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OLAPLEX Expands Board of Directors with Strategic Appointments

Seasoned Retail and Consumer Brand Leaders Pamela Edwards and Jerome Griffith Join Board of Directors

NEW YORK, July 23, 2025 (GLOBE NEWSWIRE) -- Olaplex Holdings, Inc. (NASDAQ: OLPX) ("OLAPLEX" or the "Company") appointed Jerome Griffith to the Company's Board of Directors (the "Board"), effective July 20, 2025, joining Pamela Edwards, who was appointed to the Board effective March 20, 2025.

Ms. Edwards is a highly experienced financial leader, having served as a Chief Financial Officer for several large specialty retailers and consumer brands. Most recently, Ms. Edwards served as the Chief Financial Officer and Executive Vice President of Citi Trends, Inc., a publicly held, leading specialty value store with a rich history of bringing fashionable products across categories from fashion and accessories to home. Prior to that, Ms. Edwards held various roles with L Brands Inc. and served as Chief Financial Officer at companies including Victoria's Secret and EXPRESS.

Mr. Griffith brings decades of experience leading high-growth, large-scale and multinational companies, with extensive retail expertise driving strategy across specialty retail, wholesale and more. He has led multiple brands as Chief Executive Officer and President, including Brown Jordan, a leading manufacturer of outdoor and indoor furniture, as well as clothing and apparel brand Lands' End, Inc. and luggage manufacturer Tumi.

As OLAPLEX Board members, Ms. Edwards and Mr. Griffith will provide strategic oversight, governance, and financial guidance to help drive the Company's long-term success and provide accountability to its stakeholders.

"We're thrilled to welcome Pamela and Jerome and I look forward to partnering with them both as we embark on a new chapter for OLAPLEX as a foundational health and beauty company grounded in breakthrough innovation and the inspiration of the stylist community," said Amanda Baldwin, Chief Executive Officer of OLAPLEX. "Building out a best-in-class executive team and Board has been a top priority and we now have a strong foundation in place to execute on our priorities."

"I'm so excited to join OLAPLEX's Board during such a pivotal stage for the business. The company is already an established global brand, and there's significant opportunity for further growth and expansion as they solidify their position as the industry leader," said Ms. Edwards. "I've always been passionate about the beauty and wellness space, and the early innovation that OLAPLEX brought to the category truly contributed to an industry transformation. I believe this is just the beginning for the brand and look forward to being a part of its journey."

"For just launching a little more than 10 years ago, OLAPLEX is one of the most

recognizable names on the shelf with strong distribution and a global footprint, and I look forward to helping shape their next chapter,” said Mr. Griffith. “The company has accomplished so much already and I am excited to help them build the foundation to unlock their true potential.”

These Board member additions come off the heels of the brand’s announcement earlier this year unveiling the next chapter of OLAPLEX rooted in its legacy of category-creating science and inspired by the creativity and the passion of professional stylists. The Company revealed a refreshed identity that brings these core values to life through vibrant new visuals, a dynamic digital presence, and the launch of [No.0.5 Scalp Longevity Treatment](#)—a unique scalp serum designed to establish the foundation for long-term scalp and hair health—which was recently joined by the [PRO SCALP Rebalancing Concentrate](#) salon service offering for our professional stylist community.

About Pamela Edwards

Ms. Edwards served most recently as the Chief Financial Officer and Executive Vice President of Citi Trends, Inc. from January 2021 through April 2022. Previously, Ms. Edwards held various roles with L Brands Inc., one of the world’s leading specialty retailers, including as Chief Financial Officer and Executive Vice President of its Mast Global division from April 2017 to September 2020, Chief Financial Officer of its Victoria’s Secret division (n/k/a Victoria’s Secret & Co.) from 2007 to April 2017, and Chief Financial Officer of its Express division from 2005 to 2007. Ms. Edwards currently serves on the board of directors of Citi Trends, Inc. and Fossil Group, Inc. She previously served on the Board of Directors of The Azek Company Inc. from 2023 to 2025, Hibbett, Inc. from 2022 to 2024 and NMG Holding Company, Inc. (formerly known as Neiman Marcus Group LLC) from 2020 to 2024. Ms. Edwards was named as one of Savoy Magazine’s Most Influential Black Corporate Directors in 2021 and 2024 and is Directorship Certified by the National Association of Corporate Directors. She earned an M.B.A. from the Fuqua School of Business at Duke University and a B.S. in Finance from Florida A&M University.

About Jerome Griffith

Mr. Griffith served as Chief Executive Officer, President, and a member of the Board of Directors of Brown Jordan Inc. from June 2023 until March 2025. He previously served as the Chief Executive Officer of Lands’ End, Inc. from March 2017 to January 2023 and Executive Vice Chairman of the Board of Directors for Lands’ End, Inc. from March 2017 to May 2023. Prior to that, he served as the Chief Executive Officer, President and a member of the board of directors of Tumi Holdings, Inc. from 2009 to 2016. Earlier in his career, he held several leadership roles at Esprit Holdings Limited, including Chief Operating Officer and board member beginning in 2003, and President of Esprit North and South America starting in 2006. Prior to these roles, Mr. Griffith held executive roles at Tommy Hilfiger and J. Peterman Company, and various positions at Gap, Inc. Mr. Griffith is currently a member of the board of directors of Vince Holding Corporation, Samsonite International S.A. and Brown Jordan Inc. Mr. Griffith earned a B.S. in Marketing from Pennsylvania State University.

