 points ⁴ increase
None	Between 5 points ⁴ decrease and 5 points ⁴ increase
Poor	Between 5 points ³ and 10 points ⁴ decrease
Very Poor	10 points ³ or more decrease

[3] Inclusive of the bounding number

[4] Exclusive of the bounding number



Alignment to standards

There are 12 principles of Green Chemistry that outline a framework for making more environmentally benign and sustainable ingredients, processes, and products. These principles inform the GAIA score calculation criteria and inspire the inclusion of the Watch List and Renewable Origin bonus.

Of these 12 principles, Kenvue's Green Chemistry score focuses on three, given their application to the design and development of consumer product formulations:

1. Designing safer chemicals
2. Use of renewable feedstocks
3. Designing for degradation

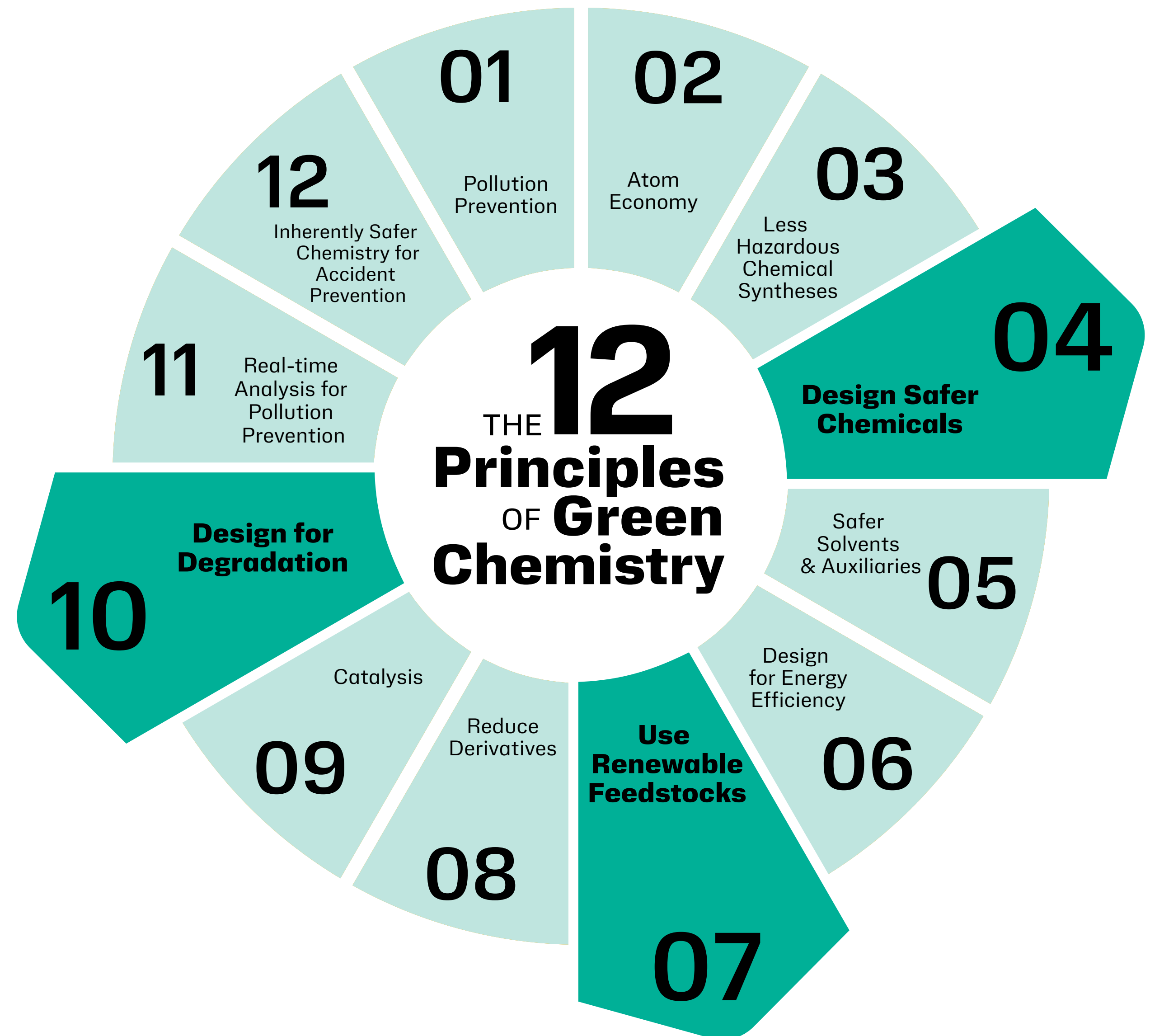
The additional 9 Principles of Green Chemistry apply to the synthesis of chemicals and do not apply to our products.

