

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

The Feel-Good Force

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.

BY JENNY B. FINE PHOTOGRAPHS BY HANNAH KHYMYCH

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 long 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 famous 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 ingestibles 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—gut, 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.”



HOWARD MURAD
FOUNDER, MURAD SKINCARE

● **From color therapy to cultural stress, Dr. Murad has been on the cutting edge of combining clinical skin care with mental health.**

“Thirty years ago, skin care was cleanse, tone, moisturize. Treatments, peels, serums, etc., didn’t exist. In the future, skin care really is understanding that there are sites and areas in and on the skin that we can target that help not only the skin, but the rest of your body. Such as identifying what parts of the skin are most susceptible to stress and how we can target that function/area, and by doing so, it then allows

you to sleep better—this is just an example of where I see it going, not a fact yet!”



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 take 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.”



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.”

THE INNER OUTER CORPS

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



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 conciseness 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.”



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.”



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.”



KARA GOLDIN
CHIEF EXECUTIVE OFFICER, HINT

● **Goldin’s quest to quit drinking diet soda led to the creation of her first**

product—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.”



TERO ISOKAUPPILA
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 OLI WALSH
FOUNDERS, ASYSTEM

● **The duo behind Frame Denim who are taking feel-good grooming to the fellas.**

"Men want their health and beauty solutions to be simple and will look for brands that can deliver a quality product which brings results and solutions that are easy to understand and use. Retailers will have to further evolve how they merchandise, moving away from traditional siloed categorization, to offer customers the convenience they demand."



JULES MILLER
FOUNDER, THE NUE CO.

● Miller's claim to fame is the DeBloat dietary supplement, but with a commitment to delivering results, she's building The Nue Co. into a broad-based ingestibles brand.

"We exist to help improve people's health, whether that's the health of their sleep, gut or skin. By improving the health of your skin, you'll see improvements in its appearance. Trying to disconnect the two is more complicated than trying to merge them. The beauty industry will continue to move away from cosmetic and more into function. In time, there will be no 'clean' aisle or 'wellness' section in Sephora. There will be an expectation for all brands to develop products using only ingredients that have been proven not to harm people or our planet."



CARLA OATES
FOUNDER,
THE BEAUTY CHEF

● Her own best advertisement, Oates was an early pioneer in forging a connection between gut and glow.

"Ten years ago when I created my first inner beauty powder, there was no category for it, and the idea of ingesting

probiotics and whole foods for skin health was seen as quite left of field. Yet every day, more studies are shining a light on the intimate link between what we eat, the state of our gut and our overall health and well-being. As the public becomes more informed, the popularity of inner beauty and the wellness category will continue to grow and become part of one's daily routine, like applying moisturizer or brushing your teeth."

