



## Building a Better Future

Beauty Inc celebrates Black History Month with a special issue spotlighting the entrepreneurs and executives who are making true representation a reality in the beauty industry. Our coverage starts on page 4. *Plus: The allure of the rose explained.*

COLLAGE BY JASMINE CHEN



# Beauty Bulletin

Trinny London's new skin cleansers.



## Trinny Scrubs Up With Face Cleansers, Part of New Skin Care Category

● **LONDON** — Like many entrepreneurs, and marketers, Trinny Woodall cannot sit still. Not only has she been launching products every few months for her eponymous beauty brand, she loves nothing more than demonstrating, to one and all, how they work.

Woodall is launching skin-care this week with two facial cleansers, a balm and a gel that are meant to feed the skin's microbiome. To show how they work, she is on the Zoom screen, extolling her favorite facial exercises, and eyebrow and lymph node massages, and showing how they can improve the products' efficacy.

"The mastication of a horse eating grass is phenomenal. You need to put your tongue at the back of your mouth and pretend you're eating grass," said Woodall as she made big, loud chewing noises as part of an exercise aimed at oxygenating the skin.

"The organ of skin loves blood flow, and we don't give our faces enough blood flow. I've always been quite rough with my face, but the key to massage is not dragging too much in one direction," said Woodall, who demonstrated a rapid, no-drag "scissoring" method around the eyebrows.

She plans to accompany the launch of her two cleansers, a balm called Be Your Best, and a gel called Better Off, with myriad videos showing women how to clean, massage and oxygenate their skin.

Woodall has created the two products to remove makeup and to cleanse and wants her customers to

use them once in the morning, and twice at night.

She advises those with normal-to-dry skin to use the balm, while the gel is better suited to normal-to-oily complexions.

Woodall said the company spent considerable time on the formulations.

The Be Your Best Enzyme Balm Cleanser includes almond and jojoba oils, natural glycolipids and pineapple enzyme. It also contains a prebiotic complex for the skin's microflora.

The Better Off AHA/PHA Gel Cleanser is meant to be an exfoliating, conditioning gel that contains natural quillaja and oat amino acids as well as lactic acid and malic acid.

The products have all been developed and made in the brand's U.K. labs. The packaging is fully refillable, and Woodall said the idea is that they can live in a person's bathroom "for years." The balm costs \$45 while the gel is priced at \$38.

The cleansers and self-care rituals surrounding them kick off what promises to be a busy year for the brand. There are more skin-care products in the pipeline and Woodall said that in year one the category will generate between 10 and 25 percent of sales and, ideally, double after that.

She is also expecting revenue to double to 90 million pounds, or more, this year thanks to skin-care and related products that are set to launch. The brand has generated more than 100 million pounds in

revenues since it launched in 2017.

"I'm looking at skin-care as a new category," said Woodall who believes she has something unique to offer. "I'm not a makeup artist, I'm a consumer, and I'm also an expert in making over women. My knowledge of makeup and skin care is equal."

Woodall is a household name in the U.K., and has had multiple professional lives — entrepreneur, TV personality, YouTuber, author, newspaper columnist and fashion makeover expert.

During the interview she talked about her first forays into skin care, visiting Lord & Taylor in New York as a teenager and falling under the spell of Clinique's three-step cleansing ritual. As the years rolled on, she recalled treating her severe acne with a variety of brands and products.

She said with her new skin care, she wants to put the focus on clarity, simplicity and understanding and help her customers through the maze of single ingredients in particular.

"I think we've got to a place in life where the buzzword is 'ingredients,' but my God if I know where they go — and in what order. And there is so much misuse as well, people thinking, 'I can't ever use this together with that,' or 'I can't use this in the sun,' or 'I can use this anytime' — and then their skin gets confused."

She prizes simplification, and personalization in beauty. She launched Trinny in 2017 as a direct-to-consumer business with a focus on personalization, and specifically a color test called Match2Me.

Customers fill out an online questionnaire that helps them pick the right products for their skin tone, hair and eye color, and can browse hundreds of made-over women on the brand's site to get an idea of which products would suit them best.

Her cosmetics come in small stackable pots, while the bestselling BFF Cream Skin Perfector is a primer in a tube. BFF stands for Best Friend Forever, a name that derives from Woodall's years of research into products to remedy her once acne-prone skin.

