

The **7th** in the global series with over **3000 private meetings** scheduled.

BEAUTY & MONEY

September 26, 2019 | New York

📷 @beautyandmoney_kr #BeautyMoneyNY

Helping beauty brands navigate...

Investment | Retail | Customer Engagement | Business Operations | Mentorship

Connect with **250+** of the industry's leading executives including:



Amanda Baldwin
President
Supergoop!



Amy Shecter
CEO
GlamSquad



Divya Gugnani
Co-Founder & CEO
Wander Beauty



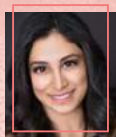
Zahir Dossa
Co-founder & CEO
Function of Beauty



Elana Drell
Szyfer
CEO
ReVive



Ilya Seglin
Managing Director
Threadstone Advisors



Tanya Soman
Venture Partner
500 Startups



Sarah Foley
Managing Director
SWAT Equity Partners



Benni Leigh
Co-founder
Follow Beauty



Andy Lu
Global eCommerce and Digital Director of Life Essentials
Unilever



Heather Connelly
Buying & Merchandising
CosBar



Sapna Parikh
Executive Director of eCommerce and Digital Development
Groupe Clarins

Associate Event Partner:

CRODA

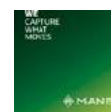
Senior Event Partner:



EC SCOTT
Your partner in beauty

afterpay

reCommerce



Event Partner

THE RED TREE
BEAUTY BRAND CONSULTANTS

Instagram Partner:

DASH HUDSON

Kisaco Research

www.beautyandmoneysummit.com • +44 (0)20 3696 2920

Supporting the entire

INDIE BRAND

journey from day one...

...from **idea** to **scaling your start-up** to **growing as a mid-market brand**.

Since we launched back in 2017, Beauty & Money has connected **over 500 independent beauty brands** with the leading financial and strategic buyers.

However, building a successful business isn't just about raising capital, it's also about how you spend it.

We've expanded the scope of the day around the key business areas in which building the right relationships can really help to drive a brand forward. Our dual-stream 'Secret to Success' educational series concentrates on overcoming some of the reasons why start-ups fail and brands don't scale with priceless advice from some of the best in the industry.

You can expect:

Indie approved
suppliers and
distributors who
can move as fast as
your brand

The latest
innovations
in **consumer
engagement** to
build brand loyalty

Access to
Investors from
Seed funding,
VC, PE and
Strategic Buyers

Experts in mastering
retail **supply chain**
profitability and
**recruiting winning
teams**

Mentors ready
to teach you the
lessons they have
learnt on their
journey to success

We're also bringing our Mentorship Programme to New York for 2019, an initiative to connect the next generation of beauty entrepreneurs with guidance from some of the top movers and shakers in the business.

Media Partners:



Do you sell to
brands? Here is
why you need to
be there

Why **ATTEND**

Whether you're just starting out or you're looking to scale your brand, **Beauty & Money** is the platform to...

MASTER YOUR MONEY

Whether you're looking for your next capital raise, or your brand is currently in a healthy position, networking with investors can be crucial in perfecting your pitch and accelerating your business.

Schedule one-to-one private meetings with seed, VC & PE investors, expanding your network to secure your next source of capital.

Determine what investors and strategic buyers are looking for to perfect your pitch and gain the competitive edge when raising capital.

Explore necessary considerations around bootstrapping, crowd funding and other alternative funding strategies to establish the right time to raise your next round.

Connect with attendees such as:

500
startups



CircleUp



GGVCAPITAL

PRELUDE GROWTH
PARTNERS



SWATEQUITY



Why ATTEND

Essential sessions

11.55

Finding the Right Retail Partners

Explore how to successfully reach targeted consumers in local communities across the nation.

Panelists include:



3.00

Building a Bullet-Proof Supply Chain

Discover how to achieve supply-chain profitability.

Panelists include:



REACH NEW CUSTOMERS

Whether you're selling D2C or have an omnichannel strategy, networking with distributors and retailers is vital when transitioning into new channels and geographies.

Connect with global distributors and retailers to find your next partner and optimise your international distribution strategy.

Explore how beauty brands can sell and succeed on Amazon to obtain actionable insights and inform your future Amazon strategy.

Understand what retailers are looking for to perfect your pitch and achieve omnichannel distribution.

BUILD AN ORGANIZATION

Building the right team, both internally and through the right external partners, is crucial to achieving supply chain profitability and brand growth.

Identify the key considerations around building your team, recognising which functions to outsource and when to bring in key team members, allowing you to successfully recruit for growth.

Connect with indie brand approved suppliers who offer low MOQs and short production runs, to accelerate your product manufacturing.

Learn the rules of retail supply chain, exploring the considerations needed around logistics & warehousing to ensure supply chain profitability for your brand.



Why ATTEND

ENGAGE YOUR CUSTOMERS

Engaging your consumer to build brand loyalty is crucial. After all, customer retention is less expensive than customer acquisition.

