



BEAUTY & THE BOARD

PREDICTIONS FOR 2024

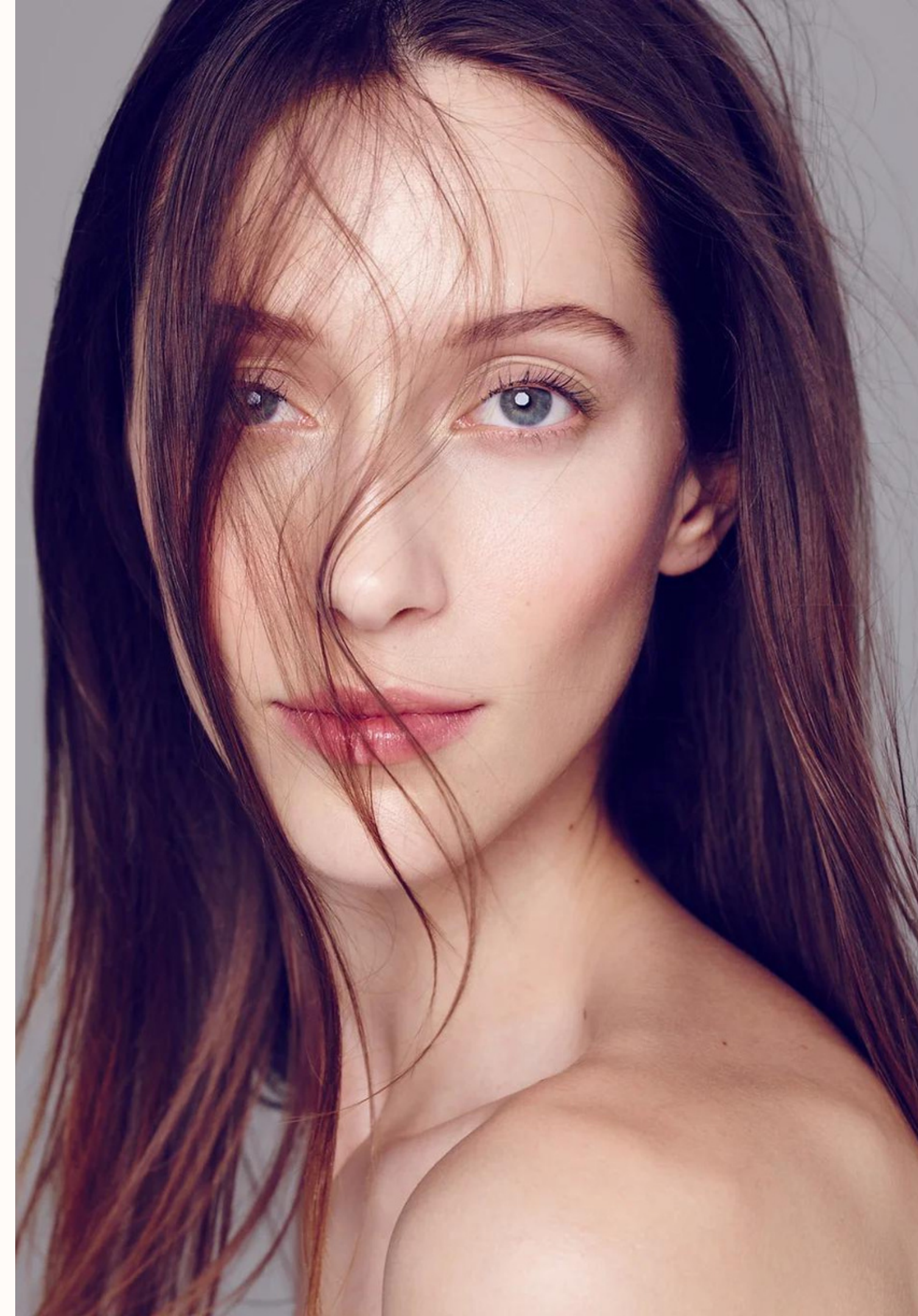
THE BOARD BOOK
VOLUME 1

F O R E W A R D

"2024 WILL BE THE YEAR THAT BLUE BEAUTY BECOMES MORE MAINSTREAM. BLUE BEAUTY IS BEYOND "CLEAN & GREEN". IT IS MORE THAN CLEAN INGREDIENTS, SUSTAINABLE PACKAGING & TRANSPARENT SOURCING. BLUE BEAUTY CONSIDERS THE ENTIRE SUPPLY CHAIN, FROM SEED TO END OF LIFE CYCLE, & PRIORITIZES SUSTAINABLE INNOVATIONS IN INGREDIENT SOURCING, BIOTECHNOLOGY, ZERO-WASTE PACKAGING, & REGENERATIVE PRACTICES THAT LEAVE THE PLANET BETTER THAN BEFORE. BLUE BEAUTY ENCOMPASSES ALL CATEGORIES, INCLUDING SKINCARE, HAIRCARE, COLOR, BODY, WELLNESS, FRAGRANCE & LIFESTYLE PRODUCTS. IT PUTS LESS FOCUS ON THE CATEGORY, TRENDS & MARKETING TACTICS, & INSTEAD PUTS THE SPOTLIGHT ON THE BUSINESS MODEL ITSELF. EXPECT TO SEE A BLUE BEAUTY FRAMEWORK EMERGE THAT SUPPORTS BEAUTY ENTREPRENEURS, BRAND FOUNDERS & EXECUTIVE TEAMS IN BUILDING MORE SUSTAINABLE, ETHICAL, TRANSPARENT & REGENERATIVE BUSINESSES. ALSO, EXPECT TO SEE MORE BRANDS EMBRACE THESE VALUES & BUSINESS PRACTICES."