Her vision for Trinny is to be "the leader in personalization," a segment of the market that Woodall argues is underdeveloped. She told WWD in an interview last year that there are launches in the pipeline for 2022 that will not only accelerate sales, but also break new ground with regard to personalization in beauty.

— Samantha Conti

## By the Numbers: Top Cities for Beauty Plastic Recycling

Large metropolitan areas have the highest rates of beauty plastic recycling, according to the Body Shop.

BY JAMES MANSO

**AS SUSTAINABLY** minded packaging and products remains top of mind for consumers, large cities lead the way for consumers recycling product packaging.

A report from The Body Shop, which surveyed more than 2,000 Americans, found that 43 percent of respondents only buy from brands with little or no plastic waste, and 50 percent are trying to reduce beauty plastic consumption.

The areas with the highest rates of recycling are densely populated metropolitan areas, with New York, Austin, Texas, and San Diego topping the list.

Here, the top cities for beauty plastic recycling, ranked by consumer adoption.

**NEW YORK** 65.5 percent

**AUSTIN** 65.3 percent

**SAN DIEGO** 62.5 percent

**LOS ANGELES** 62.0 percent

**WASHINGTON, D.C.** 61.6 percent

**SAN JOSE** 56.7 percent

**CHICAGO** 56.4 percent

**BOSTON** 51.8 percent

**CHARLOTTE** 50.0 percent

**SAN FRANCISCO** 48.4 percent

**HOUSTON** 47.1 percent

**COLUMBUS** 46.8 percent

**JACKSONVILLE** 46.0 percent

**SAN ANTONIO** 46.0 percent

**PHILADELPHIA** 44.9 percent

**DENVER** 43.7 percent

**PHOENIX** 43.6 percent

**DETROIT** 42.9 percent

**DALLAS** 41.7 percent

**MEMPHIS** 31.1 percent



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# Creating Conversations, Raising Awareness

From launching new content series to in-store promotions, retailers and beauty brands are shining a light on Black founders, brands and creators with an array of programs for Black History Month. BY JENNY B. FINE

**ALMOST TWO YEARS AFTER** the murder of George Floyd and the rise of the new social justice movement, Black History Month is an opportunity for brands and retailers to assess their progress in achieving true representation and inclusivity across all aspects of their business.

“Black beauty has an undeniable influence on our industry and we work to acknowledge that influence every day,” said Kecia Steelman, chief operating officer of Ulta Beauty.

To that end, **Ulta** has created a campaign called “Ode to Black Beauty,” with dedicated efforts in-store and across social media to amplify Black founders, Black-owned brands and creators.

On the product front, Sharon Chuter’s Make it BLACK collection for **Uoma Beauty** will launch exclusively at the retailer, with all profits going to Pull Up for Change Impact Fund, and all purchases of Black-owned brands will receive 10x Ultimate Rewards points for the month.

The retailer also unveiled its 2022 diversity, equity and inclusivity commitments, including dedicating \$25 million in media investments with multicultural platforms, investing \$8.5 million to brand marketing support for Black-owned, founded and led brands and launching a Brand Partner Accelerator Program, focused on early-stage brands by Black, Indigenous, People of Color. Ulta is also allocating \$3.5 million to in-store merchandising support.

The **Estée Lauder Cos.** has created a content series called Journeys, highlighting stories of strength and resilience. Divided into four categories, it includes The Journey to Freedom, focused on pioneers in the fight for equality; The Journey Through Culture, looking at the evolution of Black music and media; The Journey Through Beauty, with a focus on Black hair, and The Journey Home, honoring people of color across the diaspora, including African Americans, Africans, Afro Caribbeans and Afro Latinas.

**Sephora** has planned a monthlong calendar of programming, and commissioned illustrator Shanée Benjamin to create art that celebrates the holiday across Sephora’s platforms.

Highlights include a video series



called *Belong*, featuring portraits of Sephora’s Black employees clients and brand founders. Black creators will also be spotlighted and each Thursday Sephora’s Black-owned brands will be featured on the retailer’s Instagram feed through custom content and across all of its channels, during February and beyond.

Finally, the retailer is hosting a Changemakers Roundtable on its Instagram, featuring Aurora James, founder of the 15 Percent Pledge; Dr. Rose Ingleton, founder of **Rose Ingleton, MD** skin care, and Chris Collins, founder of **World of Chris Collins Fragrance**, who will share more about the mark they’ve made in beauty.

