

Dear Customers and Partners,

Deciem Beauty Group Inc. and its subsidiaries own the intellectual property rights to the characters, brands, titles, and properties associated with the Deciem Beauty name and its affiliates. This includes well-known brands such as THE ORDINARY, NIOD, along with a range of other cosmetic and skincare products.

We take the enforcement of these rights very seriously and are committed to protecting them. Protecting our intellectual property rights not only allows us to continue providing high-quality products but also ensures that the standards our customers have come to love and expect are maintained.

### **Intellectual Property Infringement**

Acts of intellectual property infringement against Deciem Beauty include, but are not limited to:

- Unauthorized use of the THE ORDINARY, NIOD, and other Deciem Beauty brands.
- Copying or counterfeiting Deciem Beauty products.
- Distributing or selling counterfeit or unlicensed Deciem Beauty products.

### **Reporting Infringements**

We welcome and appreciate reports of suspected intellectual property infringements. If you identify any acts that appear to be infringing, please report them to us via one of the following methods:

- **Email:** [Brandprotection@theordinary-group.com](mailto:Brandprotection@theordinary-group.com)
- **Phone:** 1-800-921-4819
- **Owner:** Deciem Beauty Group Inc.
- **Mailing Address:** 15 FRASER AVETORONTO, ONTARIO, M6K1Y7, CANADA

When submitting a report, please provide as much detail and accuracy as possible so that we can handle it promptly and effectively.

We sincerely thank our customers and partners for their cooperation and support in protecting Deciem Beauty's intellectual property rights.

Sincerely,