

*ETHICS PROTOCOL IN
MARKETING
AND ADVERTISING*



ALQVIMIA

This code of good practice incorporates current legislation and ensures that all campaigns comply with both legal regulations and ALQVIMIA's core values.



1. Introduction

At ALQVIMIA, we believe that advertising and marketing must be a true reflection of our purpose: to work in balance and harmony with nature to offer cosmetic products that help enhance and transform natural beauty and provide holistic wellbeing for people.

We strive to ensure that every message inspires natural beauty, promotes mindful wellbeing and reflects our commitment to a fairer, more socially responsible and environmentally conscious company. The aim of this protocol is to ensure that our advertising and marketing activities are consistent with our mission, vision and values, whilst always respecting people, society and the planet. At the same time, they must comply with current advertising regulations in the cosmetics sector.

All communication and marketing activities must comply with:

1. Current legislation governing the cosmetics sector (both national and European).
2. ALQVIMIA's ethical principles.
3. The protection of consumer rights and sustainable development.

2. Regulations Applicable to the Cosmetics Sector

Advertising of ALQVIMIA's cosmetic products shall comply with the following key regulations:

1. Regulation (EC) No 1223/2009 on cosmetic products:

- Ensures the safety of cosmetic products prior to their placing on the market.
- It prohibits misleading or unverified claims regarding ingredients or product efficacy.

2. Regulation (EU) No 655/2013 on common criteria for claims relating to cosmetic products:

- All claims must be truthful, honest, objective and verifiable.
- Claims that exaggerate the benefits or are misleading are not permitted.

3. Code of Good Practice for Self-Regulation and the rules of the Code of Advertising Conduct.

4. General Advertising Act (Act 34/1988) and Unfair Competition Act (Act 3/1991):

- Avoid misleading advertising practices, unfair comparisons or those that may affect the consumer.

5. Consumer Protection Directive (EU 2019/2161).

6. Regulations on the labelling of cosmetic products, emphasising transparency regarding ingredients (INCI) and processes.

3. Ethical and Legal Principles in Cosmetics Advertising



3.1 Accuracy and Transparency

- All product claims must comply with Regulation (EU) No 655/2013:

- Accuracy: False or ambiguous claims are prohibited. Example: a product must not be described as 'preservative-free' if alternatives that act as preservatives have been used.

- Demonstrable evidence: Promises of benefits must be based on scientific evidence, clinical studies or proof of efficacy.

- Honesty: Images and text must not exaggerate the results achieved with the products.

- We will highlight the artisanal nature and purity of our products without engaging in greenwashing or making unsubstantiated claims.

- Labels and advertising materials must comply with INCI labelling requirements and must not be misleading.

3.2 Responsible and Ethical Communication

- Avoid any misleading messages or ambiguous terms, such as:

- '100% natural' when this does not meet the definition.

- "Chemical-free" or "toxin-free", as this may be considered misleading and unscientific.

- Comply with the guidelines on comparative advertising, without denigrating competitors or making unsubstantiated claims.

- Use language that promotes natural beauty, harmony and holistic wellbeing without resorting to stereotypes or unrealistic aesthetic pressures.

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3.3 Ethics in Sustainability Claims

- ALQVIMIA's sustainability efforts (natural ingredients, recyclable packaging, responsible processes) will always be communicated with verifiable evidence.
- Avoid greenwashing: environmental benefits must not be exaggerated, nor should vague terms such as 'eco-friendly' be used without substantiation.
- Certifications for natural and organic products must be clearly specified and issued by recognised bodies.

4. Digital Advertising and Social Media

In the digital sphere (e-commerce, email marketing, adverts, display advertising, etc.) and in social media campaigns on our own profiles or featuring brand ambassadors or influencers:



4.1 Transparency and Accuracy

- Ensure that all advertisements are clear, truthful and not misleading, in compliance with Regulation (EU) No 655/2013.
- Avoid exaggerating the benefits of the product and use language in line with ALQVIMIA's values.
- The images used must be authentic, avoiding the use of filters or editing that distort the reality of the product or the expected results.

4.2 Ethical Targeted Advertising

- Respect users' preferences and privacy when targeting adverts.
- Avoid intrusive practices such as excessive retargeting or adverts that disrupt the user experience.