Black founders are also the focus at **Target**, which has added an array of new Black-owned brands to its assortment, bringing its total to more than 70. Additionally, the retailer is expanding its partnerships with Black-owned businesses and HBCUs to co-create exclusive products across all categories, including apparel and accessories, home décor, toys and games, music, books and beauty. New beauty brands launching include

celebrate and inspire employees through the power of perseverance that Black history teaches,” said a spokesperson for the company.

**Sally Beauty** is partnering with Taraji P. Henson, whose **TPH by Taraji** hair care line is launching at the retailer this month. Henson will host a Founder x Founder Roundtable discussion on Feb. 22 on sallybeauty.com, talking to Black brand founders about their personal journeys, the ins and outs of starting a business and the lessons they’ve learned along the way.

**Hum Nutrition** has partnered with Kima Jones, founder of Jack Jones Literary Arts, for a 28-day journaling challenge. Jones has created four prompts, inspired by her favorite passages in Black literature, to inspire and stimulate reflection and growth.

**Nyx Professional Makeup** is rolling out a variety of initiatives to spotlight the Black creator community. The brand will launch the Ultimate Queen Collection, a new palette and trio of lip glosses with packaging by artist Kendra Dandy, and introduce a program called “Queens Celebrating Queens,” extending yearlong contracts to 10 Black creators to help deepen their representation in content. Additionally, in partnership with Triller, Nyx is pledging 50 million views to 50 Black creators.

Elsewhere, the skin care brand **Cocokind** has donated 100 percent of its online profits for the first week of February to organizations fighting for mental wellness, trans rights, health care equity and more in the Black community, while the wellness ecommerce platform **Pink Moon** is donating 5 percent of every purchase to The Loveland Foundation, which connects Black women and girls to free therapy. **Anedcote Candles** and **Prose** have also teamed up on an exclusive candle — to be available only this month — with \$5 from the sale of each to benefit Loveland.

**Frederick Benjamin**, a men’s grooming brand founded by Michael James, and **Bomba Curls**, the first Afro-Dominican hair care line at Target, created by Lulu Cordero.

**P&G Beauty** has several activations for the month, including an employee-led conference called “The Beauty of Black History,” designed to “educate,



Frederick Benjamin is a new men’s grooming line launching at Target this month.





Sunday II Sunday

# Building The Future

From Sunday II Sunday to Beautystat, eight entrepreneurs share their business success stories and plans for the future.

BY JAMES MANSO  
AND ALLISON COLLINS



**KEENAN BEASLEY**  
FOUNDER & CEO OF  
SUNDAY II SUNDAY

**Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?**

We're so young. At 18 months old, people are just coming to understand and appreciate our mission, which, simply put, is to eliminate the compromise that unfortunately is made for women between a great workout and great hair. This idea that we have to compromise our health for beauty is crazy, right? It's something we wanted to help eliminate. What we're seeing now is people gravitate toward that call and that desire because it's something we universally feel is wrong, and we shouldn't have to compromise. Our health and our beauty, both of those things make us feel really good. So supporting this notion that she can have it all is something we're founded on and we'll continue to build.

Our products are designed to protect your microbiome, let's just call it your scalp, that's your barrier protection, the barrier function for healthier hair. We created products to help cleanse, relieve and allow for a healthier scalp in 28 days, and work from there to the ends of her strands.

**Which business opportunities are you focused on in the year ahead, and why?**

What we've been able to do is really

satisfy the universal piece ... the scalp. A lot of the categories are almost divisive, you opt in based on your hair type. We understand that different curl types, different hair patterns have different challenges, but one of the things we all universally want is a healthier scalp. We started with that, and now we're moving into things that are more customized-based. So, what are some of the challenges that exist with curlier textures, with wavier textures, with protective styles, etc. That's where you'll see a lot of innovation coming from us in 2022.



**SHARON CHUTER**  
FOUNDER, UOMA BEAUTY  
AND PULL UP FOR CHANGE

**Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?**

As a brand ourselves, we have evolved, but I'd say we've stayed consistent with what we are. We have needed to. Other brands have had to retrofit who they are to the current times. The good news for us is that, to be honest, we were controversial at the start.

Last year, what was unique for us in terms of that evolution was moving from the place of being considered a controversial brand, and even for myself, a divisive and controversial person, to moving to a place where you're now being understood. For us, it's made it a bit easier to say things, or empower the team to speak up more.