- RACHEL ROBERTS MATTOX

BEAUTY : 2024





BEAUTY : 2024

ACTIVIST BEAUTY allure MAC BURBERRY DRAGON BEAUTY TORY BURCH BEAUTY
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GEE BEAUTY PETER THOMAS ROTH CLINICAL SKIN CARE LE LABO® GRASSE - NEW YORK Perricone MD TOM FORD BEAUTY VIOLET GREY THE INDUSTRY'S BEAUTY EDIT

A DREAM TEAM OF BOARD MEMBERS COLLABORATE TO SHARE KNOWLEDGE, TRENDS, & PREDICTIONS.

UP FIRST: BEAUTY - FROM EXPERTS WITH A COMBINED 284 YEARS OF INDUSTRY EXPERIENCE.

WHAT IS
"THE BOARD BOOK"?

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THE CURRENT STATE
OF THE BEAUTY INDUSTRY IS...



**OVERSATURATED
& IN A PERIOD OF
SELF CORRECTION**



COMMERCIAL SUCCESS

"THE CUSTOMER WILL ALWAYS SHOP MAKEUP & SKINCARE BECAUSE IT'S AFFORDABLE, INSTANT GRATIFICATION & [AN] INSTANT POSITIVE MOOD BOOSTER. A SORT OF AFFORDABLE ESCAPE FROM REALITY."

- BETTY BEYENE

BEAUTY : 2024



WHAT'S CRITICAL

FOR COMMERCIAL SUCCESS

- **CUSTOMER EDUCATION**
- **PRODUCT EFFICACY**
- **SUSTAINABILITY &
ETHICAL PRACTICES**
- **TIKTOK**
- **TRANSPARENCY**



AUDIENCES ARE LISTENING

"TRUSTED VOICES WITH AUTHENTIC COMMUNITIES WILL CONTINUE TO CONVERT - REGARDLESS OF SIZE."

- APRIL UCHITEL

"2024 IS ABOUT THE RISE OF THE EXPERT."

- JENNIFER RITTER

"TIKTOK, YOUTUBE, IG ARE STILL DELIVERING VIRAL MOMENTS FOR BRANDS THAT UNDERSTAND HOW TO LEVERAGE MEDIA. INFLUENCERS REMAIN IMPORTANT, AS WELL AS COMPELLING FOUNDERS WITH STRONG SOCIAL FOLLOWINGS."

- EMINE ERSELÇUK

BEAUTY : 2024





BEAUTY : 2024

THE CASE FOR TIKTOK

"THESE DAYS TIKTOK IS INTEGRAL TO MOST BEAUTY BRAND STRATEGIES (EVEN THOSE AIMED AT GENERATION X) & HAS TAKEN OVER INSTAGRAM AS THE PRIORITY CHANNEL FOCUS FOR MOST BRANDS. ESPECIALLY SO FOR GEN Z FOCUSED BRANDS, AS IT'S THE #1 SEARCH ENGINE FOR MORE THAN HALF OF GEN Z. MOST PURCHASING DECISION JOURNEYS START THERE, AS WELL AS END THERE, VIA TIKTOK SHOP. TIKTOK USED TO BE A PRIMARY ENTERTAINMENT PLATFORM, HOWEVER HAS IN RECENT YEARS BECOME A VERY COMMERCIALY IMPACTFUL DESTINATION FOR SHOPPING BEHAVIOR; & DONE WELL, CAN CREATE DEEP CUSTOMER CONNECTIONS.

ONE BRILLIANT BRAND TIKTOK USE CASE FOR ITS COMMERCIAL IMPACT IS MADE BY MITCHELL. AFTER JOINING IN 2020, THEIR BLUSH WENT VIRAL THANKS TO AUTHENTIC CONTENT. THESE DAYS, THEY CAN DO OVER \$2 MILLION A WEEK ON TIKTOK SHOP ALONE, DRIVEN BY THEIR FLASH SALES, SHOPPABLE LIVES & TIKTOK SHOP BROADCASTS.

K18 IS ANOTHER BRILLIANT & TIMELY EXAMPLE, FOLLOWING THEIR UNILEVER ACQUISITION, DESPITE ONLY BEING FOUNDED IN 2020. THE BRAND HAS PREDOMINANTLY BUILT ALL THEIR BRAND AWARENESS VIA TIKTOK, USING IT TO SHOW TRULY HOW TRANSFORMATIVE THE PRODUCT IS. WHEN THEY HAD JUST 2K FOLLOWERS, THEY LAUNCHED THEIR FIRST PAID CAMPAIGN ON TIKTOK. BY THE END OF K18'S MONTH-LONG CAMPAIGN, THEY SAW A 70% LIFT IN DAILY AVERAGE SALES, GREW THEIR PROFILE FOLLOWING TO 20K, REACHED MORE THAN 27 MILLION VIDEO VIEWS & THEIR CAMPAIGN HASHTAG #K18HAIR WAS VIEWED OVER 73 MILLION TIMES."

