



ENVIRON®

a beautiful skin for a lifetime

## MODEL LICENSING AND USAGE GUIDELINES 2026



## Cover Note to Environ Stockists

As the content landscape rapidly evolves, particularly with the increasing use of AI-generated imagery maintaining authenticity and protecting the integrity of the Environ brand has never been more important. Our commitment to showing real skin, real people and credible skincare promises is fundamental to how we build trust with consumers and Skincare Professionals around the world.

This document guides the responsible use of Environ model imagery, videos and licensing for brand assets across all markets. It is intended to protect the integrity of Environ, honour our legal and ethical responsibilities, and ensure consistency across the global Environ network.

We encourage all Environ Stockists to read this document carefully and apply these guidelines across all Environ communication and marketing activity.

Thank you for partnering with us in building a globally consistent, credible and trusted professional skincare brand.

## Why Environ Uses Real Models in Brand Campaigns?

Environ carefully selects real people with genuinely beautiful healthy-looking skin to feature in the global brand content, many of whom are existing Environ users which goes a long way to authentically represent the visible results we promise.

Our approach to model imagery and the creation of brand content is strategic and intentional. Models are not selected simply for aesthetics; they are chosen to communicate Environ's professional positioning, scientific credibility and premium brand identity.

In professional skincare today, trust matters. Consumers and Skincare Professionals expect authenticity and transparency from the brands they choose. Showing real skin, real texture and real people is fundamental to maintaining this trust, which is why Environ imagery and video content featuring models serve as an important strategic asset within Environ's brand communication. They support in brand communication to:

- build emotional connection and aspiration
- reflect the brand's premium professional skincare positioning
- reinforce brand credibility
- create consistency across global communication
- strengthen recognition and long-term brand equity

## Why Model Usages and Licensing Matter?

Environ invests significantly in world-class brand communication for the benefit of building a globally recognisable brand across all Distributor markets. All model licensing fees, renewals and agreements are paid for by Environ and we remain committed to maintaining the integrity of the brand, our established relationships with models as well as their talent agencies. Failure to comply with model licensing terms may expose Environ, Distributors, Stockists or any other party using the images or video footage to penalties, claims, financial and reputational harm. To protect all stakeholders, strict global compliance is critical.

## Understanding Environ Model Usages and Restrictions

When Environ secures the license to use a model’s imagery or videos, there are clearly defined parameters:

① <b>Specific campaign</b>	② <b>Approved regions</b>	③ <b>Approved channels</b>	④ <b>Fixed usage periods</b>
<p>A model is licensed specifically for a defined Environ campaign only.</p> <p>E.G. The model imagery licensed for use in the Environ Cool Peel campaign can not be used to promote any other product or message unless authorised by the Brand Team.</p>	<p>Licensed usage applies only within approved geographic territories.</p> <p>“Global” usage means Environ has secured the worldwide rights unless otherwise stated.</p> <p>Certain campaigns may exclude specific territories. Please check the table.</p>	<p>Model usages are limited to approved communication channels.</p> <p><b>Print</b> (in-store + advertising)</p> <p><b>Digital</b> (website, emailers, banners, blogs)</p> <p><b>Social media</b> (Facebook, Instagram, YouTube, LinkedIn etc.)</p>	<p>All model licenses have fixed start and expiry dates.</p> <p>Once a campaign has expired, imagery and videos may no longer be used. All assets (except social media) must be removed from circulation. Expired brand assets may not be reprinted, repurposed or reposted</p>

### Model Usage Brand Compliance: Frequently Asked Questions

**Q: Who owns Environ model images and videos?**

**A:** All Environ model imagery and video footage remain the intellectual property of Environ and may only be used in approved Environ campaign material. Environ invests significantly in the creation of licensed assets for the benefit of Distributors and Stockists globally. To protect the brand, the models and our agency relationships, all imagery must be used within approved asset templates. Unauthorised usage, and this includes the continued use of expired assets, may result in agency penalties and/or additional licensing fees.

**Q: Can an Environ model image or video from one campaign be used for another Environ campaign or product?**

**A:** No. Models are licensed for specific campaigns only. Images and footage may not be reused, repurposed or adapted for different campaigns, products or promotions. This protects both licensing compliance and global brand consistency.

