A SPECIAL EDITION OF WWD

BEAUTY INC

PLAYERS’ CLUB
HOW BEAUTY GOT GAME

SERENITY NOW

THE INNER-OUTER GURUS—FROM THE BUSINESS WORLD AND BEYOND—WHO ARE FORESEEING WELLNESS FOR THE FUTURE
As the $4.2 trillion wellness category continues to boom, Beauty Inc rounds up the 60 power players who are driving forth a new vision of inner health and outer beauty.

**THE PIONEERS**

Longtime champions of inner health and outer beauty, these are the visionaries who have laid the groundwork for the wellness movement to become mainstream.

**JESSICA ALBA**

FOUNDER, THE HONEST COMPANY

● Go big or go home: Since launching her company in 2012, Alba has created a universe of cross-category clean products, adeptly navigating through some tough times to emerge with a brand that is helping to democratize wellness.

"Consumers today are proactive about their health, and are demanding more from the products in their beauty regimens. Health and wellness will no longer be seen as such a luxury, but will be integrated into people’s everyday routines through items such as beauty products. I started Honest Beauty with the goal of making clean beauty more accessible to the everyday consumer. I’m happy to see people taking control and demanding that their products are held to a higher standard for their overall health and well-being."

**BOBBI BROWN**

FOUNDER, BOBBI BROWN COSMETICS AND EVOLUTION_18

● From her original concept of makeup to enhance one’s natural beauty to her latest brand, Evolution_18, Brown has made the connection between confidence and beauty.

"Consumers now understand that what you are putting into your body is even more important than what you put on your face. The convergence of these departments is leading to an evolution of beauty. As we look to the year ahead, Evolution_18’s direct-to-consumer opportunities and further international expansion are our key growth drivers."

**BARBARA CLOSE**

FOUNDER, NATUROPATHICA

● One of the earliest proponents of inner and outer beauty, Close created her homeopathic product line and spa over 20 years ago; with a new Madison Avenue flagship, her business has never been stronger.

"I'm excited to see our industry embrace the need to start all formulas with clean ingredients and to avoid certain harmful ones. It’s a great first step, but it’s not yet the same as promoting health to achieve beauty. We need to treat the underlying, internal causes of skin dysfunction and premature aging. Whether I’m treating a breakout or a stiff neck, I look at topical products as just one aspect of an overall wellness plan that may also include herbal teas, tinctures, aromatherapy, vitamin and fluid treatments, as well as facials and massage. As consumers become more educated, the brands that will thrive are the ones that provide more holistic solutions to beauty and wellness."

**ANNBETH ESCHBACH**

PRESIDENT, KINDBODY

● As the longtime chief executive officer of Exhale, Eschbach helped create the boutique fitness boom; now at Kindbody, she’s looking to make her impact on women’s health care.

"Innovation and crossover in the health and wellness industries will continue to accelerate. The consumer is pushing the big, old guard beauty companies, mass retailers and health care systems to innovate, acquire or die. The innovators are crossing over, because it is intuitive and/or fills a market gap. How can you sustain weight loss without behavioral health support? How can you reduce stress without mindfulness and meditation practices? I expect to see large companies acquiring high-growth innovative brands, more mass retailers add innovators as store-within-a-store concepts, and a consumer revolution in health care."

**TAMMY FENDER**

FOUNDER, TAMMY FENDER HOLISTIC SKIN CARE

● Fender’s deep affinity for the natural world informs everything from her formulations to the familiar facial treatments that devotees swear by.

"Over the past decade, many brands have tried on more natural, organic marketing strategies, but consumers have become so savvy about what they want—and they also know what works over the long term. Our manufacturing process is fairly unique—I create all our proprietary blends, and put so much attention on the provenance of our ingredients. Our clients respond to that quality. So while the health-based approach to beauty has very solidly moved into the mainstream, consumers’ deepening understanding of how the skin functions and reacts to stress, ingredients and environmental factors will drive the industry into further transparency and towards a cleaner, more holistic take on beauty."

**DONNA KARAN**

DESIGNER, FOUNDER, URBAN ZEN

● Karan’s Urban Zen concept combines a global outlook with a luxe lifestyle that embraces a multicultural approach to style—and well-being.

“It isn’t beauty or health, it is beauty and health. What’s on the inside is just as important as what is on the outside. To me, beauty and health are synonymous with essential oils, yoga, taking a minute in the day to do breath work, meditation, clean skin care and what we eat. My essential oils are as much part of my day as overall nutrition and Pilates. Urban Zen has always been about dressing the individual as much as addressing what is happening within and to the individual, and this is the direction beauty and health are going. As they continue to merge, people will see that both are equally as important and will seek out places that not only show the importance of the two, but provide it to them.”
ELLE MACPHERSON
FOUNDER, WELLECO
- The long-limbed supermodel was early to the ingestible game with Welleco, and is now expanding into everything from topicals to teas.

“Our aim in 2020 is to adapt and evolve in the rapidly growing wellness category and continue to empower people to positively influence their own health. I am particularly interested in water-soluble, sustainable, lean but complete plant protein. We are also expanding our targeted on-the-go Super Boosters to support everyone’s specific needs throughout their wellness journey—put hair + skin + nails, bones/joints, immune system, liver, as well as women’s and men’s hormones/libido. Our boosters have been a huge success as people increasingly turn to natural solutions for everyday ailments over pharmaceuticals.”

