



Myth & Marble
Strategic Plan for Terra Pure
April 25, 2025
Campaign Length:
June 25-September 25

Table of Contents

Title Page	1
Table of Contents	2
Executive Summary	3
Agency Profile	4
Our Team	5
Client Profile	6
Problem/Situation	7
Key Stakeholders and Audiences	8
Secondary Research	9
Proposed Primary Research	10
SWOT Analysis	11
Goals and Objectives	12
Strategies and Channels	13
Themes and Messages	14
Tactics	15
Logistics	16
Evaluation and Measurement	17
Appendix	18-22

Executive Summary

Founded in 2020, Terra Pure is an organic cosmetics brand located in Austin, Texas. Terra Pure aims to provide consumers with products that are “pure, effective, and ethically-sourced” at a price point often found in luxury, high quality products. Their most popular product is the jasmine-infused clean emulsion. The sourcing for these jasmine flowers and other ingredients such as carnauba wax has called Terra Pure’s ethics into question. Following the release of an investigative report into the claims, the brand now faces online scrutiny.

Myth & Marble is now assisting Terra Pure in their efforts to reform the current narrative. In examining the claims against Terra Pure, Myth & Marble has conducted thorough research to find possible solutions.

The original proposed solutions were issuing a public statement, ceasing use of the ingredients, sourcing the ingredients from different locations, and/or implementing third-party inspections of suppliers.

However, Myth & Marble formulated “Skin & Sound,” an overarching conceptual campaign for the brand. Alongside “Skin & Sound,” Terra Pure will issue a public statement addressing the false claims as well as deliver long-term advice to their customer base. For this campaign, the agency was given a budget of \$2.2 million.

“Skin & Sound” is a proposed 3-month campaign in which Terra Pure would collaborate with local coffee shop, Dear Diary Coffee. This coffee shop shares Terra Pure’s values by offering locally sourced ingredients, plant-based fare, and genuine care for its consumers.

During that period, twice a month, Terra Pure and Dear Diary Coffee will host a pop-up event supporting a cause of their choice. The pop-up events will feature live DJ sets, Terra Pure sample stations, and discounted beverages. Purchase of Terra Pure products and Dear Diary Coffee beverages will go towards areas of community impact. At the conclusion of this campaign, Terra Pure hopes to raise \$50,000.

Agency Profile

At Myth & Marble, we are a full-service agency dedicated to helping sustainable companies craft compelling stories and connect with their audiences. Based in Austin, TX, we have been shaping the way that brands communicate for over a decade.

As a full-service agency, we handle everything from brand strategy and content creation to PR and digital marketing. Our broad range of expertise means we provide end-to-end solutions, ensuring consistency and effectiveness across all platforms. Not only do we market brands, we create meaningful and engaging relationships that resonate with consumers and drive impact.

Our Missions and Values

Rooted in purpose and wrapped in wonder, we elevate luxury brands with stories that bring their fantasies to life. Our work prioritizes authenticity—spotlighting sustainability and ethical sourcing.

- **Transparency:** We believe in open communication, honesty, and integrity in all our partnerships.
- **Authenticity:** We are committed to creating genuine narratives that reflect each brand's true identity and values.
- **Storytelling:** We use the power of storytelling to connect brands with their audiences in memorable and impactful ways.
- **Charity:** We prioritize giving back by supporting causes that align with our mission of promoting sustainability and positive change.

Our Client Philosophy

Connecting brands with the public through intricate and immersive storytelling that highlights their unique position in the marketplace to stand out. As an agency committed to sustainability, we partner with brands that align with our mission of choosing a greener way of living. Helping brands be unique in the market and stay true to their own core values.

By crafting stories that resonate, we ensure that their message is not only memorable, but also encourages a media relationship. For us, marketing is more than just selling a product; it's about making true connections.

Our Client Relations Process

We know that each client is unique, so we've gotten our service down to a science. Before research, we meet with our clients to discuss ideas and concepts. Mythic Pasture's process combines our strategic plan with clients' specific vision. At the end of each step of the process, clients will be briefed on revisions each week. Briefs will also be sent to client emails.