Discover how implementing digital innovations such as augmented reality can allow for a personalized customer experience and promote engagement and loyalty.

Identify alternative marketing methods such as text message marketing, pop-up stores and micro-influencers, and discover how to successfully implement them into your strategy to increase customer engagement.

Essential sessions

11.10 **Owning the Conversation with the Consumer**

Divya Gugnani
Co-Founder
Wander Beauty

WANDER
BEAUTY

11.55 **Strategies to Increase Consumer Engagement**

Panelists include:



2.40 **CBD Beauty – Engaging the Consumer in Novel Ingredients**

Beryl Solomon
Founder
Poplar

POPLAR

Past ATTENDEES

With over 3000 private meetings scheduled across six events globally, you can expect to connect with leaders from companies such as:

ALLIANCE
CONSUMER GROWTH

Cambridge
Consultants

CAPACITY
fulfillment solutions

COTY

DASH HUDSON

amazon

COLGATE-PALMOLIVE

COS BAR

EC SCOTT
Your partner in beauty

ESTÉE LAUDER
COMPANIES

facebook

FEELUNIQUE

FINANCO

CVC
Capital Partners

Deloitte.

EC SCOTT
Your partner in beauty

Johnson & Johnson

KYLIE COSMETICS

L CATTERTON

L'ORÉAL

REVLON

GLAMGLOW

Henkel

THE HONEST CO.

SHISEIDO
GINZA TOKYO

STELLA
RISING

Tengram
Capital Partners

Threadstone

TSG CONSUMER

JMK Consumer
Growth
Partners

KOPARI

MAIN POST
PARTNERS

pūrlisse
BEAUTY THROUGH ASIAN WISDOM

Unilever

Walgreens Boots Alliance

Ohana & Co

PEACH & LILY

SWAT EQUITY

TRINNY
LONDON

VIOLET GREY

2X CONSUMER PRODUCTS GROWTH
PARTNERS

AVON

BainCapital

citi

GENERAL ATLANTIC

PULPRIOT

THE RED TREE
BEAUTY BRAND CONSULTANTS

VMC
PARTNERS

Make Real CONNECTIONS

Schedule Up To 12
One-To-One Meetings

Beauty & Money is all about connecting independent beauty brands with strategic buyers, financial buyers, retailers, brand mentors and more. All attendees will have access to the MEETING MOJO platform so you can:

Access the entire
attendee list

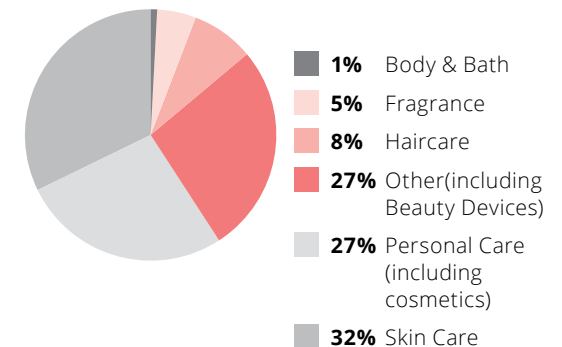
Message and invite
people to connect

Create your bespoke
meeting schedule

Dedicated private meeting sessions will run throughout the day. This is your chance to connect with:

- Executives from large strategic buyers
- Angel, venture capital and private equity investors
- Independent Beauty Brands
- Executives from global distributors & retailers
- Mid-market Brand Mentors
- Investment Bankers
- Lawyers and M&A Advisors
- Ingredients, Manufacturing & Packaging Providers
- Marketing and Digital Consultancy Providers

Categories of Independent Beauty Brands at the Beauty & Money



“

“You guys have created an environment where the conversations are really easy, much easier than cold calling and pitching your brand”

– Kelly Kovack, Founder and CEO at **BeautyMatter**

Brand Mentorship PROGRAMME

Having a collaborative network is critical as an entrepreneur and finding the right mentor to offer advice and further connections can be instrumental to success.

Receive advice on overcoming business critical challenges such as building an effective team, differentiating product lines and driving reoccurring revenue.

Schedule one-to-one mentoring sessions with our brand mentors to expand your professional network and build authentic relationships. Any attendee can apply for mentorship - Just complete the short online form.

2019 MENTORS



Elana Drell Szyfer
CEO
ReVive

President and General Manager level Beauty and Fashion Executive with 20+ years of experience in Strategic Brand Development, Omni-Channel Marketing, Prestige and Mass Market distribution.



John Bailey
Former CFO
Elf Cosmetics

John is the former President and CFO of Elf Cosmetics, having spent much of his previous career at TPG, sitting on the boards of a number of prestigious consumer brands.



Chris Hobson
President & CEO
Patchology

CEO and Entrepreneur with 20 years of experience and results in growing global brands, in both private and public companies.