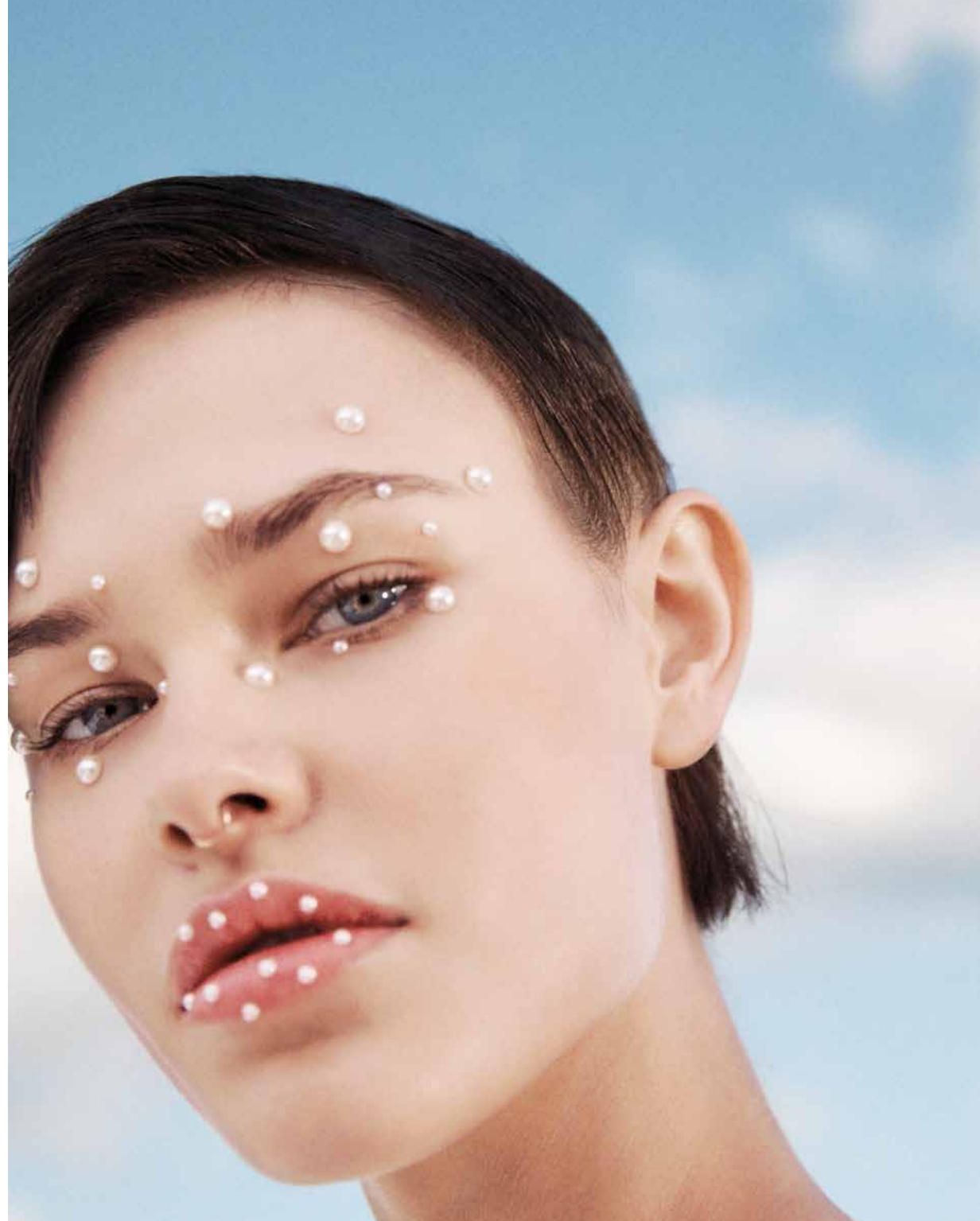


WHITNEY TINGLE AND DANIELLE DUBOISE
COFOUNDERS AND CO-CEO'S, SAKARA LIFE

● The duo have built their in-home meal business into a superfoods empire delivered directly to your doorstep—or the nearest Sephora.

D.D.: "The future of health and beauty is eating your skin care. Topicals only work if you're taking care of your insides and overall health—they're the icing, not the cake. People who are seeking less bloat, a glowing complexion, energy, vibrancy—that all falls into place when you focus on a diet of diverse, water-rich, whole, organic, fibrous plants."

W.T.: "People still don't realize what you put into your body can clear your acne, reduce your wrinkles, and make your skin glow. The market for ingestible beauty is going to expand like crazy!"
D.D.: "Functional snacks will be an important source of growth for our business. We've been the leader in eating to heal, eating for beauty, to feel sexy, to provide energy, have better skin, etc. Joy is a nutrient, after all."



TRINITY MOUZON WOFFORD
FOUNDER, GOLDE

● A young entrepreneur who's injecting inclusivity into the world of wellness with an appealing and easy-to-understand line of supplements and skin care.

"From beauty supplements to gua sha, what's trending now is looking great because you feel great. We will continue to see more products and

practices that blur the lines between skin care and self-care. At Golde, we're expanding our sku assortment in 2020, and leaning into ingestible beauty. We're creating products that clearly target a solution that our consumer is looking for, while keeping our ingredient list ultra-clean and superfood-boosted."

THE BEAUTY BRIGADE

Leading the charge for change when it comes to safety and efficacy for skin care and beyond.



CATHERINE GORE
PRESIDENT, BIOSSANCE

● While Biossance's sales continue to soar, Gore is focused on the greater good with the Clean Academy cross-brand educational platform launched last year.