- CAMILLA CRAVEN

PROMISING

FOR COMMERCIAL SUCCESS

- **COLLABORATION**
- **FRAGRANCE**
- **LUXURY**
- **UNISEX**

"I'D LOVE TO SEE MORE INNOVATION IN THE LUXURY MARKET - PRODUCTS, EXPERIENCES AND SERVICES THAT TRULY FEEL SPECIAL, EFFICACIOUS & WORTH IT. THE CUSTOMER IS THERE BUT THERE IS OFTEN A DISCONNECT BETWEEN WHAT THEY SPEND & HOW SATISFIED THEY ARE WITH THE RESULT."

- JAMIE ROSEN





BEAUTY : 2024

THE CASE FOR COLLABORATION

"WE WILL ALSO SEE A CONTINUATION OF OMNI-CHANNEL LAUNCH STRATEGIES. DTC LAUNCHES WILL BE SUPPORTED WITH STRONG RETAIL PARTNERSHIPS, POPUPS, BRAND COLLABORATIONS & OTHER IRL EXPERIENCES TO SUPPORT BRAND AWARENESS & GROWTH EARLY ON. FINALLY, I PREDICT WE WILL CONTINUE TO SEE BEAUTY ENTREPRENEURS & EARLY-STAGE BUSINESSES LEAN ON FRACTIONAL TALENT TO BUILD OUT THEIR TEAM. GO-TO-MARKET TEAMS WILL BE COMPRISED OF EXECUTIVE-LEVEL FRACTIONAL TALENT & VETTED EXPERTS RATHER THAN A PATCHWORK OF INTERNS, FREELANCERS & AGENCIES. EARLY-STAGE BUSINESS OWNERS WILL FILL OUT THEIR C-SUITE WITH FRACTIONAL TALENT RATHER THAN TRYING TO WEAR ALL THE HATS THEMSELVES, OR HIRING MANAGER-LEVEL TALENT TO PERFORM EXECUTIVE-LEVEL WORK. THE FRACTIONAL MODEL WILL PROVE TO BE MORE ECONOMICAL, EFFICIENT & STRATEGIC."

- RACHEL ROBERTS MATTOX

LIMITED GROWTH OPPORTUNITIES

FOR COMMERCIAL SUCCESS

- **CREATOR BRANDS**
- **INFLUENCER BRANDS**
- **MEN'S GROOMING**





IMPACT & INCLUSION

GEOPOLITICS OF BEAUTY

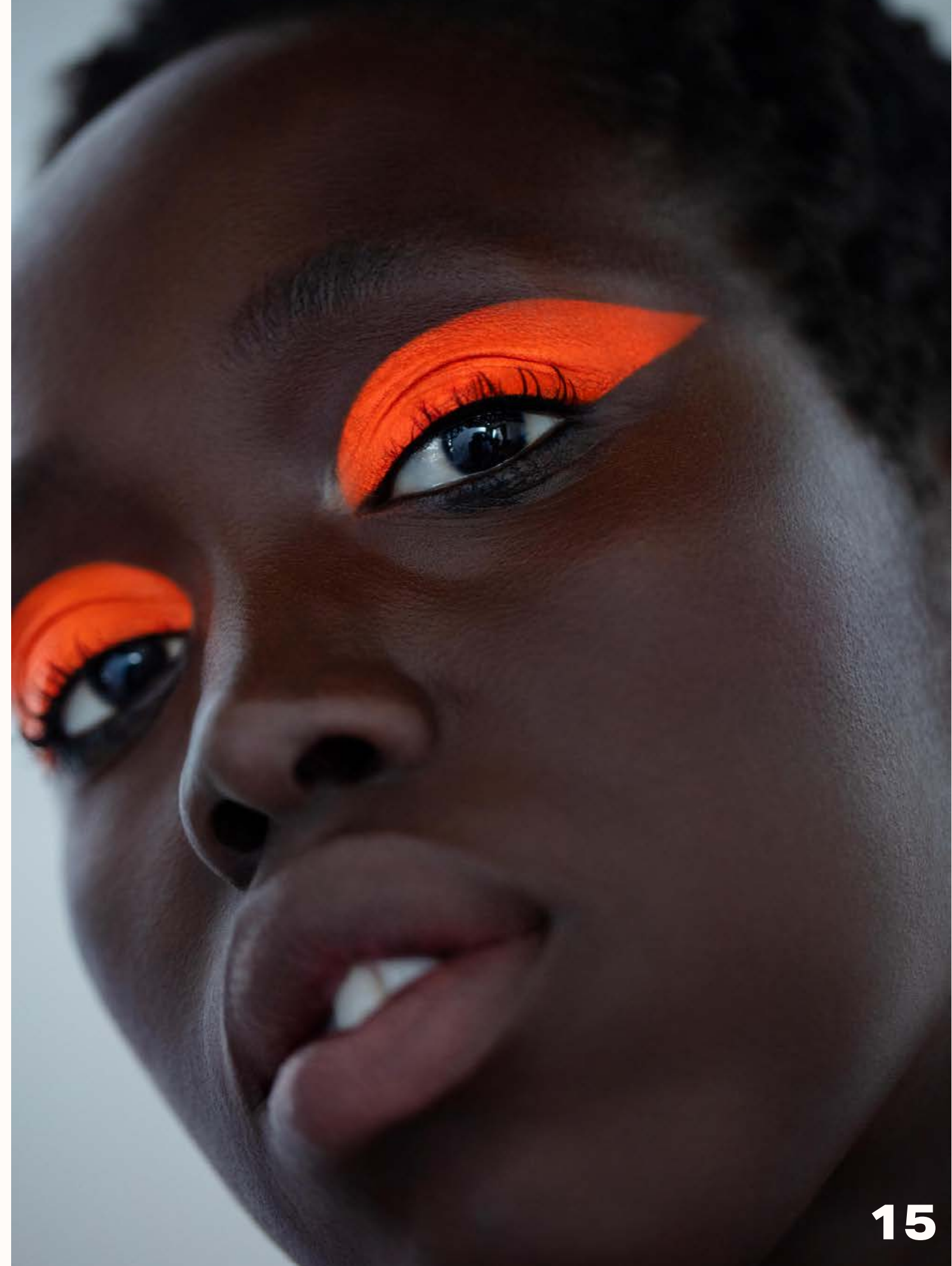
"MANY BRANDS CHOOSE TO PRODUCE IN ASIA FOR COST SAVINGS, BUT WE'RE SEEING THE MIDDLE EAST CONFLICT POSE ADDITIONAL S&H MARKUPS IF BOAT DELIVERIES NEED TO AVOID THE SUEZ CANAL/ME REGION & TAKE A LONGER PASSAGE FROM ASIA TO THE EASTERN US. BRANDS ARE REVISITING COSTS FOR NORTH AMERICA/EUROPEAN PRODUCTION OPTIONS TO SEE IF THE SAVINGS ARE MUCH DIFFERENT GIVEN THE CURRENT GEO-POLITICAL LANDSCAPE TO PRODUCE & SHIP FROM ASIA TO THE US."

