

A SPECIAL EDITION OF **WWD**

BEAUTY INC



PLAYERS' CLUB
HOW BEAUTY
GOT GAME

SERENITY NOW

THE INNER-OUTER GURUS—FROM THE
BUSINESS WORLD AND BEYOND—WHO ARE
FORESEEING WELLNESS FOR THE FUTURE

The Feel-Good Force

As the \$4.2 trillion wellness category continues to boom, Beauty Inc rounds up the 60 power players who are driving forth a new vision of inner health and outer beauty.

BY JENNY B. FINE PHOTOGRAPHS BY HANNAH KHYMYCH

THE PIONEERS

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



JESSICA ALBA
FOUNDER, THE HONEST COMPANY

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

“Consumers today are proactive about their health, and are demanding more from the products in their beauty regimens. Health and wellness will no longer be seen as such a luxury, but will be integrated into people’s everyday routines through items such as beauty products. I started Honest Beauty with the goal of

making clean beauty more accessible to the everyday consumer. I’m happy to see people taking control and demanding that their products are held to a higher standard for their overall health and well-being.”



BOBBI BROWN
FOUNDER, BOBBI BROWN COSMETICS AND EVOLUTION_18

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

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



BARBARA CLOSE
FOUNDER, NATUROPATHICA

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

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



ANNBETH ESCHBACH
PRESIDENT, KINDBODY

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

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



TAMMY FENDER
FOUNDER, TAMMY FENDER HOLISTIC SKIN CARE

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

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



DONNA KARAN
DESIGNER, FOUNDER, URBAN ZEN

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

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

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



CYNDI RAMIREZ-FULTON

FOUNDER AND CEO, CHILLHOUSE

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

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



JESSICA RICHARDS

FOUNDER, SHEN BEAUTY

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

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



ANTHONY SANIGER

FOUNDER, STANDARD DOSE

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

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

MIND, BODY AND SOUL
Because beauty is more than skin deep.



CINDY BARSHOP

FOUNDER AND CEO, VSPOT

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

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

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



DR. ROBIN BERZIN

FOUNDER, PARSLEY HEALTH

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

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



TANIA BOLER

FOUNDER AND CEO, ELVIE

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

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



AMANDA FREEMAN

FOUNDER AND CEO, SLT AND STRETCH™D

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

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



ELLIE BURROWS GLUCK

CHIEF EXECUTIVE OFFICER, MNDFL

● Bringing meditation to the masses.

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



ÉVA GOICOCHEA

FOUNDER AND CEO, MAUDE

● Taking the taboo out of talking about sexual wellness.

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

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



GEORGINA GOOLEY

COFOUNDER, BILLIE

● Who knew shaving could be so fun?

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



SADIE KURZBAN

FOUNDER, 305 FITNESS

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

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