At the end of our service, clients will be invited to a presentation of our full-scale plan. A two week period will be provided to implement our strategic plan.

Our Team

Abeer Habib, Marketing Director

abeerhabib03@gmail.com

I lead the development of brand positioning, digital campaigns and content strategies that align with our agency's commitment to sustainability and storytelling. By combining data-driven insights with intricate storytelling, I help brands create meaningful connections and stand out in the marketplace.

Kenzie Gray, Experience Coordinator

grayken2022@gmail.com

Being an Experience Coordinator requires bringing our clients' vision to life. Following the end of our service, I oversee the adoption of Mythic Pasture's strategic plan. I also manage client feedback at the conclusion of implementation.

Nicole Aguilar, Account Services

nicolea0221@gmail.com

I help manage and organize every campaign from start to finish, making sure all the moving parts come together smoothly. I focus on keeping communication clear and consistent to make sure the clients goals are met. By staying organized and building strong relationships, I help ensure our campaigns run efficiently and deliver successful results.

Eleanor Bangle, Creative Director

eleanorbangle@gmail.com

The vision of each brand is led by my creative input and expertise in each client's mission. Each campaign is carefully crafted from research and a unique perspective on how each project can effectively stand out above all competitors.

Client Profile

Terra Pure is an organic cosmetics brand founded 5 years ago in Austin, Texas. Specializing in high-quality organic products, Terra Pure prides itself on its commitment to organic farming, sustainability, and fair-trade practices.

Mission: To provide consumers with luxury skincare that is pure, effective, and ethically sourced, using only organic and sustainably harvested ingredients.

The company focuses on skin care, body care, and cosmetics that are fully organic. Its best-selling product is the **jasmine-infused cleansing emulsion**, which has seen sky-rocketing sales in the last year. The product is infamous for its rich, floral fragrance and hydrating properties, quickly gaining a devoted following.

The product contains two primary ingredients:

Carnauba Wax: This is a natural wax derived from leaves of the carnauba palm tree, *Copernicia prunifera*, in northeastern Brazil.

Jasmine: Sourced from Egypt, these flowers are valued in products for their sweet, floral scent as well as their calming and soothing properties.

Corporate Governance: Terra Pure is a publicly traded company listed on the New York Stock Exchange and is run by CEO Carla Jones Jackson. She is widely recognized for her bold decision making abilities even if they go against the status quo.

Problem/Situation

Terra Pure is facing serious accusations that could damage the brand's trust and credibility with consumers. Reports and activist-led campaigns have raised concerns about labor exploitation in the company's supply chain. Their best selling product, the jasmine-infused cleansing emulsion sources carnauba wax and jasmine flowers from suppliers in Brazil and Egypt, both of which are a part of these accusations.

Carnauba Wax: It is suggested that workers harvesting the wax are being subjected to unsafe working conditions and are paid below minimum wage. These workers are allegedly forced to work long hours with minimal protection. These claims have been heavily publicized as social media activists have posted photos and videos supposedly showing these poor conditions in Brazil.

Jasmine: Allegations claim that local farmers in Egypt are also underpaid for their jasmine crops and are subjected to exploitative middlemen who take advantage of the farmers. Again, these farmers are claimed to be working in poor conditions, with little to no access to healthcare or fair wages.

While none of the allegations have been officially confirmed or proven, they have stirred strong emotions among consumers. The issue has gained a great deal of attention on social media, with hashtags like *#CarnaubaExploitation* and *#JasmineLabor* trending. Even some social activists are calling for a boycott of Terra Pure products until the company provides transparency about the claims.

As these accusations gained traction, Terra Pure began to experience a decline in consumer trust. Their once devoted following has now been split into two. Consumers who value ethics and transparency in the products they purchase are expressing concern over the claimed labor exploitation.

In addition to the labor exploitation accusations, Terra Pure is being questioned for their claims about being "ethical" as the concerns of "clean washing" in the beauty industry have arisen. Consumers are considering Terra Pure's marketing about being a "luxury, organic" brand to be misleading, especially after the claims made about supply chain issues.

