

## The company

Pink Frogs is an enterprise that produces cosmetics for third parties, founded in 1979 as the consolidation of a family enterprise born in 1939. The founder, Cav. Mario Locatelli, created the enterprise "Locatelli" for the production of hair products. In the Seventies, his son Roberto replaced him in the management of the family company, expanding it and introducing the third-party production.

From 1996 Matteo Locatelli, the current CEO, changes the direction of the company, devoted from that moment exclusively to the third-party production. During the years Pink Frogs has become a landmark for the brands in the cosmetic market in every distribution channel, both on national and international level.

Pink Frogs' conduct has always been guided by high moral values and reference principles, like quality, safety, transparency and sustainability.

## Ethics for Pink Frogs Cosmetics

"Ethics" expresses the totality of the conduct norms – both public and private – followed by a person or a group of people.

The philosopher Immanuel Kant defined "ethic" the behaviour of who operates guided not by the fear of a punishment or the hope of a reward, but by his own reason, "in a way to treat humanity, in his own person as in anyone's, always as a purpose, never simply as a means to reach a purpose".

To Pink Frogs Cosmetics the ethics is a cardinal value: it is fundamental to always act with the idea to produce beneficial effects on the community in general, as the ultimate objective of the company actions.

## Mission

Pink Frogs Cosmetics' Mission is to produce innovative and quality cosmetics that respect the environment, in line with the fundamental principles of the company.

To Pink Frogs Cosmetics it is vital to offer products that differentiate on the market for their innovation and the care for details, in addition to the modernity in the processes and actives used.

At the basis of Pink Frogs Cosmetics' acting is the willingness to contribute to the improvement of society, with an innovative and sustainable approach, to allow future generations to satisfy their needs and enjoy the benefits derived from the actions of their predecessors.

## What the Code of Ethics Is

The Code of Ethics can be seen as a sort of "Constitutional Charter" of the enterprise, because it defines the moral rights and duties that every participant to the business organization should respect.

It resumes the principles of behaviour that managers, employees, stakeholders and suppliers must respect every day on the workplace and in the internal and external relationships of the company.

The Code of Ethics is also a guide to orient the future choices and behaviours of every person being part of the organization.

Furthermore, it has the function to consolidate the sense of belonging to the organization, divulging its founding values and principles and making everyone recognize themselves in the company's principles.

The Code of Ethics is then called to carry out the following actions:

- define and make explicit the general values and principles that inspire the business activities and the relationships with clients, suppliers, employees, collaborators, public institutions and every other subject involved in the enterprise's activities;
- formalize the commitment to behave on the basis of the following values and ethical principles: quality, transparency, integrity, competence, health and safety, equality and protection of the diversity, protection of the person and equity, privacy, protection of the environment and sustainability;
- point to the employees, collaborators and managers the principles of behaviour, the values and the responsibilities that are required to be precisely respected during the working period.

## Recipients of the Code of Ethics

Pink Frogs Cosmetics' Code of Ethics addresses a vast number of people, with the intention of giving maximum diffusion to the values of the company also outside the organization.

In particular, the Code of Ethics addresses all the staff, with no exemption: it must be respected by all the factory workers, the office workers and all the employees and workers, included the highest governance bodies. These are responsible for the implementation of the values of the Code of Ethics, promoting the adoption of the company values as an essential element.

The Code is binding also for all the clients, the suppliers, the consultants and the external collaborators and every person that, with different qualifications and responsibilities, constitute the organization Pink Frogs and realize its objectives.

A conduct not in line with the principle of the Code of Ethics is never justified, by any stakeholder and by whoever is involved in the activities of the company

## Principals and Values

### Quality

The activities of Pink Frogs Cosmetics are meticulously managed following guarantee, monitoring and control rules.

Pink Frogs Cosmetics obtained the certification ISO 9001:2015, which defines the requirements for a quality management system.

