A SPECIAL EDITION OF WWD

BEAUTY INC

THE PETE BORN IMPACT AWARD

GO, JO, GO!

AFTER BUILDING AUSTRALIA’S LARGEST PRESTIGE BEAUTY RETAILER, MECCA’S JO HORGAN IS BOLDLY LOOKING TO NEW HORIZONS.
CONGRATULATIONS to Madam by Madam C.J. Walker on their 2022 Beauty Inc Awards from all of us at The Wellness Award.

Launch of the Year
Texturized haircare inspired by Madam C.J. Walker
CONGRATULATIONS

to Madam J.J. Walker and Nutrafol on their 2022 Beauty Inc Awards Win from all of us at

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N°1 DE CHANEL SERUM BOOSTS SKIN’S YOUTHFUL ENERGY

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THE WIZARD OF OZ

F AS THEY SAY, EVERY CHALLENGE PRESENTS AN opportunity, beauty certainly seized the moment in 2022. It was a year filled with volatility, from the Russian invasion of Ukraine to supply chain issues and global inflationary pressures to the lingering COVID-19 pandemic, which continued to impact key geographies around the world.

But beauty was a bright spot — and nowhere was it more dazzling than in Australia, where Mecca solidified its position as the country’s leading beauty retailer. Founded 25 years ago by Jo Horgan, Mecca has changed the retail landscape — within its own boarders and beyond. Horgan is a force of nature — a relentless optimist, a shrewd strategist and continually curious. She’s equal parts business leader and beauty savant, and is continually rethinking and reinventing what consumers will respond to in a retail environment.

Horgan is also a risk taker. During the pandemic, for example, she doubled down on digital and opened Mecca’s largest store ever, an 18,000-square-foot flagship in Sydney. (A 40,000-square-foot door is scheduled to open in Melbourne early next year.) The strategy is paying off: Mecca’s business doubled during the pandemic, and it now commands 25 percent market share of Australasia’s $4.2 billion prestige beauty business.

As we were putting together this, the 2022 Beauty Inc Awards issue, we knew that there was no one more deserving of our highest honor: the Pete Born Impact Award. As I learned when I sat down with Horgan for a wide-ranging interview, it’s always filled with volatility, from the Russian invasion of Ukraine to supply chain issues and global inflationary pressures to the lingering COVID-19 pandemic, which continued to impact key geographies around the world.

As with any year, there are winners in the industry from brands established and emerging, including L’Oréal’s Carol Hamilton, Dior’s Charlotte Holman Ros, Rhode’s Hailey Bieber and Nest’s Laura Slatkin. Like Mecca, all of the winners were overachievers in terms of business performance in 2022. E.l.f., the mass market Brand of the Year, posted its 15th consecutive quarter of growth in November and increased its share by 15 percent versus a year ago, while MAC, Beauty Inc’s prestige Brand of the Year, was the biggest contributor to makeup growth in the U.S. Meanwhile, Nars had the biggest launch in the history of the brand with its Light Reflecting Advanced Skincare Foundation, while P&G boldly re-entered the specialty beauty channel with a rat-a-tat series of high-profile acquisitions. Turn to page 23 for full coverage of all of this year’s winners. It’s a stellar group — and though macroeconomic and geopolitical factors may continue to present a backdrop of uncertainty for the year ahead — the future of beauty looks bright indeed.

Jenny B. Fine
@jennybefine
CONGRATULATIONS TO
CHARLOTTE HOLMAN-ROS
PRESIDENT, PARFUMS CHRISTIAN DIOR NORTH AMERICA

ON RECEIVING THE 2022 WWD BEAUTY INC. “BRAND BUILDER OF THE YEAR” AWARD

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Sincerely,
Your DIOR Beauty family

DIOR
For Arcaea founder and CEO Jasmina Aganovic, the future of beauty is firmly rooted in biology. BY KATHRYN HOPKINS

WHEN THINKING ABOUT BEAUTY PRODUCTS, phones and cars, especially Teslas, aren’t usually top of mind. Unless you’re Jasmina Aganovic that is. “Future beauty products are going to be less about the establishment or the reinforcement of a beauty ideal,” said the Arcaea founder and chief executive officer. “We need to expect the same levels of performance and sophistication from our skin care and beauty products as we do frankly right now from our cars and our phones. What’s going on with electric vehicles is pretty incredible.”

With her start-up, which raised an impressive $78 million in Series A Funding from investors including Chanel, Givaudan and Olaplex during the COVID-19 global pandemic, the MIT grad is using biology to make beauty products of the future more about individualism and consumers getting to know their bodies.

Think deodorants that don’t mask the body’s smells with chemicals, but instead feed certain microbes in one’s ecosystem so that they don’t produce smelly compounds. Or proteins that can change the shape of hair in place of damaging heat styling tools.

The list goes on, with Arcaea using DNA sequencing, biological engineering and fermentation in order to develop these new beauty ingredients and products with the goal of creating a new supply chain for beauty that doesn’t rely on petrochemicals or depleting natural resources, like plants and animals.

“Some of the challenges that we’ve been learning over the last decade is that the way that we have been sourcing things and building things and constructing things is not sustainable,” Aganovic said.

Recently, the entrepreneur sat down with Beauty Inc to discuss her career, which includes stints at Fresh and Living Proof as well as her start up Mother Dirt, and plans for Arcaea.

How did you develop your interest in science?

Jasmina Aganovic: I always had a predisposition to an engineering mind-set and building things. Then, as a kid, especially a teenager, my hair was super frizzy and I was dealing with acne. That really ended up introducing me to the industry in the first big way. And it wasn’t just about using the products, it was understanding how they worked. That got me interested in chemistry, but I never thought I would end up in [the beauty] industry. That was a serendipitous outcome toward the end of my time in college. I went to MIT, studied engineering, specifically chemical and biological engineering, and then in my senior year actually made the decision to go into beauty and personal care innovation.

What made you decide to start your own company?

J.A.: When I was working at Living Proof, I had an opportunity to be on QVC and interact with Sephora, going to several of their locations across the mid-Atlantic region. I became so interested in how innovation is translated, how things from the lab show up in the products that people →
Mergers and acquisitions in beauty and luxury brands

BlackRock has acquired Creed
Creed was advised by Michel Dyens & Co.

Kering has acquired Boucheron
Boucheron was advised by Michel Dyens & Co.

L’Oréal has acquired Essie
Essie was advised by Michel Dyens & Co.

Unilever has acquired Tigi
Tigi was advised by Michel Dyens & Co.

Revlon has acquired The Colomer Group
CVC Capital Partners was advised by Michel Dyens & Co.

Estée Lauder has acquired Dr. Jart (South Korea)
Dr. Jart was advised by Michel Dyens & Co.

LVMH has acquired Buly
Buly was advised by Michel Dyens & Co.

Estée Lauder has acquired By Kilian
By Kilian was advised by Michel Dyens & Co.

Bacardi has acquired Grey Goose
Grey Goose was advised by Michel Dyens & Co.

LVMH has acquired Hublot
LVMH was advised by Michel Dyens & Co.
are using, and that led me to become very curious about the interplay between marketing and sales and innovation, which led to a series of leadership roles. Through those roles, I ultimately developed my point of view of what was missing in the industry, and that ultimately led to founding a few companies and, of course, now Arcaea.

**How was the fundraising process? Had you ever done anything like that before?**

**J.A.:** The answer's no. I think there were a lot of things that were very unusual about the fundraising process. First and foremost, we started fundraising literally the week before the world closed down for the pandemic. The series A needed to take place virtually during this incredible time of uncertainty. It was scary, for sure. I remember when the pandemic started having this sinking feeling in the pit of my stomach that this idea that I wanted to create was so close. And yet now this opportunity to make it a reality was going to slip away because of this horrific thing that was happening in the world. Strangely, that wasn’t what happened. Because of the things that were happening in the world, many investors were realizing that the way that we were doing things was not going to be enough to get us to the type of future that we wanted to see. Instead of people becoming kind of scared and pulling back, people turned to companies, entrepreneurs, arts, creativity, all these different places, to see more of what they wanted to see in the future.

**Do you have any mentors?**

**J.A.:** My dad was a big part of this and continues to be. I’m first generation American so I grew up around immigrants who came to this country with nothing and managed to give us everything and so their perspective around believing that your future is boundless and unlimited was something that shaped me a lot. Through school, my lab supervisor taught me a lot about deliberate thinking and being thoughtful and methodical. I’m still in touch with him to this day. From the beauty industry, I’ve met so many great people. Pamela Baxter — I was just coming out of school so it was pretty amazing to meet her several years ago and she’s been just a wealth of knowledge. Katia Beauchamp — I got a chance to meet her a few years ago and I followed her career and have been so greatly inspired by the game changer that Birchbox is and what it created across multiple industries.

**What are the formative career moments that really impacted you?**

**J.A.:** When I was at Living Proof everyone was wearing multiple hats and I had joined to be on the R&D team. The next thing I knew, they were training me to be on QVC. It was a game-changing moment for me. It was real time feedback in a very intense way, because I would be saying something and [the producer] would immediately be telling me if it was working. They would say, “OK, stop talking about XYZ, that’s not working. What is working is this other stuff.” This was a watershed moment, because I started to realize that translating science and innovation in a resonant way is really challenging and actually a puzzle I love to solve.

The other one was during my time at Mother Dirt, which was one of the first brands in the skin microbiome space. The guidance we were getting from the industry was to take this amazing technology but to chisel off pieces of it, so it could fit into the formulation stack of chemistry. I actually thought that doing the inverse was more interesting, trying to figure out how to build more tools so that an incredible technology like biology could exist and exert its full power.

**What’s your vision for Arcaea?**

**J.A.:** My vision for the company is the ability to make biology the most desired part of any product that we use.

**Where do you see the ingredient space in beauty in 10 years?**

**J.A.:** At Arcaea, we talk a lot about expressive biology — ingredient technologies that allow us to harness our own biology as a tool of self-expression. In the deodorant space, if you historically look at how the industry has managed body odor, it’s either been about blocking your sweating or your sweat glands, or it’s been about just killing everything that exists there. Or it’s been about masking scent. But with biology, we look at a problem like body odor, and we realize that it’s really about specific microbes that are making these smelly compounds. So, one of the programs we’re looking at is actually how can we design nutrients to selectively feed certain microbes in that ecosystem so that they don’t produce those smelly compounds. Another example of what we’re working on is in the hair care space. With biology, we can actually work with the keratin proteins inside your hair.