"We view health twofold: as it relates to our personal health and the health of our planet. I foresee a more conscious consumer in 2020 as health and beauty merge and, hopefully, become more synonymous. Consumers don't want to compromise their health for beauty products anymore—and we don't believe anyone should have to. Harmful ingredients are often included in products at the expense of the person using it. Fortunately, there are clean and safe alternatives that don't compromise results."



BARBARA DE LAERE
GLOBAL GENERAL
MANAGER, AVEDA

● **A beauty industry vet whose passion for advocacy combined with an astute business acumen are driving Aveda forward.**

"Consumers want products that improve their own well-being without having a negative effect on the environment and, ultimately, their health. This will continue to affect the beauty industry in many ways: consumers demanding non-toxic, cruelty-free products; brands abandoning virgin plastic and incorporating recycled or compostable materials, and increased transparency in supply chains to ensure sustainable sourcing and fair compensation."



JULIE ELLIOTT
FOUNDER, IN FIORE

● **Passionate about plants, Elliot formulates her small-batch skin-care and fragrance line to harness their healing benefits for mind and body.**

"We're going to see an increased demand for products that help you feel good mentally and physically, and that will protect against environmental stressors. The market for holistic modalities and anti-pollution claims will come to the forefront as customers' priorities shift to protecting versus recovering. Protecting is about feeding, nourishing and building resilience in the tissue and supporting the skin's physiology, so that it can better withstand or fend off aggressions. Recovering is correcting from lack of nutrition, weakness, over-treatment of acids, actives and physical

exfoliating that weaken the tissue, and make the skin more susceptible to aggressions."



ANDREAS FIBIG
CHIEF EXECUTIVE
OFFICER,
INTERNATIONAL
FLAVORS &
FRAGRANCES

● **The mastermind behind the largest wellness-oriented transaction ever—IFF's \$26.2 billion merger with DuPont's Nutrition and Biosciences business.**

"Consumers want to feel better daily for themselves, their families and friends, and the planet—and one way to control that on a personal level is with what you buy. This consumer is the one significantly growing and changing this landscape from indie to mainstream. Answering this call and the conversation around clean, sustainable, and wellness at IFF come up many times per day. We don't see these changes slowing; on the contrary, we believe this will increase, with a powerful impact on the scent and beauty industry to satisfy consumer demand with healthful products that help the consumer feel good, look good, and do good. As our customers aim to satisfy consumer demand, we continuously look to create products that help support their efforts, and do so in as sustainable a way as possible. At the same time, we are also putting great focus on supporting smaller regional players, where we are seeing exciting growth."



TARA FOLEY
FOUNDER AND
CEO, FOLLAIN

● **Over the last decade Foley's rigorous approach to retail curation has created a gold-standard for clean beauty.**

"At their core, health and beauty are part of the same wellness ecosystem. As consumers become more educated about this link, they will continue making more holistic purchase decisions and lifestyle choices. New segments of customers will begin opting into holistic beauty purchases, as well. Our mission is to bring the highest-quality, most effective clean beauty to as many people as possible, and we will continue to create and curate the best that clean beauty has to offer. Part of this will come to life as we explore strategic partnerships and expand our own line of skin care."



ROMAIN GAILLARD
FOUNDER,
DETOX MARKET

● **Coast-to-coast coverage of the best in natural beauty, plus a slew of mind-body-wellness resources, have made Detox the go-to retailer for those in the know.**

"We have always been a mission-driven company, meaning that we measure growth not through revenue, but through impact: What have we done for our community and the planet? To that end, our company has decided to accelerate our approach to sustainability with an aggressive roadmap, called Sustainability Starts Now. We're dedicating the same energy to reversing climate change that we did when bringing the importance of ingredients to people's minds. We're

turning our stores into recycling hubs so people can drop off their hard-to-recycle product packaging; we're planting 500,000 trees in 2020 (for context, that's the equivalent of Ulta planting 150 million, or Amazon planting 10 billion). From reassessing the packaging of our in-house product launches, to banning single-use plastics in our offices, we're drastically reducing our carbon footprint—and pushing our partners to do the same."