Pink Frogs Cosmetics assures that the production process of cosmetics is scrupulously monitored, that the personnel is formed adequately and that every necessary practice is followed to maintain high levels of cleaning and hygiene. That is why the company obtained the certification ISO 22716:2008, which verifies the respect of the Good Manufacturing Practices in the production of cosmetics.

### Trasparenza

Transparency is at the core of every relationship between Pink Frogs Cosmetics and its stakeholders. This is the reason why it is committed to giving all the information required by its interlocutors in a clear and complete way.

Through the Sustainability Report, the company aims at strengthening its commitment to transparency in the communication of all its economic, social and environmental impacts, as well as all the information regarding the respect of the rights of its employees and of the international norms in the different fields of application.

#### **Pink Frogs Cosmetics S.r.l. Società Benefit**

Registered office and production site: Viale Toscana, 46 20089 Rozzano (MI) Italy  
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Tel. +39 02 82 57 820 | info@pinkfrogs.it | www.pinkfrogs.it  
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## Integrity

In Pink Frogs Cosmetics, fairness, loyalty and equity of behaviours inside and outside the company are considered as a fundamental part of the corporate culture and necessary in the relationships with the stakeholders. It is vital to make it possible that inside and outside the organization all the people engage in the fight against corruption, which is categorically refused by Pink Frogs Cosmetics as an instrument to conduct business.

## Competence

The competence is at the basis of Pink Frogs Cosmetics' trustworthiness. To Pink Frogs Cosmetics, it is vital that the client is satisfied by the work done. The personnel are constantly trained to guarantee high standards of service according to rules of quality, safety and respect of the environment

## Health and Safety

The safety of the employees and workers is the necessary condition for a healthy working reality. Pink Frogs Cosmetics assures that all the measures to prevent every eventual risks and injuries are taken in the correct way. All the staff is trained and informed on the law in terms of safety and must respect the cogent norms regarding the prevention procedures required.

## Equality and Protection of Diversity

The company constantly commits to ensuring an equal treatment to all its employees, workers and collaborators: it protects them from every kind of discrimination, for reasons of nationality, race, religion, political and trade union affiliation, language, age, gender and sexual orientation. The selection of the personnel is motivated by criteria of merit and professionalism, refusing favouritisms and discriminations of every kind. It further engages to respect, promote and protect the diversity. It is the Recipients' duty to actively collaborate to support Pink Frogs Cosmetics in the maintenance of a climate of mutual respect.

## Protection of the Person and Equity

Pink Frogs Cosmetics supports the protection of human dignity and human rights, contrasting any detrimental and discriminatory behaviour, as well as any form of forced and child labour, according to the norms of the ILO (International Labour Organisation) Conventions. It is essential that the personnel feel to be an active part of the company. The respect of the person is represented, to Pink Frogs Cosmetics, also by adequate salaries and working hours.

## Privacy

Pink Frogs Cosmetics, according to D.lgs. 196/2003 "Codice in materia di protezione dei dati personali", protects the personal data managed during its activities, to avoid any improper or illegal use of them.

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## Protection of the Environment and Sustainability

The sustainable development is defined as “the development that can satisfy the needs of the present generation without compromising the possibility for the future generations to satisfy theirs.”

In Pink Frogs Cosmetics sustainability is based on three fundamental principles: protection of the environment, social responsibility and economic development of the company.

To live up to its mission and claim its competence regarding the environment and the sustainability, Pink Frogs Cosmetics does measures of prevention, monitor and control of the activities' impacts, to reduce and use responsibly the resources in the production processes.

Pink Frogs Cosmetics' vision is to develop and to produce cosmetics respecting these principles and to spread the sustainability culture through all its stakeholders.

Inside Pink Frogs Cosmetics it is promoted a corporate culture which maintains in constant balance the protection of the environment, the social responsibility and the economic results.

Pink Frogs Cosmetics is certified ISO 14001:2015, a standard of environmental management which fixes the requirements of a “system of environmental management” and which commits the certified organizations to the constant improvement of their environmental performances.

