

CEW

Indie30Report
**MINDFUL
BEAUTY
BRANDS**

Congratulations

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We're celebrating your achievement,
excellence & empowerment
in the beauty industry.*



Indie30Report Beauty's Big Movement is Now Table Stakes

Mention *clean beauty* among industry colleagues and immediately conversation, and often, debate, is sparked. Among the discussion points: What constitutes clean beauty? Which ingredients shouldn't be in a product calling itself clean? Who sells clean beauty best?

While there's no industry standard to measure clean beauty, the general consensus is that clean beauty products use ingredients that do not harm skin or human health—parabens, sulfates, and phthalates have been identified as the biggest offenders. Many retailers and brands have gone a step further to establish their own robust ingredient and clean beauty guidelines. For this year's *Indie30 Mindful Beauty Brands Report*, the companies featured have products that are free from the ingredients mentioned above as well as silicones, mineral oils, and petrolatum. These brands also focus on at least one of the following three pillars: mindfully made, cruelty free, and vegan.

Clean beauty brands are top of mind with ingredient-savvy consumers, retailers, investors, and strategic buyers. So, what's driving the demand?

For one, many of the founders spotlighted in this year's *Indie30 Mindful Beauty Brands Report* embarked on their clean beauty journey to satiate their own beauty needs. Others said that their quest to live more healthfully made them pay more attention to what they were putting on their skin. Controlling and curating ingredient choices, many said, are what fueled their passion for creating efficacious, and safe products. Tara Foley, the founder of clean beauty retailer Follain, and its namesake product line, concurred that clean, luxurious, effective ingredients are at the core of clean beauty brands.

"[Founders] think about the impact of an ingredient on skin and body, and then what happens with the residual ingredient as it goes down the drain and into the water system," said Tara.

And this mindset is expected to become the norm as clean shifts away from being a movement to becoming table stakes.

"Clean beauty is one part of a larger and long-lasting movement that is here to stay," says Andrew Charbin, Managing Director at The Sage Group.

Let's see who's making waves in one of the most innovative sectors of the industry.



Adwoa Beauty

@adwoabeauty

JULIAN R. ADWOA
Founder, CEO

\$5M-\$10M
(estimated sales)

Julian Addo, an immigrant from Liberia, took a circuitous route to creating her natural hair care brand.

After working in a salon for several years before opening one of her own, she detoured into finance in corporate America.

When the banking institution she worked for closed, she found herself rediscovering her passion for hair care. Julian referred to her own experience of transitioning to natural hair in her blog, Bella Kinks, to help others do the same.

In 2015, she developed The Bella Kinks Natural Hair Expo, which attracted more than 7,000 people and almost 75 Black-owned brands. Impressed with her knowledge, retail powerhouse Sally Beauty enticed her to work on launches for them. It was then she realized the need for quality products in the textured hair care category.

“There wasn’t a top shelf line for Black people by Black people,” she recalls. In 2017 Julian launched Adwoa Beauty, a gender-neutral, clean beauty line, which she backed with \$80,000 of her own money when she couldn’t find a financial partner. Adwoa Beauty aims to merge the intersection of

Julian’s identity, an African-born woman who moved to the U.S. at two years old and raised in a modern lifestyle.

“Adwoa Beauty was created to simply add beauty into Black hair care on a prestige level. For a long while, the industry left out the Black hair care category from the beauty conversation. We were created to level that playing field and compete to scale in an untapped category,” says Julian. “Our unique proposition is our honesty, transparency and education in the brand and founder story. Our ability is to deliver clean, efficacious products and best-in-class branding in everything that we do.”

Formulas in Adwoa Beauty are non-toxic and use concentrated ingredients to deliver results to multi-cultural hair textures. Baobab oil, for example, is used to treat dandruff, dry scalp, eczema, psoriasis and rosacea as it contains vitamins A, D, and E, and is packed with omegas 3, 6 and 9. Ingredients also used include peppermint oil to help stimulate hair growth, spearmint oil which has anti-fungal and antibacterial properties, and wintergreen oil to help purge dandruff and flakes from the scalp.

The self-funded beauty entrepreneur has built out distribution at Sephora, Sephora Canada, as well as a robust online business at adwoabeauty.com.

What’s the best advice you’ve received in your entrepreneurial journey?

“I’d get down on myself about the mistakes I was making, and I’d complain about how much everything was costing. Because I didn’t have the money to make mistakes as a bootstrapped brand, my issues worsened.

My friend J said to me, ‘Julian, you are making mistakes, but you are making all of the *right* mistakes.’ That really hit home. The mistakes are what made me a better, more detailed and thoughtful business leader. They gave new perspective and intel I would not have had, had I not made them.”

– Julian Addo





AVYA Skincare

@avyaskincare

DEEPIKA VYAS
Founder, CEO

\$1M-\$5M
(estimated sales)

Deepika Vyas' highly sensitive skin, which has darker tones, prevented her from finding skin care brands that addressed her specific concerns.

Deepika, who was born in Kenya and is of Indian descent, turned to her heritage in traditional Ayurvedic ingredients to create AVYA Advanced Ayurvedic Skincare.

Ayurveda is a healing system originating in India that seeks to integrate and restore mind, body and spirit through a

comprehensive, balanced approach to health and well-being. Deepika drew upon her own expertise as a pharmacist and with her partner, Dr. Tanuj Nakra, a world-renowned, double board-certified facial cosmetic and ophthalmic surgeon, they developed the AVYA Skincare line. The brand's parent is Global Beauty Science Holdings, Inc.

AVYA Skincare combines medical-grade efficiency with natural botanicals used for thousands of years. The anti-inflammatory and healing properties of turmeric, neem and peony are combined by a proprietary technique of microencapsulation that allows these ingredients to become bioavailable

to the skin. AVYA Skincare products can be used by any skin type.

There are two collections: Advanced and Hydroveda. The lineups include cleansers, serums, eye creams, moisturizers, night moisturizers, and hand and lip treatments. One of the heroes of the Hydroveda range is its AVYA Hydroveda moisturizer created with hyaluronic acid and snow mushroom, boasting ultra-hydrating ingredients to keep skin plump, smooth and moisturized for a lasting, radiant glow. AVYA is a pioneer in using snow mushroom, which is emerging as a buzzy ingredient.

Prices range from \$26 to \$195 for collections; the line is sold at avyaskincare.com, Macy's, Amazon, and assorted medi-spas.

Deepika emphasized, "I truly believe that In-Bauty is the new K-beauty. We are seeing more and more everyday products—whether it's our turmeric lattes, peony candles or neem body oil—formulated with these nutrient-rich botanicals, medicinal herbs and healing spices that have been used for thousands of years. What these ancient Ayurvedic ingredients have in common are their anti-inflammatory properties that can be used to treat a variety of conditions while also helping the body achieve balance," adds Deepika "With the wisdom of the past, combined with today's latest advances in molecular science, the possibilities with Ayurveda in the cosmetics industry are truly endless."

If you could write the fortune inside a fortune cookie what would it say?

"Life does not come with a menu. Believe in yourself, work hard, be kind and always do your best."

– Deepika Vyas





Beekman 1802

@beekman1802

**JOSH KILMER-PURCELL
DR. BRENT RIDGE**
Co-founders

\$75M-\$100M
(estimated sales)

Dr. Brent Ridge and Josh Kilmer-Purcell traded in city life to live on a historic Beekman farm in rural upstate New York.

Not long after moving, they lost their jobs during the recession of 2008.

Around the same time, a neighboring farmer put a letter in their mailbox asking if his goats could live on the Beekman farm because he was losing his land. Brent and Josh said yes and with this one act of kindness, found themselves with 100 goats.

With a looming mortgage and no income, they literally Googled, “What to make with goat milk?” and began handmaking goat milk soap with the help of neighbors.

At first, they shared their creations with friends. Word of mouth spread quickly about the soap’s benefits. A neighbor’s eczema even cleared; another’s rosacea improved. The acceptance encouraged the duo to launch Beekman 1802 in 2008.

Beekman 1802 has homed in on the science of goat milk and how it is effective for moisturizing, exfoliation and nourishing the skin’s microbiome. The research led to the

next phase of Beekman 1802, Clinically Kind, a skin care range made for sensitive skin with goat milk and probiotics. It’s Beekman 1802’s approach to skin care that’s clinically tested, scientifically proven and effectively formulated with kind and clean ingredients that work with skin, not against it.

“What’s more, our skin care is formulated with the microbiome in mind. In fact, our goat milk is the first and only skin care ingredient to be certified as Microbiome-

Friendly,” says Dr. Brent. Products in the Clinically Kind range include Milk Drops Probiotic Ceramide Serum, Golden Booster Vitamin C Serum, and Buttermilk Makeup Melting Cleansing Balm. Prices range from \$7 to \$60.

Beekman 1802 is sold at Ulta Beauty, ulta.com, beekman1802.com, Beekman 1802 Mercantile, QVC and HSN, and independent retailers.

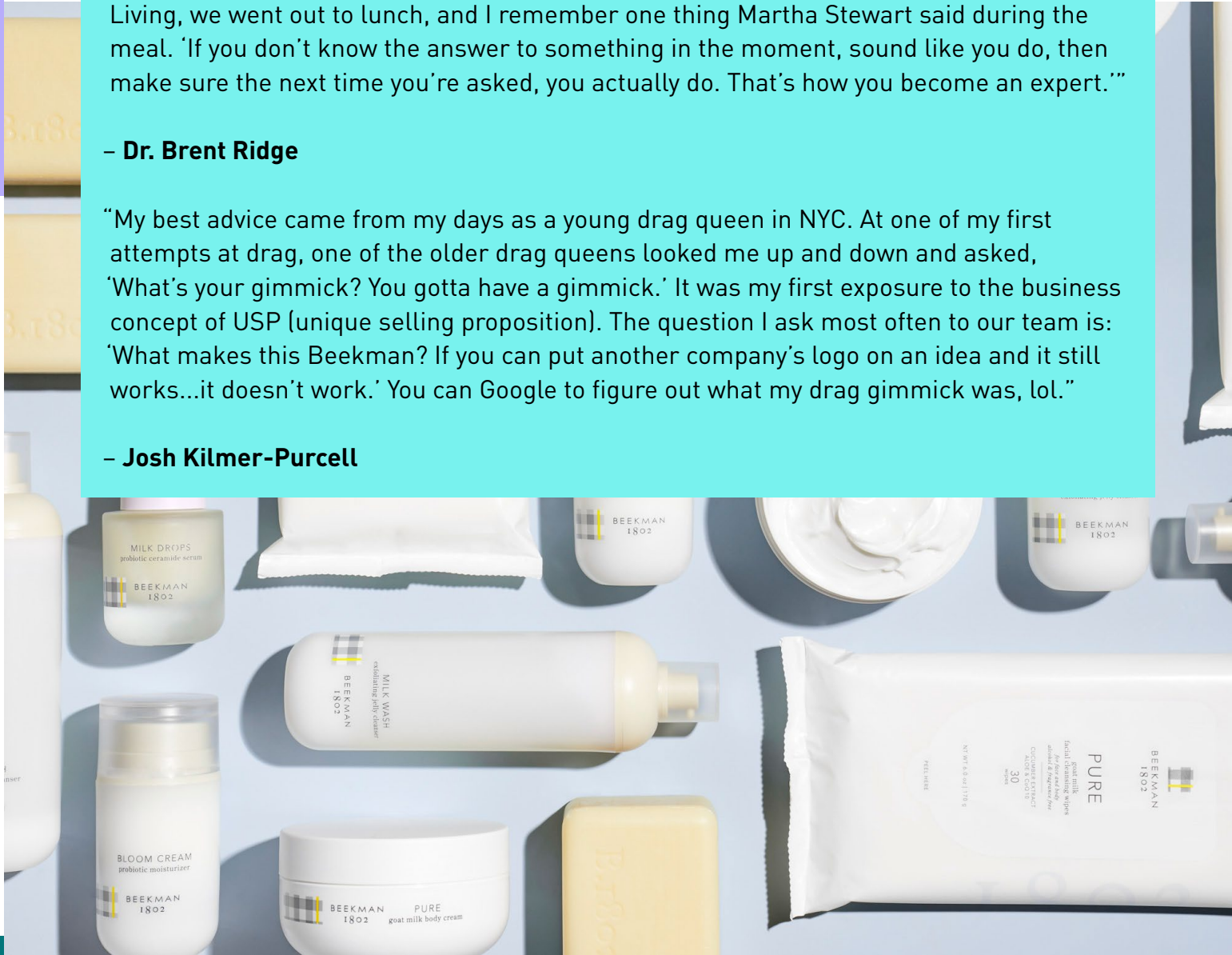
What’s the best advice you’ve received in your entrepreneurial journey?