ANNIE JACKSON
COFOUNDER AND CHIEF
OPERATING OFFICER,
CREDO BEAUTY

● **The retail vet who's making clean beauty a reality for the masses, from forging category standards to creating an easy swap system for shoppers.**

"We see significant growth in fragrance and makeup. In the clean/natural space, we haven't experienced the sluggish makeup sales others have—we've seen more brands creating innovative formulas and embracing diversity, and more unique products than ever before. In fragrance, we're seeing incredible growth largely fueled by our radical transparency initiative requiring brands to categorize the source of their fragrance(s) for every product (including Unscented, Natural, Synthetic). This way, at least consumers can know what types of fragrances are in the product they're looking at. But we incentivize full disclosure of fragrance ingredients (so far over 60 percent of our brands have complied). If fragrance companies know that chemicals are linked to health or environmental harm, they're going to think twice about using them—more so if they need to disclose them. These shifts have resonated with customers and we expect to see exponential sustained growth."



KERRILYNN PAMER
CHIEF EXECUTIVE
OFFICER, CAP BEAUTY

● **An OG retailer for clean and green beauty, Pamer's approach is as influential today as when Cap first opened in New York City.**

"Health and beauty are one and the same and can't exist in their fullest expression without the other. The intelligence and curiosity of consumers is making way for this concept to be the norm."



JULIE VAN ONGEVALLE
GLOBAL BRAND
PRESIDENT, ORIGINS

● **By going back to the brand's roots—literally—Van Ongevalle is injecting new life into Origins.**

"Brand transparency and authenticity are becoming non-negotiables. Consumers are becoming increasingly willing to invest in products and services that they perceive to be 'clean,' as well as those that enhance overall well-being. As such, there will no longer be a tradeoff between 'performance' and 'clean' beauty. Part of our commitment to the wellness of people and the planet is our mission to Green The Planet and we do so by supporting reforestation, conservation and other greening initiatives through our partnerships with various NGOs around the world. This year, and beyond, we want to further involve the consumer in our mission, knowing that 'health and wellness' of our planet is top-of-mind and crucial to us all."



AMY RISLEY
FOUNDER AND
CEO, SKINFIX

● **Clean and clinically active: performance-oriented skin and personal care that delivers on its health premise.**

"There is exciting and evolving science about how the health of the skin barrier not only reflects, but directly affects, our internal health including heart health, metabolic function and cholesterol. We are beginning to understand that topical formulations containing specific bio-identical lipids in skin-similar ratios, can actually reverse intercellular lipid depletion, and not only improve the appearance and function of skin, but potentially affect macro health outcomes. The skin barrier is more critical to our health and well-being than we ever realized. Restoring and repairing the skin barrier, and targeting topical formulations for overall health outcomes (versus just superficial outcomes), will increasingly become an essential component of health care."



NANCY TWINE
FOUNDER AND CEO,
BRIOGEO AND B. WELL

● **With B. Well, natural hair-care pioneer Twine is quickly making Briogeo the go-to for head-to-toe skin health.**

"Wellness practices that center around self-care and proactive prevention will inspire future beauty innovations, as consumers continue to prioritize healthy lifestyle choices and carving out more time to focus on rituals that feel good but also have a positive lasting impact. Over the next 12 months, we're continuing to focus on our

reason for existence—to put the 'care' back into hair care with six-free, clean formulas that treat and nurture the scalp and hair as opposed to Band-Aiding concerns with heavy styling products and silicones.”



CYNDI RAMIREZ-FULTON

FOUNDER AND CEO, CHILLHOUSE

● **From matcha to manicures to meditation, where the cool kids go to unwind.**

“I can picture a world where we start seeing mergers/acquisitions of health start-ups with wellness centers; a way for both self-care practices to connect directly with one’s own health stats and connect the two harmoniously. Membership is a big part of our growth, both from a financial and community standpoint. It’s a win-win for both our customers and the business, and it powers a stronger line of communication to our most loyal clients.”



JESSICA RICHARDS

FOUNDER, SHEN BEAUTY

● **One of the first retailers on the clean and green scene, Richards has discovered many brands, like the indie darling Kosas. With the opening of a larger space this year, look for that influence to grow.**

“Health and beauty go hand in hand. A primary impact is more companies using more ingredients associated with food. Healthy beauty will become a mainstream concept just as K-beauty did. The idea of food-grade ingredients like kale and turmeric is not only the idea of food being in products, but the truly natural nutrients those items deliver to the skin.”