GWYNETH PALTROW
CHIEF EXECUTIVE OFFICER, GOOP
- The Hollywood actress-turned-entrepreneur may have been mocked early on, but few have done more to make wellness services and products mainstream.

“At Goop, we think about wellness holistically—the mind, body and spirit are inextricably linked and there are more levers we can pull to impact our health than we currently understand. We also think about beauty from the inside out. When we took care of ourselves internally, it is reflected externally. We have seen the wellness category start to reference ideas from the beauty industry—discovering unmet needs, driving innovation through new forms and ingredients, introducing more beautiful, luxurious packaging and playful branding, etc. At Goop, we’ll continue to build out our beauty franchises, with a wider offering of products. Additionally, we’ve expanded our footprint, launching in Sephora. This partnership will allow us to reach a new audience, and it has the potential to be our largest source of revenue in 2020 outside of our own channels.

DR. JOSH AXE AND JORDAN RUBIN
COFOUNDERS, ANCIENT NUTRITION
- Nationally recognized experts in natural health and medicine, Axe and Rubin teamed up to build a next-gen brand based on boosting the body’s performance.

“Our mission is to change lives through ancient health principles and whole-food supplements. We want to be able to serve not only the consumers who are already buying green juice and meditating daily, but also those who might be just starting their health journey. Our growth will come through reaching new audiences with our educational platforms, expanding into new channels and connecting with audiences who are looking for a partner to help them navigate an often overwhelming world of wellness.”

AMANDA CHANTAL BACON
FOUNDER, MOONJUICE
- An early adopter of adaptogens, Bacon’s products like Sex Dust have helped spawn an empire that spans everything from supplements to skin care.

“The understanding and acceptance around physical health and mental health being undeniably interrelated will cross over into the beauty space. We will all accept that our physical and mental health are truly what dictates beauty, and that it’s way more literal than a nice feeling on the inside looks nice on the outside. There will be much more detailed, scientific evidence to illustrate how our consciousness prints out our physical bodies, how malleable we are within that and how profoundly we can shift things without invasive procedures. There will be much less emphasis on slathering the icing on the cake and way more depth of consideration into the ingredients of the cake and baking technique.”

THE INNER OUTER CORPS
From the gut comes the glow according to those in the know—and this group knows.

ROSE-MARIE SWIFT
FOUNDER, RMS BEAUTY
- Since launching her first luminizer a decade ago, makeup artist to the chic set Swift has been on the cutting edge of the clean color revolution.

“Consumers are increasingly choosing healthy beauty across more and more categories. It is a lifestyle choice—people don’t trust big pharma, GMO and pesticide-ridden food. They worry about climate change, pollution and ever increasing rates of illness. People are more mindful about everything they use, and this includes beauty. The primary impact has already been seen. Products that merge health and beauty have created a market where the majority of consumers note a desire to switch to natural/clean products. The demand is there. This impacts our health as a population and the health of our environment. I look forward to increasing the merging of health and beauty for our well-being, for our planet, for our future, by using my brand and spreading this message to consumers everywhere.”

WALTER FAULSTROH
CHIEF EXECUTIVE OFFICER AND COFOUNDER, HUM NUTRITION
- An early proponent of beauty from within, Faulstroh was inspired to start his business after his own struggles with acne.

“Beauty is being completely redefined and no longer confined to your external appearance, which means that mental health plays a key role. Going forward, we will see that your emotional well-being is just as important to your beauty routine as your skin care. What sets Hum apart is our continued commitment to clinical research, innovation and serving edutaining content to over a million people on our blog and YouTube channel. In 2020 we’re investing increasingly in brand marketing to express our core values. We want to challenge ourselves to not only create positive change with our confidence boosting products, but also with our brand messaging.”

LAUREN BOSWORTH
FOUNDER, LOVE WELLNESS
- The former reality television star is taking wellness to the masses, with her personal line focused on female health and care.

“Health and wellness is one of the fastest growing and evolving categories out there. As consumers shift in how they view personal and self-care, the beauty industry realized it had to adapt and make some changes. Love Wellness is committed to developing our omnichannel growth, using each vertical for a very specific purpose with the goal that they each support the other. We are making a meaningful investment into marketing at scale, launching a community and membership program, and will continue to expand further with Ulta Beauty and CVS.”

TERO ISÖKAUPPILA
FOUNDER, FOUR SIGMATIC
- The man who put mushrooms on the map.

“Health and beauty used to be two completely different industries, with very distinct distribution methods and margin structures. As consumers are more aware of the value of holistic health and ingestible beauty, these two worlds are meeting in the middle. This will force beauty companies to lower their ridiculously high margins, and look into more mainstream sales channels. Health companies, on the other hand, need to step up their game in consumer experience and lifestyle marketing. We built our business mostly by selling direct-to-consumer and Amazon. Going forward, our growth is coming from expanding via brick-and-mortar, and into new product categories.”

JOSH LEVINE AND OLIVIA WALSH
FOUNDERs, ASYSTEM
- The duo behind Frame Denim who are taking feel-good grooming to the fellas.

“The way people are eating and drinking—fruit-infused waters—and her ideas for healthy products have gone far past the food aisle.

“As people are realizing that so-called health products might be more perception than reality, they are looking closer at what they buy and learning more about ingredients. The consumer has become smarter, more discerning and will actively choose a healthy option whether it goes inside or outside their body.”