

BEAUTY & MONEY

230 Fifth, New York, NY | September 28th, 2017
@Beauty_Summit #BeautyMoneyNY

BEAUTY SPOTLIGHT BRANDS

We are proud to announce the Final 12, who have been hand selected from a long list of applications by The Beauty & Money Selection Committee to present in the Beauty Spotlight.

(allwork)

beauty bakeries
COSMETICS BRAND

DERMAFLASH®
A REVOLUTION IN SKIN CARE

Dr Roebuck's

NANNETTE de GASPÉ

OLIKA

PULPRIOT

SCENTBIRD
NEW YORK
DECK OF SCARLET

SUMMIT

TRACIE MARTYN
BYOB

trèStique

ZIIP
BEAUTY

Senior
Event Partner:

Event Partners:



Deloitte.

Intrepid

ORACLE | NETSUITE

With thanks to the
SELECTION COMMITTEE



Nicky Kinnaird
Ancora Holdings



Rich Gersten
Tengram Capital



Josh McDowell
Main Post Partners



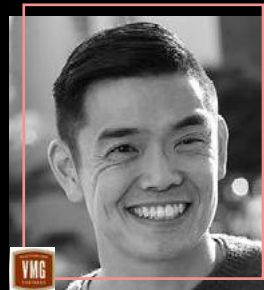
Olivier Garel
Unilever Ventures



Jon Owsley
L Catterton



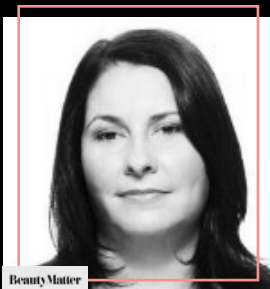
Connor Begley
Tribe Dynamics



Robin Tsai
VMG Partners



Blythe Jack
TGS Consumer Partners



Kelly Kovack
BeautyMatter



Elana Drell Szyfer
Operator and Private
Equity Advisor in
Beauty



Making The Right

CONNECTIONS

Our meeting mojo platform allows you to preschedule meetings with these 12 brands!

The Beauty & Money Summit is 100% focused on bringing innovative and fast growing independent brands together with partners looking to acquire and invest.

To ensure all our guests make the most valuable connections possible at the Summit, all attendees will have access to the **MEETING MOJO** platform, which allows you to create a bespoke meeting schedule, ensuring you connect with the industry stakeholders that are **most important** in building your business.

MEETING MOJO gives you access to the entire attendee list and allows you to message AND invite people to connect during the formal meeting sessions run throughout the day.

SCHEDULED MEETINGS

Who You Will Meet

- 🎤 Leadership Executives from Large Strategic Buyers
- 🎤 Business Development Teams from Large Strategic Buyers
- 🎤 Private Equity and Venture Capital Investors
- 🎤 Independent Beauty Brands with revenue of \$5-\$15million
- 🎤 Independent Beauty Brands with revenue over \$15million
- 🎤 Executives from Global Distributors
- 🎤 Investment Bankers
- 🎤 Lawyers and M&A Advisors
- 🎤 Market Intelligence and Consultancy Providers



ALLWORK



(allwork)

Glenn Laumeister, CEO, **AllWork**

Glenn Laumeister is an experienced technology leader who is currently the CEO of AllWork. He has launched and scaled numerous technology businesses, including the freelancer marketplaces CoachMarket, for executive coaching and corporate training consultants, and Thuzio, a "digital talent agent" for professional athletes. After beginning his career working for General Motors in Germany, Glenn worked at CUC International, Priceline.com, and Idealab. He then co-founded Partsearch/PartStore.com, an eCommerce and enterprise software business for consumer electronics, computer, and appliance replacement parts. He grew Partsearch from an idea to more than \$75 million in revenue and won an Inc. 500 award.

About The Company

Allwork provides the only end-to-end solution for the beauty industry to efficiently source, manage and pay the in-store talent they rely on to drive sales at retail. Smart brands and retailers are creating in-store experiences that customers can't get online. This requires putting the right person in the right store at the right time. Our platform helps our clients accomplish that goal. Imagine a brand being able to fill an open position in a store with the same efficiency of calling an Uber. The implications for the retail industry are enormous and extremely timely.