ANTHONY SANIGER

FOUNDER, STANDARD DOSE

● **Curating CBD to make it understandable for all in a space designed for calming and commerce.**

“Health and beauty merged into this gray area called clean beauty, which has a different meaning for everyone. For us, clean beauty stems from a desire to live a holistically healthier lifestyle. It’s no longer enough to be vegan and paraben-free; clean beauty encompasses supply chain, formulation, packaging, and impact beyond our own individual wellness routines.”

MIND, BODY AND SOUL

Because beauty is more than skin deep.



CINDY BARSHOP

FOUNDER AND CEO, VSPOT

● **No one is more determined to destigmatize issues around women’s intimate health than beauty industry vet Barshop.**

“In terms of women’s intimate health, we now have advancements that allow women to navigate the many natural changes they experience throughout life. Non-invasive treatments enable women to enjoy intimacy at any age, from enhancing their sexual pleasure to stopping unwanted issues like urinary leakage. These treatments are aimed at increasing health, not aesthetics, as in the past. Although intimate health solutions are not rooted in outward appearance, they have a largely positive impact on women as a whole. Through embracing their intimate health, women are able to feel not

only empowered, but also beauty—in all facets of their being.”



DR. ROBIN BERZIN

FOUNDER, PARSLEY HEALTH

● **Creating the primary-care medical practice of tomorrow—today.**

“This generation prizes health over wealth and we are excited to be able to meet that need. We bridge the gap between cutting-edge conventional medicine and a more proactive, personalized approach to health and wellness. This means that whether our doctors are meeting patients online or in person, we’re taking a 360-degree view of their health, including the products they’re using, the food they’re eating and how they manage stress. Many of our members come to us with medical mysteries; others are looking for a more holistic and personal approach from medicine having felt alienated by how transactional it has become. As we expand nationally, we expect our growth to come from people who want better answers to their health issues and from those who appreciate the more in-depth diagnostic testing that we do.”



TANIA BOLER

FOUNDER AND CEO, ELVIE

● **Leading the way for a female-first tech company that is revolutionizing how women engage with their bodies.**

“A large portion of our marketing is driven by organic word of mouth as women are increasingly comfortable speaking more openly and freely about their bodies and health. We’ve built an engaged community of women who regularly share their experiences with Elvie Pump and Elvie Trainer online and via their social media channels. This will be our biggest growth driver over the next 12 months.”



AMANDA FREEMAN

FOUNDER AND CEO, SLT AND STRETCH™D

● **The pilates powerhouse who is quickly expanding her fitness empire into a variety of modalities.**

“Health and beauty continue to converge into the growing category I refer to as self-care. Self-care is becoming a buzzword incorporating a wider array of treatment and service offerings. Some of the popular rituals that straddle the beauty/wellness line include face massage and exercise, lymphatic drainage and infrared sauna. We’ll see more people earmarking their time and money for offerings that deliver wellness and beauty solutions in one.”



ELLIE BURROWS GLUCK

CHIEF EXECUTIVE OFFICER, MNDFL

● **Bringing meditation to the masses.**

“Health is relative. It doesn’t look like one thing and neither does beauty. The greatest impact will come from raising our consciousness around these monolithic constructs. I’m interested in what it means to have a healthy mind-set around beauty. My hope is that we can become more aware of how we are often held hostage by cultural norms, pressures and ideals, and how they determine our behaviors. If we can cultivate an ability to be transparent with ourselves about our relationship to health and beauty, then we can learn how to become more conscious consumers. Conscious beauty isn’t only about ‘clean’ cruelty-free products—it’s about being awake to how we consume certain ideals.”



ÉVA GOICOCHEA

FOUNDER AND CEO, MAUDE

● **Taking the taboo out of talking about sexual wellness.**

“The idea of integrated health and wellness has defined the 2010s and will continue to shape the 2020s. From what we’re eating to our sleep, our vitamins to our sexual wellness, consumers now expect thoughtfulness across categories. We approach sexual wellness in this way: It’s about intimacy, health and happiness—not just about product. And sex is well-being. It reduces stress, is great for your heart and mortality, and is psychologically tied to contentment and happiness. With customer feedback, we’re going to

continue to launch new products, expand our content, and diversify our channel strategy to meet the customers where they are. We’ve been asked when we’ll launch in retail and abroad. Soon!”