While some of these three principles are partly captured by life cycle assessment methodology, the Green Chemistry score provides a deeper, more nuanced, scientific evaluation of ingredients' and formulations' potential for end-of-life impact on the environment.

Data

The Sustainable Innovation Profiler combines two key datasets with formula composition data to generate the Green Chemistry metric:

- **GAIA** - The GAIA score dataset is internally calculated, maintained and governed by Kenvue – specific GAIA scores are calculated for ingredients, a generic proxy value is applied to low priority ingredients
- **Watch List** - The Watch List dataset is also generated and maintained internally by Kenvue. All Kenvue ingredients are reviewed to determine a Watch List score ranging from 0 to 5
- **Renewable Origin** – Kenvue generates and maintains a dataset identifying each ingredient as either organic or inorganic. Information from suppliers is used to determine whether a material is bio-based
- **Formula Composition** - Users enter formula composition data through automated integrations and manual inputs



Deep dive:

Packaging Circularity



Method

The Packaging Circularity metric promotes the design of packaging that delivers the intended consumer experience, while maximizing efforts to reduce, reuse, and recycle. Whereas the Product Environmental Footprint and Carbon Footprint metrics use life cycle assessment methodology to assess the environmental impact of a product, including packaging, across life cycle stages and many indicators, the Packaging Circularity metric is aligned with the principles of Kenvue’s Sustainable Packaging Playbook and is a deep dive on how a new packaging design is driving progress towards Kenvue’s commitment to more sustainable packaging. These commitments are expected to be met by reducing our utilization of virgin plastic and increasing the circularity of packaging, with progress measured through the Packaging Circularity score.

The first criterion that makes up the Packaging Circularity score is Post-Consumer Recycled Content. As Kenvue continues to innovate and launch new products, we intend to utilize less virgin plastic by sourcing packaging components made with Post-Consumer Recycled material. Using this material promotes circularity of plastic consumer goods by driving demand back into the industrial cycle.

The second criterion that makes up the Packaging Circularity score is Material Efficiency. This criterion drives packaging designs with optimal material usage, while ensuring the right consumer experience (e.g., minimize or eliminate non-functional headspace) is maintained.

Packaging Circularity criteria

#	Criteria	Method	Parameterization	Weighting	Normalized Points Range
1	Post-Consumer Recycled Content	Comparison of proportion of plastic by weight that is PCR between baseline and new product	Points assigned to baseline and new product based on linear scale that caps at 95% (i.e. > 95% = 100) Points difference calculated	50%	-25 to +25
2	Material Efficiency	Comparison of weight of packaging material per dose between baseline and new product	% difference between baseline and new product calculated. Points assigned based on range of % difference	30%	-15 to +15
3	Recycle Ready	Comparison of proportion of packaging by weight that is recycle ready between baseline and new product	Points assigned to baseline and new product based on linear scale. Points difference calculated	20%	-10 to +10
4	Recyclability Disruptors	Check for presence of materials from list of packaging materials that are considered disruptors of circularity – not comparative	If present in new product, packaging grade is overwritten and given score of ‘Very Poor’	n/a - Overwrite	n/a

The Packaging Circularity metric allows the Sustainable Innovation Profiler user to compare the performance of the packaging of the baseline with that of a new product.

The Recycle Ready criterion evaluates each package component in a product design and tracks the proportion of packaging designed for recyclability. An example of recycle-readiness is mono-material designs that allow for material recovery facilities to sort recycled packaging based on material into a single stream.

The final Packaging Circularity criterion is Recyclability Disruptors, which evaluates packaging for the presence of finishes or materials that may disrupt the recycling process at material recovery facilities (e.g., finishing processes such as pearlization or metallization and plastic polymers such as polyvinyl chloride or acrylonitrile butadiene styrene).



Healthy planet goals & commitments

Plastics

- 50% reduction in virgin plastic by 2030 from a 2020 base year
- 95% recyclable or refillable packaging by 2030

Scope

The Packaging Circularity metric includes only primary and secondary packaging; tertiary packaging is not considered.