- LAURA BELSLEY

"DESPITE BROADER ECONOMIC UNCERTAINTIES, A GLOBAL HUMANITARIAN CRISIS, & EVOLVING POLITICAL LANDSCAPES, THE U.S. BEAUTY INDUSTRY HAS DEMONSTRATED REMARKABLE RESILIENCE, & I ANTICIPATE THIS TREND TO PERSIST IN 2024 AS CONSUMERS CONTINUE TO ASSOCIATE BEAUTY PRODUCTS WITH WELLNESS & SELF-CARE."

- EMILIE MASCARELL

BEAUTY : 2024



CONSUMERS WANT BRANDS TO CARE

" [THERE'S] VALUE IN EDUCATION & GOOD FOR YOU BRANDS & PRODUCTS.

- JENNIFER RITTER

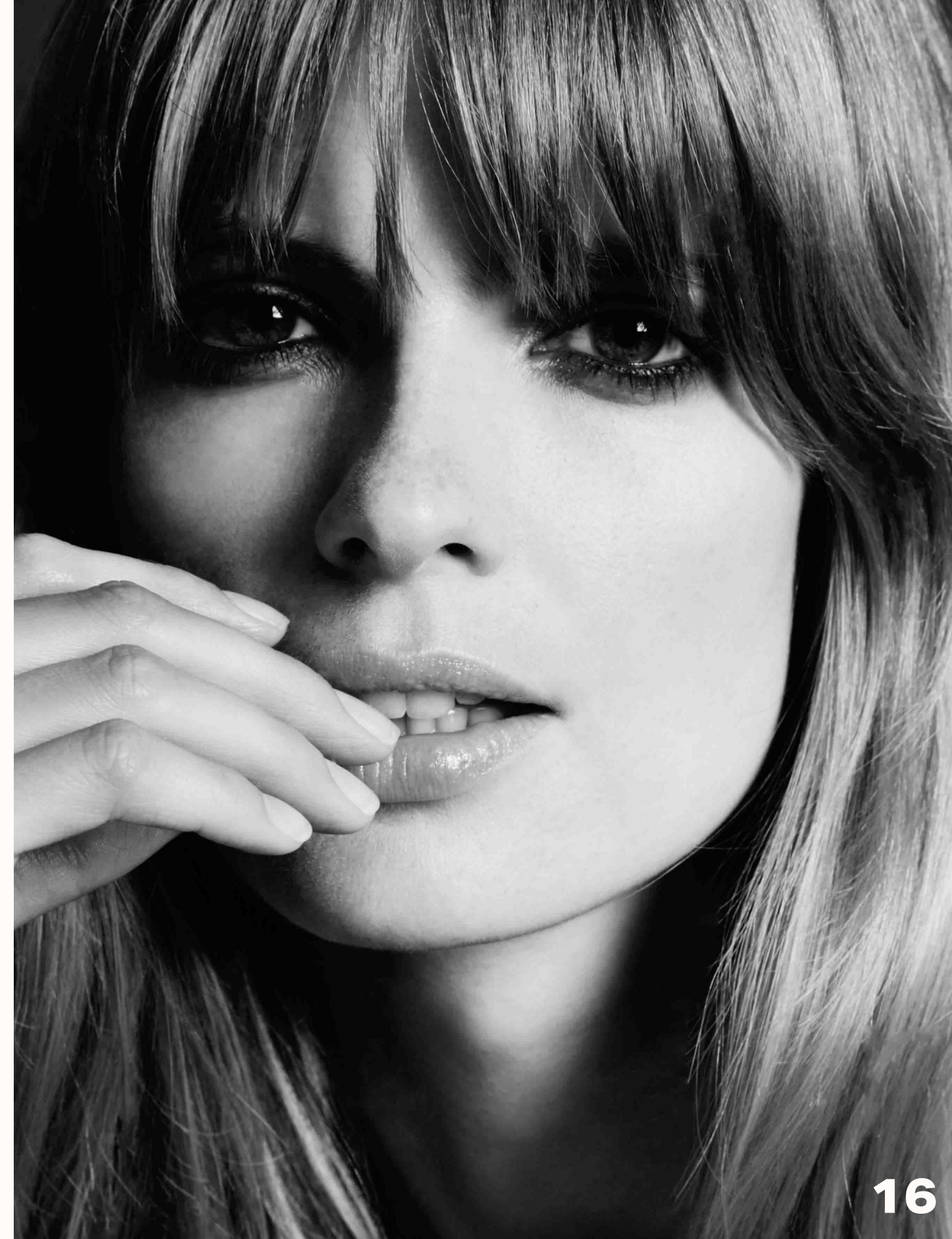
"FRAGRANCE WILL CONTINUE TO GROW, & BRANDS WITH TRUE SUSTAINABLE MESSAGING - MEANING WALKING THE WALK - LIKE AXIOLOGY, PLUS & NOLÉ, ETC... WILL HAVE MORE OF A VOICE IN THE CONVERSATION."

