

A SPECIAL EDITION OF **WWD**

BEAUTY WINNING

THE 5TH
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ISSUE

OPEN SEASON

INSIDE SELENA GOMEZ'S NO-HOLDS-
BARRED APPROACH TO BEAUTY



THE
20-SOMETHINGS
WHO ARE
TRANSFORMING
THE INDUSTRY

—
AMANDA GORMAN
ON LITERACY,
LAUDER AND
SHINING HER
LIGHT

—
PLUGGED IN,
BLISSSED OUT:
HOW WELLNESS
AND TECH ARE
MERGING

THE SKIN CROWD

Female founders are driving the explosion in skin care with a new slate of innovation.

By JAMES MANSO

After a big year of DIY beauty, skin care is still keeping up momentum. In the first half of 2021, the category grew 6 percent from pre-pandemic levels in 2019, according to Larissa Jensen, vice president, the NPD Group. "You're looking at much larger volumes than even in 2019," Jensen said.

Products from female-founded brands are one of the key growth drivers. "The story of a brand is very important in a category like skin care, because many of the new brands that come in, it's about what differentiates you from other brands," Jensen said. "Many times, it's that founder story that makes the consumer connect with the brand." Here, the latest skin care launches from female-founded brands.

1. HERO COSMETICS BRAVE BODY ONCE-OVER TONER, \$15.99.

As a pioneer of the hydrocolloid patch frenzy, Hero Cosmetics founder Ju Rhyu is no stranger to quick fixes for acne. Now, she's bringing her philosophy to Target with the launch of her first body care range.

2. PRAKTI PRITIPOLISH, \$42.

Pritika Swarup succeeded in her native U.S. as a model, but it was her Indian heritage that inspired her skin care line, which launched with an exfoliator featuring rice powder, pomegranate extract, and evening primrose, vetiver and rose damascena oils.

3. SUSANNE KAUFMANN BLUE LIGHT DEFENCE & MOISTURIZING MIST, \$82.

Austrian entrepreneur Susanne Kaufmann is bringing her

botanical-based formulations to the burgeoning market for defense against blue light with a spray that blends silk extract, butterfly brush flower and Q10.

4. SUMMER FRIDAYS HEAVENLY SIXTEEN ALL-IN-ONE FACE OIL, \$54.

For Summer Fridays' latest category expansion, cofounders Marianna Hewitt and Lauren Gores Ireland tapped 16 non-comedogenic oils to create a blend that promises nourishing benefits.

5. TATA HARPER SUPERKIND BIO-BARRIER SERUM, \$130.

Tata Harper is the undisputed queen of green — she grows all of her products' ingredients in-house on her farm in Vermont. Her newest range, like this serum, focus on sensitive skin, with 26 high-performance ingredients that won't irritate skin.

7. U BEAUTY MULTIMODAL DEFENDER, \$168.

Come for the SPF, stay for the hyaluronic acid and vitamins C and E. The third offering from influencer Tina Craig's U Beauty promises to correct past and future photo-aging.

6. MARA ALGAE MINERAL SKIN DETOX, \$52.

When Allison McNamara, founder of algae-focused skin care line, Mara, developed her latest supplements, she combined spirulina with ashwagandha and dandelion for both physical and mental detoxifying benefits. Even veterans took note: the product launched at L.A.'s own wellness Mecca, Erewhon Market.