“During my first week on the job at Martha Stewart Living Omnimedia as VP of Healthy Living, we went out to lunch, and I remember one thing Martha Stewart said during the meal. ‘If you don’t know the answer to something in the moment, sound like you do, then make sure the next time you’re asked, you actually do. That’s how you become an expert.’”

– Dr. Brent Ridge

“My best advice came from my days as a young drag queen in NYC. At one of my first attempts at drag, one of the older drag queens looked me up and down and asked, ‘What’s your gimmick? You gotta have a gimmick.’ It was my first exposure to the business concept of USP (unique selling proposition). The question I ask most often to our team is: ‘What makes this Beekman? If you can put another company’s logo on an idea and it still works...it doesn’t work.’ You can Google to figure out what my drag gimmick was, lol.”

– Josh Kilmer-Purcell





Black Girl Sunscreen

@blackgirlsunscreen

SHONTAY LUNDY
Founder

\$5M-\$10M
(estimated sales)

Like many women with darker skin tones, Shontay Lundy often experienced a white residue left behind by traditional sun care products.

Armed with an MBA and a desire to address the lack of options in skin care, Shontay decided to become a trailblazer in the industry and create a sunscreen she says is, “For us, by us.”

She named her line Black Girl Sunscreen to address the misperception that having

dark skin means people don’t need full sun protection. “While we do have more natural protection than people with lighter skin tones, we’re still at risk for burns, cosmetic sun damage and—most importantly—skin cancer,” says Shontay of the vegan brand she launched five years ago with a moisturizing sunscreen lotion. Glowing reviews on Reddit caused her product to go viral in 2019.

Today, her lineup includes a SPF sunscreen that doubles as a moisturizing lotion (\$18.99), a kid’s SPF (\$9.99) and Make It Matte, a face product with SPF 45 (\$21.99). The latter launched early in 2021 and sold out twice.

The ingredients used in Shontay’s line are naturally derived, and include avocado, jojoba and cacao. With reef safety paramount in sun care, formulas are free from oxybenzone and octinoxate. Also, Black Girl Sunscreen is vegan, cruelty free, and free from silicones and parabens. The brand is also committed to recycling; consumers can send the company empty bottles for recycling.

Beyond creating her products, Shontay travels the world educating women of color about the importance of sunscreen. The mission of the brand is beyond sales, but to promote safe skin practices and sun protection.

Her efforts have gained traction and the demand for Black Girl Sunscreen continues to escalate. In January 2021, Black Girl Sunscreen launched in several Ulta Beauty locations across the country and currently the brand is the only indie Black-owned product sold in Target’s sun care section full time.

“Our goal here at Black Girl Sunscreen is to become a global brand, and to make that happen, we have to expand internationally,” adds Shontay who has set up distributors in Europe.

In addition to being a catalyst in the beauty industry, Shontay takes social missions seriously and in 2020 she successfully challenged Instagram to verify deserving Black businesses with a blue check through her #VerifyBlackBrands campaign. She plans to further her social mission to promote diversity and inclusion of Black beauty founders in mainstream media.

In 2020, Shontay received \$1 million in funding from a female funding source.

If you could write the fortune inside a fortune cookie what would it say?

“If you don’t pull back the layers from the surface, expect to be fooled. Follow your intuition, you never know where it may lead you.”

– Shontay Lundy





Bloomeffects

@bloomeffects

KIM VAN HAASTER
Founder, CEO

\$1M-\$5M
(estimated sales)

Kim van Haaster compares her founder story to a Hallmark movie.

“I’m an Asian Australian beauty executive who was based out of New York City until I fell in love with a fourth-generation Dutch tulip farmer on the dance floor in Ibiza,” she says. Today, the two are happily married with a young daughter and a blooming skin care brand.

But Kim found more than love, she had a revelation. Kim battled problem skin her entire life, and after years of working in the beauty industry, she was constantly

searching for new ways to treat her skin since nothing had successfully worked for her in the past.

“There was a moment when I was arranging a bunch of hand-cut tulips fresh from our fields and I asked my husband, Hein, ‘Why can’t I arrange these tulips properly? Why do they always move around and flop over in the vase?’” His answer became her light-bulb moment for Bloomeffects. Tulips, he explained, are one of the only flowers that continue to grow after they are cut. “I knew there had to be a way to harness this power to help benefit skin and cell turnover,” Kim says of the regenerative power of tulips.

Bloomeffects launched in October 2019 and is the first beauty brand to use tulips as an active ingredient; it has two Dutch government grants to support research. Through this research, Kim has been able to discover and identify compounds in the flower that deliver healthy skin benefits like hydration.

As part of its mindful beauty mission, Bloomeffects is also committed to protecting the environment. Bloomeffects only uses recycled and recyclable packaging and cartons, including PICEA tubes—packaging made from upcycled sawdust waste from German carpenters—which is a first in the U.S. “We are committed to low plastic packaging, so we use glass jars and 100 percent recycled cartons printed with soy ink,” Kim adds.

The company is also a pioneer in upcycling discarded tulip bulbs to produce its proprietary Dutch Tulip Complex. The brand incorporates another first-to-market process—discarded petals, called choppings, are now able to be upcycled to produce its proprietary Black Tulip Complex which is



rich in flavonoids and antioxidant properties. In addition to meeting clean requirements from retailers, including Credo Beauty, Bloomeffects is EU-compliant, as well as Leaping Bunny certified.

Bloomeffects prices range from \$29 for the Tulip Tint to \$119 for the Black Tulip Overnight Retinoid Serum.

The brand—funded by family, friends and angel investors—is sold on its own website, as well as in Credo Beauty, Blue Mercury, Bloomingdale’s, Saks Fifth Avenue, QVC and The Hut Group.

What’s your biggest lesson learned to date?

“Always be authentic and stay true to who you are. We are a farm brand built on tulips—and they are our key asset. It’s important to utilize your assets to tell your authentic brand story, that is what builds a true connection and resonance with people. During the first lockdown we partnered with QVC with a Facebook Live from the tulip fields. It is still one of their top viewed Lives ever and it’s all thanks to us sharing our greatest asset with the world. It brought new customers to our brand, allowed us to tell our authentic story from the source, offer education about our brand, and provided escapism during a time when people really needed it.”

– Kim van Haaster



Forgotten Skincare

@forgottenskinicare

ALEX POTTASH
Founder

Under \$1M
(estimated sales)

Founded in 2020 by Alex Pottash, Forgotten Skincare started with a simple idea: to develop high-quality products for common skin concerns that are often overlooked by the beauty industry.

Formulating products with clean ingredients for areas of the body that are overlooked, Forgotten Skincare utilizes inclusive beauty messaging and uplifting skin care solutions, believing “Who we are as people should

be the only definition of beauty worth discussing,” says Alex.

The daughter of entrepreneurs, Alex always wanted to start a business. At first, she wanted to recreate a DIY body scrub made from grounded avocado pits. But she discovered a need for a solution to an untapped beauty problem—underarm darkness.

“Underarm darkness is searched for more than 80,000 times on average every month. I didn’t feel there was a product out there that met consumers’ needs, nor my standards for this condition,” recalls Pottash. Specifically,

existing items didn’t align with her standards of clean, vegan and cruelty-free beauty. “Also, most brightening products are filled with harmful lightening ingredients, like hydroquinone, that may cause skin cell damage,” she says. “It’s a really sensitive topic that is rarely discussed,” she says. “I wanted to create a brand that destigmatizes it.”

After launching Forgotten Skincare’s The Original Underarm Brightening Deodorant Cream with \$5,000 of her own funds, she also discovered another need: products for inner thigh hyperpigmentation. Subsequently, her second launch was the Down Low Inner Thigh Serum, which debuted in April 2021.

The deodorant retails for \$32; the thigh serum is priced at \$28. A combination of both items called The Strip Down & Raise Up Bundle retails for \$60. The brand is sold at forgottenskinicare.com and at Urban Outfitters online.

Alex is clear that her items brighten versus whiten—and do not contain hydroquinone. The actives in the deodorant include vitamin C, salicylic acid and uva ursi extract. The thigh serum includes papaya fruit enzyme, licorice root and niacinamide. The products are manufactured in small batches powered by 100% renewable wind energy. Alex

has plans to continue to use even more sustainable packaging, such as aluminum or PCR tubes. She also has plans to kick new product development into gear.

The shopper for Forgotten Skincare stretches beyond people with hyperpigmentation. Although BIPOC consumers are the largest cohort, products are designed to help with universal issues such as razor burn, while also hitting the spot with shoppers who haven’t found a natural option they like.

Alex started out DTC to gain feedback from consumers until Urban Outfitters reached out to her via Instagram DM with interest in carrying her products. The retailer now sells her Forgotten Skincare online.

International growth is in her blueprint, including expansion into Canada, the Middle East and India.

If you could write the fortune inside a fortune cookie what would it say?

“Create with passion and success will follow.”

– Alex Pottash





GenEsscents

@genesscents

**CHEMEKA
DANIELLE WATSON**
Founder, CEO

Under \$1M
(estimated sales)

In 2016, Chemeka Danielle Watson, a certified physician assistant, changed her life.

She got into therapy, left a stressful relationship, changed to a plant-based diet and started working out.

“I learned how food can be healing and transitioned to a plant-based lifestyle. Eventually, my palate changed from my previous food desires and I knew it was easy sailing from there. Working out was no longer a chore but rather a love,” says Chemeka, who once weighed nearly 200 pounds.

Exercising in gyms and boot camps led her to discover that people needed a way to stay fresh during their most sweaty moments. “I began researching natural deodorizers. I found different ingredients, such as lavender and tea tree oils, coconut oil, et cetera, but no actual product that could be used in the ‘hotspots.’”

A recipe of how to combine those natural ingredients came to her one day while meditating. “I ran to my kitchen. I already had all the ingredients, just sitting and waiting. My brain and hands just started moving and, in the end, I created an anti-odor cream made specifically for the

groin. I used it, went to my boot camp class, and sweated like crazy,” she recalls. Her concoction did the trick to eliminate unwanted odors, naturally.

Positive feedback from those who tried Chemeka’s formula prompted her to launch her first item, a natural hygienic cream, in 2017. A year later she added a natural underarm deodorant that has since become a top seller. Her mission is to offer mindfully made, chemical-free, plant-based deodorants that are handcrafted using her medical knowledge as a physician’s assistant, and personal knowledge from living a plant-based lifestyle. Her portfolio today includes Imperium Deodorant (\$12), Anti-Odor Cream (\$18) and Men’s Anti-Odor Cream (\$18) which are sold directly to consumers.