**Would you ever see yourself coming out with a product line or turning into a brand incubator or do you see your path primarily as an ingredient supplier?**

**J.A.:** We are doing both. We will be selling our ingredients into the industry and we are also going to be launching brands of our own. The reason we’re doing this has a lot to do with the incredible influence that brands and brand stories can have on shaping awareness for new space like biology.

**John Melo from Amyris said he moved into creating his own brands because it was difficult sometimes to get the big companies to use these alternative sources so he decided to just go straight to the consumer.**

**J.A.:** I think adoption is always something that a new technology is going to be facing and sometimes it’s hard for us to see how new technologies can show up in the world. That goes back to the point about the power of a brand to tell a story in a new space. Brands can establish and shape categories. Look at what Olaplex did for the bond building category. If that technology had been introduced to the ingredient space, it wouldn’t have had nearly the massive ripple effect that Olaplex has had as a leader and founder in that space. Brands are really important.

**With your science, would you ever think about entering any other categories other than beauty?**

**J.A.:** We are focused on beauty and personal care, so you’ll see things like skin care, hair care and body care coming out of our innovation platforms. We’re not currently planning to go into anything ingestible or beyond that. But who knows? We’re building a pretty robust set of core competencies and series of technical platforms so in the future that might change, but right now we’re focused on what’s ahead of us.
EYE FACTOR

New launches are bringing R&R to the eye area. BY NOOR LOBAD

Call it the great awakening. Literally. With consumers increasingly seeking to depuff, tighten and lighten the skin around their eyes, NielsenIQ reports online eye skin care sales increased 11 percent from October 2021 to October 2022. Here, key launches raising the curtain for 2023.

1. DR. JART+ CERAMIDIN ECTOIN-INFUSED CREAM, $69.
   Dr. Jart+ couples a five-ceramide complex with ectoin for a skin barrier-strengthening effect. Launching January.

2. DR. BRANDT FATIGUE FIGHTING EYE GEL, $42.
   Fig stem cells, lipopeptides and pomegranate extract give this gel its antiaging properties. Launching January.

   Ash bark extract, palmitoyl tripeptide-38 and glucosides address signs of aging — with the clinicals to back the claim. Launching January.

4. ILIA BRIGHT START ACTIVATED EYE CREAM, $46.
   A plant-based retinol alternative, Ilia’s first eye cream taps mineral-rich sea fennel extract to boost collagen production. Launching January.

5. INNBEAUTY PROJECT BRIGHT & TIGHT EYE CREAM, $34.
   This lightweight formula harnesses tranexamic acid for a brighter under-eye area. Launching January.

6. KOPARI NIACINAMIDE & CAFFEINE EYE BRIGHT CREAM, $36.
   Kopari’s latest delivers niacinamide, java berry-derived caffeine and a subtle, cooling effect.

7. ORIGINS PLANTSRIPTION WRINKLE CORRECTION EYE CREAM, $56.
   The brand’s signature anogeissus complex is joined by encapsulated retinol to minimize fine lines.

8. FARMACY WAKE UP HONEY EYE CREAM, $45.
   Vitamin C and encapsulated caffeine target dark circles alongside this cream’s star anti-inflammatory ingredient: honey.
Join Us in Celebrating CEW’s Beauty Creators Award Winners, Best of 2022!

**ANTI-AGING**
Drunk Elephant C-Firma™ Fresh Day Serum

**BATH AND BODY**
Olay Firming Body Lotion with Collagen

**CBD BEAUTY**
SAINT JANE BEAUTY Sacred Sleep Overnight Repair

**CLEANSER AND SCRUB**
Beekman 1802 Milk Wash

**EYE PRODUCT**
Bobbi Brown Cosmetics Long-Wear Cream Shadow Stick

**EYE TREATMENT**
L’Oréal Paris Revitalift Derm Intensives 2.5% Pure Hyaluronic Acid + Caffeine Eye Serum

**FACE MASKS**
Kiehl’s Since 1851 Ultra Facial Overnight Hydrating Face Mask with 10.5% Squalane

**FACE PRODUCT**
NARS Cosmetics Light Reflecting Foundation

**HAIR COLORING**
Color Wow Root Cover Up

**HAIR SHAMPOO/HAIR CONDITIONER**
Briogeo Hair Care Don’t Despair, Repair!™
OUAI Haircare Detox Shampoo

**HAIR STYLE/HAIR CARE**
Olaplex No. 9 Bond Protector Nourishing Hair Serum

**HAIR TOOLS**
Dyson Flyaway attachment

**ICONIC BEAUTY AWARD**
La Mer The Moisturizing Soft Cream

**INDIE BRAND**
Summer Fridays

**INDIE SKINCARE**
Glow Recipe Strawberry Smooth BHA + AHA Salicylic Serum™

**LIP PRODUCT**
MAC Cosmetics Glow Play Lip Balm

**LIP TREATMENT**
Biologique Recherche Liftkiss

**MAKEUP TOOLS**
e.l.f. cosmetics Putty Primer Brush and Applicator

**MEN’S GROOMING**
SheaMoisture Men Smoothing Shave Butter

**MEN’S SCENT**
Burberry Hero
Hermès H24 Eau de toilette

**MOISTURIZER (FACE)**
SK-II SKINPOWER Airy Milky Lotion

**NAIL PRODUCT**
essie hard to resist nail strengthener

**PERSONAL CARE**
Dove Ultimate Antiperspirant

**SEXUAL WELLNESS**
The Honey Pot Company Soothing Vulva Wash

**SKINCARE TOOLS**
FaceGym FaceShot

**SUN PRODUCT**
NEUTROGENA® Ultra Sheer Face Serum SPF 60+
Supergoop! (Re)setting Refreshing Mist SPF 40

**WELLNESS PRODUCTS, AROMATHERAPY, AND BEAUTY WELLNESS SUPPLEMENTS**
Dr Teal’s Sleep Spray with Melatonin & Essential Oils

**WOMEN’S SCENT**
Billie Eilish Eilish

**SUSTAINABILITY EXCELLENCE**
Upcircle Beauty

**SUPPLIER AWARD / INGREDIENTS & FORMULATION**
Symrise SymHair® Thermo

**LAUNCH OF THE YEAR**
Olay Regenerist Vitamin C + Peptide 24 Hydrating Moisturizer

**RETAILER OF THE YEAR**
Amazon

**INFLUENCER OF THE YEAR**
Marielle Marrero
Brands are charting the way toward healthy hair, starting at the scalp. **BY NOOR LOBAD**

It’s official: scalp care is the new skin care. According to The NPD Group, sales of hair products with scalp care benefits increased 52 percent in the year ending September 2022, and Spate reports that searches for scalp serums grew 65 percent. Here, the latest innovations to optimize hair health from the root.

1. **OUAI ANTI-DANDRUFF SHAMPOO**, $32. Meant to tackle seborrheic dermatitis, psoriasis and other causes of flaking and irritation, Ouai’s newest contains salicylic acid and gentle surfactants.


4. **ORIBE HAIR PICK**, $50. This hand-finished hair pick aims to ease the detangling process and build volume.

5. **L’ORÉAL PROFESSIONNEL METAL DETOX CONCENTRATED OIL**, $34. The Metal Detox range gains an oil designed to rid the scalp and hair of impurities, while providing heat and color protection. Launching January.

6. **BRIOGEO MEGASTRENGTH+ CAFFEINE + BIOTIN PEPTIDE DENSITY SERUM**, $57. Part of the brand’s Destined for Density franchise, this Sephora-exclusive seeks to boost hair thickness.

7. **RANAVAT REGENERATIVE VEDA BOND COMPLEX SHAMPOO**, $48. Ashwagandha works with hyaluronic and citric acids to give this jasmine-scented shampoo its cleansing and follicle-strengthening capabilities.

8. **GARNIER WHOLE BLENDS BLACK CHARCOAL REBALANCING SHAMPOO**, $4.99. This double-duty formula utilizes black charcoal and nigella flower oil to cleanse the scalp while hydrating strands. Launching January.

9. **AVEDA EXFOLIATING SCALP TREATMENT**, $49. Antiaging properties have made their way to scalp care, with Aveda tapping ferment-derived glucosamine to exfoliate and bolster the scalp barrier. Launching January.
From the mission

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ALL EYES ON MED SPAS

Investment interest is increasing in the dermatological services space.

BY KATHRYN HOPKINS

DESPITE THEIR PLETHORA OF beautifying treatments, med spa services have often been viewed as the ugly duckling of the beauty industry — especially when it comes to investing.

That is changing. Last year, Millennial med spa Ever/Body, which offers laser facials, Botox, HydraFacial, fillers and laser hair removal, raised a $38 million Series B from a mix of investors including Tiger Global Management, Addition and Fifth Wall.

This year, Upkeep, an app that allows users to find, book and pay for med spa treatments, secured $2 million in seed funding, and most recently, private equity firm KKR took a “notable” minority stake in SkinSpirit, the largest provider of Botox and filler in the country.

At the time of the deal, SkinSpirit’s founder and chief executive officer Lynn Heubein noted that during her almost two decades in the business, she has never seen as much investment interest in the category as now.

“Because it’s very fragmented, there is opportunity for someone to emerge as the provider of choice for people who are looking for a high level of expertise and artistry from their medical aesthetics provider,” she said.

According to Lindsay Carlson, a managing director at investment bank William Blair, increasing consumer demand is the main reason why investors are betting on the category’s long-term growth prospects despite mounting fears that a recession could be on its way to the U.S. next year, while inflation remains stubbornly high.

“You’re seeing an expanding addressable market. You’ve got men and women as young as 18 first coming into the med spa channel and looking for treatments and there’s an opportunity to provide them multiple services over time and it’s very, very sticky,” she said. “You’re pretty much a client for life. There’s a real LTV, there’s very high customer loyalty, despite the market backdrop that we’re seeing and concerns of recession.”

