

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001493922
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer Honest Company, Inc.
SEC File Number 001-40378
Address of Issuer 12130 MILLENNIUM DR., #500
LOS ANGELES
CALIFORNIA
90094
Phone (310) 917-9199
Name of Person for Whose Account the Securities are To Be Sold Institutional Venture Partners XIII, L.P.

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer 10% Stockholder

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
COMMON	RAYMOND JAMES & ASSOCIATES 880 CARILLON PARKWAY ST. PETERSBURG FL 33716	36318	99881.76	95469322	12/13/2023	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the	Date you	Nature of	Name of	Is	Date	Amount of	Date of	Nature of
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Class	Acquired	Acquisition Transaction	Person from Whom Acquired	this a Gift?	Donor Acquired	Securities Acquired	Payment	Payment *
COMMON	11/07/2013	PRIVATE PLACEMENT	ISSUER	<input type="checkbox"/>		812141	11/07/2023	CASH
COMMON	11/07/2013	PRIVATE PLACEMENT	ISSUER	<input type="checkbox"/>		1368850	11/07/2013	CASH

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd Bldg 2 suite 250 Menlo Park CA 94025	common	11/09/2023	151741	236700.79
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd BLDG 2 Suite 250 Menlo Park CA 94025	common	11/10/2023	133239	196007.89
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd BLDG 2 Suite 250 Menlo Park CA 94025	COMMON	11/13/2023	64196	90439.32
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd. BLDG 2 Suite 250 Menlo Park CA 94025	common	11/14/2023	323278	482977.33
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd. BLDG 2 Suite 250 Menlo Park CA 94025	common	11/15/2023	236747	361867.79
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd BLDG 2 Suite 250 Menlo Park CA 94025	Common	11/16/2023	124287	178289.70
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd. BLDG 2 Suite 250 Menlo Park CA 94025	Common	11/17/2023	81849	119483.17
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd BLDG 2 Suite 250 Menlo Park CA 94025	Common	11/20/2023	1182416	1784620.47
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd. Bldg 2 Suite 250 Menlo Park CA 94025	Common	11/21/2023	150472	236639.44
Institutional Venture Partners XIII, LP 3000 Sand Hill Rd. BLDG 2 Suite 250 Menlo Park CA 94025	Common	12/01/2023	381069	937911.62

Institutional Venture Partners XIII, LP Common
3000 Sand Hill Rd.
BLDG 2 Suite 250
Menlo Park CA 94025

12/07/2023 154353

385913.37

Institutional Venture Partners XIII, LP
3000 Sand Hill Rd.
BLDG 2 Suite 250
Menlo Park CA 94025

Common

12/08/2023 20782

51988.25

144: Remarks and Signature

Remarks

Date of Notice 12/13/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature Melissa Fisher, as duly authorized representative of Raymond James & Associates, Inc., as attorney-in-fact for
Institutional Venture Partners XII, LP

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)