Sweating, Chemeka says, is the body’s natural mechanism to auto-regulate body temperature and is needed to release toxins. While it is good to perspire, it doesn’t need to emit an odor. Most deodorants, according to Chemeka, block sweat pores to prohibit odor which can be unhealthy. Conversely, GenEsscents products allow the consumer to sweat, without malodor. “Combined with naturally fragrant oils, the plant-based ingredients are specially formulated to turn up the protection when one needs it the most,” Chemeka further explains.

GenEsscents is on a growth path, generating three to four times sales earned in its first two years of business, propelled by social media and positive word-of-mouth advertising.

What’s the biggest lesson you’ve learned to date?

“Be patient, your time will come. Be diligent in your vision. Stay true to your goals and be OK with the journey no matter how slow you may think things may be going. When it’s your time, it’s your time.”

– Chemeka Danielle Watson





Glow Recipe

@glowrecipe

**SARAH LEE
CHRISTINE CHANG**
Co-founders, Co-CEOs

Over \$100M
(estimated sales)

Industry veterans Sarah Lee and Christine Chang co-founded Glow Recipe in 2014 as an online destination for curated, clean, cruelty-free Korean beauty products.

In 2017, they launched Glow Recipe Skincare, a fruit forward, clinically effective line for glowing, bouncy skin. Their first product, the Watermelon Glow Sleeping Mask*, was inspired by their grandmothers who rubbed watermelon rinds on skin to soothe and calm heat rash and irritation during the hot summer months in Korea.

The line pairs antioxidant-rich fruit with gentle yet powerful actives to treat skin based on its daily needs.

Glow Recipe is known for unexpected sensorial textures and innovative ingredients that deliver lasting hydration, targeted skin benefits, and a natural, lit-from-within glow.

“Our Watermelon Sleeping Mask is a prime example,” says Sarah of Glow Recipe’s signature products. “We had never seen watermelon used as the hero ingredient in a beauty product and wanted to find a way to harness all of its soothing, hydrating properties. We were able to maximize the

watermelon fruit in an innovative overnight mask that both hydrates with watermelon extract and gently exfoliates with AHAs to reveal baby-soft skin by morning.”

Each product in the lineup is easy to use, multi-purpose and designed for all skin types. Formulated with high-quality clean ingredients, all of Glow Recipe’s skin care essentials are made without parabens, sulfates and phthalates and the brand is Leaping Bunny certified, cruelty free, vegan, and sold within the Clean at Sephora section at the specialty retailer. Further, Glow Recipe packaging is 100% recyclable, either curbside or via Terracycle, and the company has committed to be carbon neutral by 2022.

“Our mission is to educate and excite people about taking better care of their skin with an unapologetically fun approach,” says Christine. When developing products, the duo draws inspiration from many different places including: the brand’s community’s skin care concerns and suggestions, antioxidant-packed fruits, Korean beauty trends, interesting technology they’ve encountered, or ideas to address a given skin concern in a unique way.

“We’re also committed to offering industry-firsts, not only through fresh and effective blends but also by reimagining standard formats like with our viral Watermelon Glow Niacinamide Dew Drops—a multitasking serum that was inspired by the glowy skin looks created by Korean makeup artists,” says Christine.

In October of 2021, Glow Recipe received a minority investment from North Castle Partners. Terms of the deal were not disclosed but the funding will primarily go to product development, new hires, increased marketing spend and building up international business.

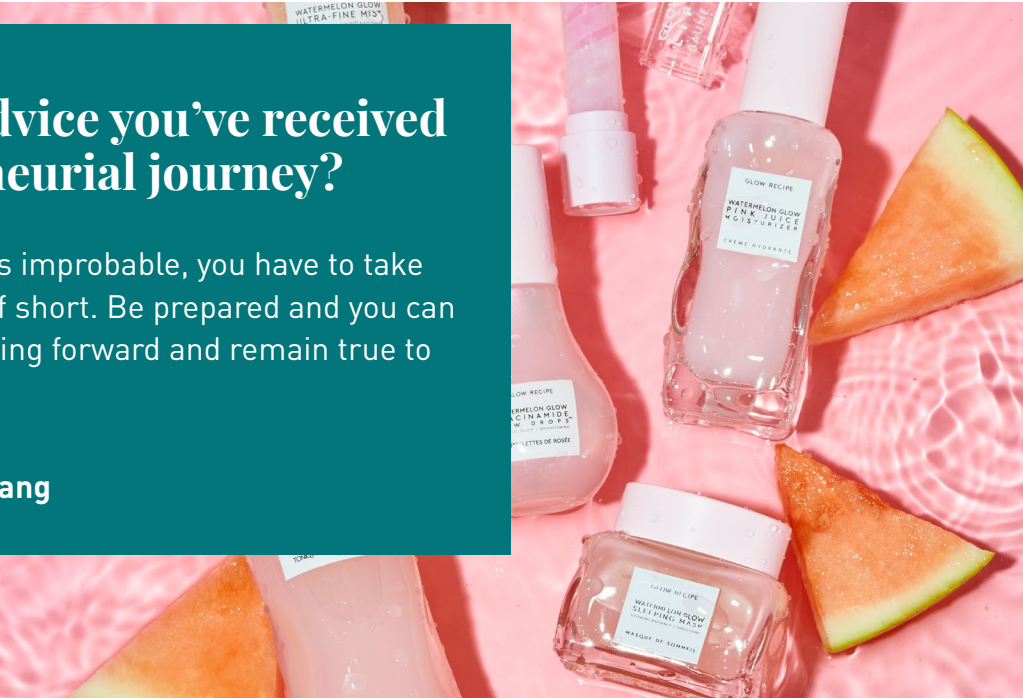
Glow Recipe products are sold at sephora.com, Sephora U.S. and Canada, as well as Sephora Singapore, Malaysia and Hong Kong. Cult Beauty, Douglas, and Mecca also stock the brand, along with availability on its own website (glowrecipe.com). Prices range from \$5 to \$145.

*Glow Recipe’s Watermelon Glow Sleeping Mask includes simethicone.

What’s the best advice you’ve received in your entrepreneurial journey?

“Sometimes even if it seems improbable, you have to take the leap. Don’t sell yourself short. Be prepared and you can tackle anything. Keep pushing forward and remain true to your purpose.”

– Sarah Lee & Christine Chang





Hanahana Beauty

@hanahana_beauty

**ABENA
BOAMAH-ACHEAMPONG**
Founder

Under \$1M
(estimated sales)

In 2017, Abena Boamah was a seventh-grade algebra teacher completing a master's degree in counseling psychology.

Today, she is a beauty brand founder on a mission to disrupt the global beauty industry with her consciously clean skin care brand, Hanahana Beauty. Triggered by a lack of transparency and sustainability within the beauty industry, Abena set out to develop products that addressed responsible environmental practices, conscious ingredient sourcing, and accessibility.

“Four years ago, I decided that I was over buying skin care products without knowing what was actually in them. I went back to what I knew—shea butter,” she said. “As a child, my mother would heat up shea butter and cloves and add them to her own body butter concoctions for our family to use for everything from muscle pulls to dry skin.”

Since 2017, the brand has sourced its shea from the Katariga Women's Shea Cooperative in Ghana, paying twice the asking price with the goal of sustaining the people who are sustaining the business. Available in six scents, Hanahana Beauty's rich and creamy Body Butter has developed a cult-following

since its debut, and in August 2021, the brand released its first face care product, Skin Nutrition, a six-ingredient detoxifying mask. Currently, the items are sold DTC on hanahanabeauty.com with prices ranging from \$15 to \$32.

Investors for the brand include start-up investor Alexis Ohanian and entrepreneur Hannah Bronfman.

Always an educator, Abena utilizes her platforms to create spaces for educating and sharing stories about Black women globally, and also offers curated learning experiences around wellness, mental health, and identity.

If you could write the fortune inside a fortune cookie what would it say?

“You can only speak things into fruition with action.”

– Abena Boamah-Acheampong





Henry Rose

@henryrose

MICHELLE PFEIFFER
Founder

\$5M-\$10M
(estimated sales)

Academy Award-nominated actress, producer and founder of Henry Rose, Michelle Pfeiffer, first began to pay more attention to the products she and her family were exposed to more than two decades ago.

“The mystery of the fragrance industry seems romantic and intriguing until you start asking questions. The truth is, the term ‘fragrance’ is often used as a catch-all for thousands of under-regulated ingredients,”

says Michelle. “Sure, this protects trade secrets, but it leaves everyone else in the dark. I learned this decades ago when I became a mom and started looking at labels on the products I used. I couldn’t imagine exposing my children to anything potentially toxic on my skin.”

Without any regulation or required disclosure around fragrance ingredients, she stopped wearing perfume and any products with fragrance for years.

Eventually, Michelle became frustrated with constantly having to choose between high-end items that weren’t clean and

healthier alternatives that weren’t luxurious, and decided to challenge the status quo by creating a line of products that discloses 100 percent of its ingredients. “I really missed it [fragrance] and eventually realized that if I wanted a safer, beautiful, quality perfume, I would need to create it myself.”

After a journey that spanned more than a decade, in 2019 she launched Henry Rose based on the strictest health, safety and environmental standards set forth by two industry leading non-profit organizations: the Environmental Working Group (EWG) and Cradle to Cradle (C2C) Products Innovation Institute. Henry Rose is the first fine fragrance line to receive the distinctions of EWG Verified and Cradle to Cradle Certified.

“At first, I thought it would be organic and plant-based, but in the first call with the Environmental Working Group, we learned synthetics can, in some cases, be less allergenic than certain natural ingredients,” she says.

What’s the best advice you’ve received in your entrepreneurial journey?

“The best advice I’ve received is actually a piece of non-advice that I was repeatedly told when trying to develop what is now Henry Rose: ‘You’re going at this ass backwards. You are going to fail.’ It made me more determined to succeed.”

– Michelle Pfeiffer



Michelle then decided she needed these organizations “at the table, throughout the formulation process” and found a partner that fulfilled her needs with International Flavors & Fragrances [IFF]. “We upped the ante and got the Cradle to Cradle Products Innovation Institute involved, to make sure we met their standards too,” she says.

Michelle admits it was a challenge—especially since she was demanding the same level of mastery and quality as other fine fragrances, while also limiting the palette of ingredients typically used to formulate—from 3,000 to about 300.

“It took years of us mixing and matching our short list of ingredients. Finally, our talented IFF perfumers created five distinctive scents, each meant to evoke a personal memory, person, place or feeling that I love,” Michelle says.

Henry Rose discloses 100 percent of its ingredients. The genderless, clean line of personal care products includes fine fragrances, body creams, hand and body lotion, a body bar, hand sanitizer, candles and diffuser oils. Product prices range from \$10 to \$125.

Henry Rose is sold at henryrose.com, goop.com, The Conservatory, The *Allure* Store, and Onda Beauty.



Herb + Flora

@herbandflora

**GUILLAUME HERBETTE
MARIE-PIERRE STARK FLORA**
Co-founders

Under \$1M
(estimated sales)

Marie-Pierre Stark Flora and Guillaume Herbette met in 2014 in New York and found they had several common passions, including a love for sports, science and clean beauty, as well as mutual ties to Corsica.

Both triathletes noticed that their teammates looked younger than their age. “We started to wonder how that was possible and what was the impact of exercise on the appearance of skin,” said Marie-Pierre, a beauty industry

veteran whose experience includes roles at L’Oréal, Estée Lauder and Coty, as well as the founder of beauty tech company, Illuminage.

Motivated by their shared passions, Marie-Pierre and Guillaume decided to work on a line of beauty products in Corsica during the summer of 2019. In 2021, Herb + Flora officially launched, positioned as a clean beauty brand with science at its core.

