



12 November 2025

Estée Lauder Cosmetics Limited
One Fitzroy, 6 Mortimer Street
London, W1T 3JJ

Re: Verification of Circana (UK) Ltd Data for International Marketing Efforts

To Whom It May Concern:

This 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 Estée Lauder Cosmetics Limited ("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 Letter is subject to the following conditions, Client's acceptance of which is confirmed by countersignature below:

1. The Ad Claims in English are:

Almost Lipstick 06 Black Honey, the #1 Lip Color Item in the UK*

*Source: Circana (UK) Ltd, Retail Tracking Service, Lip Color by Item, Value & Unit Sales, 12 ME September 2025

Clinique Almost Lipstick, the #1 Lip Color Product in the UK*

*Source: Circana (UK) Ltd, Retail Tracking Service, Lip Color by Product, Value & Unit Sales, 12 ME September 2025

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 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).

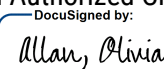
This Letter is signed by an authorized representative of the respective parties.

Sincerely,

By: 
Name: June Jensen-Mills
Title: VP&Head of Beauty UK

Agreed to and Accepted by:

Estée Lauder Cosmetics Limited,
on behalf of itself, each Local Affiliate, and
each Authorized Client Partner

DocuSigned by:
By: 
Name: Allan, Olivia
Title: Senior Legal Advisor
Date: Nov 13, 2025



31 October 2025

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

1. The Ad Claims in English are:

**Clinique Even Better Clinical Vitamin Makeup Foundation SPF 50, the #1
Foundation Launch of 2025 in the UK***

*Source: Circana (UK) Ltd, Retail Tracking Service, Foundation by Product, Launch Months
2025, Value & Unit Sales, YTD September 2025

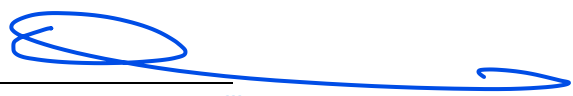
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5. Client, on behalf of itself, each Local Affiliate and each Authorized Client Partner, agrees that this Letter shall be governed by the English laws without reference to conflict of laws principles, and to exclusive jurisdiction in the courts of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

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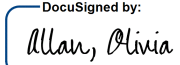
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