Key Stakeholders and Audiences

Millennial Consumers

Millennials are a core audience for Terra Pure. This group is highly conscious of transparency and sustainability. In fact, 43% of consumers in this age group show a preference for natural skincare, compared to 31% of overall U.S. consumers. Along with that, women aged 25-29 represent the largest female demographic in Austin, emphasizing the importance of this market segment.

Gen Z Consumers

Gen Z plays a pivotal role in shaping brand narratives through digital platforms. Their activism and trendsetting-behavior make their support essential to rebuilding Terra Pure's image. If Terra Pure is able to gain their trust, Gen Z's strong presence on social media can serve as a starting point for repairing their reputation and reestablishing authenticity.

Austin-Based Shoppers

With Terra Pure headquartered in Austin, local consumers are key to restoring community trust and reinforcing brand accountability. Austin prides itself on supporting local businesses and sustainability-focused brands. Engaging in this audience through local partnerships, events and Austin-specific campaigns not only strengthens brand loyalty but also roots Terra Pure further in the city's culture.

Clean Beauty Enthusiasts

Since Terra Pure is marketed as an organic and sustainable company, consumers expect clean and natural products from the brand. This audience values transparency and a commitment to ethical sourcing, wanting to feel confident that their skincare purchases align with their personal values and beliefs.

Shareholders

As a publicly traded company, Terra Pure must maintain investor confidence. Shareholders are directly affected by reputational risks and the brand's long-term sustainability. Their support is based on whether Terra Pure can manage the crisis effectively and maintain public trust along with its financial standing.

Secondary Research

Terra Pure is an organic skincare, body care, and cosmetics brand committed to organic farming, sustainability, and fair-trade practices. With a focus on ethical sourcing and clean ingredients, the company is now facing accusations of labor exploitation within its supply chain. These claims suggest that some workers are underpaid or working in unsafe conditions. As a result, concerns about potential clean washing have also come into question.

In recent years, labor exploitation in the sourcing of raw materials has emerged as an important issue.

¹The Brazilian government has reported an increase in slave-like labor, with 3,190 individuals rescued from carnauba plantations, where these agricultural productions are linked to forced labor, low wages, and extremely unsafe working conditions. The International Labour Organization highlights that these issues are deeply tied to poverty and a lack of regulatory enforcement. Companies that outsource must enhance supply chain oversight and implement third-party audits to establish a credible reputation, as consumers increasingly demand ethically sourced imported products.

²Carnauba wax is uniquely sourced from Brazilian trees. The wax comes from the dried tree leaves that are then mixed to create the wax. ³Jasmine flowers are a white flower that are primarily sourced from Egypt and India. Both countries produce a vast amount of Jasmine flowers that can be used for different markets. India has a large harvest of this specific flower, and the possible switch of harvester can help address concerns about the exploitation of farmers in Egypt being underpaid or forced to work in poor or unsafe conditions. This will demonstrate that Terra Pure is committed to ethical sourcing and does not support unfair labor practices.

A company's immediate actions and how they handle sustainability and controversy are external threats that are influenced by consumer perception, a major issue that Terra Pure is facing when it comes to the “clean washing” debate. Clean washing is another term for “greenwashing,” which is tied to the deceptive advertising of a product as more environmentally friendly.

With the rise of the clean beauty trend, this practice is unsavory for consumers, monetarily and physically. It becomes difficult to decipher what skincare products are eco-conscious and sustainable for consumers' skin, wallets, and environmental interests. ⁴As individuals in the media continue to become more polarized, it's hard for consumers to justify the credibility of a company if they do not align with their morals. This impacts both Terra Pure and the broader skincare industry, as key stakeholders may become skeptical of whether organic brands genuinely stay true to their values and commitment to transparency. Polarization is a major threat as “some customers have stated they are willing to stop purchasing products due to the ethical concerns.”

¹ Watson, K. (2024, March 31). *The Brazilian farm workers exploited to harvest an everyday ingredient*. BBC News.

<https://www.bbc.com/news/world-latin-america-68369339>

² Stephen. (2024, November 4). Carnauba wax facts: Wax manufacturing company. Blended Waxes.