While researching the link between beauty and exercise, the duo discovered the work done by Dr. Mark Tarnopolsky at McMaster University in Canada which showed how exercise can help slow down aging. He

became a scientific partner to the brand, and now Herb + Flora calls its ability to mimic the anti-aging effects of exercise on skin, hair and nails its unique proposition.

“We have a holistic approach to beauty from the inside out and from the outside in with topical, ingestible and textile products. All our products are vegan and our topicals are refillable,” Marie-Pierre said.

Using their understanding of exercise, science, and clean ingredients, proven by in vivo testing, Marie-Pierre and Guillaume created a proprietary blend, the Exercise Mimic Youth Complex which the founders say reproduces the anti-aging effects of exercise and unlocks the life energy of skin.

Other products in its lineup include: Eye of the Cyclops Recovery Eye Gel, a fast-recovery and energy booster to minimize the look of crow’s feet, under-eye bags and dark circles; The Potion Youth Recovery

Serum, Renewing + Anti-fatigue is an energy-recovery and rejuvenating “facial in a bottle;” and Heroes & Goddesses Fast Track Youth Energy for Healthy Skin, Hair, Nails, promotes mitochondrial health and supports lower oxidative stress in cells. Prices range from \$45 to \$260. The line is sold on the brand’s website.

Which beauty brand founder do you admire most and why?

“Cristina Carlino is a visionary with a heart and a soul. She created not one, but two very unique and successful brands (BioMedic and philosophy). She was the first to combine science and inspiration at the heart of a brand concept with philosophy. And as a matter of fact, she has been an inspiration and a mentor to me over the past few years and I am very grateful.”

– Marie-Pierre Stark Flora





Hero Cosmetics

@herocosmetics

JU RHYU
Founder

Over \$100M
(estimated sales)

The brand takes a consciously clinical approach to skin care, developing products with gentle and effective ingredients, transparent product details, and accessible price points ranging from \$13 to \$20.

“We’ve grown the pimple post-care segment with products such as Rescue Balm and Lightning Wand and those two SKUs are examples of our fresh take on acne,” said Ju. “Rescue Balm was inspired by people’s use of Neosporin for pimples and the Lightning Wand pen format was inspired by the desire to have a post-pimple hyperpigmentation product that was very targeted.”

Hero is available in more than 8,000 doors with availability at Amazon, Target stores, target.com, walmart.com, goop.com, Ulta Beauty, CVS, Bloomingdale’s and Urban Outfitters. In January, the brand received a minority growth investment from Aria Growth Partners, a leading consumer-focused private equity firm.

What’s the best advice you’ve received in your entrepreneurial journey?

“The best advice was from Alicia Sontag of Prelude Growth Partners who told me early on to not expand outside of patches—so quickly, and to stick to acne patches—making all different shapes, sizes, and for different needs. Her advice was to go deep and dominate patches. We listened to that pivotal advice which helped cement our growth trajectory and also our position as the acne patch brand out there.”

– Ju Rhyu

Hero Cosmetics sells a box of its hero item, Mighty Patch, every five seconds.

The transparent pimple patch utilizes high-grade hydrocolloid, a super absorbent material, to draw out impurities with the goal of reducing blemishes and speeding the healing process.

“I grew up battling mild to moderate acne, and my dry and sensitive skin didn’t like the harsh ingredients available on the mass market, such as benzoyl peroxide. I understood firsthand how breakouts could affect confidence and mental health,” said Ju.

“When I tried hydrocolloid acne patches for the first time, I was shocked and amazed by not only how well they worked, but also the speed with which I saw results. I felt better about my skin and about myself. I created Mighty Patch and our line of Hero Cosmetics to help reveal the hero that exists inside everyone because acne breakouts certainly don’t make you feel like one.”

Since 2017, Hero has grown from a startup with a single product to an established acne care brand that has increased revenue by three to four times year over year with customizable solutions meant to prevent blemishes and restore skin health.





Hyper Skin

@hyperskin

DESIREE VERDEJO
Founder, CEO

\$1M-\$5M
(estimated sales)

That's when she had a "light bulb" moment and decided to create Hyper Skin, which launched in 2019.

Her hero product, the Hyper Even Brightening Dark Spot Vitamin C Serum, is a product that aims to visibly reduce the appearance of acne scars and other forms of hyperpigmentation in as little as four weeks without sensitizing or bleaching the skin. A combination of fruit enzymes, bearberry, turmeric, and kojic acid work together to attack hyperpigmentation to dramatically lighten dark spots, while natural botanicals work to minimize the occurrence of future outbreaks. The serum, which retails for \$36, is also formulated without parabens, sulfates, and phthalates, is hydroquinone free and is completely vegan and cruelty free.

"When I created Hyper Skin, I set out to fill a void and create a solution," Desiree says. "I wanted to address the real, overlooked consumer who may not have had access to products that really worked for their specific skin needs and people have really responded to that. Hyper Skin is truly inclusive and celebrates all skin types in a real way."

Future product extensions are also in the pipeline, she says.

Desiree is a graduate of the Sephora Accelerate Program. Her line is available at Urban Outfitters and Revolve and it launched on sephora.com in September 2021.

As a Black woman with acne-prone skin that's subject to dark spots and hyperpigmentation, Desiree Verdejo never saw people who looked like her in the skin care space.

That's why she set out to create a simple, results-oriented, multicultural skin care brand that celebrates and offers products for everyone's skin in its various stages.

Even though hyperpigmentation is a \$5 billion industry, Desiree said there were

previously no products on the market that were thoughtfully formulated to treat this common skin care concern. Educated as a lawyer, Desiree pivoted careers to operate her own boutique, Vivrant Beauty in Harlem from 2015 to 2018. She was surrounded by a plethora of brands, but few could remedy her hyperpigmentation.

"I was so disappointed by the lack of targeted solutions for hyperpigmentation," she explained. "I owned a beauty boutique and my incredibly multicultural customer base was constantly seeking solutions for their dark spots yet I couldn't pinpoint a skincare solution for them or myself."

If you could write the fortune inside a fortune cookie what would it say?

"Done is better than perfect."

– **Desiree Verdejo**





ILIA

@iliabeauty

SASHA PLAUSIC

Founder, CCO

Over \$100M
(estimated sales)

Many ILIA products have become consumer favorites, building traction for the brand. “The Super Serum Skin Tint SPF 40 (\$48) is the first 3-in-1 mineral-based sunscreen that blends makeup and skin care, with newly patented SPF technology available in 30 shades,” says Sasha. In addition to garnering several awards, it is often the number-one weekly selling foundation at Sephora.

“The same is true of our Limitless Lash Mascara (\$28), dubbed the first clean mascara that actually works. But most importantly, our point of difference relates to inclusivity that expands beyond skin tone and targets our ideal customer: the millennial and her Mom,” she says. “This approach and broad target demographic give the brand a unique positioning that has the ability to attract a much wider audience.”

Other best sellers include Daylite Highlighting Powder (\$34), Radiant Translucent Powder (\$34) and Clean Line Gel Liner (\$28).

ILIA is sold in all Sephora doors in the U.S. and Canada, as well as at Credo Beauty, indie boutiques, and DTC via iliabeauty.com. The brand has a global presence in several countries including Mecca in Australia and New Zealand, as well as in other boutiques through distributors in Europe.

Growth has been supported through Series A funding by Silas Capital in 2018 with a \$3 million raise. That was followed by Series B funding one year later by Sandbridge and Silas Capital with a raise of \$10 million.

Although she says being in beauty was “a total accident,” she’s taken her concept of protecting and reviving skin to reach beyond products with a business model comprised of sustainability and social responsibility pillars. As a partner with 1% for the Planet, one percent of ILIA’s Super Serum Skin Tint SPF 40 sales goes toward the organization with a target for reforestation with One Tree Planted.

ILIA founder Sasha Plavsic suffered from acne for more than half of her life.

No matter what she tried, her condition worsened. In 2009, she started reading ingredient lists on the back of product boxes and realized many weren’t what she wanted to put on her body.

“Seeking transparency, I sought out to create a tinted lip balm that would nourish the lips with clean ingredients, thoughtful packaging, and pragmatic design,” Sasha says. In May 2011, ILIA launched in one boutique in Vancouver, Canada with the goal to make the

brand approachable and relatable. Sasha’s dream was to create products that made skin look and feel alive. “It took us eight years to reach \$10 million in sales. Since 2019, we have grown more than 10 times in gross revenue.”

Sasha’s beliefs are simple: skin should look like skin, and radiance should come naturally. “With transparency as our guide and color as our vehicle, we challenge the conventions of clean beauty to create something radically new through safe, potent formulas that protect and revive skin,” she explains.

What’s your biggest lesson learned to date?

“This revolves around what most of us experience with fear and self-doubt. It’s natural to feel these emotions, and I learned that when I do, I need to trust my gut, as it’s usually right.”

– **Sasha Plavsic**





Joanna Vargas Skin Care

@joannavargas

JOANNA VARGAS
Founder

\$10M-\$15M
(estimated sales)

Joanna Vargas began in the beauty industry working as a facialist in New York City, often using her background in photography and her degree in women's studies to help generate business.

Her passion for natural skin care developed while practicing esthetics at a day spa, and eventually working for a celebrity dermatologist. It was there that she learned about anti-aging treatments and highly efficacious ingredients and formulas. In 2006, she opened her own practice in Manhattan. She launched her namesake

skin care in 2011. In 2016, she added a location on the West Coast.

Joanna's products reflect her unique combination of technique, technology and all-natural ingredients. Formulas are free from parabens and toxins, and harness the power of natural ingredients, such as chlorophyll, galactoarabinan, epidermal growth factor and green tea.

The collection features a range of 28 natural skin and body products, including a mix of serums, sheet masks, bar soaps, creams, washes and tools. Prices range from \$22 to more than \$400 for bundles.

Joanna's approach to skin care is to first prevent, and secondly to be effective. She describes her formulas as naturally potent and ones that "breathe life and vitality to aging or imbalanced skin."

Joanna, who counts Julianne Moore, Rachel Brosnahan, Mindy Kaling and Maggie Gyllenhaal among the famous faces who have turned to her for radiant skin, is also committed to finding sustainable ways to produce her line. She's proud to earn the Leaping Bunny logo on all packages which

What's the best advice you can offer an entrepreneur?

"Never stop learning. The best thing I have done for myself is to continue educating myself. I have always made time to read new books, research new tools, explore new technologies, and most importantly, I never think I know it all already. Also, surround yourself with the right people. I have been lucky enough to have met some amazing and inspiring women over the years. I have a very tight-knit group of friends who are all CEOs in fashion and beauty who I turn to for advice, or just to vent to. I hire people in a similar way that I choose friends: I look for women I respect, admire and can learn from, who really want to learn and grow themselves."

– Joanna Vargas

are contained in recyclable cardboard, plastic or glass bottles. All paper materials and boxes are FSC certified, ensuring that materials are made from responsibly managed forests that provide environmental, social and economic benefits.

The line is available internationally at retailers such as Sephora Australia, Net-a-Porter, and Harvey Nichols. In the U.S. the brand is sold on joannavargas.com, dermstore.com, revolve.com, Bloomingdale's, Space NK, violetgrey.com, Bluemercury, Saks Fifth Avenue, fwr.com and Macy's.





Kate McLeod

@katemcleod

NICHOLA GRAY
Co-founder, COO

KATE MCLEOD
Co-founder, CEO, Formulator

\$5M-\$10M
(estimated sales)

Former pastry chef, Kate McLeod, had extremely dry skin until she tried using one of her favorite ingredients, cocoa butter, on her body.