- KELLY ATTERTON

"CUSTOMERS WILL DETERMINE WHICH BRAND(S) THEY CHOOSE TO SUPPORT BY THE BRAND'S TRANSPARENCY & OUTWARD CONTRIBUTION TO SOCIETY, CLIMATE CHANGE, SOCIAL CAUSES."

- BETTY BEYENE

BEAUTY : 2024





BEAUTY : 2024

AUTHENTIC INCLUSION

"IT'S NO SECRET THAT FENTY HAS TRULY PAVED AN UNDENIABLE PATH HERE. TO NOT BE INCLUSIVE OUT OF THE GATE IS ALMOST NO LONGER AN OPTION FOR NEW OR EXISTING BRANDS. AUTHENTICITY IS KEY HERE. BRANDS HAVE TO START TO THINK HOLISTICALLY & TO INCLUDE AS MANY PEOPLE, IF NOT EVERYONE, AT THE INCEPTION LEVEL. IT'S EXTREMELY IMPORTANT FOR BEAUTY BRANDS—IF NOT FOR COMMERCIAL SUCCESS, THEN AT LEAST FOR BRAND RESPECT & INTEGRITY."

- BETTY BEYENE



BEAUTY : 2024

BEAUTY FOR ALL

"OVER THE LAST SEVERAL YEARS, THREE SEPARATE CATEGORIES HAVE GAINED MOMENTUM, & THEY ARE NOW OVERLAPPING TO CREATE A BIG CATEGORY OPPORTUNITY. THE BIG THREE ARE: HAIRCARE FOR TEXTURED HAIR, THE MICROBIOME, & TRICHOLOGY.

CONSUMER RESEARCH SHOWS THAT THE TEXTURED HAIR COMMUNITY IS COMPRISED MOSTLY OF AFRICAN-AMERICANS, & THEY OUTSPEND THEIR NON-BLACK COUNTERPARTS 9 TO 1 ON BEAUTY WHEN THEY FEEL A BRAND IS CREATED FOR THEM & THEIR UNIQUE NEEDS.

MEANWHILE, HAIR & SCALP CARE IS THE SECOND LARGEST CATEGORY WITHIN MICROBIOME BEAUTY, & IT HAS GIVEN RISE TO IN-SALON SCALP TREATMENTS & PROFESSIONAL TRICHOLOGISTS AT SALONS, AS WELL AS DIAGNOSTIC DEVICES. THE CONVENRGENCE OF THESE THREE CATEGORIES IS STILL IN ITS INFANCY, & THERE IS A SIZEABLE MARKET OPPORTUNITY FOR NEW BRANDS TO OWN THIS TERRITORY: NAMELY, CLINICALLY-PROVEN, PRESTIGE HAIR & SCALP CARE EXCLUSIVELY FOR TEXTURED HAIR. THE ONLY BRAND THAT I SEE DOING THIS RIGHT NOW IS UZIMA. "

- RACHEL ROBERTS MATTOX



BEAUTY : 2024

EFFICACY & REPRESENTATION

"AS PD, 50+ CONCERNS ARE EXTREMELY CHALLENGING TO ADDRESS EFFICACIOUSLY. IMPROVEMENT IN ELASTICITY, WRINKLES & DISCOLORATION REQUIRE SERIOUS ACTIVES & CUSTOMER COMPLIANCE. LUXURY BRANDS TEND TO DO BETTER IN THIS AREA AS CUSTOMERS ARE SUPPLEMENTING MINIMAL RESULTS WITH A LUXURY EXPERIENCE. I AGREE ON REPRESENTATION 100%... DEI NOW INCLUDES 40+."