<https://blendedwaxes.com/blog/5-facts-carnauba-wax/#:~:text=Carnauba%20wax%20comes%20from%20the,as%20a%20natural%20plant%20wax>

³ Flaherty, E. (2017, December 6). Beauty travels: Exploring India's centuries-old obsession with jasmine. Marie Claire Magazine.

<https://www.marieclaire.com/beauty/a13443459/field-guide-december-jasmine/>

⁴ Junker, D. (2025). Terra Pure Scenario.

Proposed Primary Research

In our research, several reports cited Millennials and Gen Z as the largest groups of consumers for sustainable skincare. However, with increased awareness around greenwashing and ethical labor, the question is whether these consumers are willing to forgive brands that fail to meet ethical standards but commit to meaningful change.

To better understand consumer response to the controversy surrounding Terra Pure, Myth & Marble would conduct surveys, focus groups, and in-depth interviews targeting clean beauty consumers in the Austin area. These methods will allow us to explore whether transparency and corrective action can restore brand trust and loyalty.

Participants would include Millennial and Gen Z consumers who are interested in sustainable, ethical sources of skincare and cosmetics. We would particularly focus on consumers based in Austin as this is where Terra Pure is headquartered and it is a city known for supporting local, sustainable businesses.

Questions that can be included in surveys:

1. *Why do you choose clean beauty products?*
2. *What does ethical beauty mean to you personally?*
3. *How familiar are you with the concept of “clean washing” or “greenwashing”?*
4. *Have you ever stopped supporting a brand due to ethical practices? If so, what prompted that decision?*
5. *What types of corrective actions would make you reconsider supporting a brand after controversy?*
6. *Do you really believe in what is being sold to you?*
7. *Would you be open to continuing your support for a brand if they publicly addressed the issue and made evident change?*

The goal of this research is to understand what kind of corrective measures would be deemed as acceptable for consumers. Understanding this will help guide Terra Pure on how they can strategically rebuild trust and credibility.

SWOT Analysis

INTERNAL FACTORS	
STRENGTHS +	WEAKNESSES –
<p>Actively investigating claims of exploitation with companies they work with and have previously terminated contracts for not meeting quality requirements.</p> <p>Terra Pure has created a strong brand identity as a leading organic skincare brand, earning a loyal following among consumers.</p>	<p>Undergoing backlash after accusations of labor exploitation have surfaced on the internet. Even though there is no concrete evidence about these claims, it is already diminishing consumer trust, which is a major part of Terra Pure.</p> <p>The problem of "clean washing" has become especially relevant as the accusations have emerged. Consumers are now questioning whether the company's marketing and claims about being a "luxury, organic" brand are misleading.</p>
EXTERNAL FACTORS	
OPPORTUNITIES +	THREATS –
<p>Jasmine flowers are a white flower that are primarily sourced from Egypt and India. Since India has a large harvest of this specific flower, the possible switch of harvesters can help address concerns about the exploitation of farmers in Egypt.</p> <p>A company's immediate actions and how they handle sustainability and controversy heavily influence consumer perception. If Terra Pure handles these accusations properly, they can gain back credibility.</p>	<p>Polarization is a major threat to Terra Pure as "some customers have stated they are willing to stop purchasing products due to the ethical concerns."</p> <p>Recent surveys have revealed that a majority of consumers mistakenly believe organic cosmetics are prohibitively expensive</p>

Analysis:

A major opportunity for Terra Pure is to correct the misconceptions that organic cosmetics are too expensive. By promoting accessible pricing and educating consumers, the brand can widen its appeal. Another potential opportunity is shifting jasmine sourcing from Egypt to India, offering a way to address ethical concerns and reinforce the company's commitment to responsible practices. However, India also has problems with labor exploitation so Terra Pure would have to thoroughly and carefully select another supplier if they consider switching. Along with these opportunities, the threat of consumer polarization remains fairly high. Accusations of labor exploitation have already led some customers to consider boycotting the brand. Terra Pure's credibility is dependent on how transparently and swiftly it responds to these concerns.