The results were transformational, but cocoa butter was rock hard and difficult to apply. Recalling how she used to work with chocolate, she went to work in the kitchen melting down the cocoa butter, blending it with luxurious oils.

After years of perfecting the recipe, the Body Stone—a solid, cocoa butter-based

moisturizer—was born in 2018. Body Stones are solid at room temperature, soften on warm, dry skin, and glide on like silk. They are concentrated nourishment composed of five simple, powerful ingredients and perfect for all skin types. The entire collection is waterless, plastic free, and plant based. Body Stones start at \$38 and are packaged in sustainable bamboo canisters, part of an innovative refill system; refill Stones are sold in recyclable cardboard boxes.

The brand is planning a launch of Face Stone, formulated to be used on the face, which will be packaged in a recyclable bamboo-lidded jar. The package allows for

refills, and are waterless and plastic free.

Paying tribute to its roots in Kate's kitchen, the company continues to make all of its products in-house from scratch at its Hudson Valley, New York workshop. Kate continues to be the formulator—local pastry chefs ensure every Body Stone is properly tempered and poured.

The product has more than 1,000 five-star reviews posted on its website and is lauded for natural, simple efficacy, as well as its sustainable design.

The company launched with an initial investment of \$100,000, mostly pulled together from Kate, Nichola, Kate's mom, and Kit Ulrich, a former venture partner at FirstMark Capital. Kit became a fan of the product after receiving it as a gift. She has

KATE MCLEOD
Co-founder, CEO, Formulator

NICHOLA GRAY
Co-founder, COO

continued to serve as an advisor and mentor to the company. The company made back its initial investment in its first three months in business and has been proudly bootstrapped ever since.

Kate McLeod is sold at katemcleod.com, goop.com, QVC, Anthropologie and Free People.



What would you tell a small brand about developing a mindful beauty mission?

"Developing a conscious brand has to be part of your passion—it's a consideration at every point, every decision. Frankly, I didn't set out at the start to be 'clean' or 'sustainable' per se. But what I created is plastic free, waterless, zero waste, 100 percent plant based. I don't bring harsh chemicals into my home; I believe less is more; I believe you should know what you are putting on your skin. These are my values, what is important to me in my life. It naturally trickled down into the Body Stone."

– Kate McLeod



Live Tinted

@livetinted

DEEPIKA MUTYALA
Founder, CEO

\$5M-\$10M
(estimated sales)

Deepica Mutyala garnered attention in the beauty industry when she posted an image of herself with red lipstick around her eyes to neutralize her dark circles.

In a matter of days, the image went viral. Seeing a need for a community composed of people of color to share similar experiences, she launched the Live Tinted platform in 2018.

“I never wanted to build a brand based on any experience that wasn’t my own.

I also wanted to share my experience with others and hear their experience as well,” said Deepica of the decision to create a community forum.

Her platform serves as a place for people to share their experiences in colorism, including the Latinx and Black communities, making her realize that the issue is global.

That inspired her to create products that would help change the status quo. “This opened my eyes and made me realize that I want Live Tinted to stand for a brand whose mission is bigger than just a physical product. I want to really make a change in

this industry for future generations,” she said. “Live Tinted is living in your truest form. Your skin tone is a representation of your roots, culture and identity. I want to encourage everyone to wear it proudly. This is something that I struggled with growing up, and now my skin is my favorite part about myself.”

Deepica launched her first item in 2019, addressing issues such as hyperpigmentation and dark circles. The debut item was the Huestick, a 4-in-1 clean, vegan and cruelty-free multifunctional eye, lip, and cheek beauty stick made with safe and high-performing pigments for a simplified beauty routine. The product was created to make Deepica’s color correcting technique accessible to everyone, regardless of skill level or skin color.

She continued to build out her range of items, priced between \$10 and \$34, that provide clean, multitasking makeup and skin care to women of all skin tones. Of note is her sunscreen, Hueguard 3-in-1 Mineral Sunscreen Moisturizer + Primer Broad Spectrum SPF 30, which addresses the struggles her community shared in regard to sunscreens leaving white, chalky residue on pigmented skin.

Deepica attracted pre-seed funding from inventors including Bobbi Brown, Payal Kadakia (ClassPass Founder), Hayley Barna (Birchbox Co-founder), Shilpa Shah (Cuyana Co-founder), Jaclyn Johnson (Create & Cultivate Founder), Andy Dunn (Bonobos Co-Founder), Toni Ko (NYX Founder), Female Founders Fund, and Halogen Ventures.



Which beauty brand founder do you admire most and why?

“Vicky Tsai, the founder of Tatcha, is someone I admire. She has created a successful and respected brand built on strong principles: integrity, purpose and innovation. Despite all her successes and responsibilities, she is still a phone call away to answer any questions I may have. She’s been so supportive and a true mentor.”

– Deepica Mutyala

Live Tinted raised \$3 million in seed funding which it intends to use for key executive hires, retail expansion, and new product hires. Deepica remains a majority owner of the brand.

Live Tinted is sold at livetinted.com, cultbeauty.co.uk, credobeaauty.com and online and in store at Ulta Beauty.



Lyda Beauty

@lydabeauty

LYDA DJARAR FISCHER
Founder

Under \$1M
(estimated sales)

Born out of her own personal frustration with drawing the perfect winged eyeliner, Lyda Djarar Fischer developed her brand's hero product, Cleopatra Cat Eye Stamp, as a power tool designed to make applications symmetrical and mistake-proof.

“The truth is, I had no intention of starting a business,” shares Lyda. “My original plan was to create a great product, get it noticed, sell

it to a major brand, and retire. However, as I started becoming more informed about the kinds of ingredients that go into cosmetics, it upset me so much that I decided to create Lyda Beauty with the goal of offering mindfully formulated luxury cosmetics with a great payoff.”

The line has since expanded to include eyelashes and an eyeshadow line, Twisted Stick, featuring creamy formulas uniquely dispensed through an efficient twist-up pen.

While many brands focus on conscious qualities such as vegan, nontoxic and cruelty free (which Lyda Beauty does too), few offer

third-party verified Halal standards—which have a strict forbidden list—including no pork, alcohol or insects, to name a few. As a Halal-certified American beauty brand, Lyda Beauty is able to cater to millions of underrepresented Muslim women around the world who lack access to a variety of color-cosmetic brands that are compliant with Islamic standards.

“I believe our biggest advantage is that we aren’t a cookie-cutter brand that just slaps

a name on pre-existing products,” she says. “Rather, our products are customized from formulations to packaging, and we aren’t afraid to invest in our own molds—if need be—to get the job done right.”

The brand is currently sold at Import Parfümerie (Switzerland), on lydabeauty.com, and is currently in talks with other retailers. Prices range from \$20 to \$30.

What’s the best advice you’ve received in your entrepreneurial journey?

“I have two great pieces of advice. The first is from my good friend and owner of Bebe, Manny Mashouf. He said, ‘Be the best at what you do, no matter what industry you decide to venture into.’ The second is, Even if you hear ‘no’ a lot, never say ‘no’ to yourself. Remember it’s your job to show people why they should go with you and your company. Eventually you’ll start hearing ‘yes’ a lot.”

– Lyda Djarar Fischer





LYS Beauty

@lysbeautyofficial

TISHA THOMPSON
Founder, CEO

\$1M-\$5M
(estimated sales)

Trained makeup artist turned beauty business maven, Tisha Thompson, founded LYS (Love Your Self) Beauty to help diversify makeup skin care offerings.

With more than 15 years' experience in clean beauty product development, Tisha set a goal of addressing common skin concerns, such as hyperpigmentation, dark spots and sensitive skin, and also to dispel the myth that clean beauty, deep shade ranges and high-performance products can't coexist.

Following a strict, skin-first formulation standard approach to innovation, Tisha spent years studying the beauty consumer, focusing on women of color. Her products aim to meet their needs, specifically to create products that give immediate payoff with the lasting skin care benefits. "Because when it comes to your skin, compromising shouldn't be an option, and everyone deserves access to clean beauty," Tisha says.

She created her entire line around a hero SKU, the Triple Fix Serum Foundation with HA + Turmeric + Ashwagandha. "It's an extremely luxurious, skin care-infused serum-foundation that provides buildable,

light-to-medium coverage in 35 flexible shades. As a product that often sits on the skin for hours, I wanted to pack the formula with my favorite skin-enriching ingredients, such as ashwagandha, hyaluronic acid and turmeric, which work together to nourish the skin and provide lasting hydration for a healthier look," she says.

From there she built the rest of the line, which includes the Secure Skin Gripping Serum Primer with 5% Niacinamide + AHA, the Triple Fix Translucent Pressed Setting Powder, the No Limits Matte Bronzer, and the Higher Standard Satin Matte Cream Blush, her most used item. Each product is affordable and priced under \$30. All items are produced with cruelty-free practices,

suited for a vegan lifestyle, and plant-based ingredients.

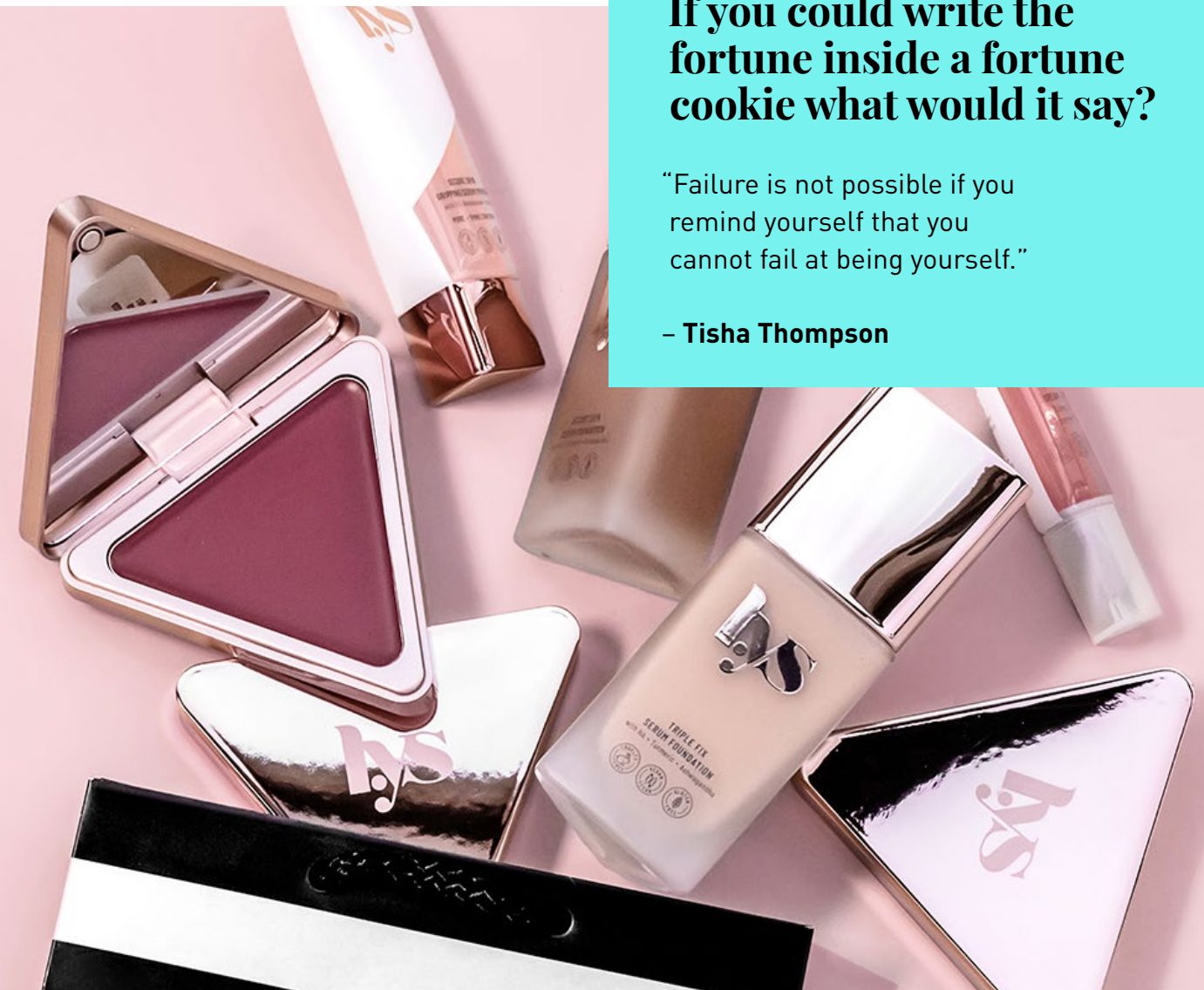
LYS is currently sold at Sephora; it was the retailer's first Black-owned clean color cosmetics brand. Scattered subliminally throughout the brand from packaging design to visual elements is the Δ (Delta) symbol, which represents change, one of Tisha's company pillars.