GEORGINA GOOLEY

COFOUNDER, BILLIE

● **Who knew shaving could be so fun?**

“The notion of ‘beauty at all costs’ no longer exists for many customers and, as such, we’re seeing the line between health and beauty dissolve, impacting everything from product development, ingredient selection to marketing transparency. When we started Billie, we wanted to build a company that would meet the body-care needs of women in the U.S. and around the world. Partnering with a company like P&G provides a significant opportunity to continue delivering on that vision and expand into new channels and geographies.”



SADIE KURZBAN

FOUNDER, 305 FITNESS

● **From an innovative business model to a high-energy workout, Kurzban is bringing boutique fitness to the masses.**

“The female consumer, who dominates both beauty and wellness consumption, will become ever tired of the elitism, the exclusivity and the unattainability. We’ll see a movement around enjoyment, not performance; around representation, not aspiration.”



REBECCA PAREKH, KANE SARHAN AND SARRAH HALLOCK
COFOUNDERS, THE WELL

● **Creating the ultimate clubhouse for all things mind, body and soul.**

"As consumers acquire more and more ingredient education, they will continue to demand cleaner, better-sourced beauty and grooming products. They will also increasingly expect those products to marry safety with efficacy, which should drive more R&D around the functional power of natural ingredients. Beyond products, the conversation around 'beauty from the inside out' is getting more nuanced. We now readily accept that what we eat has an impact on skin health—whether that's collagen powders, ingestible beauty supplements or just nutritious, vitamin-rich foods. That holistic lens is extending to treatments, like the ones we offer by Traditional Chinese Medicine practitioners, such as gua sha, facial cupping and facial acupuncture."



LAUREN STEINBERG
FOUNDER, QUEEN V

● **The 26-year-old who's become the best cheerleader a vagina could hope to have.**

"The definition of beauty is changing to become more health-based. Self-confidence is based on how you feel not how you look. This encourages and enables consumers to become more educated, which forces brands to become more transparent and 'healthy,' whether that involves formulations, ingredients, messaging, etc."

IWELLNESS

These authors, investors and influencers have a lot of sway in the community—and with consumers.



AMY GRIFFIN
FOUNDER AND MANAGING PARTNER, G9 VENTURES

● **With a portfolio that includes early investments in Goop, The Wing, Kosas and Everlane, Griffin has her finger on the pulse of the Millennial mind-set.**

"I'm excited about the democratization of clean beauty as newer brands offer products that are better for us and more sustainable at a wide range of price points. The personal-care industry is effectively unregulated and, as such, there is no universally accepted definition of 'clean beauty,' so I encourage people to always take marketing with a grain of salt and dig into ingredient lists and 'about us' pages. As this trend and a generation of highly discerning consumers mature in tandem, we'll see a push for more regulation and a world in which 'clean' is table stakes for a successful beauty brand."



KELLY LEVEQUE
FOUNDER, BE WELL BY KELLY

● **Celeb clients like Jessica Alba and Molly Sims look to LeVeque as their go-to guru for a healthy lifestyle.**

"Our ability to age gracefully is dependent on the nutrient density of the foods we eat, from the bioavailability of anti-inflammatory fats like omega-3's to amino acids to produce neurotransmitters and hormones and the phytochemicals present in colorful plants needed to neutralize free radicals. More and more, I see my

clients prioritize clean beauty products. Endocrine-disrupting chemicals and known carcinogens are omnipresent in petroleum-based beauty products and our skin is a permeable barrier. Where regulations are lacking, prominent new clean beauty brands are fighting for change and educating us."



ALLY LOVE
FOUNDER AND CEO, LOVE SQUAD; PELOTON INSTRUCTOR, HOST OF THE BROOKLYN NETS

● **The Peloton powerhouse who is extending her message of empowerment both digitally and IRL.**

"As we continue to promote and explore the conversation of authenticity, diversity and inclusion, this will impact how we all feel about who we are, what we look like and how we find our place. These types of open dialogue, cultural shifts and making-of-space for all people will ultimately affect how beauty is perceived, received and influenced. Beauty will look different, just as health[y] looks different, because there is not one way to 'look' healthy and 'feel' beautiful."