- TAMAR KAMEN

"BUILDING A+ PRODUCT DETAIL PAGE CONTENT (BEFORE/AFTER SHOTS ON DIFFERENT TYPES OF SKIN, HAIR & BODIES, SWATCH SHOTS, KEY BENEFITS, HOW-TO DEMOS, PACKAGING STORY, REGIMEN BUILDING, ETC) IS A CONTINUED MUST TO CONVERT, WIN & SURVIVE THE LONG GAME. YOUNGER CONSUMERS DESIRE LESS-EDITORIAL CONTENT, FAVORING MORE AUTHENTIC LOW-PRODUCTION, UGC STORYTELLING. "

- LAURA BELSLEY



SCIENCE

SCIENCE IS ON-TREND

"SCIENCE IS NEVER A LOSING STORY IN BEAUTY, ESPECIALLY WHEN FUELED WITH POSITIVE MESSAGING. EPIGENETIC SKINCARE, REGENERATIVE AESTHETICS, EXOSOMES, ETC... [IT] WILL SEEP DEEPER INTO CONSUMER CONSCIOUSNESS, BECOMING TOPICS DU JOUR OF 2024 BEAUTY CONVERSATIONS. "

- KELLY ATTERTON

"[IN] SKINCARE - EXPANSION IN LESS INTIMIDATING, LESS TRADITIONAL BRANDS THAT SEEM APPROACHABLE BUT ARE SCIENCE BACKED. SERIOUS IN THE INSIDE, FUN ON THE OUTSIDE."

- TAMAR KAMEN

"AT HOME DERM CARE....I.E. RED LIGHT THERAPY CONTINUES TO BE A BIG TREND & WILL CONTINUE AS THERE ARE MORE BRAND & INNOVATION ENTERING THE MARKET."

- JULIE GARZA

BEAUTY : 2024





BEAUTY : 2024

BUT WHAT DOES “SCIENCE-BACKED” & “CLEAN” EVEN MEAN?

“EVERYONE IS TALKING ABOUT “SCIENCE-BACKED” BEAUTY AS A SUCCESSOR TO “CLEAN, GREEN & CONSCIOUS”. IT’S A TRENDY TERM BUT NEARLY EVERY PRODUCT SHOULD BE “SCIENCE-BACKED” IN THE SENSE THAT IT’S SAFE TO USE & DOES WHAT IT PROMISES. THE RELEVANCE IN USING THIS AS A SELLING POINT REALLY COMES DOWN TO BRAND IDENTITY & MISSION. IT DOESN’T MAKE SENSE FOR EVERYONE TO LEAD WITH THIS STORY.”

- JAMIE ROSEN

“THERE’S SO MUCH CLEAN-WASHING & CONFUSION AROUND WHAT CONSTITUTES CLEAN BEAUTY SINCE THERE’S LITTLE U.S. REGULATION. TAKING THE LABEL A STEP FURTHER, I THINK WE’RE ONLY AT THE BEGINNING STAGES OF SOME BRANDS FORMULATING & MARKETING THEMSELVES AS “FREE OF ENDOCRINE DISRUPTORS”. IT HELPS SET THEM APART FROM THE NOISE OF OTHERS PIGGYBACKING ON THE CATEGORY WITHOUT LEGIT CREDENTIALS. IT ALSO HELPS INSPIRE THE BRAND SOLUTIONS WE’RE SEEING ACROSS EMERGING BEAUTY CATEGORIES IN PRE/POST-NATAL, PREGNANCY-SAFE, CANCER-SAFE, SEXUAL WELLNESS & MENOPAUSE.”

- LAURA BELSLEY

A close-up, profile view of a woman's face, looking towards the left. Her skin is clear and glowing, and her eyes are a light blue color. The word "WELLNESS" is written in large, white, bold, sans-serif capital letters across the lower right portion of her face and neck. Her dark hair is pulled back, and her ear is visible on the right side of the frame.

WELLNESS

WELLNESS

WHAT'S NOW & WHAT'S NEXT

- **PLANT-BASED INGREDIENTS**
- **VIRTUAL TRY-ONS & BIOTECHNOLOGY**
- **WELLNESS' INFLUENCE ON BEAUTY**



"WELLNESS OVERALL BUT SEXUAL WELLNESS & NAILCARE WITH FALSE NAILS SEEMS TO BE HAVING A BIG MOMENT."

- EMINE ERSELCUK

"NEW BRANDS [ARE] OFFERING [A] MORE INCLUSIVE MINDSET, BREAKING DATED BEAUTY NORM STANDARDS & [PROVIDING] SOLUTIONS FOR BOTH UNISEX & MALE BEAUTY/WELLNESS NEEDS."