Amy Shecter
CEO
GlamSquad

A bold visionary, nimble strategist and inspiring organizational leader, Amy has built businesses from the ground up, revitalized brands for greater relevance and accelerated growth and profitability for established companies.



Stirling Murray
Founder & MD
The Red Tree

Stirling Murray is the founder and MD of The Red Tree, the UK's leading international beauty brand consultancy. With a global client list that includes major corporates, p/e houses and well-funded start ups The Red Tree is the "go to company" for vision, strategy, NPD, and straight talking common sense. We also manage some of the best brand's around.



Catherine Collins
Brand Strategy and International
Retail Consultant
Upfront Consultancy

Catherine has a wealth of experience in the beauty and wellness industry. From building her own successful

distribution business in the Middle East to advising and mentoring both starts ups and well-known brands on their international strategies and investment routes.

She has a deep understanding of retail and distribution and is an expert in all the intricacies involved with entering new markets. In short, she helps your brand go global.

In addition to her business successes, she has helped to develop and write the content for the Beauty Business Management Course for the world's leading accredited online organic cosmetic science school and is also a Halal certifier and expert on Middle East registration and market entry.



Adrienne Kramer
CEO
ProBeauty Partners

ProBeauty Partners is an award winning consultancy supporting brands with everything from market entry, to international expansion, to retailer acquisition and more.



Dr. Whitney Bowe
Board Certified Dermatologist, Media Expert, Best Selling Author
Medical Director of Integrative Dermatology, Aesthetics & Wellness at **Advanced Dermatology, P.C.**

An international thought leader and pioneer in skin health, Dr. Bowe is regularly featured on Good Morning America, The Rachael Ray Show, Dr. Oz, and in publications including The New York Times, Forbes, and The Wall Street Journal. She has served as a brand accelerant and media-facing expert for a number of established, global brands as well as new, cutting edge companies with strong science and a fresh perspective.



Noelle Shine
Experienced Global Beauty Brand leader,
concept developer, and beauty entrepreneur

Over 25yrs experience with start ups, niche brands and global players, helping founders develop their brand strategies, and customer experience to growth and scale. Played a key founding leadership role in developing and executing the winning disruptive strategy of Charlotte Tilbury.



Beauty **SPOTLIGHT**

Showcasing the most innovative brands in beauty

12 independent beauty brands will be hand-picked by our Selection Committee to showcase their brand on the main stage at Beauty & Money, in a quick-fire round of presentations. This will be followed by the Beauty Unboxing, a chance for attendees to experience the brands products and services first-hand. Each brand will have a dedicated area to display their products.

Submissions will be accepted from both Mass and Prestige independent beauty brands in Colour Cosmetics, Skincare, Haircare, Fragrance, Bath & Body, Beauty Devices & Beauty Tech. Brands should be early to mid-stage and are actively seeking financial investment, acquisition, distribution, and/or marketing.



See who
made it to the
SPOTLIGHT
this year!

Beauty Spotlight **PRIZES**

All of our **12 Spotlight finalists** will have the opportunity to present on the main stage, followed by a chance to showcase their product, service or technology in a live unboxing session.

More
PRIZES
ANNOUNCED SOON.

In addition, our event partners have donated some exciting prizes to support our winners on their path to growth and success.



Independent Cosmetic Manufacturers and Distributors

All 12 spotlight finalists will win a one year complimentary ICMAD membership, supporting cosmetics entrepreneurs with special partnership opportunities, education and business and regulatory assistance.

BEAUTY & MONEY

Audience Choice Award

One lucky spotlight finalist will win the Audience Choice Award, earning a trophy, editorial coverage sent to the Beauty & Money network of 20,000+ industry execs and lifetime complimentary access to the Beauty & Money Summit New York!



Upfront Consultancy

All 12 finalists will receive a complimentary 1 hour call with Catherine, the founder of Upfront Consultancy on their overall strategy and route to international markets.



Tribe Dynamics:

2 years worth of free data (for qualifying brands) and a free consultation with Tribe Dynamics.



GGV Capital

A mentoring lunch with one of the GGV Capital team & an invite to GGV's Founders & Leaders program (winner can choose to attend the session that is most relevant to them)



Revieve

One Beauty Spotlight finalist, chosen by Revieve, will receive a 6-month free-of-charge term for Revieve's Digital Beauty Advisor, a personalized beauty customer-experience solution to be implemented onto the finalist's website.



The Red Tree

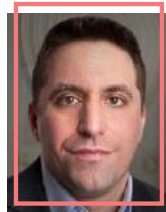
One Beauty Spotlight finalist, chosen by The Red Tree, will receive a 1-on-1 mentoring session from the team at The Red Tree.

2019 Spotlight Selection **COMMITTEE**

Representing some of the leading investors, retailers and advisors within the beauty industry, our prestigious selection committee will be deciding on the 12 most exciting and innovative brands pitching on stage as our Beauty Spotlight finalists.