I remember in 2019, posting a Nina Simone clip on our page, and people were so mad at that clip because they thought I was being racist to white people, because Nina Simone said Black people are beautiful. That was an outrage.

I need to make a particular effort to tell my people they're beautiful because they've been told historically that they're ugly. That's really amazing for us, in terms of our evolution, to start to really detangle that in a more mainstream way.

For me, that's been incredible, and for our brand it's been transformational. That's why Uoma Beauty is focused on delivering our promises, and even launching Uoma by Sharon C., which was to deliver a promise of inclusivity. All

are welcome to my beautiful tribe, and we continue to amplify our beautiful rebellion.

**Which business opportunities are you focused on in the year ahead, and why?**

I'm going to spend more time in front of the brand. Last year, because of everything going on, launching new brands with new retailers and the global logistics crisis — we launched over 3,500 retail points last year — we saw our revenues increase tenfold, which also means we have to have 10 times the team members in one year. Last year was crazy, everything was happening right at once. I would say I'm driving a Formula One car in a Formula One race, and building the car at the same time.

We didn't launch many products last year. People don't realize this, but we only did the "Coming 2 America" launch in March, and that was it. There was nothing else that came out the whole year. This year, y'all are getting launches every single day. I'm now going back to doing the things I truly love, which is storytelling the product development, engaging with the tribe.

This year, what people can expect from me is innovation in a year where a lot of people are not innovating because of the global logistics climate, and changing consumer taste. This year, we'll come to the forefront, we have some incredible ambassadors we're going to announce later in the year. We have some new retailers, especially in the U.K.

Last year, we sort of focused on setting up the fundamentals, and now we're in a place where we, as a year, we're going to have over 3,600 distribution points. And then, serving all types of retailers, now including mass. It's a huge undertaking, but we used last year to get it together.



**CHRIS COLLINS**  
FOUNDER,  
WORLD OF CHRIS COLLINS

**Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?**

Our launching into Sephora is definitely up there. Just in general, ►



Uoma Beauty



FEBRUARY 11, 2022



World of Chris Collins

being able to enter into a category in beauty, where I've become the first in many situations. When it comes to the first Black male, the first Black fine fragrance brand owner, for that particular retailer and in the world of perfume where there were very little and not many Black founders. To be the first, it's all been an incredible journey.

The whole purpose is to lay the groundwork so even though you're the first, you're not the last. It's been an incredible journey, and I have a responsibility to carry those with me who never saw themselves being or working with retailers the way that I am. Being able to launch my brand all over the world and different countries, it's been an incredible journey.

#### Which business opportunities are you focused on in the year ahead, and why?

I'd like to expand with my products, and what that will be and what it will look like is still in the works. Then, to build more relationships. There's still more countries to launch in, there's still more business to make. I'd like to build my direct-to-consumer business, and make my website even more user-friendly.

One of the things that I love about being able to own my brand outright is that I get to launch what I want, when I want, and I get to know I have so many fragrances in the works.

Beauty is all about, especially in fragrances, newness. That's the exciting part. You know, I have hundreds of

fragrance ideas to launch. But of course, I can't launch them all at once. So yeah, there's new opportunities, new retailers, all the time. New boutiques all around the world are reaching out because they hear about the brand. We're growing pretty fast and that's a good thing. Hopefully, this year, we even double in size. You never know, but we're on track to do really well.



DR. ROSEMARIE INGLETON  
FOUNDER, ROSE INGLETON MD

#### Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?

I'm still in the space of being a little shocked at how far I've come. It's been such a thrill and so surprising that I was able to launch a skin care brand right before a pandemic, continuing working as a full-time dermatologist, and being able to reach such a wide audience in such a little bit of time.

I created the line for it to be something that was going to be



Ingleton MD

universal for all skin types. But realizing now that it's even reached a broader audience than I ever thought was possible before — I mean, eight major retailers in less than two years — and that that has given me more opportunities, more visibility to this brand.

I'm still surprised by the celebrities and the sophisticated skin care buyers using it. These people have the world at their fingertips for where they choose from, and that they've selected my brand and have given such great feedback. I can't tell you how gratifying that all has been.

#### Which business opportunities are you focused on in the year ahead, and why?

The biggest partnership that I've built over the last year now is with Sephora. We have a really strong partnership, so what I'm looking forward to the most is growing that partnership in the year ahead. They're so eager to work with me and to show their true support of a Black-owned, woman-owned brand. It's to help build awareness that they have the wherewithal, the money, and everything to make that happen.