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BEAUTY BAKERIE



Cashmere Nicole, CEO/Founder, **Beauty Bakerie**

A powerful story of resilience and inspiration - Cashmere pours her heart into a unique platform, Beauty Bakerie, to encourage everyone (men and women) to rise up each day and feel both empowered and beautiful. As a young girl, Cashmere watched her mother spend copious amounts of energy preparing for work each morning. By creating a brand that focused on truly long-lasting formulas, Cashmere was able to reach and exceed her goal of reducing the amount of time that we spend applying and maintaining our daily look. During a challenging but successful fight with breast cancer, Cashmere became extremely health conscious and research-driven about the food that entered her body, and the products that she purchased. The quality of the Beauty Bakerie brand is a direct reflection of Cashmere's perseverance and passion for the beauty in each person, each day.

About The Company

Beauty Bakerie presents quality products to support their mission "to be sweet and sweeten the lives of others". Customers are able to savor those sweet moments of life by saving time on their appearance with the Beauty Bakerie smudge-free, low maintenance formulas. This inclusive brand is proud to uplift and inspire the beautiful faces of the skin tones and ethnicities that span over 100 countries. The ability to reach the new millennial market can be a struggle for many cosmetic brands, but Beauty Bakerie has also tapped into this fun-loving demographic, offering a bright appeal from a relatable brand. Upholding their social mission to be 'better not bitter'; Beauty Bakerie motivates everyone to rise above negativity and leave your beautiful mark on this world. The brand brings an unforgettable shopping experience to all customers from its unique online store to its shining new physical location at Westfield's Mission Valley Mall in San Diego. We are excited to watch the endless potential of this phenomenal brand!

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- BeautyBakerie.com
- @BeautyBakerieMakeup
- @beautybakerie
- BeautyBakerie
- Beauty Bakerie Blog: Ice Cream Social



DERMAFLASH



DERMAFLASH® 
A REVOLUTION IN SKIN CARE

Dara Levy, Founder, **DERMAFLASH**

"THE WORD CAN'T HAS NEVER EXISTED FOR ME" says Dara Levy, who in 1985 was one of a handful of female members at the male dominated Chicago Mercantile Exchange. Her life got derailed when her husband lost his battle with colon cancer. A widow with 2 young daughters, Dara persevered and in 2009 she reinvented herself and opened a high-end med spa. She trademarked her dermaplaning treatment DERMAFLASH and made it the foundation of all services offered at the spa. After selling 6,000 DERMAFLASH treatments in 5 years, Dara realized an at-home dermaplaning solution did not exist...And DERMAFLASH was born!

About The Company

DERMAFLASH represents a new paradigm in beauty. This first-in-class patented device was inspired by the in-spa facial treatment "dermaplaning". DERMAFLASH uses a subtle sonic vibration and a proprietary Edge to simultaneously remove the oldest layer of dead skin cells and built-up debris while painlessly sweeping away unwanted vellus hair. This revolutionary tool offers immediate results with no downtime. Smooth, radiant, camera-ready skin is instantly revealed. DERMAFLASH was created for ALL women regardless of age, color or skin type. This little magic wand allows skincare to do its job more effectively and creates a flawless canvas for makeup.

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 www.dermaflash.com

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DR ROEBUCKS



Dr Roebuck's

Zoe Roebuck Kelly, Co-Founder and Chief Product Officer, **Dr Roebucks**

Zoe began her career as a strategic consultant specializing in pharmaceutical brand positioning, clinical pipeline development and creative strategy. Her passion for developing commercial, yet creative and innovative solutions grounded in insight and paired with her background in science led her and her twin sister to embark on the adventure of bringing their family's skin solution to life. Zoe has a Masters in Medical Bioethics from the University of Sydney Medical School.

About The Company

Dr Roebuck's is multi-benefit, proprietary skincare built on science, natural ingredients and living your best life. We are Australian made, loved, inspired, lived. Founded by twin sisters and inspired by their physician parents, our formulas are developed for even the most sensitive skin in mind.

Efficacy, effortlessly.

Products that do what they say and make skin feel like it should; without the jammed beauty cabinet or hours long routine. That's the Roebuck's standard.

Time spent living.

We live and do more. We carry a giant, freckled smile on our face, dive into salt water, and eat avo for breakfast, lunch and dinner. We love our makeup free days as much our dolled up nights; it's the Australian way.

Simply transparent.

With nothing to hide, we tell you what is, not what isn't; a few good ingredients in a few good products. No secrets, lies, fillers, or smoke screens.