Robin Li
Principle
GGV Capital



Larry Kahn
Partner
Beechwood Capital



Sarah Foley
Managing Director
SWAT Equity Partners



Ilya Seglin
Managing Director
Threadstone Advisors



Tanya Soman
Venture Partner
500 Startups



Ben Lee
Managing Director
CircleUp



Tina Bou-Saba
Investor and Advisor
CXT Investments



Catherine Collins
CEO
Upfront Consultancy



Neda Daneshzadeh
Partner
Prelude Growth Partners



Bentley Eidsmo
Director of New Brand Development
Guthy|Renker



Benni Leigh
Co-Founder
Follow Beauty



Kathryn Cavanaugh
Managing Director
Capstar Ventures

Our Previous SPOTLIGHT FINALISTS

“

I was blown away by
the Spotlight”

– Neda Daneshzadeh,
Partner at **Prelude**
Growth Partners

NY 2018 Finalists

DOLL 10
PROVEN BEAUTY SOLUTIONS

E i R N Y ± C

HELLOAVA
skincare

KREYÒL ESSENCE
100% NATURAL + ETHICAL
BEAUTY PRODUCTS FROM HAITI

Olive + M

patchology
Beauty at the speed of you.

PROVEN

RECESS

SA.AJ&CO

SiO
RELUITY

URBAN SKIN Rx

VENDÔME
Paris

NY 2017 Finalists

(allwork)

beauty bakeries
COSMETICS BRAND

DERMAFLASH
A REVOLUTION IN SKIN CARE

Dr Roebuck's

NANNETTE de GASPÉ

OLIKA

PULPRIOT

SCENTBIRD
NEW YORK

SUMMIT

Black Motion

trèStique

ZIIP
BEAUTY

LA 2019 Finalists

Acaderma

AMARETA

APTO
SKINCARE

Chella

CHUDA
THE REGENERATION. YOUR SKIN.

HERO
COSMETICS

Karuna

NECTAR
SKIN TREATS

PATRICKS

Sampler

SKIN
OILS

sweat

London 2019 Finalists

AQUIS
PRIME HAIRCARE

Ceramiracle
SANTA MONICA, CALIFORNIA

drbotanicals

EQUI
LONDON

INSTANT EFFECTS

MARRAM
CS

Medik8

MITITIKA
POUR AMOUREUX DU SOLEIL
FOR SUN LOVERS

PRETTY ATHLETIC

PROVERB
LITFUSED BY SKINCARE
FOR MEN

ra oils
pure natural oils

WE ARE PARADOX

2019 SPEAKERS



Chris Hobson
President & CEO
Patchology



Greg Torchiana
President
Bentley Labs



Joe Atencio
Partner
Yellow Wood Partners



Elizabeth Corrigan
Founder & President
The Complete Package



Amanda Baldwin
President
Supergoop!



Agustina Sartori Odizzio
Director of AR Innovation
Ulta Beauty



Liz Scott
President
EC Scott Group



Yasmin Dastmalchi
Senior Vice President, Global General Manager
Baxter



Suzanne LeRoux
Founder & CEO
One Love Organics



Andrew Glass
Founder & CEO
Non Gender Specific & Wakse



Tanya Soman
Venture Partner
500 Startups



Craig Dubitsky
Friendly Founder
Hello Products



Samuel Cheney
Head of Commercial Operations
BEAST London



Zahir Dossa
Co-founder & CEO
Function of Beauty



Sarah Foley
Managing Director
SWAT Equity Partners



Claire Chang
Founder & Managing Director
IgniteXL



Ryan Detert
CEO
Influential



Sunny Dhillon
Partner
Signia Venture Partners



Amy Shecter
CEO
GlamSquad



Beryl Solomon
Founder
Poplar



Benni Leigh
Co-founder
Follow Beauty



Melissa Bridgeford
Founder
Stylust



Heather Connelly
Buying & Merchandising
CosBar



Divya Gugnani
Co-Founder
Wander Beauty



Richard Kestenbaum
Managing Director
Triangle Capital



Sam Sinai
CEO
Sam Marcel



Randi Christiansen
Co-founder & CEO
Nécessaire



Rachel Roff
Owner
Urban Skin Rx



Michaela Atkinson
Head of Content
Dash Hudson



Donna Petretti
Head of NA Marketing - Personal Care
Croda



Lizzy Eisenberg
Director of Market Development
Afterpay



Dr. Whitney Bowe
Board Certified Dermatologist



Jacqueline Gutierrez
Founder & CEO
Beauty Backer



Andy Lu
Global eCommerce and Digital Director of Life Essentials
Unilever



Sapna Parikh
Executive Director of eCommerce and Digital Development
Groupe Clarins