NATALIE MASSENET AND NICK BROWN
COFOUNDERS, IMAGINARY

● **Massenet revolutionized the way women shop for designer clothing; now she, and partner Nick Brown, are putting their money where their mouth is with their cutting-edge VC firm, Imaginary.**

"We are in an age where we are redefining luxury. Luxury today means reinvesting in yourself. She's spending more on self-care and self-expression than ever before. She understands that beauty starts from within. From sleeping and

fitness to acupuncture and functional health, she's taking the time to invest in herself."



CLÉMENCE VON MUEFFLING
FOUNDER, BEAUTY AND WELL BEING

● **The third-generation French editor whose innate elegance reflects her balanced approach to inner and outer beauty.**

"I see 2020 as a breakout year for consumer awareness about the ingredients in many beauty products from sun-tan cream to toothpaste to nail polish. For the first time, we're scrutinizing products that we have previously deemed safe for our daily lives. Informed customers—combined with more research and communication channels such as social media—mean that no product will be left unscrutinized. Most importantly, this quest for alternative solutions leads us back to thinking about the environment. By taking better care of ourselves, what we ingest and what we put on our bodies, we also consider our impact on the planet."



BARBARA PALDUS
FOUNDING PARTNER, SEKHMET VENTURES; CEO, CODEX BEAUTY

● **From biotech to beauty: The San Francisco-based scientist and entrepreneur who's innovating plant-based preservatives for her own brands, and investing in others she believes in.**

"The convergence of health and beauty began a number of years ago with the introduction of nutritional supplements. These products are comprised of certain vitamins and minerals known to be essential for healthy, beautiful skin, hair and nails.

However, because most people don't know which specific vitamins and/or minerals their bodies are deficient in, companies employ a kind of shotgun approach to formulation. As technology continues to develop and the use of robust physiological diagnostic tools and methods becomes ever more ubiquitous, people will be able to determine, with a great degree of certainty, specifically what their body needs in order for their health and appearance to achieve peak performance. Just as the field of medicine is transitioning to the creation of drugs designed to provide a course of treatment based on each individual's physiology, so too will the beauty products of the future."



MELISSA WOOD-TEPPERBERG
FOUNDER, MELISSA WOOD HEALTH

● **An early mover in web-based workouts and body positivity who's expanded her domain into all things lifestyle.**

"People are more focused on finding and maintaining a level of peace in their minds rather than living in search of this idealized exterior beauty. Personally, I know that I've never truly physically and emotionally felt more beautiful than when I'm mentally living in a place of ease. The foundation of my practice of meditation and movement has transformed not only my life, but my mental and physical state in ways I didn't know was possible."



VENUS WILLIAMS
TENNIS CHAMPION AND ENTREPRENEUR

● **From tennis ace to angel investor, Williams is building a name for herself off the court by backing brands in the health and wellness space.**

"Taking care of both your physical and mental health is what I call active self-care, and it allows you to achieve natural, healthy beauty. Clean beauty is definitely having a moment and what I love about Asutra, in particular, is that from Day One they've always used safe, high-quality organic plants, minerals and essential oils in their products. They've been able to make affordable, accessible clean beauty products without sacrificing the quality of ingredients. One reason I wanted to align with the brand was because, similar to EleVen, this sense of inclusion and empowerment are core qualities. They want everyone to be able to join the clean beauty movement."



TANYA ZUCKERBROT
FOUNDER, F-FACTOR

● **The nutritionist whose approach to healthy eating (wine and carbs allowed) has won her a cross-generational multiplatform following.**

"What we perceive as 'beauty' is often a direct byproduct of a healthy diet. A diet filled with fruits and vegetables, plenty of water and a good night's sleep will do more for long-term beauty than a bottle of foundation. There are plenty of skin-care formulas, from eye creams to night creams, that when used in conjunction with a healthy diet can help prevent free radical damage, reduce fine lines and wrinkles, and slow down premature aging. It's the combination of health and beauty that will result in the greatest impact."