At the same time, services such as injectables are becoming a much less taboo subject. “I feel like people are so much more open and willing to share information about not only how to improve your looks, but how to look your best and how to feel confident about yourself whether it’s getting Botox or getting fillers or tweaking this or that,” Carlson said.

In particular, she sees multiservice models doing particularly well as they have “real scalability.”

Tara Hyland, a vice president at private equity firm Main Post Partners that has invested in sugaring and tanning salon Sugared + Bronzed, told Beauty Inc that investors are starting to realize that there’s a lot of growth in this category.

“The financial profiles of these businesses and the recurring revenue that comes from the consumers who are increasingly hooked on the results from services, pays well for a strong outcome and a long lasting business model that can be very successful,” she said.

BeautyHealth, best known for its HydraFacial that sucks gunk out of pores, is also riding high on this wave. Having gone public through a SPAC in May 2021, it reported net sales of $88.8 million in its most recent quarter and raised its full year guidance.

Now, it has lofty ambitions to double net sales by 2025, to the range of $600 million and $700 million.

“Med spas are a large and high-growth market. We see the med spa channel booming in the U.S. as consumers look for a single point of access for beauty and health treatments,” said president and CEO Andrew Stanleick, citing AmSpa data showing that the number of medical spas in the U.S. increased 19 percent to 8,841 this year.

In another sign of the health of the sector, he also pointed to data from the U.S. Bureau of Labor Statistics showing that skin-care specialist jobs are expected to grow 17 percent by 2030, outpacing job growth in other categories.

“We are seeing and benefiting from this growth directly,” he said. “The number of med spa HydraFacial treatments has grown 26 percent year-over-year, making med spas our most productive treatment channel in the U.S. and key to our continued growth. Despite the macro environment, we continue to see healthy demand in our med spa channel which is showing no signs of a slowdown.”

At the same time, laser facial specialist Skin Laundry is looking to double its footprint on the back of increased demand for its services. Not including its licensing agreement in the Middle East, the El Segundo, California-based company, which was launched by Yen Reis back in 2013 and is best known for its 15-minute laser facial, has 25 clinics and plans to double this figure by mid-2023.

Highland concluded that there is an element of the lipstick effect to this industry — referring to the index coined by beauty mogul Leonard A. Lauder based on his theory that beauty sales increase during tough economic times — despite the fact there’s an obvious price discrepancy between lipstick and beauty services.

“It’s becoming more of a ritual giving consumers an element of self care and efficacy that they may not be able to get from product alone,” she said.
FORWARD THINKING BEAUTY

At Coty, sustainability is the ultimate driver of innovation.
The global market is expected to surpass $99.78 billion by 2030, according to Precedence Research.\(^1\) Getting consumers to commit to oral hygiene is no longer like pulling teeth. Instead, with work from home causing people to look at themselves all day, the smile has become a top priority amongst consumers.

The oral care industry — a personal care staple that had little crossover with self care — is on the rise, expected to be worth more than $99.78 billion globally by 2030, according to Precedence Research, with new brands, brick-and-mortar treatment locations and consumer trends popping up daily. During a yearlong period, more than $9.7 billion was spent on oral hygiene in the U.S. with toothpaste, toothbrushes and mouthwash as the top three products, according to Nielsen.

One key area that is seeing disruption is a visit to the dentist’s office, viewed by many as a dreaded activity. In fact, about 36 percent of people in the U.S. have a fear of going to the dentist, according to the Cleveland Clinic. In an effort to change this, Tend has paved the way as the modern dentist office with 23 locations in New York City, New York; Washington, D.C.; Atlanta, Georgia; Boston, Massachusetts, and Nashville, Tennessee, and plans to expand into additional markets over the next two years.

In an attempt to modernize the experience and make it a visit people look forward to, the company has put an emphasis on design, convenience and fun. Tend’s “studios” don’t resemble a traditional dentist’s office, instead featuring vibrant turquoise accents and a streamlined aesthetic. The in-room experience is just as unique. Patients wear sunglasses so the light doesn’t irritate them, while a television on the ceiling offers entertainment during treatments. The booking and payment process is streamlined, as it can all be done via the Tend app or website. “Where the magic has happened for us is just really reconsidering all the elements to make it a lot easier for folks,” said Ryan Bennett, brand vice president of Tend. The business, which first launched in 2019, has seen a 145 percent year-over-year growth of appointments between 2021 and 2022.

This design-focused thinking kickstarted many of the brands that entered the oral care category over the past decade with the intention to create aesthetically pleasing and efficacious products, similar to traditional beauty categories. Quip, which has raised more than $160 million in funding since 2014, was an early entrant. Founded by Simon Enever and Bill May who felt that the category overall was homogenous, lacking design and fun, Quip was built on three pillars: simplicity, accessibility and desirability.

“The problem with oral care is it has a very short lived instant satisfaction or reward,” said Enever, noting those factors ultimately lead to consumers not caring for their teeth properly. In an effort to address this issue, Quip launched its signature electric toothbrush in conjunction with an app which tracks users’ good oral care habits. “Incentivizing people to want to brush is the core most important thing we could do for oral health,” Enever said.

With this in mind, the brand has launched a slew of aesthetically pleasing oral health products including refillable floss, refillable mouthwash, gum and toothpaste. Most recently, it acquired Toothpic, a dental telehealth platform, to embed onto the Quip app, creating a centralized approach to all oral care needs.

Oral care brand Burst took a similar approach, with its three main pillars being fun, design and clinical credibility. The brand, which recently launched in 1,210 Walmart stores and expanded internationally with McCauley’s in Ireland, has partnered with more than 35,000 dentists and →

\(^1\) Photograph by DON NIXON
The most effective sunscreen is the kind you’ll use every day. Our sunscreens are formulated with Zinc Oxide to provide broad-spectrum protection and designed to feel weightless on skin. Trusted by Dermatologists. Loved by skin.

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hygienists, known as the Burst ambassadors, since its founding to create in-demand and efficacious products. “We have this truth serum in the form of hygienists. They could never let us make anything that wasn’t perfect, and then as new science comes out or new technology comes out, we assess that,” said Burst cofounder, president and chief operating officer Brittany Stewart.

As brands continue to launch and expand offerings, retailers have responded to the growing category. This October, Bluemercury added vVardis to its offerings, marking the retailer’s first oral care brand partner. The vVardis brand, best known for its New White Enamel Anti-Aging Serum, $149, has taken a unique approach to the oral care category with luxury packaging and biomimetic technology.

The Bluemercury launch marks the first time the Swiss brand will be available in a brick-and-mortar store in the U.S. The entire line, whose products range from $19 to $199 will be available at 50 Bluemercury brick-and-mortar stores across the U.S., as well as online. “With oral care, we were specifically attracted to the teeth whitening angle as being part of the beauty routine. After researching the category, we definitely realize there’s an appetite for much broader oral care and oral wellness,” said Stephanie Keene, Bluemercury’s director of merchandising.

Similarly, Ulta has created an ever-growing oral category both in store and online, including brands like Oral-B, Crest, Colgate and Moon. “Following the pandemic, we introduced oral care essentials in-store and within The Wellness Shop at Ulta Beauty. This evolution reflects the extensive time we saw beauty enthusiasts dedicating to routines,” said an Ulta Beauty spokesperson. “Brands, such as Crest, speak to a well-established fan base while new, exclusive brands, such as Moon and Made by Beauty. This evolution reflects the extensive time we saw beauty enthusiasts dedicating to routines.”

Consumer demand and address this sentiment, Crest and Oral-B are making the oral care category easier and more accessible. Our latest oral care innovations such as Oral-B iO and Crest Whitening Emulsions allow consumers to personalize their product experience at every step of their daily wellness routine.”

Consumers seem to be responding positively to the category’s expansion. While the category overall receives an average of 9.4 million monthly searches, whitening is the top oral care benefit searched, up 40.5 percent year-over-year, according to data from Spate. Consumers have also taken matters into their own hands experimenting with do-it-yourself trends like oil pulling, swishing oil around the mouth to remove bacteria and freshen breath, which has seen an over 21 percent growth in searches year over year according to Spate. Coconut oil is a top searched ingredient within the oral care category, with other elements like charcoal and honey emerging in new brands and products.

Similarly, cosmetic dentistry is on the rise, as consumers are more concerned with the appearance of their smile, whether it be straightening or whitening teeth. “For me, every day someone’s coming in for a smile makeover, four to five people a day,” said Dr. Michael Apa, aesthetic dentist and founder of Apa Beauty. “It has become much more of a general population, not so much for people in the know.” Glo Science, founded by dentist Dr. Jonathan Levine, recently launched its new Pro Power+ 16 Minute In-Office Whitening, which uses heated technology, so actives work eight times faster to whiten patients’ teeth up to 12 shades. It is the fastest and most efficient in-office whitening treatment, according to the brand.

SmileDirectClub revolutionized the industry by introducing the first telehealth platform for orthodontia. “SmileDirectClub’s primary revenue generator is our clear aligner offering,” said chief marketing officer John Sheldon, noting that more than 1.8 million people have thus far used the platform. The SmileDirectClub aligner treatment costs $2,050 up front or $89 per month, and the company accepts several types of insurance.

Social media has definitely accelerated the growth of such services, with consumers more educated than ever about new services and products. Dr. Rhonda Kalasho, dentist and owner of Glo Modern Dentistry in Beverly Hills and Los Angeles, California, said she has seen an uptick in teeth straightening services, cosmetic dentistry and a general care for oral hygiene. “I actually see a trajectory in patient oral care and health over the years. People are taking a lot better care of their mouth,” she said.

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**BEAUTY BULLETIN**

**WELLNESS WATCH**

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**David’s Professional Tongue Scraper, $14.95**

Tongue scrapers help eradicate bacteria buildup that may cause bad breath. This option from David’s, which launched in November, is made of 100 percent medical grade stainless steel and is designed for lifetime use.