Goals and Objectives

Goal 1: Increase brand awareness

Objective:

- Promoting the brand through local Austin influencers collaboration and events
- Increase social media engagement by 25% in the next three months

Goal 2: Regain consumer trust and following

Objective:

- Release a public statement being transparent and honest while addressing the current accusations
- Have consistent content updates on ethical practices and sourcing efforts
- Aim to recover 50% of the lost engagement during the next 6 months

Goal 3: Strengthen Terra Pure's reputation as a clean organic beauty brand

Objective:

- Educate consumers on Terra Pure's organic products during the "Skin and Sound" events
- Collaborate with influencers that share the same beliefs of the importance of sustainability

Goal 4: Demonstrate accountability and action to supply chain

Objective:

- Third party audit of suppliers to ensure ethical labor practices
- Conduct monthly meetings with supply chain partners to ensure ethical practices and practice ongoing communication
- Set new sourcing standards and timelines addressed in the public statement to outline the steps being taken

Strategies and Channels

Use Austin based Instagram accounts to promote the campaign

Examples:

- **@365thingsaustin**
- **@thehonestconsumer**
- **@austinfoodstagram**

Collaborate with local wellness and fit influencers to attend “Skin and Sound”

Examples:

- **@taryn_lamb**
 - Engaging and relatable influencer known for wellness, fitness, and every day living.
- **@adriemelouise**
 - Known yoga instructor that promotes well-being and health through social media.
- **@chenoa.brookins**
 - Creates content to support clean beauty, ethical living, and plant-based living.

By collaborating with influencers and promoting the event through local Austin Instagram pages, the event will reach more consumers and help build brand awareness. Attendees will get to enjoy a fun coffee jam session while also getting the chance to check out Terra Pure products available for purchase. Promoting through popular Austin Instagram pages will also help introduce the brand to new consumers and encourage them to switch to a brand that cares about the planet and sustainability.

Public statement addressing the situation

The public statement will be released on Terra Pure’s website and social media pages to better inform audiences on Terra Pure’s stance of the situation. The statement will explain how Terra Pure is taking action to better investigate the claims, reinforce their values on ethical sourcing, and provide transparency with their audience. This will reconnect their loyal consumers to Terra Pure’s honorary commitment of sustainability and fair trade practices, as well as demonstrating that they take the accusations seriously and will find any way to solve this.

Themes and Messages

Authenticity

By partnering with a local Austin coffee shop and influencers, Terra Pure uses voices that are relatable and trusted. This community-driven approach avoids overly scripted corporate messaging and instead communicates the brand's values through real connections, building credibility with consumers. Additionally, donating to nonprofits that support ethical labor and sustainability displays that Terra Pure's values are not just performative and are backed by tangible action. These donations reinforce the brand's authenticity and prove its commitment to making a positive impact beyond just selling cosmetics.

Transparency

Terra Pure demonstrates that transparency is at the center of its brand by publicly addressing the controversy and clearly outlining the steps being taken in response to it. Through its statement, the company can explain how it has terminated unethical supplier contracts in the past and is actively working to ensure all sourcing aligns with its ethical and sustainable values. Being honest with consumers, especially when facing a crisis, builds trust and reinforces the brand's long-term commitment to transparency, sustainability and ethical responsibility.

“Skin and Sound”

This name reflects the two key elements of the campaign, skincare and music. “Skin” highlights Terra Pure's focus on high-quality, ethical skincare products, while “Sound” represents the energy and unifying nature of music. The simple and direct name makes the campaign memorable, just like the experience. This represents a fresh way for Terra Pure to reconnect with its community by creating an experience that combines brand awareness with wellness and community engagement.

Tactics

Public Statement

The first step in our plan is issuing a public statement that addresses the recent supply chain controversy directly and transparently. This statement, included in the appendix, serves as an official acknowledgment of the concerns raised and outlines the immediate actions Terra Pure is taking to uphold its values. The news release will be shared with key beauty and lifestyle news outlets to reach media professionals and stakeholders. Along with this, the public statement will be published across all of Terra Pure’s owned channels, including its official website and social media platforms.