4.3 Collaborations with Influencers and Brand Ambassadors

- Select only collaborators who share ALQVIMIA's values (mindful wellbeing, sustainability and natural beauty).
- Ensure that collaborations are transparent:
 - All sponsored content must be clearly labelled as #Advertisement or #SponsoredCollaboration.
 - Testimonials or recommendations must be honest and based on real experiences with the product.

4.4 Ethical Social Media

- Promote content that inspires wellbeing, balance and natural beauty, whilst avoiding:
 - The creation of aesthetic pressures or artificial beauty stereotypes.
 - Messages that encourage compulsive consumerism.
- Moderate and encourage respectful and positive interactions on the platforms.

4.5 Ethical Analysis and Measurement

- The use of analytics tools (Google Analytics, pixels, etc.) must comply with cookie and data protection regulations.
- Informing users about the use of cookies and offering clear consent options (opt-in/opt-out).

5. Events and Public Relations (PR) Activities

Events and public relations activities are a key opportunity to reinforce ALQVIMIA's values and mission and to connect authentically with our target audience. All such activities must be consistent with our identity, comply with current regulations and reflect our commitment to sustainability, natural beauty and mindful wellbeing.

5.1 General Principles for Events and PR

Events and PR activities organised by ALQVIMIA must:

1. Authentically and transparently reflect the company's values:
 - Conscious wellbeing.
 - Promotion of natural beauty and harmony.
 - Sustainable development and social responsibility.
2. Foster a positive, inspiring experience that is aligned with the values of our target audience.
3. Comply with applicable safety, accessibility and data protection regulations.

5.2 Organisation of Sustainable and Ethical Events

1. SUPPLIER SELECTION

- Prioritise local and sustainable suppliers for the organisation of the event.
- Ensure that the materials used (decorations, packaging, food, etc.) are environmentally friendly (reusable, recyclable or biodegradable).
- Avoid the unnecessary use of plastics and non-sustainable materials.

2. RESPONSIBLE EXPERIENCE

- Design events and experiences centred on wellbeing and harmony, promoting an authentic connection with nature and ALQVIMIA's values.
- Provide educational or awareness-raising materials on the benefits of natural and artisanal cosmetics.
- Avoid practices that may be perceived as excessive or inconsistent with our commitment to sustainability.

3. CONSCIOUS ACTIONS:

- Measuring and minimising the event's carbon footprint: sustainable transport, energy saving and waste reduction.
- Collaborate with local social responsibility initiatives (NGOs, environmental or charitable projects) as part of the event wherever possible.
- Communicate transparently on all sustainable actions implemented.

5.3 Transparency in PR Activities and Partnerships

1. RELATIONS WITH THE MEDIA

- Provide clear, accurate and objective information about ALQVI-MIA's products and mission in press releases, interviews and presentations.
- Avoid using misleading or exaggerated claims about the benefits of the products.
- Promote content focused on mindful wellbeing, caring for nature and natural beauty.

2. COLLABORATIONS WITH INFLUENCERS AND AMBASSADORS

- Select collaborators who share and promote ALQVIMIA's values:
 - Holistic wellbeing, natural beauty and sustainability.
- Ensure that collaborations are honest and transparent:
 - Clearly state the nature of the collaboration using tags such as #Collaboration or #Sponsored.
 - Ambassadors must convey authentic experiences with the products, based on actual use.
- Avoid promoting artificial beauty stereotypes or messages that create pressure to conform to certain beauty standards.
- Avoid sending excessive or unjustified quantities of products.

3. GIFTS AND SAMPLES TO THE MEDIA OR COLLABORATORS

- Gifts and samples must be in line with the aim of communicating ALQVIMIA's values and the genuine benefits of the products.
- Ensure that gifts are environmentally friendly (sustainable packaging, recyclable materials, etc.).
- Avoid sending excessive or unjustified quantities of products.

6. Training and awareness-raising

- The marketing team will receive ongoing training on:
 - Cosmetics advertising regulations and common criteria for claims (EU Regulation 655/2013).
 - Ethical advertising practices, avoiding misleading claims or greenwashing.
 - Promoting ALQVIMIA's values: mindful wellbeing, natural beauty and sustainability.

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