**Moon The Water Flosser, $69.99**

Moon partnered with wide receiver Odell Beckham Jr. to create its first water flosser, a product that has seen significant growth year-over-year, according to Spate. “Giving people a super convenient way to floss on the go was very exciting for me. I am constantly flossing, so it was really important to ensure the design was sleek, compact and easy to travel with,” Beckham Jr. said.

**Quip Rechargeable Electric Toothbrush, $39.99-$59.99**

Quip recently launched its Rechargeable Electric Toothbrush, which features a two-minute timer and can be used with the brand’s app to track oral care habits.

**Before Purifying Toothpaste, $9-$10 (subscription-based)**

Before launched in November with its signature purifying toothpaste in sensitive, classic and whitening formulas. The brand has plant-based sugarcane packaging that is 100 percent recyclable and reduces its carbon footprint by 50 percent compared to plastic tubes.

**Burst Teeth Whitening Strips, $29.99, and Teeth Whitening Trays, $79.99**

With 6 percent hydrogen peroxide, Burst’s whitening strips work to remove stains. To make the strips more user friendly, Burst recently relaunched the product with a new material, which the brand likens to Spanx for the teeth.
CONGRATULATIONS TO

The Estée Lauder Companies and Estée Lauder Global Changemaker

AMANDA GORMAN
CHANGEMAKER OF THE YEAR

M·A·C COSMETICS
PRESTIGE MAKEUP BRAND OF THE YEAR

AND ALL OF THE HONOREES AT THE 2022 WWD BEAUTY INC. AWARDS.

ESTÉE LAUDER COMPANIES
REVITALIZATION BORN FROM SCIENCE AND THE BEE

GUERLAIN PARIS
ABEILLE ROYALE
NEW DOUBLE R RENEW & REPAIR ADVANCED SERUM

ADVANCED RADIANCE EFFECT
WHITE HONEY & AHA
100% OF WOMEN FIND THEIR SKIN MORE RADIANT

ADVANCED LIFTING EFFECT
BIO-POLYFERMENTED HONEYS
95% OF WOMEN FIND THEIR SKIN MORE LIFTED

*Satisfaction test, 104 women, after 1 month.
What a year! Despite volatile times, beauty turned in a dazzling performance. Here, WWD Beauty Inc celebrates the people, brands and retailers that were the brightest of all.

PHOTOGRAPH BY ACE AMIR
HAIR

K18 Biomimetic Hairscience

Combine beauty’s buzziest driver — biotech — with the industry’s social media sensation, TikTok, and the results are stratospheric. Such is the trajectory of K18 Biomimetic Hairscience, created by industry veterans Britta Cox and Suveen Sahib. To develop the product, the team mapped the keratin genome, “to figure out the sequence which can actually repair the polypeptide chains in the hair,” Sahib told Beauty Inc, explaining that unlike bond-building technology, K18 works on the keratin chains of hair’s structure to “actually reconnect polypeptide chains.” While the science is complex, consumers certainly understood the results, snapping up bottles despite the lofty price of $29 for a .50-ounce bottle; sales for 2022 are projected to top $100 million. Numbers like that have prompted inevitable comparisons with Olaplex, another disruptive player in the hair space. And though they’re competitors, Sahib doesn’t mind. “They’re the ones who built the bond-building category, it didn’t exist before that,” he said. “To us, it’s about creating synthetic biology as the next category — we see this impact in hair, skin care, cosmetics, everything.”

MAKEUP

Nars Light Reflecting Advanced Skincare Foundation

The skinification of makeup was one of the top trends of 2022, and Nars Light Reflecting Advanced Skincare Foundation nailed it. The medium-coverage foundation, which launched in 36 shades, claims to even skin tone over time and defend against environmental aggressors and blue light. Introduced in February, the product also represents the larger ambitions of parent company Shiseido to be the leading skin beauty company in the world. Light Reflecting Foundation was born from insights the team gleaned globally and formulated as a collaboration between Shiseido’s Global Innovation Center in Yokohama, Japan, and the Americas Innovation Center in the U.S. The strategy was a winner: Nars Light Reflecting Foundation is the biggest launch in the history of the brand, with sales said to be double the initial forecast.
FRAGRANCE

Dries Van Noten
Eaux de Parfum

Dries Van Noten is known for his use of prints, colors, original fabrics and layering in his ready-to-wear, and when it came time to create his debut fragrance collection, the Belgian designer followed a similar path. The family of 10 fragrances, which Van Noten concepted with his parent company Puig, are a riot of colors, scents and textures. “For me, something perfectly beautiful is boring,” Van Noten said at launch. An avid gardener who said he loves to take risks in his plantings, Van Noten aspired to create unusual and unexpected olfactive combinations in his scents, too, as with Voodoo Chile, which has notes of rosemary and patchouli, or Soie Malaquais, with chestnut and vanilla notes. All of the fragrances contain at least 85 percent natural ingredients, and the apothecary-like bottles, each with a unique design, are made of responsibly sourced, recyclable materials. In a fantastic year for fragrance overall, Les Eaux stood out for ushering in a new level of originality to the designer market.

SKIN CARE

Trinny London Skin Care

Trinny Woodall’s claim to fame may be as the ultimate fashion whisperer, but when it comes to beauty, she’s proven herself to be a natural. Her eponymous brand, launched in 2017 with color cosmetics, has been a global sensation, with sales said to exceed 45 million pounds and the company achieving profitability in late 2020, thanks to a community-based, digital first approach that appeals to everyone whether 18 or 80. In February, Woodall leveraged the acceleration of her brand by launching skin care, starting with cleansers and quickly expanding into a full range of ingredient-packed serums, moisturizers and exfoliants. Coupled with an expanded distribution strategy that included pop-ups in Australia, the U.K. and Canada, as well as a launch at Saks Fifth Avenue in New York, the brand’s looks set to clean up this year, with sales expected to reach 100 million pounds.
In a year in which sun care exploded, EltaMD shone the brightest of all. Its UV Clear Broad Spectrum SPF 46 was one of the bestselling prestige skin care products in the U.S. thanks to a formula that doesn’t exacerbate acne-prone skin and is infused with good-for-skin ingredients like niacinamide. Its popularity helped fuel awareness for Elta’s full array of sunscreens, particularly on TikTok, where it’s become a fave of Hailey Bieber and some top-performing dermatologists on the platform. Sales have followed suit, The Colgate-Palmolive-owned brand, which is sold primarily through dermatologists offices, spas and on Amazon, has used the momentum to expand beyond its core range of sun care, as with the new Skin Recover Night Mask that uses chronobiology technology to support the skin’s circadian rhythm. Still, sun care remains its core, and executives expect significant growth to increase as they continue to build awareness around the importance of protecting skin — a message that is shining bright with Gen Z and beyond.
congrats to all the boundary breakers

The world is more beautiful when people aren’t afraid to challenge the status quo. We are honored to be in this circle of disruptors + recipients of the WWD Beauty Inc. Awards.

Cheers to you for driving our industry forward, making space for everyone, challenging routines + pushing expectations to their limit. With this mission, we really are stronger, together.

K18 BIOMIMETIC HAIRSCIENCE
Laura Slatkin
FOUNDER AND EXECUTIVE CHAIRMAN
NEST NEW YORK

Laura Slatkin has created a love nest for the ages. A pioneer in the home fragrance category since the 1992 launch of Slatkin & Co., she has become a leading light in environmental fragrances — and beyond. She launched Nest home fragrances in 2008, followed five years later by a collection of eaux de parfum. Today, the Nest universe encompasses scented candles, diffusers, and bath and body products, as well as perfume and scented oils, which launched this year and quickly exceeded expectations. The brand is the top-selling home fragrance company in the U.S. and sales show no signs of slowing. “We thought the scented oils would double our business in two to three years,” Slatkin told Beauty Inc. “It doubled in nine months.” Since 2017, overall brand sales have tripled, while direct-to-consumer sales have increased tenfold. That performance hasn’t gone unnoticed by investors. In November, private equity firm North Castle Partners acquired a majority stake in Nest from Eurazeo, in a transaction that valued the company at $200 million. (Both Eurazeo and Slatkin retained minority positions.) And Slatkin, who is executive chairman, is just getting started. Next up: international expansion, including its debut in Selfridges and Sephora Middle East, where no doubt Nest will enjoy the sweet smell of success.
TO OUR PARTNERS

Thank you and congratulations for an inspiring 2022.

Here’s to continued growth and greatness in the year ahead.
Gabrielle Chanel was a resolute modernist who knew better than anyone that no matter how revered one’s brand, you can’t rest on gilded laurels. This year, Chanel upped its relevance considerably, becoming the first heritage luxury player to venture into the clean, sustainable beauty space, with the launch of Chanel No.1. In development for the last decade, the line of makeup, skin care and fragrance is formulated with up to 97 percent of ingredients stemming from natural origins. The star ingredient is the camellia flower, sourced from the house’s very own fields in southwest France, where no chemicals are used in the cultivation of the blooms. Packaging is reminiscent of Chanel’s classic shapes, but has been streamlined and is composed primarily of recycled glass and bio-sourced materials. In the U.S., the line launched exclusively at Ulta Beauty, with prices topping out at a (relatively) accessible $120, the better to appeal to younger shoppers. What could be more modern than that?

Mass

Madam by Madam C.J. Walker

A woman ahead of her time, Madam C.J. Walker was the first female self-made millionaire in America, who made her fortune in the early 1900s by creating a line of hair care products for Black women that emphasized scalp health. Fast-forward more than 100 years, and Unilever, which acquired the brand as part of its acquisition of Shea Moisture in 2017, relaunched the brand, inspired by the entrepreneur and updated for Gen Z consumers. Renamed Madam by Madam C.J. Walker, the 11 stock keeping unit collection leveraged the brand’s original positioning with products designed to create a healthy scalp and strong hair. The line launched exclusively in more than 3,000 Walmart stores, and was spearheaded by A’Leila Bundles, Walker’s great-great-granddaughter and also her biographer. “We worked together to merge 100 years of research, development, science and technology to ensure that the products are as innovative and effective as the original Walker line,” she said of the brand. “This collection embodies Madam Walker’s spirit of empowerment and pays homage to modern women of color.” Mission accomplished.

