



Circana (UK) Ltd  
54 Portland Place  
London, W1B 1DY  
England  
Company no. 02714162  
www.circana.com

**Attachment 1**  
**Circana's Claim Consent Letter**

November 6, 2024

FAO: ELEMIS Ltd  
Unit D Poplar Way East, Cabot Park,  
Avonmouth, Bristol, BS11 0DD, UK

Re: Permission to Cite Circana (UK) Ltd Data for International

Marketing Efforts To Whom It May Concern:

This Consent Letter will confirm that Circana (UK) Ltd ("Circana") has verified the data used to support the advertising claims set out in Paragraph 1 below ("Ad Claims") for use in marketing efforts by ELEMIS Ltd ("Client") in conjunction with a local affiliate or subsidiary of Client ("Local Affiliate") or a distributor, customer, or marketing agent of Client ("Authorized Client Partner"), around the world, in English and/or in the local language of such foreign jurisdictions.

This Consent Letter is subject to the following conditions, Client's acceptance of which is confirmed by countersignature below:

1. The Ad Claims in English are:

**Elemis Pro Collagen is the #1 Facial Cleanser in the UK.\***

\*Source: Circana (UK) Ltd, Retail Tracking Service, Prestige Skincare Facial Cleanser Value and Unit Sales by Franchise, Prestige Brand Classification, 12 Months Ending September 2024

2. Client, each Local Affiliate, and Authorized Client Partner will only use a fair and accurate translation of the Ad Claims in the local language of each foreign jurisdiction.

3. The Ad Claims may not be used in a modified form without the express prior written consent of Circana.

4. Client, on behalf of itself, each Local Affiliate, and Authorized Client Partner, agrees to indemnify, defend, and hold Circana and Circana's officers, directors, employees, agents, affiliates, partners and suppliers harmless from and against all third party claims, liabilities, damages, debts, losses, settlements, costs and expenses (including reasonable attorneys' fees and expenses) arising out of any

breach by it of the conditions set forth above or any claim that the Ad Claims, as used by Client, its Local Affiliate or an Authorized Client Partner, violates the laws applicable of the foreign jurisdiction in which the Ad Claims are used.

5. Client, on behalf of itself, each Local Affiliate and each Authorized Client Partner, agrees that this Consent Letter shall be governed by the English laws without reference to conflict of laws principles, and to exclusive jurisdiction in the courts of London (UK).

This Letter is signed by an authorized representative of the respective

parties. Sincerely,



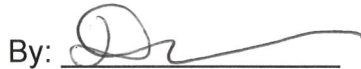
By: \_\_\_\_\_

Name: June Jensen-  
Mills

Title: VP Commercial & Head of Beauty UK

**Agreed to and Accepted by:**

ELEMIS Ltd, on behalf of  
itself and each Local  
Affiliate



By: \_\_\_\_\_  
Name: Lauren Grimmer  
Title: Marketing Director