Marie Chevrier
CEO & Founder
Sampler



Taylor Hamilton
CEO
reCommerce Brands



Anu Duggal
Founding Partner
Female Founders Fund



Rachel Adler
Director of Digital Marketing and Communications
Peter Thomas Roth Clinical Skin Care



Michael Grant
SVP Digital Advertising
reCommerce



Birgit Benayoun
VP Fine Fragrance
MANE North America



Tracy Holland
Co-founder & CEO
HATCHBEAUTY



Stirling Murray
Founder & MD
The Red Tree



September 25

PRE-DAY WORKSHOP

10.00

Arrival & Networking

Hosted by: **reCommerce**

10.30 - 12.00

Optimize, Protect and Grow Your Brand on Amazon

reCommerce is the world's premier full-service amazon agency. We help brands optimize their presence and sell more of their products on the world's leading e-commerce marketplace. In this presentation we'll take a deep dive into the 5 pillars that brands need to focus on to achieve long term sustainable growth on Amazon.

- Brand Protection – How to create pricing parity between your ecommerce and brick and mortar sales channels.
- Content Optimization – How to create beautiful content on Amazon that aligns with your brand in order to grow sales.
- Advertising – How to create and execute thoughtful advertising strategies in order to make your products stand out amongst the more than 600 Million current products on Amazon.
- Logistics & Supply Chain – Stay in stock, launch new products, and keep your listings available for sale 24/7/365.
- Sales Benchmarking & Data Analytics – Benchmark performance, set goals, understand market trends, and make data driven decisions in order to grow your brand.

Attendees will learn specific steps to follow in order to control and optimize their brand on Amazon, including:

- Best practices for creative optimization
- Best practices for advertising optimization
- Best practices for brand protection

12.00 - 1.30pm

Networking lunch



September 25

PRE-DAY WORKSHOP

Hosted by:



Threadstone

1.30 - 5.00

FINANCING 101: Demystifying the 'Money' in Beauty & Money

An educational and interactive workshop for independent beauty brands looking for clarity around their financing options. A series of sessions will cover some of the key questions independent beauty brands have when raising capital. Pros & Cons of each investment option will be discussed, from seed funding, through VC and PE investment to working with Strategic Buyers.

Sessions include but are not limited to:

- What to look for in an investor
- Most appropriate investor at each stage of growth
- Different deal structures and how not to get a bad deal
- Pitching do's and don'ts
- What investors are looking for in a brand
- How to get your legal house in order – trademarks, operational agreements between founders
- Being a woman in fundraising

This workshop is only available to delegates representing independent beauty brands.

For more details and to book the workshop day please contact events@kisacoresearch.com

September 26

CONFERENCE AGENDA

8.00

Arrival & Networking

8.30

Welcome

8.35

Introduction - MANE and Scent Branding

Birgit Benayoun, Vice President Fine Fragrance Division, **MANE**

8.45

Beauty Spotlight

12 independent beauty brands, hand-picked by the prestigious selection committee, introduce themselves and their products. Each brand will have the chance to deliver a two-minute presentation on the main stage, as well as display a short video or photo reel to showcase their brand visually.

Hosted by



9.20

Beauty Unboxing

Dedicated time to exclusively experience product samples from the Beauty Spotlight. Each spotlight brand will have a dedicated area in which to display their products and take questions from attendees.

9.40

Morning Networking

Coffee Break Sponsored by Croda

Hosted by
CRODA

9.50

Private Pre-Scheduled Meetings

3 x 20-minute meetings

9.50-10.10 10.10-10.30 10.30-10.50

10.10

Beauty, Brexit and what my Dad told me

A winning approach to deal with the unpredictability of Brexit
Stirling Murray, The Red Tree

THE RED TREE
BEAUTY BRAND CONSULTANTS

“

“The Beauty & Money Summit is important to us, because it is the only vehicle in the market place today that is really identifying globally, the next generation of brands in today's beauty world.”

– Stirling Murray,
Founder and Managing
Director,
The Red Tree



“

“Really valuable, the speakers were fantastic and the speed dating concept was a great way to network.”

– Maegan Scarlett,
oVertone

Investment & Business Operations

Chair: Bentley Eidsmo, Director of New Brand Development, Guthy|Renker

10.50

INTERVIEW: In the Spotlight - Where is she now?

Interviewer: Catherine Collins, CEO, **Upfront Consultancy**

Rachel Roff, Owner, **Urban Skin Rx**

We invite one of our past Beauty Spotlight Finalists to return to the stage and share their brands journey since their original Spotlight presentation. They will discuss their successes and challenges in areas such as raising capital and building retail partnerships and share their advice to brands looking to scale their business.

11.10

Crowd-funding Beauty

Jacqueline Gutierrez, Founder & CEO, **Beauty Backer**

This presentation will share advice for brands looking for alternative ways to raise capital and discuss considerations needed when exploring crowd-funding.

