

# A SPECIAL EDITION OF **WWD** **BEAUTY INC**

PLAYERS' CLUB  
HIGH BEAUTY

## 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."



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

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

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



**LAUREN STEINBERG**  
FOUNDER, QUEEN V

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

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

**IWELLNESS**

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



**AMY GRIFFIN**  
FOUNDER AND MANAGING PARTNER, G9 VENTURES

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

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



**KELLY LEVEQUE**  
FOUNDER, BE WELL BY KELLY

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

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

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



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

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

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



**NATALIE MASSENET AND NICK BROWN**  
COFOUNDERS, IMAGINARY

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

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

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



**CLÉMENCE VON MUEFFLING**  
FOUNDER, BEAUTY AND WELL BEING

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

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



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

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

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

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



**MELISSA WOOD-TEPPERBERG**  
FOUNDER, MELISSA WOOD HEALTH

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

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



**VENUS WILLIAMS**  
TENNIS CHAMPION AND ENTREPRENEUR

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

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



**TANYA ZUCKERBROT**  
FOUNDER, F-FACTOR

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

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