Brand Builder of the Year

Charlotte Holman Ros

President, North America
Parfums Christian Dior

Charlotte Holman Ros was named president of Parfums Christian Dior, North America, in September 2020 — during the heart of COVID-19. But she’s not one to let something like a pandemic slow her down. Under her helm, Dior’s beauty business is on fire. Eau Sauvage has a seemingly iron grip on the top spot in fragrance, while Dior’s color cosmetics business grew at twice the rate of the industry and is the largest designer makeup brand in the U.S. Then there’s TikTok, where products like Rosy Glow Blush and Lip Glow Oil became viral sensations, leading to sell-outs across the country. (Lip Glow was said to have more than doubled its volume in the last year alone.) Holman Ros and her team expertly leveraged all of the attention with Gen Z-loving launches like an alcohol-free version of the classic J’Adore scent. With results like those, there’s is nothing not to love about the year ahead.
CONGRATULATIONS TO JO HORGAN, FOUNDER AND CO-CEO OF MECCA BRANDS, ON HER BEAUTY INC IMPACT AWARD AND CELEBRATING 25 YEARS OF MECCA!
Nutrafol

Hair loss is second only to weight loss as a key wellness concern among consumers of all ages, even with Gen Z. And as with other sectors post-pandemic, in 2022 people wanted science-based solutions to hair health issues like thinning strands and hair loss. Nutrafol answered the clarion call with its line of nutraceuticals formulated for age or life stage. Founded in 2016 by former model Giorgos Tsetis who started losing his hair in his early 20s, and Roland Peralta, who struggled with hair loss after a thyroid cancer diagnosis, the brand has become the top-ranked dermatologist recommended hair growth brand in the U.S., and that performance didn’t go unnoticed. Unilever, which has been aggressively building up its Beauty and Wellbeing division via acquisition, snapped up L Catterton-backed Nutrafol, which had a reported valuation of $1 billion, in May for an undisclosed sum. Look for that figure to grow, said Jostein Solheim, CEO of the division, as science leads to bigger, better breakthroughs: “We see ourselves as being in a job of putting science to work for the betterment of human health.”
TRANSFORMATIONAL DEAL

P&G Specialty Beauty

Procter & Gamble has never shied away from making big changes to drive success in its beauty business — as when it sold 41 of its beauty brands in 2015 to Coty in a $12.5 billion deal to better focus on its core capabilities of skin and hair care. Since then, the division has grown consistently under the leadership of P&G Beauty CEO Alex Keith, and this year, P&G shape-shifted its beauty business again with a rat-a-tat series of acquisitions that make it a key player in the specialty channel. In rapid succession, the company bought three of the hottest indies on the market: Tula Skincare, Ouai Hair Care and Farmacy Beauty, creating a new Specialty Beauty division to house them, along with current holdings like First Aid Beauty. So what's different this time?

P&G has a new integration strategy to drive success for acquired brands, one that Keith called “positive Procter-ization,” that enables the smaller brands to operate autonomously and both parties to learn from each other. Its focus is also much sharper. The company is looking to play in the sectors it knows best, namely skin and hair. “As we looked at these categories and saw the blurring and the growth and the opportunity at different retail channels to meet different needs at different price points, we saw a great opportunity,” Keith said at the 2022 WWD Beauty CEO Summit. Noting that the company has grown its mass business significantly, she added that P&G is equally bullish on its newest members. “They can grow to be incredibly big,” she said, “and we're counting on the teams that have been leading them so far to deliver that growth.”

RETAILER OF THE YEAR

SPECIALTY

Ulta Beauty

There’s no grounding Ulta Beauty. Even after many consecutive years of growth and the continuation of the COVID-19 pandemic, the retailer is flying high under the leadership of CEO Dave Kimbell. Gen Z loves the place: It’s the number-one preferred beauty destination with 42 percent share, according to Piper Sandler’s 2022 survey of 14,500 U.S. teens. So too do buzzy brands. Launches this year included Chanel No.1, an exclusive, as well as Rihanna’s Fenty, Olaplex, Supergoop and Andrew Fitzsimmons Hair. Sales are soaring, up 21 percent in the first quarter and almost 17 percent in the second. But Ulta is far from content to rest on its laurels. In November, it unveiled a new store format, one which merchandises brands and products by category rather than by channel. “Our business model is working better than ever,” said Kimbell in June, noting that if macroeconomic factors impact consumer spending, the company is fully prepared to weather the storm. “We’re well positioned should that happen. If there is a trading down, you can adjust your spending within Ulta….We want to be there to serve our guests, however they want to be served at any given moment.”

MASS

Walmart

When it comes to mass beauty, scale and speed are no longer mutually exclusive. Walmart has always been a dominant player because of its sheer size. But over the last two years, the world’s largest retailer has also become increasingly directional, thanks to a combination of speed, storytelling and brand selection that started under former vice president and general manager of beauty, Musab Balbale, and has continued under the leadership of Creighton Kiper, his successor. It was a busy year for beauty. There was Walmart’s entry into prestige beauty via a partnership with Space NK. The shop-in-shop concept called BeautySpace, features brands like Mario Badescu, Lancer and By Terry, as well as an incubated brand called BeautySpace. But that wasn’t all. In a bid to win with Gen Z, Walmart launched a number of new and exclusive brands, including Halsey’s AF94 makeup line, Brooklyn and Bailey McKnight’s skin care debut, ITK, and NOU, which stands for Next of Us, a collaboration with P&G. Look for the retailer to maintain the momentum. “You can expect the same level of activity next year,” Kiper told Beauty Inc. “Beauty changes in trend, it’s like fashion. We’ve got some core tenets that we will stick to, and then we will reserve the right to get smarter.”
CHANGEMAKER OF THE YEAR

Amanda Gorman
GLOBAL CHANGEMAKER
THE ESTÉE LAUDER COS.

Estée Lauder’s global changemaker Amanda Gorman is reinventing the role of brand ambassador — and redefining how a generation thinks. The youngest inaugural poet in the history of the U.S., whose personal style is as strong as her voice, Gorman has leveraged her role to create real change in beauty. She not only fronted a campaign for DoubleWear Stay-in-Place Makeup, but is also the force behind the company’s Writing Change program, whose goal is to help close the literacy gap in America. “Very rarely does a beauty partnership mean that you can be both pretty and smart, that you can have a voice, that you can have ideas, that the entirety of what you’re bringing is just as important as what you’re bringing to the brand or the campaign,” Gorman told Beauty Inc. “I’m really looking forward to the beauty industry focusing — it might sound cliched — on the beauty within. That’s what my relationship with Estée Lauder is all about.” Therein lies the beauty of poetry in motion.

BUZZY COLLAB

Pat McGrath Labs x Bridgerton

Makeup genius Pat McGrath has always lived at the intersection of beauty and theatricality — so no surprise that in a year in which the beauty and entertainment worlds were intimately intertwined, McGrath spearheaded a starry launch that really stood out. The Pat McGrath Labs x Bridgerton collection, a partnership between McGrath, Netflix and the show’s producer, Shondaland, played to the strengths of both, with a rococo assortment of makeup that channeled the glamour of the smash TV show. And the line is a ratings win, with the initial drop selling out in days. As Edwina Sharma said in season two, “Loves moves swiftly, does it not?”

SUSTAINABILITY IN BEAUTY

Coty Inc.

Coty Inc. CEO Sue Y. Nabi has said that her goal is for the company to become a leader in sustainability, using science to deliver transformative change. In a year in which green science was all the rage, the company took a meaningful step toward that goal, partnering with LanzaTech to more sustainably source ethanol, its most purchased ingredient for fragrance production. The deal enables the company to manufacture scents with “sustainable ethanol,” which will come from the carbon-capture technology LanzaTech pioneered. It sources ethanol from a series of materials, including sugar beet and sugar cane, and also significantly reduces the amount of water used in the manufacturing process. The move isn’t just good for the environment — it’s good for business, too, Nabi said. “Sustainability is the ultimate driver of innovation,” she said, “and Coty is focused on creating outstanding products that are truly clean and green.”
THE SHISEIDO AMERICAS FAMILY APPLAUDS
FOUNDER AND CREATIVE DIRECTOR
FRANÇOIS NARS AND NARS COSMETICS
FOR WINNING BEAUTY INC’S
LAUNCH OF THE YEAR AWARD
FOR LIGHT REFLECTING FOUNDATION!
Talk about a buzzy social responsibility agenda. Bees have been a source of inspiration for Guerlain since the house's inception in 1828. They are also at the core of Guerlain's efforts to create a more equitable and healthy environment, preserve biodiversity and create a positive social impact. Under the auspices of CEO Véronique Courtois and chief sustainability officer Cécile Lochard, the company partnered with UNESCO to create the Women for Bees program that helps support female entrepreneurs and protects the honeybee population in endangered areas around the globe. The program launched in the South of France in 2021 and headed to Cambodia this year, under the guidance of Guerlain ambassador Angelina Jolie. Working in partnership with local experts, the program trained women as beekeepers and tackled the demise of the honeybee in the country by working to prevent deforestation. Guerlain also sponsored programs in Ethiopia, Rwanda and China in 2022, and will focus its efforts in the Amazon next year. By 2025, the program will facilitate the creation of 2,500 hives in 25 UNESCO biosphere reserves, ultimately repopulating 125 million bees. Impact like that is sweet indeed.
On behalf of BeautySpaceNK and our curation of brands, we congratulate Walmart on their WWD Beauty Inc Award.