I want to do more of what we've been doing in the past year. We've done digital videos, all of this stuff that gets my story out there. I definitely want to do more of that, I'm certainly going to be creating new products to answer the needs of patients that I haven't yet tackled yet.

I want to increase the accessibility of the products by launching mini kits, that I'm going to do later this year. More people can get their foot in the door, if the price point is not where it would be for everyone. Everybody will be able to afford the mini kits. I want to continue to create opportunities with other entrepreneurs of color to ensure that there's even more inclusivity, and more visibility of what we're doing, and what we can do together.

I'm really pleased that, for example, the 15 Percent Pledge exists. I know that I was knocking on the doors of many of these retailers when I had just launched the line, and I wasn't getting a response. The retailers are, apparently following through what they promised, and that is to get more Black-owned brands on the shelf to better represent the way the population at large is.

I'm just happy that I launched when I did, because the story might have been very different if I launched three years ago, as opposed to late 2019. The increased visibility, the

increased awareness, the continued support: that's what I'm looking forward to seeing continue.



DORION RENAUD  
FOUNDER AND CEO, BUTTAH SKIN

#### Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?

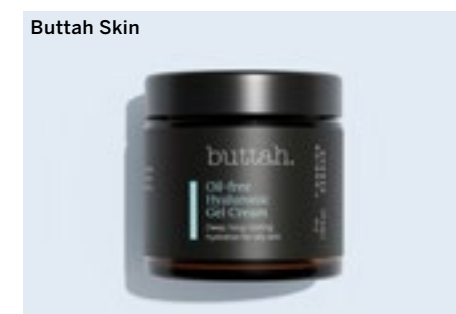
The evolution was growth — I had no idea it would grow so quick, I had no idea people would take to the brand and really love it. Keeping up with what the audience needed, what our Buttah lovers needed, and also staying balanced and providing attention to our core products. Last year was really about growth in retail. That came so quickly for us, we were an e-commerce brand and we quickly transitioned into retail, so really learning the retail space.

Last year I got an opportunity to go to a few Macy's locations, and I would say the pinnacle point for me was being the first Black founder, especially as a male in Macy's, in beauty, who owns his company. That was incredible. I questioned it — I was like, is this real? This can't be real, you guys are not serious. I realized that not only was I breaking down barriers, my company was breaking down barriers.

Going from e-commerce to retail, if that's your goal, it's a totally different journey than just selling direct-to-consumer. You have to cater to these retailers, cater to their audiences. A lot of growth, a lot of learning, a lot of new creativity — we're expanding Buttah Media, so not only are we doing skin care, we're mixing skin care with entertainment, music and culture in general.

#### Which business opportunities are you focused on in the year ahead, and why?

I'm really excited about our partnership with iHeartMedia. That's ►





a big partnership for us right now where we are engaging with their audience, doing personalized ads with the hosts, I'm going to all the shows, I'll be hosting some things for them, I'm hosting my own podcast Better by Buttah — we get to reach a new audience with that platform.

We're also going to be launching some new products in the next few months — we're coming out with an antiaging line which is going to cater to our audience, which is a large audience over 50, who likes to age gracefully. We are expanding into more men's products this year, and more gadgets and we might be going into some items for the home.



**RON ROBINSON**  
FOUNDER AND CHIEF EXECUTIVE OFFICER, BEAUTYSTAT

**Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?**

When I first launched the brand, I had a lot of big, big expectations, thinking it was going to be massive. But I didn't know how it would get there. Then it was launched, we got some pickup, some retail placements, such as Violet Grey. It started to get a life of its own, where consumers were reaching out to us and looking for us, trying us and seeing results, then telling their friends.

This cult popped up in more channels, more cities, more pockets. Then we started to reach this place where we started, at the cusp of cult-status, and now with our partnership with Ulta Beauty, are potentially going to be a really big, mainstream



brand. That's been the most pleasantly surprising evolution of the brand over the past year.

**Which business opportunities are you focused on in the year ahead, and why?**

Ulta is the number-one priority for us right now. That's going to be the big growth engine for the brand. We just want to go out and crush it, we want to show consumers that we have a great product, great brand, and a lot of great innovation to come. We're a cosmetic chemist-founded brand, we know the technology, know the ingredients, we're backing up our claims with solid independent testing, clinical results, high performance and educating consumers. We're able to help answer the biggest skin care needs. That's going to be our mission: the education, the awareness, getting people to try us.

