

BEAUTY CONNECT

SPOTLIGHT

FINALISTS

2020



K18 is the first product in history to reverse hair damage. Patented after mapping the entire keratin genome that represent all of the building blocks of keratin DNA, this unique product revirginizes strands damaged from chemical services and thermal/mechanical styling. Patented K18 doesn't just hide damage or patch it up – it's the first product to utilize biomimetics to replicate the internal makeup of hair keratin, resulting in soft, smooth, strong hair with bounce that feels like new. The more damaged the hair, the more dramatic the results. This is BIOMIMETIC HAIRSCIENCE and it heals hair in just 4 minutes

K18HAIR.COM

Founder



Suveen Sahib, Co-Founder & CEO

I believe our hair care habits and products have only made our hair very needy for products that simply mask or temporarily patch damage. This quest got me to pursue solutions rooted in technology and science that works with the biology of our hair. As co founder and ceo of aquis.com, we pioneered the correct hair drying solution that simply works and has been delighting customers across the globe during the past five years. I was researching bio engineering platforms during this period together with top scientists to come up with patented biotech platforms that can make the internal architecture of our hair naturally robust and resilient to all kinds of chemical damage without hair being weighed down by cosmetic chemistry

About



There are 7.8bn faces on the planet, all with different needs depending on skin colour, skin type and formula preference. It's impossible for brands and retailers to cater for this diversity, so consumers are often left having to compromise.

Driven by science, we have a different vision. DCYPHER technology allows a consumer to design their own products customising the skin tone, coverage, finish and moisturisation. Our unique technology means we can be completely inclusive, simplifying the foundation buying process and giving back control to consumers. Our vision for the future of beauty retail starts here.

WWW.DCYPHER.ME

Presenter



Dr. Claire Triantis

After studying to achieve an MSc and PhD in Cognitive Neuroscience at the University of York, Claire worked for the consumer giant **Unilever** for 9 years. Working in both category and science roles Claire eventually headed up the Consumer Science team in Deodorants R&D. Gaining insight into product development, the power of real life product testing and consumer relevant claims generation gave Claire a skillset to lead Consumer Insight for DCYPHER.

Outside of work Claire has two energetic children and a passion for running and volunteering!

About

ELLIS DAY
SKIN SCIENCE

WWW.ELLISDAYSKINSCIENCE.COM

We believe that modern skincare must be revolutionized to achieve optimal skin health. And we believe the answer is in the wild, natural world, which includes the surface of your skin.

At Ellis Day Skin Science, we pioneer natural phage-based products that reset the microbiome and optimize skin health to fight and prevent inflammation, damage, and aging from bad bacteria, free radicals, and other harmful agents. We use cutting-edge science to leverage nature, creating products that are just as kind and conscientious as they are effective, so that all can feel empowered with balanced, clear, radiant, and resilient skin.

Founder



Carol Christopher

A chemical engineer by training, Carol is a serial entrepreneur with 25+ years experience in the biotech industry after getting her start in consumer packaged goods. She is the co-founder of **Alexza Pharmaceuticals** and also worked at **Procter & Gamble** and **The Clorox Company**. Carol has worked with leading universities including **Georgetown**, **Stanford University**, and the **University of Southern California**, to translate innovative technologies into viable companies. She has taught and published peer-reviewed papers on entrepreneurship in India, Malaysia, China, and the Philippines.

About



MASAMI is clean premium haircare with a unique Japanese ocean botanical for massive hydration. MASAMI is high performing without any bad ingredients: no sulfates, phthalates or parabens. We believe that when we take from the earth, we need to replenish -- so we've set up the MASAMI INSTITUTE to fund research and education on rebalance the ocean ecosystem in northeastern Japan. MASAMI is gender neutral with a clean, fresh scent and is vegan and cruelty free. Our debut line consists of shampoo, conditioner, shine serum and styling cream.

WWW.LOVEMASAMI.COM

Founders



Lynn Power, Co-Founder & CEO of MASAMI

James Hammett, Co-Founder & Chief Innovation Officer

Lynn is a long time advertising and marketing executive (most recently CEO of J. Walter Thompson NY) with a love for beauty, having worked on iconic brands like L'Oreal, Clinique, Nexxus throughout her career. James spent 20+ years launching and relaunching brands for Clairol, L'Oreal and more and is deeply passionate about creating high performing clean products that will work on virtually every hair type.