All the Recipients have to share and promote the respect, the sensibility and the protection of the environment, guiding principle fundamental for the conduct of Pink Frogs Cosmetics' activities.

## Norms of Behaviour

### Relationships with Employees and Collaborators

Pink Frogs Cosmetics avoids any form of discrimination toward its employees and collaborators.

It believes in the importance of team working, respecting the diversity and protecting every employee's and collaborator's rights to obtain excellent results to live up to the expectations.

It is essential to guarantee a safe and healthy working environment, according to the law and above all to the necessities of the staff.

The selection of the workforce is always based on criteria of merit and competence. Pink Frogs Cosmetics recognizes the values of ILO and commits to respecting them, reserving an equal treatment to all its employees.

### Relationships with Suppliers

The selection of the suppliers and of the external consultants is uniquely based on criteria of merit and professionalism.

Pink Frogs Cosmetics engages to maintain stable, transparent and honest relationships based on the mutual trust with the suppliers.

The management of the supply contracts is founded on the mutual correctness and is disciplined in the specific procedure provided for by the Quality Management Integrated System.

### Relationships with Clients

Pink Frogs Cosmetics has as primary aim the satisfaction of its clients, in terms of quality of the product and of excellence of the service.

It commits in maintaining relationships of trust with the clients, giving complete and accurate information on the products and guaranteeing high quality standards, with a continuous commitment to improvement.

Pink Frogs Cosmetics ensures correctness, transparency and clarity in the commercial agreements and in the relationships with the clients.

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## Relationships with Public Administration

Pink Frogs Cosmetics operates according to the cogent laws and regulations. In its internal activities, it underlines the duty for all the employees to follow the law in terms of health, safety and environment, as well as hygiene. Pink Frogs Cosmetics also relates with the public institutions with maximum transparency and clarity in the communications and in its behaviour.

## Relationships with Local Community

Pink Frogs Cosmetics operates respecting the local community and territory. It respects the landscape and the environment, engaging in the adoption of preventive measures and for the reduction of the environmental impact. Pink Frogs Cosmetics devotes itself to listening to the requests and to the issues of the local community. The company supports the local organizations and associations and promotes charity activities and events in the territory.

## Recipients of the Code of Ethics

Pink Frogs Cosmetics gives maximum visibility to the Code of Ethics, giving a copy of it to all the staff and making it available on the bulletin board and public on the website [www.pinkfrogs.it](http://www.pinkfrogs.it) to favour the consulting by any external entity. A copy of the Code of Ethics is also always attached to the supply contracts of goods and services, as an integral part of the contractual duties.

The Ethics Committee has the responsibility to ensure the respect of the Code of Ethics. The Committee reunites once a month and, as well as ensuring the respect of the Code of Ethics, it promotes Pink Frogs Cosmetics' values among the employees and the external stakeholders.

The Committee is composed by representatives of every category of employees present in the company, to guarantee their impartial and realistic representativeness.

The compliance to the provisions mentioned in the Code of Ethics is considered to be part of the contractual obligations of the employees and of the collaborators. The Recipients who come across violations of the Code of Ethics have to notice the Ethics Committee, which will take the necessary measures. Regarding the authors of illicit conducts, the appropriate provisions will be taken.

The employees can address the Ethics Committee if they have specific requests or to report misconducts or behaviours not in line with the corporate culture carried out by other employees or people involved in the company's activities. Thanks to the Ethics Committee the highest governance body can become aware of all the problems relating to economic, social and environmental issues, and elaborate appropriate solutions.

The employees who address the Ethics Committee are protected by anonymity and Pink Frogs Cosmetics commits to listening to all the issues raised and to look for adequate solutions.

The Ethics Committee, furthermore, proposes and puts into practice internal and external initiatives of the company, with the aim of involving in the corporate life both the employees and the stakeholders in general.

## Validity

The present Code is valid from 01/01/2018 and it is periodically revised and updated.

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