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NANNETTE DE GASPÉ BEAUTÉ



NANNETTE de GASPÉ

Nannette de Gaspé Beaubien, CEO & Founder,
Nannette de Gaspé Beauté

Nannette de Gaspé Beaubien is a seasoned marketing and finance executive with a passion for the biotech and beauty industries. She has spent her career in corporate finance and private equity. Since 2003, Nannette has been Vice-Chair at T Investment Corporation, a private holding company with a strong focus on scouting, funding, and nurturing industry disruptive and innovative companies and technologies. In 2015, Nannette became Executive Chair of Biomod Concepts, spear-heading the commercialization of their proprietary beauty and pharmaceutical technologies. In 2016, Nannette launched her global luxury beauty brand, Nannette de Gaspé, and is the company's Brand Founder and CEO.

About The Company

Nannette de Gaspé Beauté is a revolutionary, luxury lifestyle beauty brand that brings innovative anti-aging, reparative, and restorative cosmetic solutions to the global market. The brand incorporates exclusive, breakthrough technologies and formulations in its collection of waterless face and body infusing dry masques and other products, nourishing the skin with powerful active ingredients through a proprietary delivery system, introducing a new and disruptive approach to beauty. The promise; to provide women with an experience that is light to the touch and that can be used on their terms while achieving healthier, more youthful, soothed, and refreshed skin.

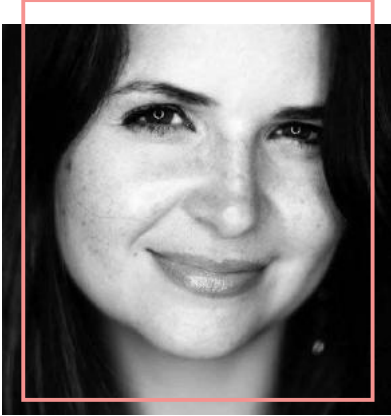
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OLIKA



OLIKA

Jessica Postiglione, CEO & Co-Founder, **OLIKA**

Jessica is the CEO and Co-Founder of OLIKA, a design-forward brand reinventing consume staples, starting with hand sanitizer. She started her career in finance as an M&A investment banking analyst at William Blair. Post business school, Jessica held a number of corporate strategy roles later returning to finance. However, she always wanted to be a part of an entrepreneurial venture and jumped at the opportunity to help start OLIKA. Jessica is a graduate of the University of Chicago and the Harvard Business School.

About The Company

OLIKA is a design-forward brand reinventing consumer staples, starting with hand sanitizer. Our first product is Birdie, a 2-in-1 hand sanitizer containing a spray and dry wipes for additional cleaning. With soothing essential oils and nourishing aloe vera, our natural, hydrating formula quickly cleanses the hands and leaves them feeling refreshed. Simply spray the liquid onto the wipes to create a fresh towelette on-the-go. Our bird doesn't like to brag but Fast Company called him "the world's most beautiful hand sanitizer."

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PULP RIOT



PULPRIOT

David Thurston, Founder and CEO, **Pulp Riot**

David Thurston is a beauty industry entrepreneur, educator, and disrupter. He is best known for being the CEO of the globally recognized beauty brands, Pulp Riot, Butterfly Loft, and Butterfly Circus. His biggest company, Pulp Riot, is an innovative, award winning, professional hair color company that is distributed across North America and in other parts of the world in over 800 professional beauty stores and in over ten thousand salons. In just over a year, Pulp Riot has been one of the fastest hair color launches ever, which can be partially attributed to its potent social marketing machine (the brand amassed over 550K Instagram followers in a year.) David received an Economics degree from UCLA and lives in Los Angeles with his wife and business partner, Alexis Thurston.

About The Company

Pulp Riot is a hair color company that exploded onto the scene one year ago, in one of the biggest color launches the professional beauty industry has ever seen. In just 3 days after launch, Pulp Riot reached all 50 states and 7 Canadian provinces. In the first 5 months, they opened over 5,000 accounts. In just their 2nd month with one of their domestic distributors, Salon Centric, they sold through over \$1 million USD. In their first year they grew over 550K Instagram followers, passing by all of the industry giants, including Wella, Redken, Aveda, etc. Pulp Riot launched with 16 vibrant and pastel hair colors, recently expanded into the blonding category, and will continue to create more innovative products designed to hit an even broader market. Pulp Riot is currently sold in over 800 professional beauty stores and in over ten thousand salons throughout North America. The company has already begun global expansion.