We look forward to continued success on our new partnership together.
Throughout her storied career, Carol Hamilton has always been a risk taker. So, when it came to taking on the responsibility for overseeing the design and opening of L’Oréal’s West Coast headquarters — during a time when much of the global workforce was under lockdown due to the pandemic — she was all in. The results are as spectacular as Hamilton’s career, which spans more than 35 years at L’Oréal. As president of L’Oréal Paris, she built it from a brand with expertise in one category and sales of $150 million into the largest beauty brand in the world with multicategory dominance and sales of $1.7 billion. During her time as president of the Luxury Division, she tripled sales from $1 billion to $3 billion, and as group president of acquisitions, she has spearheaded some of L’Oréal’s most significant deals, including the acquisitions of It Cosmetics and Youth to the People. Now, as the overseer of the development of the company’s West Coast headquarters, Hamilton is writing its future. Sitting on a 25-acre campus with more than 100,000 square feet of space, the offices bring together all of L’Oréal’s Los Angeles, California-based brands — and has plenty of room for more. (The words “Our Next Acquisition” are painted boldly on a wall.) Being California, there’s a gym, a juice bar and room for pets. “California is the center of the beauty universe and the Mecca of new trends happening in beauty,” said Hamilton at the opening. “Not only will it be a vibrant house — we consider this more of a house than an office for our brands — but it will also be a tremendous source of ideas.” Leave it to Hamilton to tap into beauty’s next gold rush.
We’re honored!

A heartfelt thank you to Beauty Inc, the Ulta Beauty team, our brand partners and our guests.
We love exploring all of our beautiful possibilities, together.

With Gratitude,
The Every Body Campaign

To effect change requires new ways of thinking, so when Saie founder and CEO Laney Crowell started to think about how she could make a meaningful difference in the fight to protect reproductive rights, collaboration trumped competition. Crowell created the Every Body Campaign, enlisting 36 like-minded brands to repackage a bestselling product in a green outer carton with 100 percent of the proceeds being donated to SisterSong, an organization dedicated to reproductive justice for women of color. The participating brands were a who's who of the industry's best, including E.L.F., The Inkey List, Furtuna, Glow Recipe, Live Tinted, Mented and many more. Over $100,000 was raised in the first four days of the campaign alone. It wasn't the large sum of money that inspired the campaign's signature hue, however. “Green is a symbol of hope, health and life,” Crowell said. “All of these brands are global brands, this is a global issue and we're standing together in global solidarity.”

Hailey Bieber
FOUNDER
RHODE

In a year that saw myriad celebrity skin care launches, one star shone brighter than others. Hailey Bieber's Rhode. Bieber, whose every fashion and beauty move is chronicled and often copied by her 50 million-plus social media followers, could easily have created a brand that capitalized on her fame with mediocre formulas and aggressive marketing. But instead, she tapped a leading chemist and dermatologist to consult on Rhode, creating a tight lineup of products that were both differentiated and effective. Bieber, who said she spent much of the pandemic learning the ins and outs of skin care, also proved to be a brilliant marketer. Glazed donut skin became the buzzword of the year, and Rhode's Peptide Glazing Fluid sold out within 10 minutes of launch. The initial hype continued — Peptide Lip Treatment sold out five times in six months (with a wait list of more than 314,000), while Peptide Glazing Fluid sold 36 units a second during a recent restock. As meteoric as that success is, Bieber is in it for the long haul, tapping industry veteran Melanie Bender as chief executive officer in November. This is one supernova that's not burning out.
DIRECT CONNECT
Join WWD for a full day of beauty industry innovation in the digital space, with a focus on creating direct connections with consumers across all platforms.

TOPICS WILL INCLUDE
Driving viral success across platforms.
Achieving personalized products at scale.
The future of wearable wellness and data tracking.
Winning the Web 3.0 race.
Understanding emerging ecommerce platforms.

FOR MORE INFORMATION
Please visit fairchildlive.com
BRAND OF THE YEAR

MASS

E.l.f.

Its name may sound diminutive, but E.l.f. turned in one of the biggest performances of the year. The mass market beauty company posted its 15th annual quarter of growth in November, with results that significantly outpaced the market. To wit: Mass makeup grew 5 percent for the time period, per Nielsen. E.l.f. grew 27 percent. Skin care was up 15 percent overall. E.l.f. increased its skin care sales by 44 percent. Now the number four ranked color brand in mass, E.l.f. posted exceptional results across the board, and is the fastest-growing top five color cosmetics brand whose share increased 115 points versus a year ago, versus a 65 point increase for its nearest competitor. Why is E.l.f. winning? Its product innovation is second to none — with both Power Grip Primer, launched in January, and Halo Glow Liquid Filter, introduced in August, achieving star product status. Marketing-wise, the brand is a social media standout, an early player on BeReal and a top performer on TikTok. No wonder Gen Z can’t get enough. According to Piper Sandler’s Taking Stock with Teens 2022 report, E.l.f. beat out brands like Maybelline New York, Tarte and L’Oréal Paris as the number-one makeup brand in the cohort. Another first: E.l.f. was the first beauty company in the U.S. to achieve Fair Trade certification for a manufacturing facility, and Newsweek called the company one of America’s most loved workplaces. Hats off to the hardest working E.l.f.’s in beauty.

WELLNESS

Goop

When it comes to finding the intersection between beauty and wellness, Goop knows exactly where the G-spot is — and not just because its sexual health products have achieved cult status. Since its inception in 2008, Goop and founder Gwyneth Paltrow have been at the forefront of merging health, wellness and beauty, creating a vertically integrated empire that includes products, a print magazine, a Netflix deal, live events and more. And now that self care has become the gold standard for how people approach their inner and outer beauty, Goop is reaping the rewards. The brand has become a bona fide beauty sensation, sold at Sephora, Credo, Thirteen Lune, Mecca and more, with double-digit growth exceeding 70 percent. Its GoopGlow Microderm Instant Glow Exfoliator is a longtime star, the brand’s top-selling product, which continues to post double-digit gains, while the launch of Cloudberry Exfoliating Jelly Cleanser earlier in the year notched up one of the highest repeat purchase rates of any product in the assortment. Meanwhile, the July launch of Dark Spot Exfoliating Sleep Milk was the most successful in the history of the brand. Paltrow threw a star-studded pajama party this summer to celebrate the launch, but one thing is very clear: When it comes to understanding the intersection of beauty and wellness, this team is wide awake.

PRESTIGE

MAC

While makeup was hit hard during the pandemic, MAC suffered the double whammy of a category slowdown and the impact on its 700 freestanding stores worldwide. Which makes its rebound in 2022 all the more remarkable. And rebound it did. In a year in which makeup sales finally reached pre-pandemic levels, with increases in the double digits across categories, MAC was the biggest contributor to makeup growth in both the U.S. and Canada, and one of the largest in Europe. Credit its success to a transformation program that started just before COVID-19, one in which brand executives rethought everything from retail experience to product relevance. Among the changes: Amplifying innovation to harness prevailing trends like the skinification of makeup, emphasizing standout design (see MACStack Mascara with customizable brushes) and supporting advanced claims. The strategy also enabled MAC to increase its price point and offer consumers a more elevated experience, as represented in its revamped space at Macy’s Herald Square flagship, where people can shop either independently or with an artist. Since its opening on July 1, sales are up 54 percent. Look for the format to roll out worldwide. At the same time, MAC has doubled down on its key differentiators, particularly its inclusive ethos, tapping the expertise of its global leadership team (which spans Africa, Europe, China, India and the U.S.) to drive creativity. “We realized we needed a new desirability model,” said Philippe Pinatel, global president. “We’ve always been anchored in artistry connected with fashion and trend and this has stayed true,” he continued, “but now we come with elevated products and a completely new experience. When we do this, we win.”
Makeup by CHRISTYNA KAY
Hair by YUKIE NAMMORI
Models: DELAR CASTON and MAYA COLE at INDUSTRY MODEL MANAGEMENT
Photograph by ACE AMIR
Jo Horgan has spent the last 25 years building the business she founded, Mecca, into Australia’s largest prestige beauty retailer. But as she marks more than two decades of growth and success, Horgan has no interest in taking a victory lap.

Instead, she’s using the opportunity to set a big, bold goal — or BHAG (big hairy audacious goal) as she would say — for the next 25 years: global domination.

“We want to be the world’s most loved beauty destination,” said Horgan, during a wide-ranging interview with Beauty Inc. “We’ve learned over the last 25 years that if your customers absolutely love what you do and how you make them look and feel, and they want to be part of that community, you will prevail. No matter what.”

As audacious as the goal may sound, don’t bet against her, say those who know Horgan best.

“Jo Horgan is like the Biblical King David of Israel who slew Goliath with a slingshot,” said Leonard A. Lauder, chairman emeritus of the Estée Lauder Cos. who first met Horgan when he toured her stores during a trip to Australia in 2000. “Jo was brave enough to set up shop in Australia,” he continued. “Not only that, day by day, year by year, she built her brand in such a way that it is today one of the largest beauty retailers in Australia. I admire her tremendously.”

“Jo is full of enthusiasm, positivity and high energy, which infuses Mecca with that same spirit,” said Masahiko Uotani, chief executive officer of Shiseido. “Mecca has been very successful in creating and delivering new ways for consumers to experience beauty and an equally strong e-commerce presence.”

The numbers bear out the accolades. Today, Mecca operates 109 stores in Australia and New Zealand and has a 25 percent share of Australasia’s 4.2 billion Australian dollar prestige beauty market. Its business has grown tenfold in the last eight years since archrival Sephora set up shop and doubled over the last three years of COVID-19 — despite its home-base, Melbourne, being under lockdown for longer than any other city in the world.

“It’s pretty incredible, what she’s done,” said Mickey Drexler, the renowned retailer who headed up Gap and J. Crew and is currently CEO of Alex Mill, who was introduced to Horgan by Lauder more than a decade ago. “I love how smart she is in business, which the results speak to, and she is always looking for the next opportunity.”

Horgan’s vivacity permeates her approach to the business. She’s funny, self-effacing and loves to laugh, a big picture thinker who’s able to set a strategic vision for the business, rouse the teams with a rallying cry and execute impeccably.

“Jo is full of life, she has incredible energy and she is absolutely passionate about her business and the beauty industry,” said Francois Nars, whose namesake brand has been sold at Mecca since the beginning and is today the top-ranking brand there. “She also has great taste, which translates into all of the effort she put into building Mecca. It was built on quality, great editing of the brands she carries and hard work.”

Over the years, Horgan has fine-tuned her touch with shoppers — and it’s this that has led to her incredible success thus far and will continue to pave the way as she moves forward. “What sets Jo and Mecca apart is their deep understanding of the customer, and the consumer-centric approach they deploy across all aspects of the business,” said Charlotte Tilbury, MBE. “It goes beyond sticking brands on a shelf; everything about Mecca’s identity, from its in-store design to its omnichannel focus on education, ladders up to the idea of democratizing beauty for every customer.”