11.35

PANEL: The Future of Personal Care

Moderator: Stirling Murray, Founder & MD, **The Red Tree**

Craig Dubitsky, CEO, **Hello Products**

Randi Christiansen, Co-founder & CEO, **Nécessaire**

As consumer demand for transparency rises, and image conscious millennials continue to share their lifestyle on social media, personal care items which were once seen as a necessity are becoming clean, stylish and chosen with increasing consideration. This panel will discuss the future of this growing trend and offer insights into launching products into the evolving personal care category.

Consumer Engagement

Chair: Dr. Whitney Bowe, Board Certified Dermatologist, Media Expert, Best Selling Author

10.50

Targeted Sampling to Drive ROI

Moderator: Marie Chevrier, CEO & Founder, **Sampler**

Sapna Parikh, Executive Director of Ecommerce and Digital Development, **Groupe Clarins**

This panel will discuss how to build highly targeted and measurable product sampling programs that drive ROI, sharing case studies and past experiences, and sharing advice for brands to start engaging their most valuable potential customer at scale.

11.10

INTERVIEW: Owning the Conversation with the Consumer

Divya Gugnani, Co-Founder, **Wander Beauty**

Interviewed by: Richard Kestenbaum, Managing Director, **Triangle Capital**

As the number of DTC brands increases, many are expanding their presence into physical retail to build a strong relationship with their consumer, engaging them through multiple touch points. Not only has Wander Beauty opened a pop-up on New York's Upper East Side in May, hosting educational events, the brand is also taking engagement one step further by implementing social co-creation and crowdsourcing for product development. This interview will explore the ways in which Wander is building brand loyalty and offer advice for other brands looking to follow suit.

11.35

Glamsquad is Connected Beauty

Amy Shecter, CEO, **GlamSquad**

Glamsquad is on the forefront of change in the Beauty Industry. They have evolved from a services marketplace to a next-generation omni-channel beauty brand with services and product. Amy, Glamsquad's CEO, will highlight how they have used data and human connections to create a new retail channel, launch product and provide luxury experiences to their clients.



11.55

PANEL: Finding the Right Retail Partners

Moderator: Liz Scott, President, **EC Scott Group**

Yasmin Dastmalchi, Senior Vice President, Global General Manager, **Baxter**

Suzanne LeRoux, Founder & CEO, **One Love Organics**

Tiila Abbitt, Founder, **Aether Beauty**

Retail is changing faster than ever and finding the right partners is increasingly important. With speciality independent channels being favoured by scaling brands who are looking to develop an omnichannel strategy, this panel will discuss the considerations and challenges around finding the right partners for your brand to successfully reach targeted consumers in local communities across the nation.

11.55

PANEL: Strategies to Increase Consumer Engagement

Moderator: Ilya Seglin, Managing Director, **Threadstone Advisors**

Melissa Bridgeford, Founder, **Stylust**

Heather Connelly, Buying & Merchandising, **CosBar**

Zahir Dossa, Co-founder & CEO, **Function of Beauty**

Amanda Baldwin, President, **Supergoop!**

With consumers demanding a more personalised experience, many brands are focused on incorporating digital innovations and novel marketing techniques into their businesses, to get closer to their consumer. By understanding exactly who their consumer is and what they want allows brands to build loyalty and increase the lifetime value of each customer. The panellists will share their strategies for consumer engagement, explore digital innovations and in store strategies and share their insights into the future of creating unique experiences for the consumer.

12.20

Networking Lunch

12.50

Private Pre-Scheduled Meetings

4 x 20-minute meetings

Investment & Business Operations

2.10

PANEL: An Investors Perspective – How to Finance Your Brand

Moderator: Richard Kestenbaum, Managing Director, **Triangle Capital**

Sarah Foley, Managing Director, **SWAT Equity Partners**

Claire Chang, Founder & Managing Director, **IgniteXL**

Tanya Soman, Venture Partner, **500 Startups**

Benni Leigh, Co-Founder, **Follow Beauty**

A panel of investors discuss what they look for in brands and how to best secure funding. They will touch of topics such as fundraising as a female founder, how to perfect your pitch and answer questions from the audience to demystify the financing process

Consumer Engagement

2.10

The Rise of the Micro Influencer

Ryan Detert, CEO, **Influential**

The use of micro influencers is gaining traction in the beauty industry with 45.5 percent of marketing professionals preferring to work with micro influencers. This presentation will discuss how brands can utilise micro influencers to engage their consumers and build brand loyalty.

2.25

How to Drive Growth for Beauty Retailers through Payments

Lizzy Eisenberg, Director, Market Development, **Afterpay**

Millennials have a combined spending power of \$200B, but 63% don't own a single credit card. Learn how Afterpay's innovative payment solution not only puts the customer's needs first, but maximizes conversion, basket size, and drives new customers —offering brands and retailers new ways to help their consumer create more complete product regimens.



