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The Business of Beauty

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THE WOMEN'S ISSUE

START-UP NATION

From celebs to scientists, female founders are leaving their mark on beauty. Here, the latest women-led launches of 2017. By LAYLA ILCHI

SKIN CARE

1. THE PERFECT V

FOUNDER:

Avonda Urban

● Twenty years as a beauty marketing executive left Urban seeing one untapped category in the industry: the vagina. Now based in Copenhagen, she uses Nordic-sourced ingredients in her skin-care inspired line, with products ranging from the quotidian (a lotion and gentle wash) to the more unconventional. *The Perfect V Beauty Serum for the V*, \$54

2. AMARETA

FOUNDERS:

Claire Zhao and Jennifer White

● With backgrounds in holistic wellness and clean beauty, Zhao and White came together to formulate skin-care products that target issues related to pregnancy. Infused with plant extracts and oils, the 10 products are purported to help problems concerning expecting mothers, like hormonal dullness, breakouts and stretch marks.

Amareta Serum Lotion, \$68

3. GIRL UNDISCOVERED

FOUNDERS:

Charlotte Devereux, Sara Orme and Philly Gebbie

● After meeting indigenous communities in New Zealand, Myanmar and Thailand, the three lifelong friends were inspired to take the rituals they discovered and create a brand that celebrates natural beauty. The founders work closely with female farmers to source natural



ingredients, giving support and recognition to the women who served as their inspiration. *Girl Undiscovered Under the Waterfall Crystal Cleansing Water*, \$42

4. PLANTED IN BEAUTY

FOUNDERS:

Lynne Florio and Renee Tavoularis

● For their first entrepreneurial venture, former La Prairie execs Florio and Tavoularis combined their professional experience with personal passions. The result: a 7-item natural skin-care line, *Planted in Beauty*, part of a content-based wellness platform called *Well Within Beauty*. *Planted in Beauty Polish + Resurface Detox Exfoliant*, \$75

5. POUR MOI

FOUNDER:

Ulli Haslacher

● Haslacher launched *Pour Moi* after becoming frustrated when her skin-care didn't work well in her travels to different climates. Haslacher developed four-day creams tailored to polar, desert, tropical and temperate climates (her dad is a chemist), each with varying levels of hyaluronic acid and alpine water.

Pour Moi Desert Day Cream, \$35

6. OILLE

FOUNDER:

Kirsten King

● A clinical aromatherapist, King set out to create a line using the latest scientific analytical technology to get the purest form of plant extracts. Using gas chromatography, she tests essential oils for their purity and plant DNA in order to include at least 89 percent organic ingredients in her line. *Oille Facial Elixir Mist*, \$58