LYS is a supporter and participant of the sustainability movement. Its FSC-certified folding cartons and packaging, featuring glass and tubes using 30% Post-Consumer Recycled (PCR) materials, means LYS is doing its part to protect the environment.

If you could write the fortune inside a fortune cookie what would it say?

"Failure is not possible if you remind yourself that you cannot fail at being yourself."

– Tisha Thompson





MARA

@themarabeauty

ALLISON MCNAMARA
Founder

\$1M-\$5M
(estimated sales)

After several years as a beauty and fashion journalist and TV host, Allison McNamara decided it was time for a new venture—entrepreneurism.

In 2018, she launched MARA, an ethically sourced, sustainable line of algae-infused skin care products inspired by the ocean.

“Back when we started formulating in 2015, most face oils were using a handful of the same ingredients and base oils, and none of them were delivering the results I was

looking for,” said Allison. “We spent two years crafting our proprietary algae blend that is used throughout the line and then I challenged our team to create an unexpected ingredient profile for the main base. We landed on moringa, an ingredient I found deep in research, that was a huge point of difference from other face oils on the market.”

The brand launched with its hero SKU, Universal Face Oil, which quickly took over social media feeds with its captivating blue glass bottle and superfood-packed formula which promised healthy, glowing skin. The current lineup now includes a retinol face oil,

cleanser, vitamin C serum, detox masque, and oil-based SPF. Two supplements, Sea Vitamin C Glow and Algae Mineral Skin Detox, round out the line.

“We have been lucky to snag organic shout-outs by Chrissy Teigen, Olivia Munn, Addison Rae and Molly Sims, to name a few, which rapidly increased awareness. Earlier this summer, Hailey Bieber posted our Algae Enzyme Cleansing Oil on her personal Instagram, which resulted in several

sell-outs of the product across multiple retailers,” said Allison. “We continue to build relationships with new influencers and are active daily on all social media channels.”

The beauty brand founder, who is mentored by her dad [former Global President of Neutrogena, Michael McNamara] has garnered distribution at themarabeauty.com, Credo Beauty, Amazon/Carbon Beauty, Cult Beauty, Bluemercury, Revolve, The Detox Market and Free People.

What’s your biggest lesson learned to date?

“You’re never going to be the smartest person in the room, but you can be the hardest working person in the room—and those are the people who always succeed. I’ve seen smarter, more qualified and talented people not succeed to their full potential because they weren’t willing to make sacrifices for it.”

– Allison McNamara





Non Gender Specific

@nongenderspecificofficial

ANDREW GLASS
Founder

\$1M-\$5M
(estimated sales)

With the tagline “The Brand for all Humans” Non Gender Specific is aiming to simplify skin care routines with gender-neutral, multi-tasking formulas designed to address a wide range of skin concerns, while cutting down on consumer waste.

“In 2018, I decided to set up my very own brand when I noticed a divide within the beauty industry between products marketed for men and women—and the endless

amounts of products required in skin care routines,” said Andrew Glass, the company’s founder. “I set out to create a brand for all humans, regardless of gender, skin tone or skin type. We were one of the first gender-less beauty brands really pushing the subject of gender inclusivity.”

The brand debuted with Everything Serum, a powerful formula designed to brighten and firm skin and has sold over 200,000 bottles to date. The line has since expanded to include four additional nutrient-rich, botanical-powered products including the Everything Cleanser, Everything Cream, Flooid gender neutral fragrance, and

Phytonutrient Concentrate. Prices range from \$10 to \$125.

In addition to being vegan and cruelty free, Non Gender Specific is dedicated to sustainability. All skin care product boxes are Green-E certified, FSC certified, PCF certified and produced using 100 percent renewable energy. Fragrance boxes are made from 100 percent biodegradable paper. Items are infused with wildflower seeds that consumers can plant.

The completely self-funded brand is available at Credo Beauty and macys.com in the U.S.; Victoria Health in the U.K.; Nature Sante and well.ca in Canada; and Douglas Cosmetics in both Germany and Spain.

If you could write the fortune inside a fortune cookie what would it say?

“Just listen to your intuition and something beautiful will be on the horizon.”

– Andrew Glass





Pear Nova

@pearnova

RACHEL JAMES
Founder, CEO

Under \$1M
(estimated sales)

collections. The brand recently expanded to include an organic hand and foot scrub, an anti-inflammatory soak, and an antioxidant butter. As Pear Nova grows and evolves, the brand is dedicated to creating clean products with the preservation of bodies and the earth in mind, said Rachel.

Prices range from \$17.50 up to \$80. There is also a lash serum for \$65. Pear Nova is sold at pearnova.com with plans for retail expansion. There is also a Pear Nova studio in Chicago.

Pear Nova's support for causes such as domestic violence and mental health awareness is demonstrated through both community outreach and online content.

What's your biggest lesson learned to date?

"The biggest lesson I've learned has been to slow down and appreciate the present moment. We get caught up in rushing to launch a brand or release a product or only focusing on the future. You have to stop and smell the flowers along the way."

– Rachel James

Growing up, Rachel James was obsessed with nails.

"I used to give my mother manicures and pedicures when I was in grammar school," Rachel says.

Later, while studying fashion merchandising, she created a fictional nail polish line for a fashion project. Her professor was so impressed he suggested she seek a job at a mega nail brand. Rachel had more entrepreneurial goals, so she Googled "how to start a nail polish brand" and got to work on creating Pear Nova.

Pear Nova was created and launched December 2012 in Chicago. The brand represents Rachel's mission to create a luxury nail brand that sits at the intersection of beauty and fashion. Nails, she says, are both beauty and fashion.

Pear Nova was born to bridge the shade-gap representation for medium to dark skin tones in the nail world. The brand is vegan, cruelty free, and 10-free (meaning it's created without the use of 10 of the most common chemicals found in nail polishes).

The lineup includes classic and gel lacquers, as well as a soy polish remover and seasonal





Pholk

@pholkbeauty

NIAMBI CACCHIOLI

Founder, Lead Formulator

Under \$1M

(estimated sales)

Niambi Cacchioli grew up in Kentucky in a family that taught her how to use colorful superfoods from their garden “for nourishment from the inside out.”

When she moved to Europe for graduate school, Niambi whipped up beauty products in her kitchen that were inspired by her family’s recipes. Upon returning to the U.S., she was disheartened when the natural skin care products available in the market made her break out and exacerbated her dark spots.

“And as a woman of color I often found myself frustrated—and a little defensive—that even in the age of inclusive beauty, many natural brands did not address my specific concerns of dark spots, oily/combo skin, and ingrown hairs. Not to mention the high price points of ‘green’ products,” she says.

That’s when Niambi, a trained aesthetician, and former African Diaspora historian and vegan skin care expert, started to work on her own brand which she describes as “soul food” for the skin. “Through research, training, and conversations with countless Black and brown women, I know that

hyperpigmentation is the number-one concern. The beauty industry thinks of melanin as a problem to solve,” says Niambi. “But the real problem is that for most brands, melanin is an afterthought. Melanin, the pigment that gives our skin color, also functions as part of our immune system—and when something is out of balance it protects by making more.”

She launched Pholk in 2018 with a focus on balancing, rather than fading, melanin. “We skip ingredients that put melanin on the defense. Naturally, we skip chemicals. But we also leave out pore-clogging oils, gritty scrubs and sun-reactive citrus,” she says.

Blending resilient and nourishing soul superfoods—such as collards, moringa,

watermelon and okra, grown in sunny climates—are selected to balance and nourish melanated skin. The 10-sku range includes face washes and oils priced in the \$15 to \$30 range.

While she is self-financed, Niambi was awarded \$15,000 from the CBSS Pitch Competition and \$15,000 from the New Voices + Target Accelerators \$100,000 Virtual Pitch Competition.

The brand is currently sold at Credo Beauty, goop.com, helloava.com, Marjani Beauty and Urban Outfitters. Pholk will also be included in the Thirteen Lune Curation for the J. C. Penney beauty department.

What would you tell a small brand about developing a clean mission?

“I can only really speak from my own experience. I would say that embracing simplicity has worked for me. Like many mission-driven creatives, when I first started I had so many ideas for products, ingredients, and social impact actions. But really distilling Pholk down to its essence has helped me grow. A very focused and streamlined ingredient list keeps my products affordable, and a focused mission on sourcing from Black and women-led producers has helped amplify our point of difference. Less is more.”

– Niambi Cacchioli





PYT Beauty

@pytbeauty

AMY CARR
Co-founder,
Chief Revenue Officer

Mary Schulman
Co-founder, CEO

\$1M-\$5M
(estimated sales)

PYT Beauty re-branded with clean formulas and eco-conscious packaging.

“We created PYT Beauty to provide high-performance, clean makeup that looks amazing—all with sustainable packaging and prices that won’t break the bank,” says Mary. “Our sustainable journey is done with full transparency for the consumer. We break down the exact sustainable materials for each part of the entire package, and even reduced our prices—offering products between \$14 to \$28 (versus \$16 to \$32).”

Hero items include PYT Beauty Upcycle Eyeshadow Palette, featuring 12 highly pigmented shades, and packaging made with 15% recycled plastic and composed of pre-degraded plastic. There’s Baby Got

Base Face, a clear, silicone-free formula made with hyaluronic acid that aims to smooth skin for better makeup application—its packaging is made with 29% recycled plastic. And there’s One & Done Setting Spray designed to protect skin against environmental aggressors and keep it fresh and vibrant looking. So Extra Tinted Lip Balm, available in three shades, is also a solid performer; its packaging is made with 18% recycled plastic and composed of pre-degraded plastic.

PYT Beauty is sold at Target, Ulta Beauty, Credo Beauty, Anthropologie, Grove, Macy’s, Bloomingdale’s, and DTC.

Mary Schulman was deciding what to work on after she sold her natural snack food business to Utz Quality Foods.

Her inspiration to create PYT Beauty came after reading the ingredients in her beauty products.

Knowing she didn’t want anyone, let alone her teenage daughter, to use the harsh chemicals listed in her products, Mary reached out to college friend Amy Carr. Amy was deeply entrenched in the beauty

industry and was also seeking to embark on the clean beauty trend.

Amy and Mary spent more than two years developing a clean beauty brand that met their ingredient standards and could be sold at accessible prices. The brand officially launched in July of 2018 with new hire Achelle Richards on board to lead the charge on product development and creative.

The clean mission continued to evolve with a push to sustainable packaging. One move was to eliminate mirrors which are frequently discarded. On Earth Day 2021

What’s the best advice you’ve received in your entrepreneurial journey?