2.40

Sustainability & Ingredient Integrity in the Beauty Industry

Donna Petretti, Head of NA Marketing - Personal Care, **Croda**

Sustainability has become an integral part of the business of beauty, with consumers demanding transparency in the ingredients they purchase and brands moving towards zero-waste. This presentation will explore the growing importance for brands to establish sustainable programs with their suppliers and how to ensure ingredient transparency is at the forefront of their strategy.

2.40

CBD Beauty – Engaging the Consumer in Novel Ingredients

Beryl Solomon, Founder, **Poplar**

CBD is one of the hottest ingredients in beauty, and the trend is likely to grow as more research is done into the ingredient. Poplar offers a curated assortment of the best products on the market, all carefully selected and independently tested to help consumers navigate the new world of CBD beauty. This presentation will touch on the CBD trend, sharing thoughts and insights into the ways in which brands can engage consumers in new products with novel ingredients.

3.00

Afternoon Networking

3.05

Private Pre-Scheduled Meetings

4 x 20-minute meetings

4.45

PANEL: Building a Bullet-Proof Supply Chain

Moderator: Chris Hobson, CEO Rare Beauty Brands & Vice Chair, **ICMAD**

Greg Torchiana, President, **Bentley Labs**

Joe Atencio, Partner, **Yellow Wood Partners**

Elizabeth Corrigan, Founder & President, **The Complete Package**

Tracy Holland, Co-founder & CEO, **HATCHBEAUTY**

Sometimes overlooked in the excitement of creating a brand and getting your first customers is the all-important underlying foundation of a supply chain that can reliably support the growth of the business. Too many brands with a great concepts, amazing products and beautiful packaging have failed because they did not develop the processes and capabilities required to get product from idea to the consumer. This panel consisting of practitioners on both the brand and supplier sides, will outline common pitfalls and best practices in crafting a world-class supply chain for a start-up beauty brand.

5.15

How to Translate Your Brand on Instagram

Michaela Atkinson, Head of Content, **Dash Hudson**

For established and startup beauty brands alike, it can be challenging to build a social presence that visually communicates a company's DNA, while also driving awareness and revenue. Join Michaela Atkinson, Head of Content at Dash Hudson and Rachel Adler, Director of Digital Marketing and Communications at Peter Thomas Roth Clinical Skin Care, to learn how the 26 year old brand has built a successful strategy on social that's relevant for the digital age.

5.25

Using AR Innovation to Engage Consumers

Agustina Sartori Odizzio, Director of AR Innovation, **Ulta Beauty**

Augmented reality technologies are become mainstream, with virtual try-ons bringing the 'in store experience' to the consumer at home. This presentation will touch on some of the ways in which Ulta is using these digital innovations to engage their consumer base.

5.35

Close of Conference & Networking

Get **INVOLVED**

Beauty & Money is far from your usual “exhibition hall” experiences...

It's an intimate environment that provides sponsors direct access to industry executives from across the Beauty ecosystem through high-profile brand visibility and targeted networking.

Sponsorship opportunities are tailored to your marketing objectives; whether you want to showcase your packaging, ingredients and solutions, or demonstrate thought leadership as part of the day's agenda.

PREVIOUS PARTNERS INCLUDE

(allwork)

BlueGem
Capital Partners LLP

Caldwell

FEELUNIQUE

FINANCO

MAIN POST
PARTNERS

nb NEXT
beauty

Ohana & Co

ORACLE
NETSUITE

DASH HUDSON

MINTEL

Threadstone



GET IN TOUCH

if you are a

- 🔧 Marketing/Creative Agency
- 🔧 Ecommerce Platform
- 🔧 Packaging Supplier
- 🔧 Ingredients Supplier
- 🔧 Private Equity Firms
- 🔧 Investment Bankers
- 🔧 Lawyers or M&A Advisor
- 🔧 Distributor
- 🔧 Software & Platform Provider

**Get A Personalised
Sponsorship Solution**

Contact Emma Forrest

E: partner@kisacoresearch.com

T: +44 (0)20 3696 2920

Event PARTNERS

Associate Event Partner

CRODA

Croda are the name behind the high performance ingredients and technologies in some of the biggest, most successful brands in the world: creating, making and selling speciality chemicals that are relied on by industries and consumers everywhere.

Senior Event Partner



Threadstone

Threadstone Advisors is a leading independent advisory and investment firm specializing in the beauty and personal care, apparel, specialty retail and direct-to-consumer sectors. Our philosophy behind the creation of Threadstone Advisors is the belief that the comprehensive knowledge and a values-oriented culture of the senior partners are at the core of our success. We are committed to helping our clients benefit from more than 100 years of combined experience.