“Skin and Sound” Campaign

This is a three-month campaign designed to reconnect Terra Pure with its community through feel-good experiences rooted in wellness and music. Hosted at Dear Diary Coffee in Austin, the campaign features morning DJ sets alongside a Terra Pure product pop-up, where attendees can sample and purchase items. To reinforce Terra Pure’s commitment to ethical practices, 50% of all profits from the pop-up will be donated to nonprofits supporting labor rights and sustainability. (Campaign visuals can be found in the appendix.)

Further Suggestions

Myth & Marble will provide a document of additional long-term strategies that Terra Pure can consider after the completion of the “Skin and Sound” campaign if deemed necessary. These are alternative actions that may require more investments of time or resources but can aid in regaining trust from the public. These potential next steps are presented as strategic alternatives and will be included in the appendix for Terra Pure’s review and consideration.

Logistics

Breakdown of Budget - \$2.2M

Staffing	Vendors	Event Planner	Inspectors	DJs
45% / \$990,000	27% / \$594,000	12% / \$264,000	12% / \$264,000	4% / \$88,000

Timeline

Prior to “Skin & Sound”

FEBRUARY 2025

- February 3, 2025 - “Skin & Sound” Proposal Meeting with Dear Diary Coffee

MARCH 2025

- March 5, 2025 - Beginning of third party inspections
 - Will take place monthly on the 5th of every month
- March 10, 2025 - “Skin & Sound” Event Planning Meeting with Terra Pure
- March 13, 2025 - DJ Auditions

APRIL 2025

- April 1, 2025 - “Skin & Sound” Event Planning Meeting with Dear Diary Coffee, Terra Pure
- April 17 - Finalized DJ Decisions

MAY 2025

- May 8, 2025 - Final “Skin & Sound” Event Planning Meeting with Dear Diary Coffee, Terra Pure

JUNE 2025	JULY 2025	AUGUST 2025	SEPTEMBER 2025
June 7 - Release of Public Statement	July 12 - “Skin & Sound” 1	August 16 - “Skin & Sound” 3	September 6 - “Skin & Sound” 5
June 21 - “Skin & Sound” Announcement	July 26 - “Skin & Sound” 2	August 30 - “Skin & Sound” 4	September 20 - “Skin & Sound” 6

Evaluation and Measurement

Increase brand awareness

In order to increase brand awareness, we must find our “why.” Why should consumers choose Terra Pure? What makes the brand stand out from others? Once these questions are answered, Terra Pure can then determine what kind of promotions can be used. Sustainable skincare is a trending topic online, and consumers are always looking for the best option. A tactic like SEO, or Search Engine Optimization, could be used in this situation.

Terra Pure could be at the top of search results using a specific combination of keywords and content. Terra Pure could utilize the PESO model. At least two types would be feasible. For example, the brand could practice owned and earned media. Owned could come in the form of a monthly email newsletter where Terra Pure could post brand updates, product announcements, and sales promotions.

Regain devoted following

In ‘Proposed Primary Research,’ surveys and focus groups were mentioned as a method to collect data and information from potential audiences. It could also be used to gather information from Terra’s Pure audience, mostly those who were once dedicated fans of the brand.

From there, we could formulate a viable plan. Something like a loyalty plan could work in this area. Long-time fans of Terra Pure would have access to early releases, discount codes, and other special content.

Strengthen Terra Pure’s reputation as a clean organic beauty brand

Consumers like to see action and actual, understandable data. Terra Pure needs to create an open dialog between itself and its consumers when it comes to its sourcing, labor, and products.

Terra Pure could release this information through the public statement or its own content like the email newsletter. This would surely give the brand credibility again. It would also be in the brand’s best interest to be certified. There are plenty of official agencies that recognize the safety and ethics of a brand and its products.

Demonstrate accountability and action.

Terra Pure should create a concrete plan of potential recommendations, suggested by consumers and employees. Taking suggestions indicates listening. The only thing left to do after is to follow through. Providing a record or proof of taking action would be a good idea in this case.

Appendix

News Release

Terra Pure Responds to Labor Allegations with Commitment to Transparency and Ethical Sourcing

FOR IMMEDIATE RELEASE

June 7, 2025

Austin, TX – Terra Pure, a leader in luxury organic skincare, today issued a public statement addressing recent allegations regarding unethical labor practices in its supply chain. In response to consumer concerns, the company reiterates its commitment to sustainability, ethical sourcing, and transparency.

