

meet KAREN
BALLOU



Beauty Executive • Entrepreneur • Brand Founder • Skincare & Beauty Expert • Healthy Living Enthusiast

KAREN BALLOU



Beauty executive Karen Ballou has more than 30 years of experience creating strategic partnerships and building and marketing brands. She is the co-founder and partner at LB Equity, a private equity fund focused on emerging brands in skincare, haircare, and cosmetics. She leads the firm's efforts in product development, formulation, and the sourcing of cannabis-related brand opportunities.

Karen's expertise spans all levels of the \$500 billion-plus beauty and skincare industry. Her mastery of branding, distribution, and

marketing has helped myriad brands thrive, grow, and expand. She began her career in luxury skincare and cosmetics at Elizabeth Arden, where she served in a variety of marketing and sales roles. Later at Redken, Karen was recruited to grow a small startup company providing beauty tools and instruments for use by spas as well as for consumers to use at home and grew the company several-fold over a three-year period. Then, as an

independent marketing and branding consultant, Karen successfully developed and helped bring to market more than 65 brands in the beauty industry, with an emphasis on natural ingredients that are not only good for skin health but are highly effective delivering proven results. From luxury and prestige to big box brands, Karen is a highly sought-after executive with a proven track record of success.

Karen is also an esthetician and master educator, an ingredient innovator, and a formulation guru who has a knack for uncovering white spaces in the market and discovering solutions to fill them. She is a nutrition and skincare authority, and, following a diagnosis and recovery from cancer, an ardent believer in the importance of building a healthy immune system. This is evidenced by the creation of Immunocologie, the culmination of Karen's quest to build an incomparable clean line that nourishes skin from the outside to help build its immunity. The plant- and mineral-based products in the line are meticulously crafted from ethically sourced, sustainable ingredients from around the globe.

Karen is also largely focused on new product ideation with biotech companies and naturally sourced ingredients from regions around the world sourced using fair trade and sustainable practices. Merging her business background with her industry knowledge, Karen is sought after as an industry leader who brings integrity to her formulations and the know-how to be successful and shape brands for success.

Karen has been highly sought after by multiple media outlets for her expertise in skincare, business, entrepreneurship, and more. She has been interviewed by and had her brands featured in the following acclaimed global publications:

allure

american spa

BRIDES

BYRDIE

Daily Mail

DEPARTURES

E L L E

Esquire

FINANCIAL TIMES

Forbes

GET THE GLOSS
EXPERT HEALTH AND BEAUTY

GLAMOUR

GRAZIA

**QUEL
HOMME**


REFINERY29


Spa & Wellness
mexicanibe

STELLA

STYLIST

totalbeauty

VOGUE

WELL  GOOD

WWD

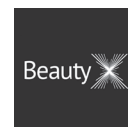
Karen is an expert and speaker who has been featured at the following:

- American Spa's Women in Wellness Leadership Conference
- Global Wellness Institute Initiatives
 - Beauty to Wellness
 - Wellness for Cancer
 - First 1000 Days
- Beauty X
- Clean Beauty Con Virtual Summit
- Eco-Chi Summit
- Luminary's Well+Social Illumination Sessions
- The Purist – Instagram Live Conversation With Founder Cristina Cuomo
- QVC
- Spa & Wellness MexiCaribe's Webinar Series
- Renewal Summit
- Plus, serve as a leading speaker and expert at various industry esthetics conferences



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CLEAN BEAUTY
VIRTUAL SUMMIT



PURIST



Renewals Summit 2019

Spa & Wellness
mexicaribe

Karen also has her own video series, Founder's Corner. This exciting experience features informational, and inspiring conversations with Karen and other influential members of the wellness world. She tackles topics like ingredients, clean beauty, nutrition, fitness, health, wellness, and more.

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*My journey goes beyond
my experience as an
industry professional.*
—Karen Ballou



WORK *with* KAREN

For media, PR, or speaking requests,
please contact her at
kballou@immunocologie.com.