We have a couple of innovations that are coming late this year, I can't exactly say what those are right now, but they could potentially be bigger than our top selling sku right now, the Universal C Skin Refiner.



**TISHA THOMPSON**  
FOUNDER, LYS BEAUTY

**Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?**

It's been an amazing year. My goal initially, when I launched the brand, in having my own brand, was to be able to inspire others. Basically, the things I struggled with and why I wanted to start the brand: to live as and love their most authentic self. The journey this past year really has professed.

It's been incredible to really see all the love and, honestly, all the support. It's super humbling. I think it's really great that people are embracing our brand mission. For me, I really wanted to diversify clean beauty, that was my goal. But I also wanted to make a positive impact in other people's lives. And I think our community of "Confident Queens," that's what I call them, have been nothing but supportive and it's been incredible to see how many followers, fans and supporters of the brand that we've gotten along this past year, and just all the positive feedback.



LYS Beauty

**Which business opportunities are you focused on in the year ahead, and why?**

Our biggest opportunities, for me, are being super, super laser-focused and prioritizing our growth this far at Sephora. We were fortunate enough to expand in Sephora quite earlier than I was expecting from a brick-and-mortar perspective. We established the relationship as an online-only business, and then quickly, due to great out-of-the-gate success, shifted to an in-store model. We went into 200 stores back in September. Again, with the continued success, we're expanding into more stores in February.

That expansion as well as new products being added into stores is really exciting, and that's where I'm really looking forward to evolving more with support, growing more in that relationship and continuing to build our business. Hopefully, one day, we will be a household name for many.

You're going to see a lot of amazing things come, too. We are launching more complexion with a new concealer coming, which is exciting. We are launching, or will venture into, lip and eye categories, and maybe some additional skin products in the future as well.

We're really excited about the trajectory for the brand, and we are expanding globally as well. We launched a relationship with Cult Beauty in the U.K., so we're just continuing to expand, and having a more global footprint is my ultimate goal.



**WHITNEY WHITE**  
COFOUNDER, MELANIN HAIRCARE

**Beauty Inc: What has been the most uplifting aspect of your brand's evolution over the past year?**

What gives us the most pride is how our internal company has grown so much. We've been able to hire more

employees to help with the day-to-day to get more time for the creative process on my sister and I.

We've been able to expand, that's been amazing. International expansion is in the works, so that's something we've been working on a lot. This past year was a year of internal growth for us, we had a lot of it because we're growing so fast as a company. The growth happens.

Since our company has a huge social footprint, our growth has been really huge and it's been really amazing, so that has led to a lot of internal growth, too, which took the whole year. We've done a really good job ad positioning ourselves internally, as well as expanding into new retailers this past year. We're looking forward to this upcoming year, focusing on more product expansions, which is going to be great.

**Which business opportunities are you focused on in the year ahead, and why?**

Reaching our international consumers. We have worldwide shipping right now, but obviously, shipping can get costly if you're not in the U.S. It's a very U.S. business. We're always looking for ways to reduce costs for our customer, and really looking to get into international. Whether that's retailers or dropship, however we can do that while reducing costs.

Currently, we're in Ulta and Sephora, so we really love the boutique beauty landscape and we're looking to do something similar overseas. You know, we are a luxury product, even though we're affordable. We're luxurious and high quality, our products and ingredients. It's so good, and we really pride ourselves on being high quality. ■



Melanin Haircare



# POWERING THE FUTURE

Wednesday, March 2 | Virtual

Join the most prolific voices of the beauty industry for real talk, real innovation and real action that will shape the industry in 2022 and beyond.



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# Celebrating Black History Month

While honoring Black history and heritage is not confined to just one month of the year, February marks a special time of recognition. Here, how leading Black executives are marking Black excellence. BY JENNY B. FINE



**TED GIBSON**  
CEO AND FOUNDER,  
STARRING BY TED GIBSON  
"Celebrating Black History month has been something that I have celebrated for many years. I'm celebrating by holding in consciousness the pioneers of Black beauty business women and men who have contributed to and opened the door for me to be the most recognized Black beauty business entrepreneur of this generation. Celebrating is key..... acknowledgement is crucial..... and action is essential — three steps to insure we move in the right direction in beauty. I'm so glad that we continue to celebrate Black History Month. I cannot wait for the day when its normal to hear black stories and are celebrating all year round."



