

144: Filer Information

Filer CIK	<input type="text" value="0002003203"/>
Filer CCC	<input type="text" value="XXXXXXXX"/>
Is this a LIVE or TEST Filing?	<input checked="" type="radio"/> LIVE <input type="radio"/> TEST

Submission Contact Information

Name	<input type="text"/>
Phone	<input type="text"/>
E-Mail Address	<input type="text"/>

144: Issuer Information

Name of Issuer	<input type="text" value="OLAPLEX HOLDINGS, INC."/>
SEC File Number	<input type="text" value="001-40860"/>
Address of Issuer	<input type="text" value="432 PARK AVENUE SOUTH
THIRD FLOOR
NEW YORK
NEW YORK
10016"/>
Phone	<input type="text" value="3106910776"/>
Name of Person for Whose Account the Securities are To Be Sold	<input type="text" value="Amanda Baldwin"/>

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	<input type="text" value="Officer"/>
Relationship to Issuer	<input type="text" value="Director"/>

144: Securities Information

Title of the Class of Securities To Be Sold	<input type="text" value="Common"/>
Name and Address of the Broker	<input type="text" value="Morgan Stanley Smith Barney LLC Executive Services
200 W Civic Center Dr - 4th Floor
Sandy
UT
84070"/>
Number of Shares or Other Units To Be Sold	<input type="text" value="360437"/>
Aggregate Market Value	<input type="text" value="472172.47"/>
Number of Shares or Other Units Outstanding	<input type="text" value="667511905"/>
Approximate Date of Sale	<input type="text" value="12/12/2025"/>

Name the Securities Exchange

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 Class

Common

Date you Acquired

12/11/2025

Nature of Acquisition Transaction

Restricted Stock Units

Name of Person from Whom Acquired

Issuer

Is this a Gift?

Date Donor Acquired

Amount of Securities Acquired

360437

Date of Payment

12/11/2025

Nature of Payment

Compensation

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

Nothing to Report

144: Remarks and Signature

Remarks

Represents an estimate of shares expected to be sold pursuant to an automatic "sell to cover" transaction to cover tax withholding obligations and fees arising due to the vesting of restricted stock units on December 11, 2025. Such sell to cover transaction does not represent a discretionary trade by the Reporting Person. The actual number of shares sold will depend on the sale price of the Issuer's common stock in such transaction.

Date of Notice

12/12/2025

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

/s/ John Duffy, attorney-in-fact

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

LIMITED POWER OF ATTORNEY

The undersigned hereby constitutes and appoints John Duffy, Nishan Kottahachchi and Dorothy Hill, and each of them individually, with full power of substitution, as the undersigned's true and lawful attorney-in-fact to:

- (1) prepare, execute in the undersigned's name and on the undersigned's behalf, and submit to the U.S. Securities and Exchange Commission (the "SEC") a Form ID, including amendments thereto, and any other documents necessary or appropriate to obtain codes and passwords enabling the undersigned to make electronic filings with the SEC of reports required by Section 16(a) of the Securities Exchange Act of 1934, as amended, or any rule or regulation of the SEC, and to manage the undersigned's Electronic Data, Gathering, Analysis and Retrieval ("EDGAR") account on the undersigned's behalf, including acting as the undersigned's account administrator(s) on EDGAR;
- (2) execute for and on behalf of the undersigned, in the undersigned's capacity as officer and/or director of Olaplex Holdings, Inc. (the "Company"), Forms 3, 4, 5 and any Schedules 13D or 13G in accordance with Section 16(a) of the Securities Exchange Act of 1934, as amended, and the rules thereunder, Form 144 in accordance with Rule 144 under the Securities Act of 1933, and any other forms or reports the undersigned may be required to file in connection with the undersigned's ownership, acquisition or disposition of securities of the Company;
- (3) do and perform any and all acts for and on behalf of the undersigned that may be necessary or desirable to complete and execute any such Form 3, 4, 5, or 144 or Schedule 13D or 13G, complete and execute any amendment or amendments thereto, and timely file such form with the SEC and any stock exchange or similar authority; and
- (4) take any other action of any type whatsoever in connection with the foregoing that, in the opinion of each such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by each such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as each such attorney-in-fact may approve in each such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that each such attorney-in-fact, or each such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that each foregoing attorney-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934, as amended, or Rule 144 under the Securities Act of 1933.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 144, 3, 4, 5, and any Schedules 13D or 13G with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to each foregoing attorney-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of August 19, 2025.

By: /s/ Amanda Baldwin

Name: Amanda Baldwin