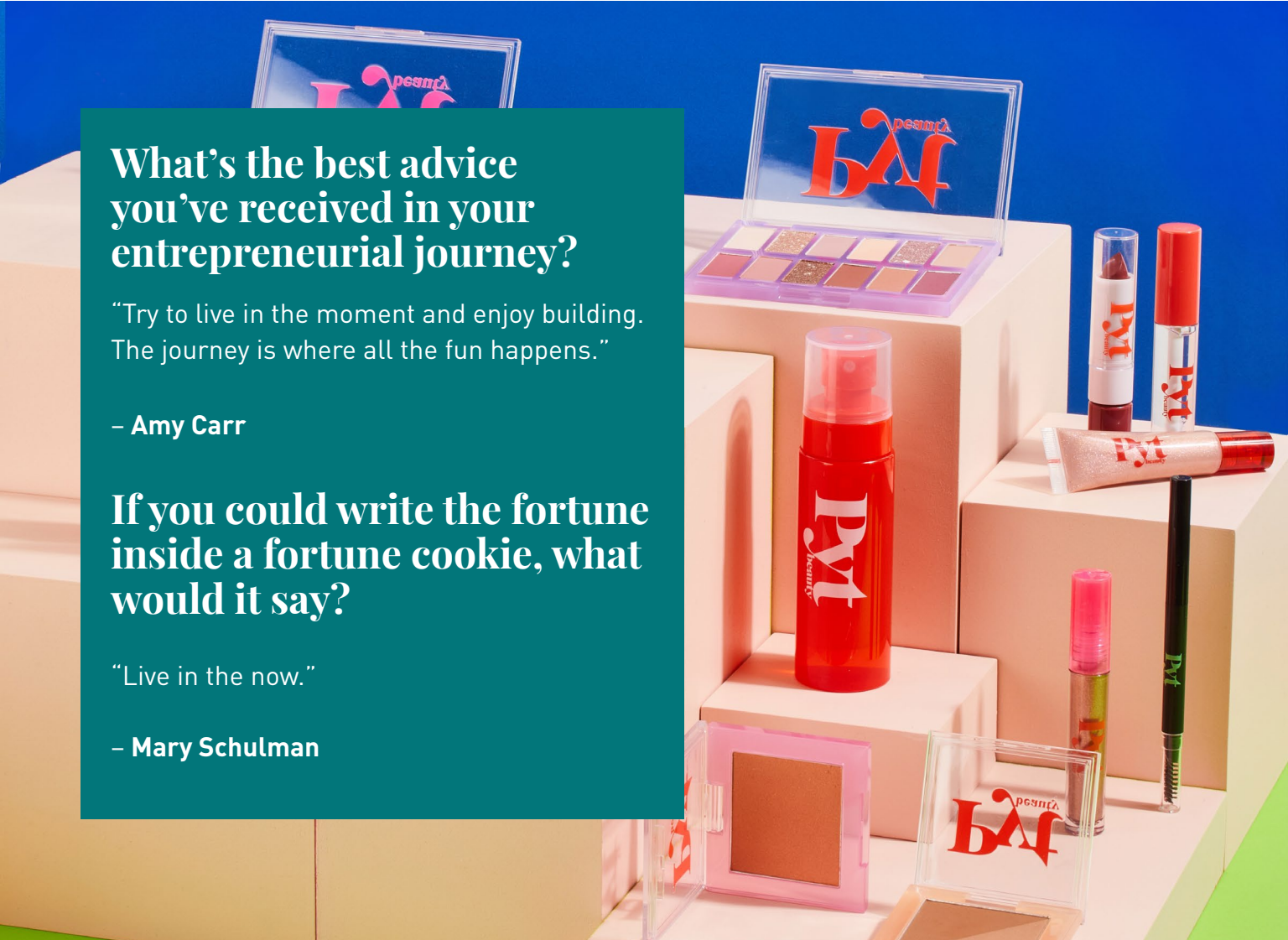
“Try to live in the moment and enjoy building. The journey is where all the fun happens.”

– Amy Carr

If you could write the fortune inside a fortune cookie, what would it say?

“Live in the now.”

– Mary Schulman





Rëzo Haircare

@rezosalon

NUBIA RËZO
Founder, CEO

\$1M-\$5M
(estimated sales)

Born and raised in Colombia, Nubia Rëzo moved to the United States in 1975 and trained at salons famous for cutting and styling curly hair, such as Wella, DevaCurl, Aveda, Goldwell, Vidal Sassoon and Ouidad.

While learning from experts, she developed RëzoCut, a styling technique known for adding volume, balance and shape.

In 2016, she launched Rëzo Academy in Manhattan training stylists from across the globe. Three years later, harnessing her four decades of curly hair experience, Nubia formulated her own 100 percent vegan hair care brand formulated with plant-based ingredients, including growth-promoting antioxidant black tea and aromatherapeutic rosa rugosa flower extract.

Early in 2020 she opened a salon on Madison Avenue, which shuttered in just two weeks due to COVID. As a result, for much of 2020, Nubia focused on building her brand, which now includes shampoo, conditioner, a curl define gel, a hair define serum, a diffuser and

a microfiber towel. Prices range from \$22 to \$80. The salon has since reopened.

And newness is on the horizon.

“We are in the process of developing a new collection made of eco-friendly, sustainable, responsibly-sourced goods from the Amazon rainforest,” adds Nubia. “It will utilize eco-friendly, reusable refill pouches made of post-consumer waste.”

Nubia taps hair stylists as well as curl-community influencers to help raise awareness for her brand.

“I plan to continue empowering the beauty industry by traveling the world and educating salon professionals on how to embrace and style textured hair with the RëzoCut technique,” she says. “I’m also focused on creating global distribution in all territories through our products and salons.”

Currently, Rëzo Haircare is sold at its NYC salon, DTC on rezohaircare.com, professional salons, QVC and Amazon.



What ‘s the best advice you’ve received in your entrepreneurial journey?

“Never give up; believe in your potential. Be consistent and persistent. Hearing ‘no’ or that you can’t do something is the fuel to push you to make it happen.”

– Nubia Rëzo



Saie

@saiebeauty

LANEY CROWELL

Founder, CEO

\$10M-\$15M

(estimated sales)

brand's packaging is made of either glass, biodegradable packaging, post-consumer recycled plastic, or materials that can be recycled appropriately through TerraCycle.

Saie launched in November 2019 following a successful round of seed funding by Unilever Ventures, along with Blake Mycoskie (founder of TOMS shoes), April Gargiulo

(founder of Vintner's Daughter) and Alexa von Tobel (Inspired Capital, formerly founder and CEO of LearnVest). Second seed funding was provided by Gwyneth Paltrow.

The brand is available at saiehellow.com, Sephora (in stores and online), goop.com, follain.com and cultbeauty.co.uk. Prices range from \$16 to \$32.

What's the best advice you've received in your entrepreneurial journey?

"Perseverance is key. An idea is just an idea, execution is everything! If you can get up and keep going more than the next person, that's the path to success."

– Laney Crowell

As Executive Director of Online Global Communications at The Estée Lauder Companies Inc., Laney Crowell was living her dream of working in the beauty industry.

However, her burgeoning interest in health and wellness naturally led her to become conscious about the ingredients used in beauty products. Questioning why makeup couldn't be clean, affordable and fashionable, Laney set out to build a brand that was radically transparent and efficacious.

Saie was founded with a "no compromises and no settling" approach. To ensure the brand develops coveted products, Saie hosts more than 1.4K participants on Facebook as part of a Clean Beauty Crew, who advise on what the brand should deliver based on consumer needs.

Saie's products are also made with skin benefits in mind, such as protecting against environmental stressors and providing anti-inflammation, hydration, and brightening effects. Formulas feature an infusion of natural, superfood ingredients such as sweet pea, aloe vera, mulberry extract, licorice and vitamin C. Additionally, all of the





Testament Beauty

@testamentbeauty

SOPHIA CHABBOTT
Founder

Under \$1M
(estimated sales)

Sophia Chabbott was destined to become a beauty creator.

Often found in the famed “beauty closets” in her roles as a fashion and digital editor at publications such as *Glamour* and *WWD*, Sophia always loved experimenting with products. She especially had an affinity for skin care.

Bringing products home to try, Sophia found the ingredients bewildering, often Googling them to decipher what they accomplish. She knew there had to be a better way. Then the lightbulb went off—why not create a

Mediterranean diet for the face, loaded with antioxidants and clinical actives that are easy to understand and use.

With the 2021 launch of Testament Beauty, she did just that. She keyed in on two mask products for her debut rather than a full regimen. The Moroccan Chamomile Sleeping Mask (\$72) and Turkish Coffee 3-in-1 Mask (\$68) went live on the brand’s website (testamentbeauty.com) and Saks Fifth Avenue’s e-commerce platform. Since then, distribution has expanded to Anthropologie along with independent retailers including Bigelow Apothecary, Junk Free Beauty, Beauty Mark, and also verishop.com.

“At Testament Beauty, we harness the power of simple, garden-grown, Mediterranean ingredients that are power-packed with antioxidants, vitamins as well as soothing and skin-nourishing properties. It’s about efficacy, but also enjoyment. Garden-to-table meets garden-to-face,” explains Sophia.

Testament Beauty is a plant-based and cruelty-free brand, which is formulated without sulfates, parabens, phthalates, synthetic and artificial fragrances, mineral oils and petrolatum.

“Our jars are made of painted glass and are completely recyclable. Our lids are made of beech, which in addition to being biodegradable, beech forests have been called a prime example of sustained, multifunctional forestry, allowing for logging, environmental protection and recreational use,” Sophia adds in regard to her mission to make her line as sustainable as possible.

She’s building traction with organic marketing efforts targeted at beauty and fashion editors and influencers. The strategy is working with Testament Beauty garnering stellar social media reviews.

Which beauty brand founder do you admire most and why?

“Picking one is tough; I’ll give you three. Katie Sturino created a category that always needed to be there, but until Megababe, no one bothered to capitalize on it. Katie saw the white space and painted it with every color of the rainbow. Marianna Hewitt launched Summer Fridays with such a strong, clear vision. She knows her customer base so well and connects with them in a way that is nothing short of admirable. Heleyne Mishan Tamir of Surrat Beauty is a beacon of light and inspiration. She reached out to me cold and asked how she could help—with utmost genuineness. All of these amazing women inspire me and have also helped so much in so many ways.”

– Sophia Chabbott





The Lip Bar

@thelipbar

MELISSA BUTLER
Founder, CEO

\$5M-\$10M
(estimated sales)

Over the past several years, the range has grown from lip products to a robust collection of easy-to-use complexion makeup items.

Indeed, Melissa built a beauty empire with diversity and authenticity as its foundation—long before it was popular. “We’ve been telling this story since 2012 and we’re excited to see the industry move in the right direction,” Melissa says of her line.

TLB was a pioneer in the inclusive beauty space and now Melissa is intent on dealing with other industry issues. “We’re taking the intimidation out of makeup by making it easier. We are firmly planting our feet on the ground and saying makeup should be fun and easy,” she says.

Examples include the brand’s Easy Beauty Bundle, Tinted Skin Conditioner and Bawse Lady, a universal lipstick for all complexions. Prices range from \$13 to \$68.

TLB is sold DTC and mass market doors including Target, Walmart and Meijer.

The Lip Bar concept impressed Richelieu Dennis, founder of Shea Moisture, whose New Voices Fund invested in Melissa’s brand. “He believed in me,” says Melissa, noting the money was a major advancement since black women receive less than one percent of venture capital dollars—yet are launching businesses faster than any other group in the country.