**CRYSTAL SAI**  
EXECUTIVE DIRECTOR,  
CHIEF OF STAFF,  
GLOBAL ONLINE, THE  
ESTÉE LAUDER COS.  
"To celebrate Black History Month this year, I'm pausing for moments of joy. When I reflect on our Black leaders that have paved the way for equal opportunity, I'm overwhelmed with both grief and amazement at their ability to persist when hope seemed grim. When I think about Black music, food, spirituality, art and creativity and how Black people continue to drive culture, I think there must have been moments of joy, perhaps an escape, that was crucial to their ability to keep moving forward. So I'm celebrating Black rhythm, beauty, creativity and culture as I honor the trailblazers, artists and activists who make me feel really proud to be a Black woman."



**LELA COFFEY**  
BRAND VICE PRESIDENT, NORTH AMERICA  
HAIR CARE, P&G BEAUTY  
"I make time to reflect on the leadership qualities of those who led so much of the movement, especially to consider how we can keep moving this progress forward: in some ways, the summer of 2020 propelled the cause, yet in other ways, it was a blip in time. We have to do more. To help, I'm speaking this month with Black and Latino MBA students at Duke University's Fuqua School of Business "Fueling the Fire" Virtual Conference, and at a BHM panel for TikTok employees. In my local community, I'm guest-lecturing at Xavier University on the 4R Model for brand inclusivity to help the next generation of brand-builders take more diverse, inclusive approaches."



**NICOLE MONSON**  
SENIOR VICE PRESIDENT, EQUITY AND  
ENGAGEMENT, THE ESTÉE LAUDER COS.  
"This year, I'm honoring the contributions Black Americans have made throughout history and celebrating the Black history that is being made today through our Black youth. I'm participating in several events that serve to educate, motivate, uplift and inspire Black youth to be proud of our Black history and to be the change in the world they want to see through their powerful words, actions and authenticity. I'm also supporting Black authors by purchasing and donating their books to Black youth. Storytelling is a powerful connector, and my hope is that through the stories told by Black authors, our youth will feel connected to the past and empowered to lead us into the future."



**ESI EGGLESTON BRACEY**  
EXECUTIVE VICE PRESIDENT,  
CHIEF OPERATING OFFICER, UNILEVER NA  
"In my family, we embrace Black history as an always-on, all year long celebration of Black joy, Black family, Black pride and Black resilience. We see Black History Month as a chance to supercharge this. For instance, we have dinner conversations sharing new Black history facts with each other. My 12-year-old son may say, 'Mommy, did you know that Rosa Parks wasn't the first to give up her seat on the bus? Fifteen-year-old Claudette Colvin did the same thing a year before in Alabama.' We'll discuss this and that there were so many more who did the same. We're also enjoying watching old-school Black movies like Boomerang, Coming to America, Love Jones — all in the spirit of Black joy and laughing a lot. My kids are getting a kick out of all the old fashions and styles."



**SUSAN AKKAD**  
SENIOR VICE PRESIDENT,  
LOCAL AND CULTURAL  
INNOVATION, THE  
ESTÉE LAUDER COS.



"I honor Black history more than one month a year. Especially in these fractured times, I think often about my family members who were activists — and in the case of my grandparents, activists in Jim Crow Virginia and Georgia — at great risk to their safety and security. But this February, I thought it would be important to spend more time listening to podcasts that share the stories of lesser-known contributors and changemakers. I find these treasures to be so inspiring."



**SEAN BENTLEY**  
SENIOR VICE PRESIDENT,  
MERCHANDISE PLANNING AND  
OPERATIONS, ULTA BEAUTY

"I'm always inspired by Dr. Martin Luther King Jr. who said, 'The time is always right to do what is right.' To me, he meant we all have a responsibility to sow our time, talent and treasures into our communities to create the change we want to see. My family and I celebrate our history daily. This month, we take steps to meaningfully kick that celebration up a notch. Beyond attending Black history events locally, we purchase books featuring Black characters by Black authors or influential African Americans to donate to children in underrepresented communities. I'm probably most excited about our first 'Celebrate the Culture' event this year. We'll host family and friends to celebrate and honor our heritage in fun, educational ways. We'll share culinary experiences from different African American cuisines that represent our background, share photos, create our family tree and listen to treasured stories from older family members."