About

nude envie

Nude Envie is a sophisticated line of refined makeup that enhances features other makeups often undermine. Why nude? Nude showcases a woman's skin tone without overpowering her other defining features. It allows her to glow, not her lipstick. It's subtle. It's confidence. It's Nude Envie. Why multiple shades? The world is an exquisitely diverse place. Unique shades of nude provide each woman with her own nude wardrobe, a shade for every outfit, mood or season, so she never has to compromise. We want every woman, no matter her ethnicity or complexion, to embrace her natural allure and feel confident in her own skin. Nude Envie launched with Envie de lèvres — nine profound shades of nude-colored lipsticks and two “perfect” and “timeless” nude lip pencils.

WWW.NUDEENVIE.COM

Founder



Isabel Madison - CEO & Founder

The daughter of a cosmetics visionary, Isabel Madison grew up immersed in beauty culture. She learned at a young age that feeling beautiful and being beautiful were one in the same; and it was confidence, sophistication, and subtleness that made her feel beautiful. Just as Isabel began infusing her vision into her father's cosmetics company she made the choice to put motherhood before her career. Never regretting her decision, Isabel raised three magnificent children, but her passion for cosmetics never faded. It wasn't until recently that Isabel finally found her place in the vast cosmetics landscape.

While shopping, Isabel's sister began to feel overwhelmed by the wide variety of vibrant colors of lipstick in the store's cosmetics departments. Why did lipstick need to be so overly wild and bold? It didn't! And with this revelation, Nude Envie was born.

About

SPA^{OF} ICELAND[®]

SPA of ICELAND is a luxury vegan bath and skincare brand for body and home, created by Icelandic serial beauty entrepreneurs, to bring world class, Icelandic spa-quality products into homes and daily routines across the globe, using the most consumer-convenient sales channels available. The brand began with its key ingredient, Icelandic sea salt, and has expanded to include products and ingredients that nurture and promote healthy skin, hair and homes.

SPA of ICELAND evokes Iceland's natural beauty and wonder, embodying the feeling of Iceland's clean water, fresh air, rich salt, nurturing minerals and geothermal power.

WWW.SPAOFICELAND.COM

Founders



Fjola Fridriksdottir and Haraldur Johannsson are life and business partners, serial entrepreneurs with over 40 years' experience building and selling successful businesses together. Their passion for creating high quality cosmetics and personal care products lead them to create SPA of ICELAND, introducing spa-class luxury to the home bath and body care market, enabling customers to enjoy the benefits of Icelandic nature from anywhere.

Fjola and Haraldur capitalized on their depth of experience in the beauty industry to source some of the world's top chemists, hair, skin and health care professionals to ensure a high-quality line of products.

About SHADEM

Shade M, is the first international halal certified, Clean, PETA approved: vegan friendly and cruelty-free makeup brand to go mainstream! Dedicated to creating and designing for women who don't see themselves in the mainstream. It illustrates to the world who these women really are, celebrating their individuality and embracing them for it! Live your shade!

WWW.SHADEMBEAUTY.COM

Founders



Nour Khalife- CEO & Co-Founder
Jolie Nubani CMO & Co-Founder

100 words (or less) biography on Presenter: With over 18 years of experience in branding and marketing, Nour Khalife and Jolie Nubani are two Middle Eastern women who met while working at L'Oreal and saw major gaps in the beauty world. Frustrated with the industry's narrow scope in regards to representing and producing products for a diverse body of women from different backgrounds, they decided to take things into their own hands and create a brand that spoke to all the things they've long wanted to see in the market.

About



WWW.STRATIASKIN.COM

Stratia is committed to creating effective skincare for all. We are an obsessively researched skincare brand that creates formulas grounded in science. No fragrance, no fear-mongering, just products that work. We are driven by three key values: education, accessibility, and transparency.

Stratia aims to educate its audience; not just about our products, but about skin care holistically. We want our customers to be empowered to make the right decisions for their skin.

Stratia is all about accessible skin care for all. This means creating products that are effective for all skin types, all genders, all ages, and all budgets.

Stratia keeps it real. We're transparent about the ingredients we use in our products, the science behind our formulations, and the authentic behind-the-scenes action.