Metric scoring

The Packaging Circularity metric for a new product is derived partly from comparison with the equivalent performance of a baseline product, and partly from absolute assessment of the performance of the design. For Post-Consumer Recycled Content, material efficiency, and recycle-readiness, a comparison is made between the baseline and new product. Weighting factors are then used to combine these criteria into a 'single score'. The final criterion, Recyclability Disruptors, is an absolute assessment of the new product and does not contribute to the 'single score' but is instead treated as an override. Therefore, if recyclability disruptors are present in a package design, the Packaging Circularity score is downgraded to a 'Very Poor' rating.

Alignment to standards

The Packaging Circularity metric has been built to drive progress against Kenvue's Healthy Lives Mission commitments on sustainable packaging. Healthy Lives Mission commitments are informed by Ellen MacArthur Foundation's (EMF) Global Plastics Commitment (of which Kenvue is a signatory) and the Consumer Goods Forum Golden Design Rules. These commitments and standards informed the development of Kenvue's Design for Recyclability Guidebook and Sustainable Packaging playbook which provide the design principles for packaging engineers to design packaging that is recycle-ready and prevents packaging materials that may disrupt the recycling process.

Data

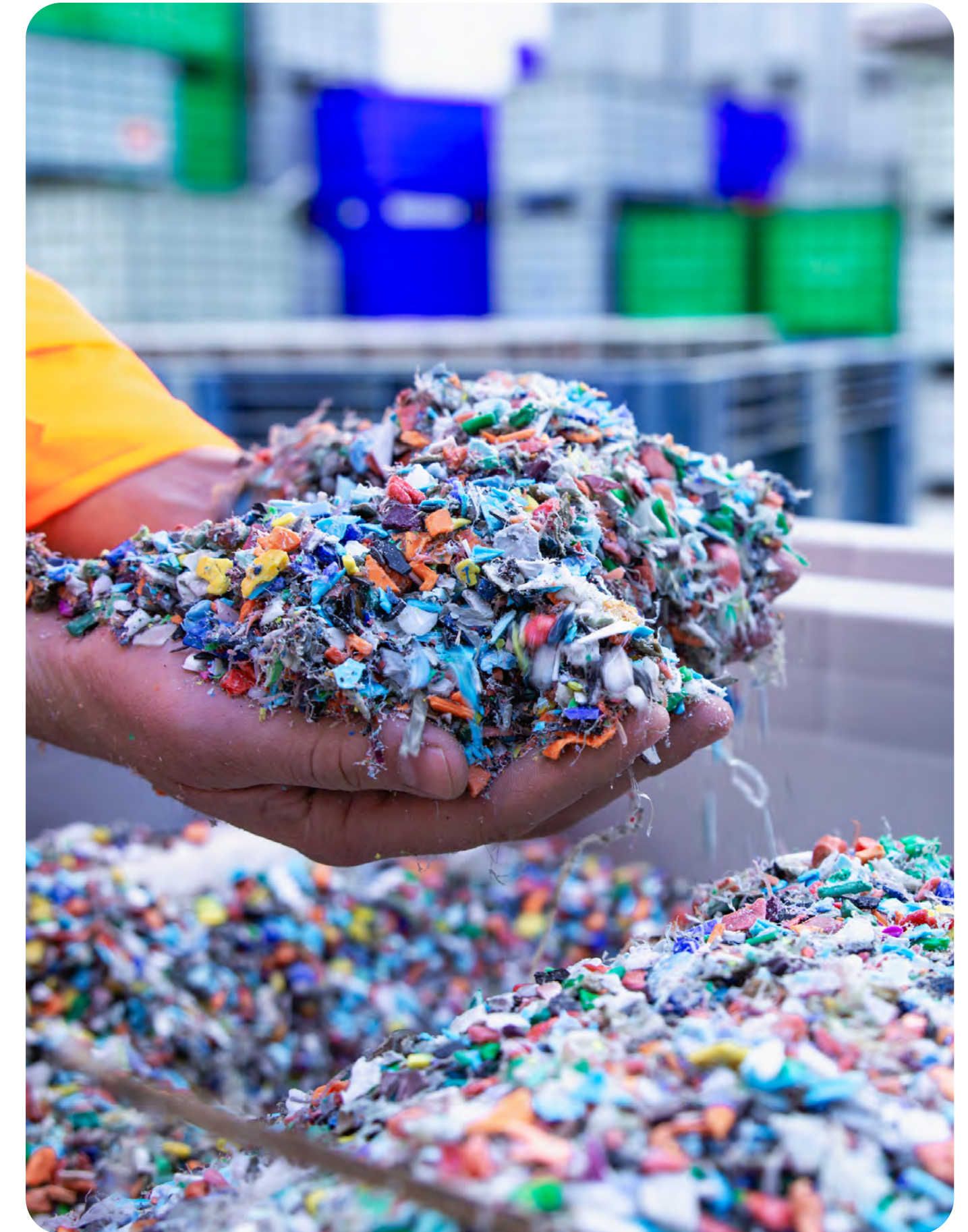
The Sustainable Innovation Profiler combines an internal dataset with packaging composition data to generate the Packaging Circularity metric:

- **Recyclability Disruptors** - Kenvue's Packaging team develop and maintain a list of recyclability disruptors
- **Packaging composition data** - users enter packaging composition data through automated integrations and manual inputs. This includes information on the proportion of component weights, PCR content, recyclability status etc.

Metric scoring for Packaging Circularity metrics

Score	Packaging Circularity (points)
Excellent	20 points ⁵ or more increase
Good	Between 10 points ⁵ and 20 points ⁶ increase
None	Between 0 points ⁵ and 10 points ⁶ increase
Poor	Between 0 points ⁶ and 20 points ⁵ decrease
Very Poor	More than 20 points ⁶ decrease

[5] Inclusive of the bounding number [6] Exclusive of the bounding number



Sustainable Innovation Profiler data governance

Effective data governance is critical to ensuring that the Sustainable Innovation Profiler delivers trustworthy, science-based insights that guide Kenvue's sustainable innovation progress and decisions. The tool relies on large, complex datasets ranging from end-of-life toxicology data to life-cycle emission datasets. The data governance developed for the tool ensures these datasets remain accurate, relevant, and aligned with evolving scientific and regulatory standards. By applying a structured process to curate and review ingredient lists, validate life-cycle assessment datasets, update ecotoxicity data, and manage Watch List and GAIA scores, Kenvue ensures that data feeding the tool are current and validated. Similarly, packaging datasets are thoughtfully maintained, linking materials to recognized external datasets. Where third-party sector tools such as SPICE are used, intermediate calculation steps may not be fully disagreeable or independently reproducible.

Regular reviews, automated data synchronization, and defined triggers for updates ensure continuous improvement of the database. This disciplined approach builds confidence that assessments generated by the tool are credible, comparable, and transparent, enabling product developers and external stakeholders to trust that improvements measured through the Sustainable Innovation Profiler reflect meaningful progress for sustainable product innovation.





Independent Limited Assurance Report

ERM Certification & Verification Services Incorporated ("ERM CVS") was engaged by Kenvue Inc ("Kenvue") to provide limited assurance in relation to the Selected Information set out below and presented in Version 2 of the Sustainable Innovation Profiler Method (the "Methodology").

ENGAGEMENT SUMMARY

Scope of our assurance engagement	<p>Whether the following Selected Information is fairly presented in the Methodology, in all material respects, in accordance with the reporting criteria.</p> <p>Our assurance engagement does not extend to information in respect of earlier periods or to any other information included in the Methodology.</p>
Selected Information	<p>Sustainable Innovation Profiler Method (Version 2, 14 November 2025), inclusive of all product performance metrics:</p> <ul style="list-style-type: none"> Product Carbon Footprint Product Environmental Footprint Packaging Circularity Green Chemistry
Reporting period	Methodology as of 14 November 2025
Reporting criteria	<p>Product Carbon Footprint, Product Environmental Footprint:</p> <ul style="list-style-type: none"> ISO 14040:2006 Environmental management — Life cycle assessment — Principles and framework ISO 14044:2006 Environmental management — Life cycle assessment — Requirements and guidelines <p>Product Carbon Footprint:</p> <ul style="list-style-type: none"> ISO 14067: 2018 Carbon footprint of products – Requirements and guidelines for quantification <p>Green Chemistry:</p> <ul style="list-style-type: none"> Theory and Practice, Paul Anastas and John Warner, (Oxford University Press, 1998): Green Chemistry <p>Packaging Circularity:</p> <ul style="list-style-type: none"> New Plastics Economy Global (EMF and UN Environment Programme, 2018) Golden Design Rules (Consumer Goods Forum, 2021)
Assurance standard and level of assurance	<p>We performed a limited assurance engagement, in accordance with the International Standard on Assurance Engagements ISAE 3000 (Revised) 'Assurance Engagements other than Audits or Reviews of Historical Financial Information'</p> <p>The procedures performed in a limited assurance engagement vary in nature and timing from and are less in extent than for a reasonable assurance engagement and consequently the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed.</p>
Respective responsibilities	<p>Kenvue is responsible for preparing the Report and for the collection and presentation of the information within it, and for the designing, implementing and maintaining of internal controls relevant to the preparation and presentation of the Methodology.</p> <p>ERM CVS' responsibility is to provide a conclusion to Kenvue on the agreed assurance scope based on our engagement terms with Kenvue, the assurance activities performed and exercising our professional judgement.</p>

OUR CONCLUSION

Based on our activities, as described below, nothing has come to our attention to indicate that the Selected Information is not fairly presented in the Methodology, in all material respects, in accordance with the reporting criteria.