Melissa Butler started her brand in 2012 from the kitchen of her Brooklyn apartment with \$30,000 of her own funds.

She was prompted to create The Lip Bar (TLB) after being frustrated by a lack of beauty products made with her skin tone in mind.

“I started making lipstick because I believed beauty shouldn’t compromise health and because I was determined to change the way

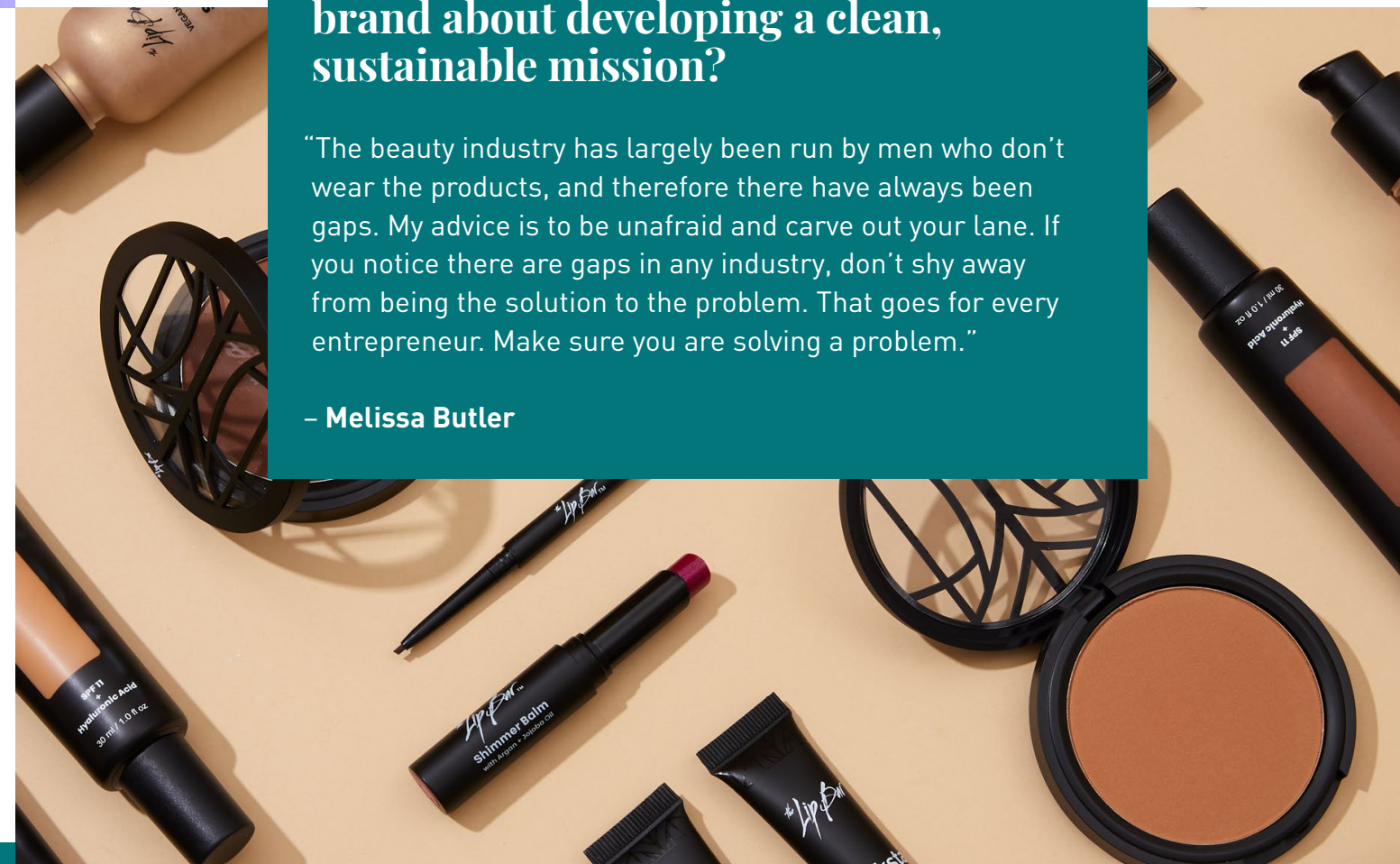
people thought about beauty,” Melissa says. In addition to being mindful of making sure her shades were inclusive for all skin tones, Melissa insisted her formulas were vegan, cruelty free and devoid of unnecessary chemicals.

It wasn’t long after she launched her line that she quit her job on Wall Street to keep up with demand for her colorful and creative products. Almost 10 years later, TLB has moved from being a kitchen creation to being sold in Target and Walmart. TLB, in fact, was an anchor in Target’s expansion into diverse brands in 2018.

What would you tell a small brand about developing a clean, sustainable mission?

“The beauty industry has largely been run by men who don’t wear the products, and therefore there have always been gaps. My advice is to be unafraid and carve out your lane. If you notice there are gaps in any industry, don’t shy away from being the solution to the problem. That goes for every entrepreneur. Make sure you are solving a problem.”

– Melissa Butler





Vegamour

@vegamour

DAN HODGDON
Founder, CEO

\$75M-\$100M
(estimated sales)

Dan Hodgdon became fascinated by biodiversity and regenerative agriculture when he worked summers on his uncle's dairy farm in New England.

This interest later led him to establish sustainable supply chains for plant actives all around the world, providing clean, botanical ingredients to international beauty and hair companies.

"I loved seeing how biodiversity and fair-trade practices could be used to enrich the lives of disenfranchised people the world over," he says.

His inspiration for Vegamour, however, was born out of frustration. As a producer of sustainably sourced plant actives, he had clinical studies that clearly demonstrated how botanicals, when used at correct percentages and created as bioavailable, had a significant impact on hair health and growth. Yet none of the global beauty brands he supplied seemed interested in pursuing the science.

"I saw an opportunity to replace harmful chemicals in hair products, such as prostaglandin, finasteride or minoxidil, silicone, and phthalates, with organically grown plant actives which outperformed these chemicals with long-term, healthy benefits. The industry seemed unwilling to move away from its existing business model of providing temporary 'fixes' while maximizing profits," Dan says.

He launched Vegamour in 2016 with topical and nutritional supplement products that contain sustainably harvested, organic plant actives clinically proven to help improve visible hair growth, help reduce fallout and repair follicle damage, all while protecting the hair from external aggressors. Vegamour

formulas are designed to work in tandem to create the optimal ecosystem for healthy, abundant hair.

The assortment includes Gro Hair Serum, vegaLASH Volumizing Serum and Gro+ Advanced Brow Serum. Prices range start at \$24 and go up to \$242 for a kit. The line is sold on vegamour.com and Sephora.

"Our functional medicine approach to hair issues addresses the symptoms of poor hair health," Dan says. "In the case of hair thinning, there tends to be multiple underlying causes and therefore, a thoughtful, 360-degree, holistic approach needs to be incorporated in order to be effective," he says.

General Atlantic acquired a minority stake in Vegamour in April 2021.

If you could write the fortune inside a fortune cookie, what would it say?

"Don't pursue happiness, create it.
Lucky numbers: 7, 9, 33, 49, 21, 11."

– Dan Hodgdon





Vintner's Daughter

@vintnersdaughter

APRIL GARGIULO
Founder, CEO

\$10M-\$15M
(estimated sales)

April Gargiulo translated her background from fine winemaking to sourcing and formulating skin care in 2013, ultimately creating Vintner's Daughter.

April's family founded Napa Valley's Gargiulo Vineyards in 1992 and she's made it her mission to create skin care that matches the painstaking process of producing fine wine ever since.

The idea of harnessing her knowledge of winemaking to creating skin care came after April delved into the ingredients of some of her favorite products. She entered the world of beauty after being disappointed by the fact that many existing products contained ingredients and fillers she didn't want on her skin.

"Using both ancient and modern techniques, we create nutritional skin care that is instantly recognized by the skin, and amplifies its own powers of regeneration, balance and repair. The results are lasting and generative, meaning your skin gets better with every use," says April. Her goal is

to use fewer, but better ingredients so that rather than owning 25 products, someone has a select few that work. Notably, Vintner's Daughter was a trailblazer in using whole plants in its formulas—without extracts or synthetics.

The brand's two products, Active Botanical Serum and Active Treatment Essence, were developed to work together to address a multitude of skin issues with not only fewer steps but noticeable results. The brand is focused on delivering the nutrition, hydration and moisture all skin needs and is suitable for all skin types, tones and age. The Active Botanical Serum retails for \$75 for 5 ml and \$185 for 30 ml. The Active Treatment Essence is priced at \$85 for 10 ml and \$225 for 50 ml. There are also combination sets and a subscription program.

In addition to availability online, Vintner's Daughter is sold in luxury doors, including Neiman Marcus and Nordstrom. In total, the products are available at more than 100 global partners.

New products are never rushed—it took four years for her to develop Essence—but April would love to extend to a cleanser.

Vintner's Daughter's mindful beauty commitment stretches beyond creating products to benefit skin. The company's mission is to have a positive impact on the world, April says.

"Social and environmental responsibility are infused into every aspect of our business, from sourcing and packaging to distribution, voluntary certifications and donating two percent of revenue to charities benefiting women, children and the environment," she says.

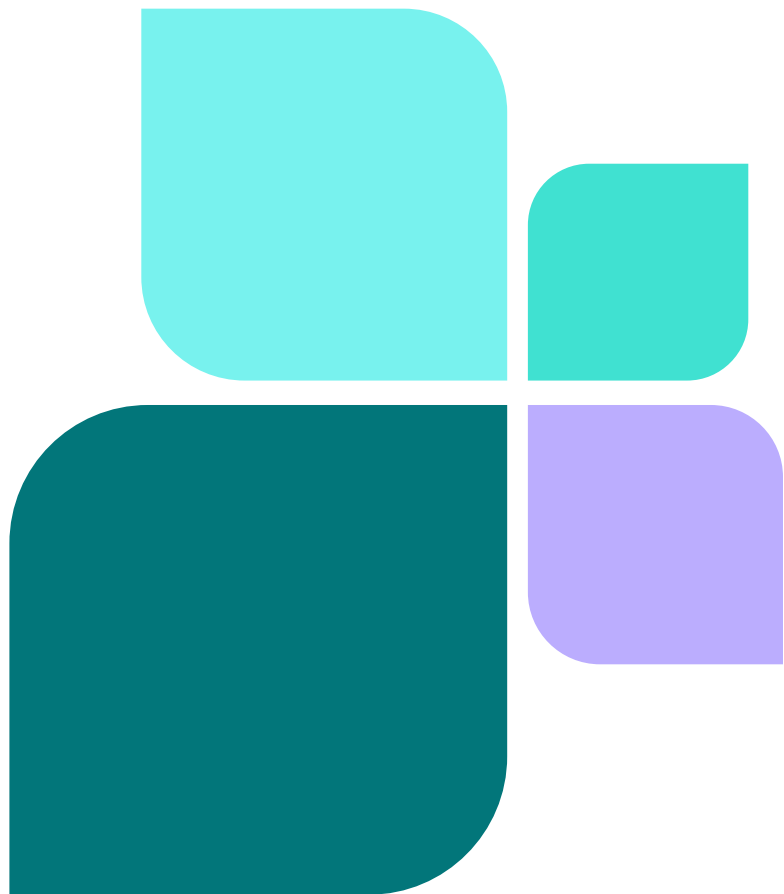
What advice would you give a new brand about developing a mindful beauty mission?

"I tell everyone who will listen that mindful beauty, clean beauty is table stakes in today's world."

– April Gargiulo



CEW



Indie30Report

**MINDFUL
BEAUTY
BRANDS**