Founder



Driven by boundless scientific curiosity to figure out how skincare works, our founder Alli Reed utilized her chemistry background and the power of the internet to teach herself how to formulate skincare products.

After a lot of trial and error, Alli perfected the formulas for two products and began selling them direct-to-consumer. The brand took off organically via Reddit and Instagram, and she had to quit her job to keep up.

Fast forward to today, Alli is still developing new skincare products and finding new and authentic ways to connect with consumers.

About



TRUE + LUSCIOUS

Here at True + Luscious, clean beauty means never having to worry about what harmful chemicals or irritants might be lingering in your products.

Our products are made with pure pigments and plant-derived, skin-loving ingredients that are just as effective as they are safe. It also means being 100% vegan and cruelty-free, and Leaping Bunny certified because our furry friends do not belong in cosmetics.

Above all though, clean beauty is about creating the best quality products for you, so you can look amazing – and feel it, too. #goodcleanglam

WWW.TRUELUSCIOUS.COM

Founder



My journey to create a clean makeup brand was driven by my personal struggle with problematic, hormonal skin. I've dealt with angry breakouts for as long as I can remember, and sadly, the makeup I was wearing made it worse. This was extremely difficult for me because I love wearing makeup every day. To me, a bold lip or smoky eye means much more than just a look – it's a mood, a mission, and a boost of confidence. While I was able to easily find high-quality clean skincare (i.e. products free from hormone-disrupting, toxic ingredients), it was really hard to find makeup that met my ingredient standards and worked like my old favorites. This was my Aha! moment. After that, I made it my mission to create a line of clean makeup that would wow even the most dedicated makeup mavens.

About TINGE™

WWW.TINGEBEAUTY.COM

Meet TINGE, a body beauty brand.

With 91% of skin lying below the neck and less than 10% of beauty and skincare products dedicated to the body, it's no surprise that there is a stark compromise of care, quality and representation when it comes to our body lineup. At TINGE, we believe every inch of you deserves the very best so we've packed our products with the finest ingredients and trust they'll leave a lasting impact, as you make yours.

We're excited to be launching our first product line, the TINGE tint, later this fall. The TINGE tint, a lightweight, long-lasting body foundation, will launch in 12 undertone-oriented shades, the most expansive range in the category to date. To learn more about what we're up to follow us on social @tingebeauty.

Founder



Kourtney Brooks, TINGE Founder + CEO

Motivated by the belief that everyone deserves to feel good in the skin that they're in, Kourtney created TINGE, a body beauty brand. With confidence as the brand catalyst, Brooks is reimagining a self-care regimen inclusive of the body. She believes women should be the beholders of their own beauty, and advocates for body positivity through her brand and products. Kourtney's entrepreneurial career includes developing a full product line, raising a round of pre-seed capital, and building an international team of strategic advisors, suppliers, and manufacturers to bring TINGE to life. Kourtney was recently named a Forbes Global Fellow for her social and entrepreneurial efforts around the world.

About



WWW.CURLSMITH.COM

Our Mission is to FEED THE WORLD'S CURLS

CURLSMITH is the first gourmet haircare brand specifically created for curls. Inspired by generations of home made hair remedies, Curlsmith blends fresh curl-loving foods with kitchen cupboard staples and rare organic ingredients to make premium products that really work. Our natural formulas are fragrant, satisfying and deeply nourishing 'food for curls.' All our products are blended carefully in small batches under the strict supervision of our Master Curlsmith

We believe in DIRTY HANDS and CLEAN BUSINESS

Founder



Michal Berski, Founder & CEO

About



We embody a world full of individual spirits. We equip fearless women with the beauty and confidence to become their own heroine. True beauty is a mindset. Our goal is to assemble an empire of fearless women who are bold dreamers and brave trailblazers.

We are Dutch beauty makers. We take the beauty that is already lives within every woman and we mix it with the world's best ingredients, products and tools.

Simply put, we will not stop until every woman on the planet has the confidence to look in the mirror and admire the prowess that is looking back.

Founder



Manouk De Vries

WWW.SUPERCILIUM.COM

JOIN US VIRTUALLY

BEAUTY CONNECT



WWW.BEAUTYCONNECT-USA.COM



EVENTS@KISACORESEARCH.COM