**Q: Why can’t Stockists create their own content using Environ models?**

**A:** Environ only licenses models for specific approved campaigns, communication channels, territories and time periods. Creating new or adapted content using licensed models falls outside these agreements and may place both Environ and the Distributor at legal or financial risk. To maintain brand consistency and compliance globally, all approved campaign assets are supplied directly by Environ.

**Q: Can Environ model imagery be edited or altered?**

**A:** No. Environ imagery may not be retouched, cropped, manipulated, filtered or changed . This includes AI enhancement, face replacement, skin manipulation or adding unauthorised messaging overlays.

**Q: Can Stockists select or use their own models for Environ communication?**

**A:** No. Stockists cannot select models (including model stock imagery or videos) to represent Environ brand communication . This ensures global brand image consistency, protects brand identity and maintains alignment with Environ’s professional positioning.

**Q: Why doesn’t Environ provide Distributors with model image libraries?**

**A:** To protect licensing compliance, campaign integrity and global brand consistency. All approved model usage is supplied within controlled campaign assets that align with the agreed licensing terms and creative direction of the campaign.

**Q: What must you do when an Environ Image or video features an expired model license?**

**A:** Once a license has expired, the imagery or footage may no longer be used in active communication. All marketing material featuring the model must be removed from circulation unless otherwise communicated by the Distributor. Historical social media posts may remain on channels for archival purposes only, however, posts may not be reposted, reshared, boosted, repurposed, or reused in new communication.

**Q: Can Distributors use Environ imagery for local promotions?**

**A:** Environ model images cannot be used for local promotions.

**Q: What is Environ’s position on AI-generated skincare imagery?**

**A:** Environ believes authentic skin representation is essential to maintaining trust, scientific credibility and professional integrity. As a professional skincare brand, we intentionally invest in showing real beautiful skin and real people because authenticity strengthens consumer trust and reinforces our professional positioning. AI-generated imagery can create unrealistic skin results and artificial beauty standards that weaken credibility and dilute brand authenticity. For this reason, Environ stockists may not create AI-generated Environ model images or videos.





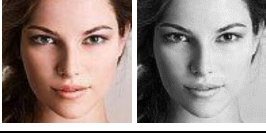

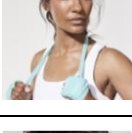

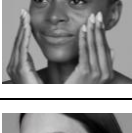
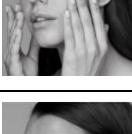
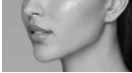
## Active Usages

Images	Campaign	License Status and Period	Approved regions & channels
	RAD ACTIVE Launch Campaign	Active Usages (UNTIL END FEB 2028)	Global usages <b>Digital &amp; social media only</b>
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	RAD ACTIVE Launch Campaign	Active Usages (UNTIL END FEB 2028)	Global usages <b>Digital &amp; social media only</b>
 	Professional Campaign	Active Usages (UNTIL FEB 2027)	Global usages <b>Print, digital &amp; social media.</b> Resolution suitable for large format prints and magazine publishing.
	Revival Masque Campaign	Active Usages (UNTIL END JULY 2027)	Global usages <b>Digital &amp; social media only.</b>
	Revival Masque Campaign	Active Usages (UNTIL END JULY 2027)	Global usages <b>Digital &amp; social media only.</b>
 	Retinol Launch Campaign	Active Usages (UNTIL END AUG 2027)	Global usages <b>Digital &amp; social media only.</b> <b>** No In-Store Screens permitted**</b>
 	Retinol Launch Campaign	Active Usages (UNTIL END AUG 2027)	Global usages <b>Digital &amp; social media only.</b>
 	Retinol Launch Campaign	Active Usages (UNTIL END AUG 2027)	Global usages <b>Digital &amp; social media only.</b>