- LAURA BELSLEY

WELLNESS IS ALL-ENCOMPASSING

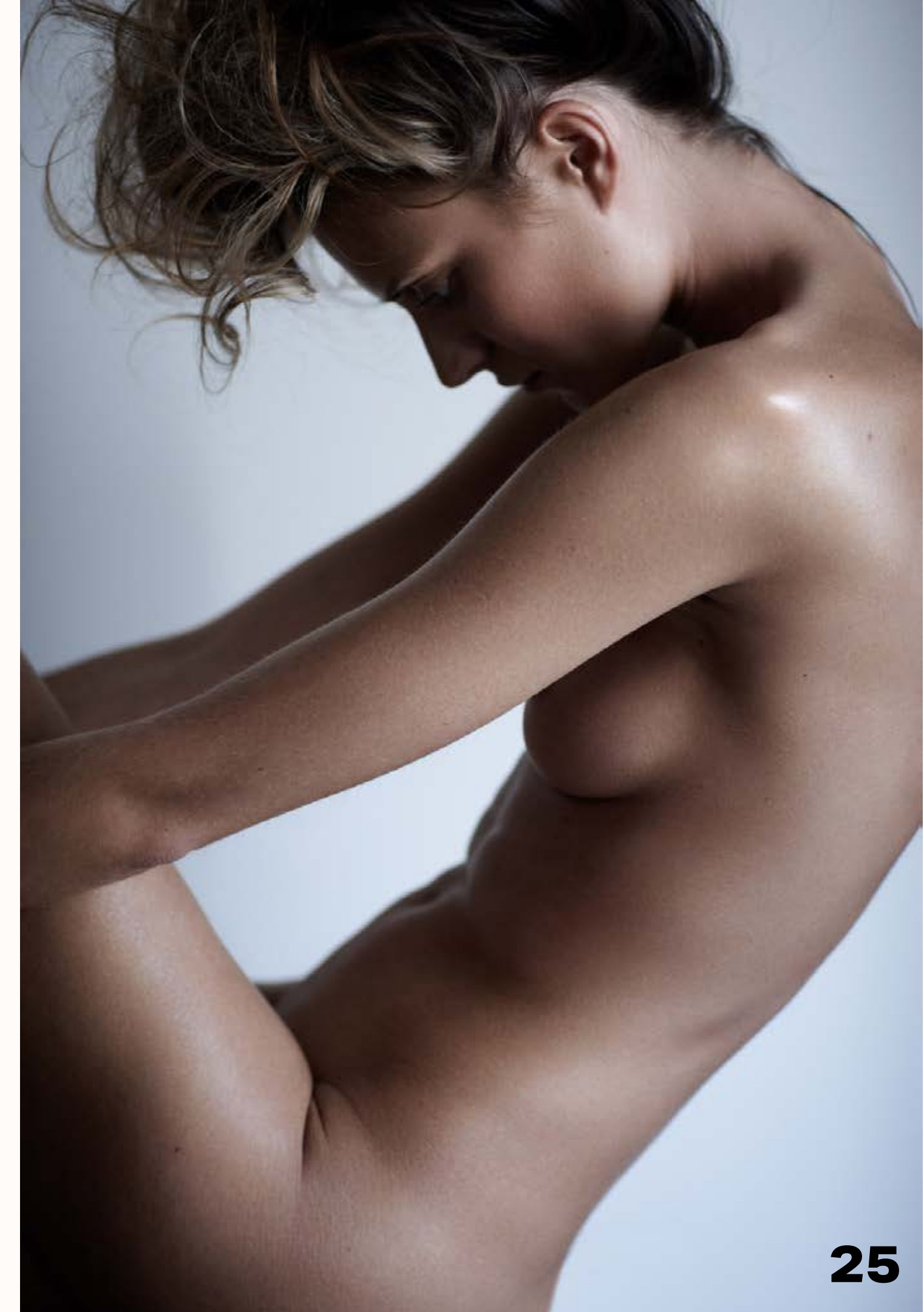
"WE USED TO THINK OF WELLNESS AS VITAMINS & SUPPLEMENTS, DIET & NUTRITION, & ALTERNATIVE SPA SERVICES. BUT, JUST IN THE LAST FEW YEARS, WE'VE SEEN HOW WELLNESS HAS INFILTRATED NEARLY EVERY OTHER CATEGORY, INCLUDING BEAUTY & PERSONAL CARE, INTIMACY CARE, SPORT & SLEEP, TO NAME JUST A FEW. ADDITIONALLY, NEW CATEGORIES HAVE BECOME PART OF THE COLLECTIVE CONSCIOUSNESS, LIKE MENTAL HEALTH & WELLNESS, WELLNESS REAL ESTATE, WELLNESS TOURISM, & WORKPLACE WELLNESS.

THE WELLNESS BOOM HAS HELPED US ADDRESS PREVIOUSLY TABOO TOPICS, LIKE SEXUAL PLEASURE, FEMININE CARE, MENOPAUSE, MEDICINAL PSYCHOTROPICS, & EVEN TRAUMA-INFORMED & TOXIC CULTURES, HELPING US UNDERSTAND THAT "WELLNESS" & HEALING ARE ABOUT ADDRESSING DEEP-ROOTED ISSUES & CHANGING HABITS & BEHAVIOURS, & NOT ABOUT PAMPERING.

I PREDICT THAT OUR AWARENESS & ACCEPTANCE OF WELLNESS WILL HAVE A DRAMATIC & LASTING IMPACT ON THE BEAUTY INDUSTRY AT LARGE, AFFECTING EVERYTHING FROM PRODUCT DEVELOPMENT TO BRANDING & MARKETING, & I'M HERE FOR ALL OF IT!"

- RACHEL ROBERTS MATTOX

BEAUTY : 2024





FRAGRANCE



BEAUTY : 2024

REINVENTING FRAGRANCE

"[BRANDS ARE] RETHINKING THE FRAGRANCE EXPERIENCE. LEANING INTO [THE] WELLNESS TREND JUMP-STARTED THROUGH THE PANDEMIC, FUNCTIONAL FRAGRANCES CONTINUE TO BE A GROWING CATEGORY. LAUNCHING SCENT PRODUCTS THAT HELP PEOPLE SLEEP BETTER, RELAX/CHILL-OUT, ETC.

FRAGRANCE IS ALSO MOVING INTO A MORE EPICUREAN ERA...TAKING INSPIRATION FROM THE FOODIE/BEVERAGE WORLD BRINGING A FEELING OF COMFORT & NOURISHMENT THROUGH THE SENSORIAL LENS OF SCENT."