**KENDRA BRACKEN  
FERGUSON**  
FOUNDER, BRAINTRUST  
FOUNDERS STUDIO

"I've had more conversations about race in the past two years than ever before. My daughter, Tierra, has drawn visuals of Africans laying in slave ships and she has asked the meaning of words like kidnap, abuse, ancestors. As a family, we read about Black history daily, and we counter those painful definitions with stories of culture, heritage, sacrifice, and faith. I agree that every day is a celebration of Black History but I applaud having a dedicated month that gives license to lean into the difficult conversations, to dive into more brave dialogue, and to practice more awareness and actualization."



**STEPHANIE HEADLEY**  
VICE PRESIDENT, OLAY



"For Black History Month, I love to watch great documentaries that celebrate the remarkable lives of actors, political and sports figures like 'Selma,' 'One Night in Miami' or Sam Cooke. I find great inspiration in how these leaders lived courageously and accomplished so much in the face of great inequality. As a result, I am inspired and challenged to create positive change for others in my community."



**CARA SABIN**  
CEO, SUNDIAL BRANDS

"Black History Month has been a moment to reflect on my own family ancestry, recounting and celebrating the stories I know of how they've contributed to the fabric of this country and wishing I knew the stories that have been lost. And my team and I have been honoring Madam C.J. Walker — innovator, philanthropist and activist — by bringing her legacy to life through her eponymous line Madam by Madam C.J. Walker. We hope to keep her name and her work alive by celebrating the next generation of inventors and trailblazers."



**ERICA CULPEPPER**  
GENERAL MANAGER, CAROL'S DAUGHTER,  
SOFTSHEEN-CARSON AND THAYERS  
NATURAL REMEDIES



"Black history happens everyday — 365, 24/7 — however, during February I especially like to pause, reflect and bask. Bask in the glory of those who came before me, bask in the magnitude of what it took for me to get to where I am, recognizing that I am standing on the shoulders of giants. And ensure that I am doing my part to leave a powerful legacy behind both personally and professionally that the next generation can be proud of."



# Roses: The Sweet Smell of Success

● **Flowers may be hard** to come by this Valentine's Day, but rose lovers have a viable option. Tom Ford, whose love for the bloom is well documented — the designer's L.A.-based garden is the stuff of dreams — has launched a trio of rose-based scents that make an able stand-in. Called The Private Rose Garden Collection, they include Rose d'Amalfi, which contains bergamot and mandarin; Rose de Chine, featuring Chinese peonies, and Rose de Russie, which blends rose with the essence of Russian black leather. While Ford wanted to present a modern take on the rose, it is, of course, the most classic symbol of love. Beauty Inc asked Givaudan to share some little known facts about the flower — because, after all, knowledge is the best gift of all. BY JENNY B. FINE

● A single red rose on Valentine's Day stands for love at first sight. Three roses say, 'I love you'; a dozen stems communicate completeness and perfection, because the number 12 is associated with an entire year, and 101 roses symbolize love that knows no bounds.

● The Greek god Zephyrus loved Flora so much that he changed himself into a rose, because she had no interest in any other flowers.

● Shakespeare uses rose imagery in 154 sonnets.

● Hindu legends tell of the goddess Lakshmi and wife of Vishnu, who was created out of 1,008 rose petals and 108 roses. Since then, Hindus have linked the flower with love.

● The rose is known to be about 55 million years old, according to fossil evidence. They have been cultivated in China for over 5,000 years.

● To insure that Marc Antony would remember her, Cleopatra ordered that the sails of her barge be dipped in rose water to perfume the wafting sea breezes.

● King Henry VII of England officially declared St. Valentine's Day a holiday in 1537.

● In Greek mythology, roses were often linked to Aphrodite, the goddess of love, who wore a crown of roses in her hair and was said to emerge from the sea in a shower of foam that transformed into white roses.

● The American Beauty rose is known as the "millionaire's rose," due to its expensive price in the 1800s.

● In 19th-century Victorian England, chaste lovers used floriography, the language of flowers, to send covert messages to each other with small bouquets known as nosegays. The red rose was used to say, 'I love you,' when verbal expression of such sentiments was socially inappropriate.



\*Source: Givaudan and Tom Ford Beauty



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# WWD WEEKEND

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