Here, as she prepares for the next phase of growth, Horgan reflects on Mecca’s role in the global beauty landscape and outlines how she’s supercharging her vision for the future.
How does it feel to celebrate 25 years in business?

Jo Horgan: Amazing. Especially because during the first year, I kept thinking of the statistic that nine out of 10 businesses fail in year one, so I knew I had better be pretty focused on how I differentiated myself from the average. It's incredibly exciting and exhilarating and slightly astonishing to look back on an action-packed 25 years of events, activities and incredible milestones. It's the memories of the people I've done this with, how we've built it together and celebrated the highs and huddled during the lows that have made it incredible so far. And I do say so far, because I'm now looking at the next 25-year horizon and knowing what's possible gives me enormous confidence for what Mecca can achieve in the next 25, with all of the learnings and brand relationships we have, and with the ambition, grit and determination that we have to redefine the way beauty is presented to consumers.

What's your assessment of the global beauty business today and Mecca's place in it?

J.H.: The business is just as exciting and exhilarating a ride as Mecca. It's ever changing, ever innovating. If you look at 25 years ago versus now, the retail landscape has totally changed, the brand offer and category offers have multiplied out of sight, the players have diversified. Today, the customer is all-ruling. And the way customers interact with beauty has fundamentally shifted. They can access all information and all products, so retail is polarizing into either transactional convenience or absolute human connection, personalization and community. Those are the two extremes that will prevail into the future.

The other exciting thing is that beauty used to be color, skin and fragrance, and that has not just expanded into hair and body, but into health and wellness in a broad ranging and comprehensive way, too. That's also going to revolutionize the industry.

What has enabled Mecca to be so successful?

J.H.: Mecca has been left alone in a corner of the globe, out of sight, out of mind, to really do what it needs to do and wants to do. As a result, we've been able to build an absolutely customer obsessed proposition from the outset and have been able to come up with a completely unique brand management model. We see our role as acting as a lightning rod, where we take the brand DNA and deliver it directly to customers, and because we see ourselves as absolutely responsible for building both the brand equity and the sales performance, we've been able to do so to this ever-growing and captive audience. We've crafted a globally unique model that is proven where it is equal parts customer obsession, brand service and team engagement. Would we have been able to do that if we were under the eye of everybody? I don't know.

What percentage of the brands you sell do you act as the local affiliate for?

J.H.: Nearly 95 percent of our sales are done with brands that are exclusive and sit in the Mecca brand management model. It's a winning formula for the brands, for customers, for the team. Many brands have a higher brand ranking in this market than they do in any other market in the world, including their home market.

We also have, without question, the world's most educated team. We spend over 4 percent of our turnover on education and engagement. A new team member gets over 200 hours of education in their first year. Ongoing team members receive about 80 hours to 100 hours.

There are other ways in which we invest in our teams. We look at them as a whole — how do we educate them to be the best versions of themselves. That includes financial literacy, positive psychology, health and wellness. We bring our managers and sales team together twice a year and get extraordinary speakers, like Julia Gillard, Australia's only female prime minister. Many of them are running businesses that might be $5 million, $10 million, $50 million doors. They're running bigger businesses than most managing directors in Australia and it is our responsibility to prepare them for that and make sure they will thrive.

Was education always a key part of your strategy?

J.H.: When we opened our first store, we had a two-week education session for the three team members in my front living room. I used to do education sessions for two hours every second Tuesday night. I passionately believed that the ability to bring human know-how, empathy and connection to every interaction was what brought products to life. I always tell the team, a lipstick is a lipstick is a lipstick until you breathe life, hopes and dreams into it. That's telling the story of the founder, of why they came up with that name, who's used the product on the runway, how to use it. That's what makes you feel like a million dollars when you put it on. The connection.

How has your vision of what Mecca is/could be evolved over the last two decades?

J.H.: I look back and on the one hand, the vision seemed so lofty that I go, “What was I thinking?” The vision was to revolutionize the beauty industry and turn the way customers interact with beauty on its head. The other side was a little more realistic: to have 10 stores doing $30 million in sales within the first five years. We valorized our vision and purpose very early on. Our big hairy audacious goal was to be Australia and New Zealand's number-one beauty destination whatever it takes. Our purpose — why we roll out of bed and choose this one thing to do above all other life choices — was to make people look, feel and be their best.

Now that you've achieved the goal to be the biggest in ANZ, what's next?

J.H.: To mark our 25th, we went to see Jim Collins, the author of “Good to Great,” because I've been an absolute devotee since I first read his book in 2003. Our goal was to kick the tires and test our BHAG for the next 25 years — is it right, is it realistic, how do we get there, do we have the right business model, the right approach? Our goal for the next 25 years is to be the world's most loved beauty destination. One thing we've learned is that if your customers absolutely love what you do and how you make them look and feel, that if they want to be part of that community, you will prevail, no matter what.

Define “world” in this context.

J.H.: It was both exhilarating and slightly daunting to have the magnifying glass on the map of the world, to go from hovering over Australia and New Zealand and to step back and back and back, and go — wow, the world is a big place.

What does that mean for us? It means we need to frame our approach differently and say — if we have an offer that appeals to customers and that customers love, which seems to be the case, then it is our responsibility to take that more broadly.

How will you approach narrowing down markets?

J.H.: We’ve always tried to shoot bullets before firing cannonsball, test and trial, make small bets before really going for it. That will be our approach. We’ve done that in China, with cross-border commerce, and that has been illuminating. We launched in August 2020, during the pandemic, and have learned some super useful things. You need to have Chinese nationals running the business and we do. You need to have boots on the ground to know the market.

What hasn’t worked is not being able to visit and to accelerate the plans at the rate we would like to, and having really lumpy data due to all of the COVID-19 restrictions.

Are you looking at Europe and the U.S.?

J.H.: Europe is a thriving market and we would clearly have to consider it along with other markets and that's the phase we are in. We feel we have a concept that resonates incredibly strongly with customers and that drives brand equity and performance.
The U.S. is an enormous market and a holy grail market and so many brands make the pilgrimage and the road is littered with those who have faltered and failed, because it is highly competitive. As we look to see where we launch, we’ll try to make sure we choose environments in which we have the greatest confidence in which they will thrive.

Right now we’re at the lucky stage of wonderful open horizons for our dreams, hopes and aspirations to fly so we can find the fertile ground within which they can land.

**Mecca has some strong brands of its own. Do you see these as the first step to conquering other markets by raising brand awareness?**

**J.H.:** Our entire focus is customer-centric and our owned brands have been built to fill gaps that we don’t feel we can fill otherwise. Our signature line was originally built so we could do manicures and pedicures, and have product that we could get in bulk that matched at a back-bar level the type of product we were offering in our cosmetics realm. We then moved into sun care, because it is so highly regulated in Australia, and it built from there.

Mecca Max was also a clear need. We had a young aspirational customer who wanted to participate with Mecca and the price points weren’t accessible enough. We were clear we didn’t want to cannibalize existing business, which we haven’t. It is actually the number-one customer recruiter into Mecca and a very different customer profile. Our ability to trade customers into Mecca’s broader offers has been another silent winning lever.

**Do they have legs internationally?**

**J.H.:** I like to think if we put our minds to creating product that is worthy of our customers, we would have to set ourselves a standard that it would be worthy of customers anywhere.

Are they an important part of the strategy for global differentiation? As we’re in the process of pondering what we should do, anything that differentiates us is a lever.

Our intention has never been to make the signature lines enormous powerhouses in terms of sales and share. It has always been to be additive to our global portfolio that offers the best in beauty. Our role is to make sure our customers have everything they need for a comprehensive shopping experience.

So building and driving our signature line business has not been a priority. Keeping our brands and customers happy is the priority.

**How would the affiliate model work on an international level?**

**J.H.:** We have to throw everything up into the air and work out what our strongest levers are. I think our strongest levers are our obsession with the customer, our ability to build an extraordinarily knowledgeable and engaged team who provide a completely differentiated experience and to provide a shopping environment that feels more like a home interior that you would love to hang out in as opposed to a transactional retail environment.
How do you think about the role of the store today?
J.H.: I believe retail is going to go further to seamless transaction on the one end and absolutely completely experiential on the other. Mecca sees its role as providing a highly engaging, multiple touchpoint experience that is personalized to each customer in store. Yes, of course a customer can run in and self-navigate and process it quickly and they can do it through click-and-collect or endless aisle or use their app. But every business has to have a soul and know what it can absolutely excel in, and for us, it is providing customers with this all-consuming experience.

How has that been manifested in the Sydney flagship that you opened during COVID-19?
J.H.: The Sydney store is about 18,000 square feet, three times the size of our biggest store and nearly eight times the size of our average store. We had to build it without being able to visit it once because we were in lockdown in Melbourne.

We were clear about what we wanted to offer. Yes, we wanted the very best in color and skin and fragrance and hair and body, and we were clear we needed to tease out the edges and say what is beauty about now? It’s also about health and wellness, about experiences.

That helped us say — OK, in color, we’re going to have not only our entire offer, with big makeup stations on the ground floor for applications, but we’re going to have our Beauty Lab where 12 people can have half-hour beauty lessons on the hour every hour, like the Apple Genius bar. We also have a studio on the first floor where you can have makeup done whilst having your hair and nails done at the same time.

With skin, we have semi-private booths, where you can have boosters, half-hour walk-in sessions, but we also have three skin care rooms upstairs, where we do everything from injectables to dermal therapies to peels. Our customers want the dermatological treatment, they want the product, they want the quick fix.

Based on this, we’re launching MeccaAesthetica as a stand-alone trial in Melbourne. It’s our take on a dermal clinic, with retail up front, chairs in the front for the shorter treatments and larger rooms for full derm treatments.

Going back to Sydney, we put hairstyling in and that has grown into a burgeoning business of its own. With health and wellness, we have a naturopath who comes in. We had a top spa do a three-month incursion so they can connect with Sydney clients.