- LAURA BELSELY

"A DEEPER INTEREST IN FRAGRANCE & HOW OUR SENSE OF SMELL IMPACTS THE WAY WE EXPERIENCE THE WORLD AROUND US. I'M SEEING THIS NOT JUST IN FRAGRANCE & BEAUTY BUT IN ART, EVENTS, TRAVEL & TECH."

- JAMIE ROSEN



BEAUTY : 2024

FRAGRANCE IS EVOLVING

"THE FRAGRANCE MARKET IS EVOLVING WITH THE CHANGING PREFERENCES OF GEN Z, & FOR BRANDS TO THRIVE, THEY MUST ADAPT TO THESE SHIFTS.

[FOR EXAMPLE], FRAGRANCE WARDROBING: CONSUMERS ARE NOT LOOKING FOR A SIGNATURE SCENT ANYMORE BUT FOR DIFFERENT SCENTS TO WEAR BASED ON THEIR MOOD OR WHAT THEY WANT TO EXPRESS & PROJECT. OFFERING SMALLER FORMATS IS CRITICAL TO LEVERAGE THIS TREND.

[CONSIDER] UNISEX FRAGRANCES [&] DECREASE IN FRAGRANCES TARGETING A SPECIFIC GENDER; FUNCTIONAL FRAGRANCES WITH WELLNESS BENEFITS (ENERGIZING, CALMING, INSPIRING....); SUSTAINABILITY: RECYCLABLE & REFILLABLE PACKAGING, UPCYCLED INGREDIENTS, RESPONSIBLE SOURCING, NEW FRAGRANCE MOLECULES, ETC; [&] BOLD & LONG LASTING FRAGRANCES.

[I'M SEEING] NOSTALGIC SCENTS FROM THE 80S & 90S REINVENTED, GOURMANDS REINVENTED IN MORE UNEXPECTED/CREATIVE WAYS, MIDDLE EASTERN SCENTS TRENDING ON TIKTOK, [&] AI['S] LARGER INFLUENCE ON NEW FRAGRANCE CREATIONS & MARKETING CONCEPTS."

- EMILIE MASCARELL



HAIR & SKIN

A PREVENTATIVE HEALTHCARE APPROACH

"STILL EVOLVING SKINIFICATION OF HAIR."

- APRIL UCHITEL

**"CONTINUED GROWTH IN SUN CARE, SCRUBS, MASKS
FOR THE SCALP INGESTIBLES CONTINUE TO GROW.
BEAUTY FROM THE INSIDE --> OUT."**

- BETTY BEYENE

"SKIN + DIGESTION INSPIRED BEAUTY & SUPPLEMENTS."

- REBECCA O'DONNELL

**"SPF IS GETTING BETTER & BETTER (KEEP THOSE
GLOWY TINTED FORMULAS COMING!) WHICH IS
AMAZING NEWS BECAUSE IT MEANS MORE PEOPLE WILL
WEAR SUNSCREEN DAILY!"**

- JAMIE ROSEN

BEAUTY : 2024



MEET YOUR BEAUTY BOARD

YOUR BEAUTY BOARD



APRIL UCHITEL
CEO & Co-Founder,
THE BOARD
Former CEO VIOLET GREY,
CEO ONDA Beauty



BETTY BEYENE
Founder & Head of Product
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L'Oreal Paris



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Charlotte Tilbury, FaceGym,
Benefit Cosmetics



DIEGO UCHITEL
Diego Uchitel Photography,
Owner DISH Studios LA



EMILIE MASCARELL
Founder Emilie Consulting,
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Coty, Tory Burch



EMINE ERSELCUK
Board Member CEW, Former
BFA, MORPHE, Eyelit Beauty,
Kendo Brands LVMH



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JENNIFER RITTER

Founder JSR & CO, Former Haus Laboratories, Estee Lauder, Tom Ford Beauty, Cay Skin, Solawave, Facile



JULIE GARZA

Founder Belleza Brand Blueprints, GEE Beauty, Solawave, Former Follow Beauty, Gunthy Renker



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LAURA BELSLEY

Retail Director Constellar Consultancy, Former Oribe, R+ CO, Smith & Cult



RACHEL ROBERTS MATTOX

Founder RRM, Former Oyl + Water, Juice Beauty, Perricone MD, AVEDA



REBECCA O'DONNELL

Founder Rebecca O'Donnell, Quiet Botanist, Former CD Laura Mercier, Burberry Beauty, La Mer, Jo Malone, Fresh LVMH, Australian Vogue



TAMAR KAMEN

VP Product Development Topicals, Former Summer Fridays, Tom Ford Beauty, Dr Brandt Skincare, Peter Thomas Roth Skincare

PUT OUR KNOWLEDGE TO WORK

THE BOARD is a curated Community of exceptional leaders, creatives, & strategists, who offer short term, decentralized, dedicated expertise across multiple industries & disciplines. We tailor DREAM TEAMS for brands seeking to solve a challenge, accelerate growth, & transform their business.

We are always on - accepting RFPs across Beauty, Fashion, Tech, Marketing, D2C, Retail, & Innovation.

We'd love to [work with you!](#)

**xo,
April Uchitel
Co-Founder & CEO**

IMMENSE GRATITUDE FOR

- **[Diego Uchitel](#) for generously providing the GORGEOUS photography. A true expert in capturing Beauty. Check out his newly opened [PORTRAIT STUDIO](#) in DTLA, [DISH Studios](#).**
- **[Sara McCord](#) for driving & editing Beauty & THE BOARD.**