In recent weeks, social media campaigns and independent reports have raised questions about the sourcing of carnauba wax from Brazil and jasmine flowers from Egypt—two key ingredients in Terra Pure’s bestselling jasmine-infused cleansing emulsion. While no official investigations have confirmed these claims, Terra Pure is taking immediate steps to address concerns.

“We are deeply troubled by the allegations made against former and current suppliers,” said Carla Jones Jackson, CEO of Terra Pure. “We terminated our relationship with the Brazilian supplier named in recent reports nearly ten months ago, but we are now reviewing our entire supply chain to ensure all partners meet the high ethical and sustainability standards our customers expect.”

Immediate Actions Being Taken

Independent Supply Chain Audit: An independent third-party audit has been commissioned to investigate all current sourcing operations in both Brazil and Egypt.

On-the-Ground Investigation: Terra Pure’s Director of Operations will travel to Egypt this month to personally assess working conditions at farms associated with its jasmine supply.

Supplier Code of Conduct: Terra Pure will implement an updated Supplier Code of Conduct that reinforces commitments to fair wages, safe working environments, and labor rights.

About Terra Pure

Founded in Austin, Texas, five years ago, Terra Pure has built its brand on a foundation of integrity, sustainability, and luxurious, effective skincare. The company has always prioritized organic farming practices, fair-trade partnerships, and sustainable harvesting. These values remain central to its mission.

“As a publicly traded company and ethical brand, we believe transparency is not optional—it’s our duty,” said Jackson. “We welcome dialogue with our customers, partners, and the activist community. Our goal is not only to correct misconceptions, but also to improve.

Terra Pure invites its customers and stakeholders to follow updates on its social media platforms and official website, where further announcements will be shared as the investigation progresses.

###

Contact Information:

- Creative Director: Eleanor Bangle
- Email: eleanorbangle@gmail.com

Public Statement

A Message from Terra Pure

To our valued community,

We want to speak to you with direct transparency.

Recently, serious concerns have been raised about the sourcing of two key ingredients in our products—carnauba wax from Brazil and jasmine flowers from Egypt. These allegations, shared by activists and concerned consumers, describe labor practices that do not reflect the values we believe in or stand for.

We do not and will not tolerate exploitation in any part of our supply chain.

We built Terra Pure on the promise of ethical, sustainable, and organic beauty. That promise includes respecting the rights, dignity, and safety of every worker connected to what we create.

Here's what we're doing right now:

We terminated our relationship with a Brazilian supplier nearly ten months ago after they failed to meet quality and compliance standards.

We are launching a full, independent audit of our supply chain—including our current partners in Egypt—to ensure all working conditions meet our high ethical standards.

We are accelerating the rollout of a new Supplier Code of Conduct to reinforce protections for workers and hold all partners accountable.

We are creating a public-facing Transparency Report that will give our customers a clear view into how our ingredients are sourced and who we work with.

We are listening. We understand why many of you are upset. We hear your calls for accountability, and we are taking this moment not just to respond—but to grow, evolve, and lead with even more integrity.