We think beauty is also becoming a very social environment, so we put in a Pommery Champagne bar. Then we said, can we expand this through to jewelry as adornment, so we’re doing piercings, solderings, engraving.

Mecca is becoming more of a gifting environment, too, so we have a whole gift bar, where you can choose different papers and ribbons and wrappings. We really tried to think through every way a customer wants to interact with product and brands.

Early next year, you’ll open an even larger store that’s 40,000 square feet in Melbourne. What did you learn?
J.H.: In its first year, the Sydney store easily surpassed our goals, and it just shows that if you give customers what they may not ever know they want, but if you give them something they love, they will follow you. That has given us enormous confidence for Melbourne.
To fill 4,000 square meters successfully you have to be curious by nature, beauty obsessed, willing to test and trial and willing to go out there to find the beauty truffles and nuggets hidden wherever they may be.

We’re taking an agile approach, because we’re very cognizant that the beauty landscape is ever changing at warp speed — and it’s our job to predict where it’s going and to make sure we can continually adapt and evolve to always be ahead of the market.

When you started, the brands were really the differentiator, and now that the distribution landscape is democratized, the experience is.

J.H.: I think it’s really fascinating. Over time it became clearer and clearer what you are, what you are not, what your customer proposition is and should be, what you should double and triple and quadruple down on, and as competition enters a market, it makes you focus even more on your differentiators and how you create the tightest, most compelling relationship with your customers.

Transactional retail was never our bag, but over time we have pushed the boundaries on experiences and our customers have followed us on that march, where 35 percent of our space in the new flagships are service-oriented offers, because that is what our customer wants.

The next piece in the puzzle is that because there are so many brands launching and multiplying, your ability to edit the lineup and your point of view becomes even more critical, as is your ability to announce its differentiating factors. The precision of information you present and the way in which you do so becomes a critical part of the curation process.

So, having the brands become the baseline of your offer and it is what you do to bring them to life, the experience, the team, the content and the way in which you know your customer and how sticky you can make your relationship with your customer, that becomes the differentiator.

The only reason for us to expand more broadly is if we genuinely believe we can provide a differentiated and more compelling experience to customers and platform for brands. That’s at the heart of what we obsess about every single day.

There is so much volatility today in macro terms — the economy, culture, politics, etc. What impact is this having and how do you mitigate it?

J.H.: We feel we’ve weathered really significant events to date — we had to tap dance through a global financial crisis in 2008 when we were much smaller. We had to pivot and pivot to the point of pirouetting through the pandemic. As the macro headwinds come to buffet us, if we stick with a laser-like focus to listening to our customers, and we’re agile in our response, we’ll look to weather those headwinds.

As you’ve grown, how have you maintained that agility?

J.H.: Jim Collins enunciated the spirit of Mecca when he said our mantra is wake up, breathe, innovate. It is so deeply embedded in our DNA that when people join Mecca, they are slightly stunned by the whirling dervish nature of continual evolution and innovation, and the willingness to try different things and the pace that the organization runs at. The downside is it is more chaotic than other organizations.

Our philosophy is to try many different things in a small way and see what sticks, and once you really understand, then fire the massive cannonball. One of our mantras is Fail Fast, Fail Forward. We say a lot that if we’re not failing at things, we’re not pushing ourselves hard enough. We share our failures as a badge of honor of learning, so that no one else makes the same mistake and we can bank it in the knowledge vault of Mecca and it helps inform future tests and trials.

It’s also acknowledging that as you get bigger, you do need to bring a more disciplined approach to ensure that innovation remains in the business, so we have a concept innovation team working across everything from services and service providers through to categories to totally new concepts.

I always tell the team, a lipstick is a lipstick until you breathe life, hopes and dreams into it.”

Then it comes back to the disciplined march of being able to roll it out and execute it effectively across your suite of stores to make sure the innovation touches every customer and sweeps up every brand in some way, shape and form.

How would you describe your leadership style?

J.H.: One, I try and plant a flag as to where I think we should go, two, I try and surround myself with incredible people who have the agency to debate whether that is the right flag and once we agree we’re all in, I watch them go forth with profound admiration for what as a team is done and delivered. The other thing is I try and bring a real sense of optimism and a belief that there is a way, we just collectively have to find it.

I try to make sure we have a really good time on the way through. Beauty is meant to be fun and fabulous and empowering. That’s what we’re meant to offer our customers, so if we can’t live that ourselves, what are we doing?

Sometimes I use the analogy that my role is to act as the ice smoother in the game of curling. I feel like everyone is out there trying to get their stone to hit the target and my role is literally to shine the ice in front of their stone so madly that, even though at times I might be a hot sweaty mess, if I do my job properly their pucks hit the target.

How has your role in the business changed as it grown? What’s your primary focus today?

J.H.: I have three “rocks” at any given time. Currently, the first is Mecca’s culture and that has become even more important coming out of COVID-19, at a time when there is culture erosion because we could literally not get together for two years.

Getting people connected, back into stores and the support center, really deepening the cultural beat of Mecca, ensuring people are engaged, happy, flourishing and thriving, is my first rock.

The second is how does Mecca find a truly differentiated approach to digital. How do we change the game in digital.

The third is the Bourke Street Melbourne flagship. It is an enormous undertaking, because of the size, the amount of innovation, the number of customers and the sales that we’re targeting, and, even more importantly, the profound impact it can have on our overall portfolio of stores.

What are you looking at digitally?

J.H.: Our mission is to humanize digital. What that means for us is to integrate the incredible service our hosts offer in store and work out how to do that in the digital arena. We also need to integrate digital into the in-store journey, and blur the lines between physical and digital. The last piece is how do we improve the booking journey, the pre- and post-appointment care and make services more personalized.

As the business continues to grow ever bigger, do you plan on remaining independent?

J.H.: A true advantage and key differentiator is that we are independent. During tough times like 2008, we didn’t need to react by reducing investment or cutting staff — we didn’t have quarterly results to report or private equity partners. Those moments allowed us to really accelerate our stickiness with customers. We also love what we do — it’s exciting and exhilarating and we feel a sense of purpose and contribution. That is pretty irreplaceable.

You’re receiving the Beauty Inc Pete Born Impact Award. What do you think your primary impact has been?

J.H.: What I try and do day in and day out is to show that it is possible to run a female-empowering business in a positive, upbeat, fun way and demonstrate that you don’t have to take on the traditional stereotypes of how to run a business or how to lead. You can bring your whole slightly flawed, slightly zany, slightly learning-as-you-go self with all of the optimism and joy and curiosity and slight astonishment of where you are — with you. And you can be all of those things as you take this wild, wild ride.
BAND TOGETHER

For Bigelow’s Ian Ginsberg, all the world’s a stage. BY JAMES MANSO

IAN GINSBERG BELIEVES IN banding together with his family — literally.

The third generation owner and president of C.O. Bigelow Apothecary, whose son Alec is the company’s chief operating officer, Ginsberg also inherited a passion for music that he has passed on.

“I come from a musical family,” said Ginsberg, himself an avid drummer who also dabbles in guitar and vocals. “My mom was a concert pianist, my father was a bandleader. So, I was always in a musical household.”

The father of three has passed along his love. Son Alec Ginsberg plays guitar and sings in the family’s band, while his daughter, Wendy, plays guitar and ukulele, and his other son, Reed, is a drummer. “They were all in bands in college, so we have a family band,” said Ginsberg, “but my wife doesn’t play anything. Our family group chat is named ‘The Band and Mom.’”

His family life — and home — literally reflect the family’s musicality. Ginsberg keeps guitars in almost every room, in addition to a dedicated room for the family band to practice and play in.

“I have a whole studio set up at my house,” he said. “This way, it’s easy for us to just go out and play. At family gatherings, we all run downstairs and pick up our instruments.”

The Brecker Brothers and Steely Dan — the Aja album specifically — influenced Ginsberg the most during his upbringing, and they still feature heavily in his rotation today. On a more contemporary note, he’s a fan of John Mayer and Maggie Rogers.

“I listen to a lot of ’70s rock, from the Grateful Dead to Jefferson Airplane, and stuff I grew up on, like the Rolling Stones,” he said.

“I admire musical talent. People like John Mayer didn’t wake up one day and say, ‘I want to be a rock star and make lots of money,’” he continued. “It’s about taking a creative part of them and expressing themselves, and if they made a living out of it, that would be great.”

Ginsberg himself toyed with the idea of playing drums professionally, having played weddings and a variety of gigs at events and clubs during his time in pharmacy school at Long Island University. “My father said to me, ‘Why don’t you go to pharmacy school, you’ll still get a pharmacy license and you can play while you’re in school. When you’re starving later on, you can just become a pharmacist.’”

The two career paths aren’t dissimilar, he said. “When I got out of school in 1985, there wasn’t a job for me at Bigelow’s and I wanted to play. I wanted to be a musician, and I had to figure out a way to make this place work for me. That was the tipping point — how can I entertain people in a retail environment? How can I make it a place where people want to go? Coming in has to be a want, not a need.”

Over the years, he’s been able to translate that ethos to the business. “I take the same approach with Bigelow — I have an audience, I want to tell stories and it’s just a different way of entertaining people,” Ginsberg said. “Early on, and still today, Bigelow is a stage where I can tell stories through products, create things that I love, and we say that Bigelow is a collection of our favorite things.”

He credits that mix for the retailer’s success, whose clientele range from Eleanor Roosevelt nearly a century ago to today’s industry icons. “We take care of a who’s who. What excites me is seeing people like Gilles Bensimon, Calvin Klein or Marc Jacobs — an hour ago, we had Kate Moss. It’s generally people who don’t run their own errands,” he said. “But the one errand they do run, they come to Bigelow’s.”
## 2023 Calendar of Events

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<td><strong>May 9-10</strong></td>
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*Note: all dates and elements of FMG Events are subject to change. Featured celebrities and speakers are from past events, all speakers and attendees of 2022 events are in development.*
To our incredible brand partners...

We thank you for joining us on this wonderfully creative (at times crazy) 25-year journey.

Without your partnership, we would not be who we are today. On behalf of everyone at MECCA - our teams and our customers,

Thank you, thank you, thank you!