## Active Usages

Images	Campaign	License Status and Period	Approved regions & channels
	Cool Peel Campaign	Active Usages (until end OCT 2027)	Global Usages <b>Print, digital &amp; social media.</b>
	Cool Peel Campaign	Active Usages (until end OCT 2027)	Global Usages <b>Print, digital &amp; social media.</b>
	Cool Peel Campaign	Active Usages (until end oct 2027)	Global Usages <b>Print, digital &amp; social media.</b>
	Seriéance Launch Campaign	Active Usages (July 2025 to end June 2026)	Global usages <b>Digital &amp; social media only.</b>
	Pregnancy Campaign	Active Usages (Buy Out)	Global usages <b>Digital &amp; social media only.</b>
	All Skin Loves Environ Campaign	Active Usages (Buy Out)	Global usages <b>Digital &amp; social media only.</b>
	Festive 2025/ YouTube Tutorials	Active Usages (Until Oct 2026)	Global usages <b>Digital &amp; social media only.</b>
	Festive 2025 YouTube Tutorials	Active Usages (Until end OCT 2026)	Global usages <b>Digital &amp; social media only.</b>
	Festive 2025 YouTube Tutorials	Active Usages (Until end OCT 2026)	Global usages <b>Digital &amp; social media only.</b>

## Expired Usages

Images	Campaign	License Status and Period	Guidelines
	Masterbrand Campaign	Usages Expired	Remove all assets featuring these models – imagery, print material and videos from circulation with immediate effect.
	Masterbrand Campaign	Usages Expired	Any historical social media content does not need to be removed  Environ Education material featuring Masterbrand models is for internal use only and therefore exempt from expiration until further notice from Environ.
	Masterbrand Campaign	Usages Expired	
	Professional Campaign	Usages Expired	Applicable to International Markets. Remove all traces of imagery in circulation.
	Skin Essentia <sup>®</sup> Campaign	Usages Expired	Remove all traces of imagery in circulation.
	Youth Essentia <sup>®</sup> Campaign	Usages Expired	Remove all traces of imagery in circulation.
	Body Essentia <sup>®</sup> Campaign	Usages Expired	Remove all traces of imagery in circulation. Historical social media content does not need to be removed.
	Focus Care Range	Usages Expired	Remove all traces of imagery in circulation.
	Focus Care Moisture+	Usages Expired	Remove all traces of imagery in circulation.
	Focus Care Comfort+	Usages Expired	Remove all traces of imagery in circulation. Historical social media content does not need to be removed.
	Focus Care Youth+	Usages Expired	Remove all traces of imagery in circulation. Historical social media content does not need to be removed.

## Expired Usages

Images	Campaign	Usage Status	Usages
	Focus Care Clarity+	Usages Expired	Remove all traces of imagery in circulation. Historical social media content does not need to be removed.
	Focus Care Radiance+	Usages Expired	Remove all traces of imagery in circulation. Historical social media content does not need to be removed.
	Focus Care Skin Tech+	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	Micro-Needling Campaign	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	Anti-Pollution Campaign	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	3DSynergie™ Filler Crème	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	Environ Menopause Campaign	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	Skin EssentiA® Campaign	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	Skin EssentiA® Campaign	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	Skin EssentiA® Campaign	Usages Expired	Remove all traces of imagery or video in circulation. Historical social media content does not need to be removed.
	Pregnancy Campaign	Usages Expired	Historical social media content does not need to be removed.

## Expired Usages

Images	Campaign	Usage Status	Usages
	Festive Campaign 2024	Usages Expired	Historical social media content does not need to be removed.
	Festive Campaign 2024	Usages Expired	Historical social media content does not need to be removed.
	Festive Campaign 2022	Usages Expired	Historical social media content does not need to be removed.
	Festive Campaign 2022	Usages Expired	Historical social media content does not need to be removed.
	Environ Stay Glowing Social Media Campaign	Usages Expired	Historical social media content does not need to be removed.
	Environ	Usages Expired	Remove all traces of imagery or video in circulation.
	Avance Campaign	Usages Expired	Remove all traces of imagery or video in circulation.
	Even More Campaign	Usages Expired	Remove all traces of imagery or video in circulation.
	Pharma Campaign	Usages Expired	Remove all traces of imagery or video in circulation.
	Old Professional Campaign	Usages Expired	Remove all traces of imagery or video in circulation.
	Old Environ Campaign	Usages Expired	Remove all traces of imagery or video in circulation.