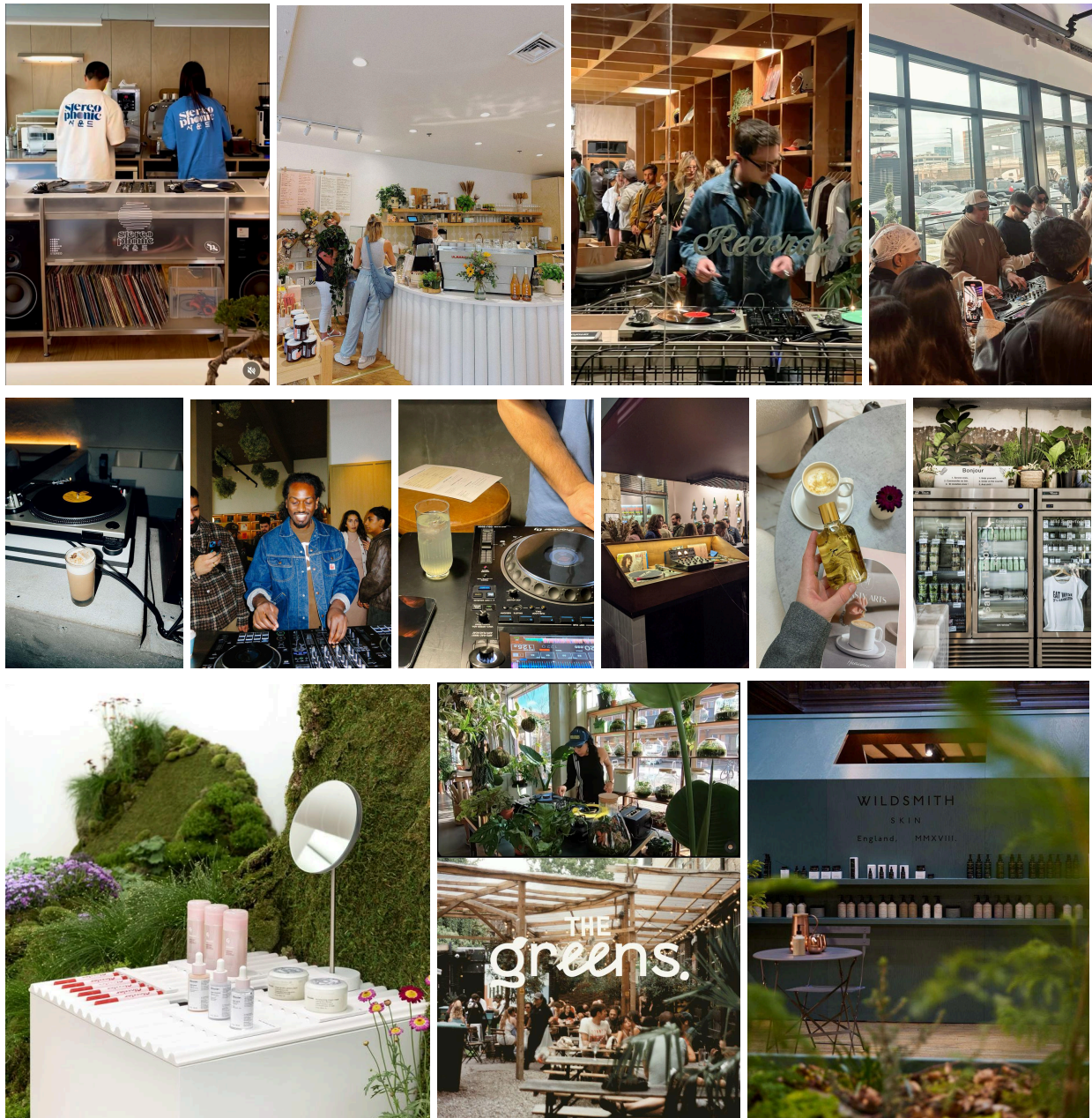
To everyone who has supported Terra Pure from the beginning: thank you. Your voices are not just heard—they are helping shape the future of this brand.

With respect and sincerity,
Carla Jones Jackson
CEO, Terra Pure Organic Cosmetics

Mock Instagram Feed (July 1 - 31)



“Skin & Sound” Vision Board



Alternatives

Source wax and flowers from another location

Pro(s): Terra Pure will be able to find substitutions that are more ethical and eco-friendly

Con(s): The products may not have the same appeal or results

Cease use of carnauba wax and jasmine flowers in all products

Pro(s): Will allow Terra Pure rethink and form new labor practices in a new location

Con(s): There aren't many reserves of the wax found outside of Brazil

Implement third party inspections of suppliers

Pro(s): Prevents ethical sourcing concerns

Con(s): Costly and may not prevent all cases of exploitation

Release a public statement about ceasing use of carnauba wax and jasmine flowers

Pro(s): Terra Pure could gain support from environmentalist groups and eco-conscious consumer base

Con(s): Could be seen as performative, loss of message control, internal conflicts may arise