EC SCOTT
Your partner in beauty

EC Scott Group is the premier Sales, Service, and Training company for prestige beauty brands looking for growth in the ever-changing US retail landscape. They provide an efficient and effective way for manufacturers and brands to reach target consumers in local communities across the nation and to provide local retailers access to high-end beauty products, as well as provide them with education tools, training, and service needed to make their businesses successful.

afterpay

Afterpay offers interest-free installment plans for online purchases. Based in Australia, Afterpay launched in North America in 2018, and has already partnered with more than 2,800 leading brands in the US to offer customers a "buy now, pay later" service that requires no traditional loans, upfront fees or interest payments. Shoppers receive products immediately and pay for them in four, interest-free installments. Afterpay assumes all nonpayment risk on behalf of retailers and the platform easily integrates with merchants' existing infrastructure.



Solabia Group is present in the cosmetics, pharmacy, nutrition, biotechnology and microbiological diagnosis sectors, the Solabia Group, with its six production units, has complementary expertise that enables it to offer an extensive range of active principles and ingredients used throughout the world by the cosmetics, pharmaceutical and food industries.

Our research and development centres group together more than thirty international calibre researchers whose original expertise – driver of innovation – enables us to completely master the techniques of biocatalysis, enzymatic synthesis, fermentation and plant extraction. This complementary expertise enables us to create innovative products as well as partnerships with both our customers and internationally renowned research organisations.

reCommerce

reCommerce is a top 10 Amazon seller, and the largest full-service Amazon brand agency in the world. We help emerging and global brands optimize their presence, protect their brand equity, and grow their sales on the world's leading e-commerce marketplace. We provide full-service logistics, creative, copywriting, advertising, and brand protection services in house, all at NO CHARGE to our partners.



MANE is proud to be on the verge of celebrating 150 years of steady and sustainable growth, honoring the past and inventing the future. Our long-term business strategy centers on a culture of innovation, and loyalty to our customers in the beauty industry. We believe in

the entrepreneurial spirit of our teams and the artisanship of our perfumers to create lasting emotions. We invest in talent, in technology, and in partners ranging from digital native beauty brands to more mature ones that share our values, ethos and beliefs. We produce your ingredients in harmony with nature, and design your fragrances of tomorrow, inspired by consumers insights, and validated by our sensory technologies...Capturing the riches of our planet and What Moves us in countless ways.

Event Partner

THE RED TREE
BEAUTY BRAND CONSULTANTS

The Red Tree is the UK's leading international beauty brand consultancy and works with a wide range of companies from well-funded start-ups to major corporates. We create and implement long term strategy and vision, develop and launch new brands, plan and execute market entry strategies, and make brands RaceFit for market entry.

With a global understanding of the beauty market The Red Tree has an international client base that includes the US, the Middle East, Europe, and Australia and has considerable expertise in each beauty category – skincare, colour cosmetics, male grooming, haircare, and fragrance.

Instagram Partner

DASH HUDSON

The world's most discerning brands and publishers use Dash Hudson to create and share photos and videos that people care about. Our visual intelligence platform provides a one-stop solution to predict performance, distribute, measure, and enhance engagement across all of your visual marketing channels. www.dashhudson.com

Supporting A **GOOD CAUSE**

Beauty & Money Summit is incredibly proud to be partnered with the UK charity Beauty Banks, that provides people living in poverty with hygiene and personal care items.

Beauty Banks sources items such as shampoo, body-wash, toothpaste and deodorant and donate them to registered charities like foodbanks, homeless shelters and refugees who pass them onto the guests they serve. Beauty Banks and Beauty & Money believe that being clean is a basic human right and is fundamental to our general health, mental health and wellbeing.

Beauty & Money will be **donating \$25** of each ticket sold to Beauty Banks.



THERE'S HOPE IN SOAP

HELP THOSE WHO NEED IT MOST, TO
CLEAN AND CARE FOR THEMSELVES
AND THEIR FAMILIES

**Beauty
Banks**

Venue & PRICING

	Standard Rate
Subsidised Brands Rate (Under £3mil rev)	\$1,299
Corporate Brands & Retailers	\$1,699
Industry Supporting Companies	\$2,999
Pre-event workshop (September 25th)	\$199

\$25 of each ticket will be donated to Beauty Banks. [Find out more on the previous page.](#)

BRING THE TEAM

Save **10%**
Book a team of 3+

Save **15%**
Book a team of 5+

CONTACT US

+44 (0)20 3696 2920 • events@kisacoresearch.com

Team discounts are only valid on industry rates and not in conjunction with any other offer or promotion. Payment Terms: Please note that all prices are in USD and a \$79 processing fee will apply to any invoices requested. All Early Bird discount prices, including Group Discounts, must be paid in full by deadlines provided above. No discount offers can be combined with any other offer. Please view our Cancellation Policy.
QUESTIONS? Please email events@kisacoresearch.com



Venue details:

Convene at 237 Park Avenue
237 Park avenue
New York, NY, 11017

We are thrilled to be back in New York City for Beauty & Money Summit 2019. For venue information and links to accommodation, please visit beautyandmoneysummit.com