About OLAPLEX

OLAPLEX is a foundational health and beauty company powered by breakthrough innovation and the professional hairstylist. Born in the lab and brought to the chair, our products are designed to enable Pros and their clients to achieve their best results and to

provide consumers with a holistic healthy hair regimen. Founded in 2014, OLAPLEX revolutionized prestige hair care with its category creating Complete Bond Technology™, which works by protecting, strengthening and relinking all three bonds during and after hair services. Since then, OLAPLEX has expanded into a full suite of hair health formulas. OLAPLEX's award-winning products are sold globally through an omnichannel model serving the professional, specialty retail, and direct-to-consumer channels.

Cautionary Note Regarding Forward Looking Statements

This press release includes certain forward-looking statements and information relating to the Company that are based on the beliefs of management as well as assumptions made by, and information currently available to, the Company. These forward-looking statements include, but are not limited to, statements about: the expected benefits of Ms. Edwards and Mr. Griffith serving as members of the Board of the Company; the Company's strategy and business model; expectations regarding growth, expansion, and market leadership; the potential success and impact of new products, brand initiatives, and innovations; and other statements contained in this press release that are not historical or current facts. When used in this press release, words such as "may," "will," "could," "should," "intend," "potential," "continue," "anticipate," "believe," "estimate," "expect," "plan," "target," "predict," "project," "forecast," "seek," and similar expressions as they relate to the Company are intended to identify forward-looking statements.

The forward-looking statements in this press release reflect the Company's current expectations and projections about future events and financial trends that management believes may affect the Company's business, financial condition, and results of operations. These statements are predictions based upon assumptions that may not prove to be accurate, and they are not guarantees of future performance. Neither the Company nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements, including any such statements taken from third party industry and market reports.

Forward-looking statements involve known and unknown risks, inherent uncertainties, and other factors that are difficult to predict which may cause the Company's actual results, performance, time frames, or achievements to be materially different from any future results, performance, time frames, or achievements expressed or implied by the forward-looking statements, including, without limitation: competition in the beauty industry; the Company's ability to effectively maintain and promote a positive brand image, expand its brand awareness and maintain consumer confidence in the quality, safety, and efficacy of its products; the Company's ability to anticipate and respond to market trends and changes in consumer preferences and execute on its growth strategies and expansion opportunities, including with respect to new product introductions; the Company's ability to accurately forecast customer and consumer demand for its products; the Company's dependence on the success of its long-term strategic plan; the Company's ability to limit the illegal distribution and sale by third parties of counterfeit versions of its products or the unauthorized diversion by third parties of its products; the Company's dependence on a limited number of customers for a large portion of its net sales; the Company's ability to develop, manufacture, and effectively and profitably market and sell future products; the Company's ability to attract new customers and consumers and encourage consumer spending across its product portfolio; the Company's ability to successfully implement new or additional marketing efforts; the Company's relationships with and the performance of its

suppliers, manufacturers, distributors, and retailers and the Company's ability to manage its supply chain; impacts on the Company's business from political, regulatory, economic, trade, and other risks associated with operating internationally; the Company's ability to manage its executive leadership changes and to attract and retain senior management and other qualified personnel; the Company's reliance on its and its third-party service providers' information technology; the Company's ability to maintain the security of confidential information; the Company's ability to establish and maintain intellectual property protection for its products, as well as the Company's ability to operate its business without infringing, misappropriating, or otherwise violating the intellectual property rights of others; the outcome of litigation and regulatory proceedings; the impact of changes in federal, state, and international laws, regulations, and administrative policy, including tariffs and other trade policies and the One Big Beautiful Bill Act; the Company's existing and any future indebtedness, including the Company's ability to comply with affirmative and negative covenants under its credit agreement; the Company's ability to service its existing indebtedness and obtain additional capital to finance operations and its growth opportunities; volatility of the Company's stock price; the Company's "controlled company" status and the influence of investment funds affiliated with Advent International, L.P. over the Company; general economic conditions, disruptions in business conditions, and the financial strength of the Company's consumers and customers on the Company's business; fluctuations in the Company's quarterly results of operations; changes in the Company's tax rates and the Company's exposure to tax liability; and the other factors identified under the heading "Risk Factors" in the Company's most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission (the "SEC") and in the other documents that the Company files with the SEC from time to time. Many of these factors are macroeconomic in nature and are, therefore, beyond the Company's control. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, the Company's actual results, performance or achievements may vary materially from those described in this press release as anticipated, believed, estimated, expected, intended, planned or projected. The forward-looking statements in this press release represent management's views as of the date hereof. Unless required by law, the Company neither intends nor assumes any obligation to update these forward-looking statements for any reason after the date hereof to conform these statements to actual results or to changes in the Company's expectations or otherwise.

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