EMPHASIS OF MATTER

We draw attention to section "4.6 Alignment to standards" of the Methodology which describes deviations from the reporting criteria. This section should be considered by users of the Methodology. This does not affect our conclusion.

OUR ASSURANCE ACTIVITIES

Considering the level of assurance and our assessment of the risk of material misstatement of the Methodology, a multi-disciplinary team of sustainability and assurance specialists performed a range of procedures that included, but was not restricted to, the following:

- Evaluating the appropriateness of the reporting criteria for the Selected Information;
- Interviewing management representatives responsible for managing the Selected Information;
- Interviewing relevant staff to understand and evaluate the management systems and processes (including internal review and control processes) for collecting and reporting the Selected Information;
- Reviewing a Third-Party Review Report on the alignment of the Sustainable Packaging Initiative for Cosmetics ("SPICE") tool, which the Methodology relies on, with the reporting criteria;
- Obtaining an understanding and reviewing supporting evidence related to the procedures performed by an external consultant responsible for confirming the alignment of the Sustainable Innovation Profiler platform with the Methodology;
- Independently recalculating a sample of component performance metrics and confirming alignment with outputs produced by the Sustainable Innovation Profiler platform;
- Reviewing the alignment of the Methodology, supporting methodologies and a sample Methodology output report with the requirements of the reporting criteria;
- Reviewing a sample of qualitative and quantitative evidence supporting the Selected Information; and
- Reviewing the presentation of information relevant to the assurance scope in the Methodology and in Kenvue's Sustainable Innovation Profiler: An Abridged Methodology disclosure (15 April 2026) to ensure consistency with our findings.

THE LIMITATIONS OF OUR ENGAGEMENT

The reliability of the Selected Information is subject to inherent uncertainties, given the available methods for determining, calculating or estimating the underlying information. It is important to understand our assurance conclusions in this context.

Kenvue's Sustainable Innovation Profiler Methodology draws on methodologies and tools such as eQosphere, SPICE and GAIA, the alignment of which with the reporting criteria was not independently confirmed by ERM CVS.

ERM CVS did not independently review the Watch List database which contributes to the Sustainable Innovation Profiler Green Chemistry score. Our work in relation to this section of the Sustainable Innovation Profiler Methodology was limited to interviewing management representatives responsible for managing the Watch List and reviewing supporting examples of Watch List records.

OUR INDEPENDENCE, INTEGRITY AND QUALITY CONTROL

ERM CVS is an independent certification and verification body accredited by UKAS to ISO 17021:2015. Accordingly, we maintain a comprehensive system of quality control, including documented policies and procedures regarding compliance with ethical requirements, professional standards, and applicable legal and regulatory requirements. Our quality management system is at least as demanding as the relevant sections of ISQM-1 and ISQM-2 (2022).

ERM CVS applies a Code of Conduct and related policies to ensure that its employees maintain integrity, objectivity, professional competence and high ethical standards in their work. Our processes are designed and implemented to ensure that the work we undertake is objective, impartial and free from bias and conflict of interest. Our certified management system covers independence and ethical requirements that are at least as demanding as the relevant sections of the IESBA Code relating to assurance engagements.

ERM CVS has extensive experience in conducting assurance on environmental, social, ethical and health and safety information, systems and processes, and provides no consultancy related services to Kenvue in any respect.

OTHER MATTERS - OBSERVATIONS

We have provided Kenvue with a separate management report with our detailed (non-material) findings and recommendations. Without affecting the conclusion presented above, we have the following key observation(s):

- The Methodology is partially reliant upon the third-party SPICE tool. Outputs from SPICE cannot be disaggregated, which limits traceability and the reconstruction of Sustainable Innovation Profiler outputs for validation. ERM CVS was unable to recalculate a sample of component performance metrics which relied on SPICE information.



17 April 2026
Malvern, PA

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