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SCENTBIRD



SCENTBIRD
NEW YORK

DECK OF SCARLET



Mariya Nurislamova, CEO, **Scentbird**

As Co-Founder and CEO of Scentbird, Inc., Mariya brings a strong vision and clear understanding of the tech and beauty industries to the company. Mariya's background is in Applied Mathematics, Computer Science and Marketing, but her true passion lies in beauty products and fragrance. After relocating to NYC from her native Russia, Mariya started Scentbird, Inc. in 2014 by running "Scent Discovery Soirees" (perfume "tasting" events where guests got tipsy on perfume instead of wine!). Prior to starting Scentbird, Inc., Mariya was COO of Neuvey, an IT outsourcing company, and co-founded Beta Week, an invite-only IT conference based in Moscow. She is also a speed reading coach and danced ballroom professionally for eight years.

About The Company

Born out of the frustration with the "fragrance graveyard", expensive bottles of designer scents collecting dust on every woman's dresser and men's cabinet, Scentbird was created to provide an alternative for today that is both practical and exciting. With Scentbird, the world of fragrance opens up. Clients have an affordable option to discover and sample new scents without having to spend hundreds of dollars or commit to one single bottle for years. However, the tactile experience of purchasing a new perfume is not lost. Scentbird perfumes are beautifully packaged and simple to use, and the sophisticated white atomizer is nestled in a luxurious velvet pouch. With a platform that is friendly to both the indecisive customer and the fragrance-wearer who knows what she likes, Scentbird is a practical option for every type of personality.

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SURRATT BEAUTY



Surratt

Troy Surratt, Founder and CCO, **Surratt Beauty**

Troy Surratt is one of the beauty industry's most sought-after and respected makeup artists. Soon after he co-founded Tarte Cosmetics he was tapped to be the spokesperson for Beauty.com and then hired as Maybelline's Global Consulting Makeup Artist.

Troy launched his eponymous line in 2014 and has since gone on to win many industry awards, including Allure's Best of Beauty and Refinery29's Innovator of the Year Award.

A skilled color master, Troy is known for his professional grace, ardent dedication, and unfailing attention to detail. His expertise and artistry is sought after by a devoted group of international influencers, celebrities and top beauty journalists.

About The Company

Surratt Beauty is the singular vision of veteran celebrity makeup artist Troy Surratt. No detail is spared in this groundbreaking collection of products, from unmatched formulas to forward-thinking shades to custom-tooled packaging and meticulous production methods.

The line embodies the future of artistry brands. Now comprised of 200 bespoke products, Surratt Beauty is a truly transcendent collection that incorporates the methods of top tier artisans and materials to elevate each product to the next level of innovation.

Surratt is available at Barneys, Sephora, Space NK, Blue Mercury, Violet Grey, Net-a-Porter, Liberty of London, Mecca Australia, and other luxury beauty retailers.

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TRACIE MARTYN



Marius Morariu co-founder, president and natural product formulator, **Tracie Martyn**

Marius is the co-founder and co-formulator of Tracie Martyn Beauty, a brand that pioneered holistic yet effective spa treatments, and an eco-luxe, all-natural skincare line. Marius was an early activist of petrochemical-free skincare and his creations are adored by icons including Kate Winslet, Rihanna, Kim Kardashian, Yolanda Hadid, and Naomi Campbell. As the son of doctors, Marius was focused like his parents on health, but decided to focus on Wellness and Preventative Medicine, graduating with a degree in nutrition. He has grown the multi-million dollar brand without capital infusion since 1998, developed the skincare formulas, and invented several skincare patents.

About The Company

Until Tracie Martyn, the fusion of having both an effective high-tech and holistic anti-aging service did not exist. Nor did high-performance, derm-strength, eco-luxe, all-natural skincare that combines vitamins, enzymes, fruit acids and other natural cosmeceuticals. The timing for Tracie Martyn to scale their business is better than ever since the award-winning, American-made, highest quality skincare line is now being propelled forward by the enormous interest and growth in natural and organic products and the power of social media and direct-to-consumer e-commerce. Considering the proof of press with a very pure and prestigious distribution including Net-a-Porter, Bergdorf Goodman, Amazon Luxury, Blue Mercury, Space NK, Tracie Martyn is positioned for significant growth with little to no competition in the prestige natural category.

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📺 TracieMartynSpa

👤 Marius Morariu



TRESTIQUE



trèStique

Jennifer Kapahi, Co-founder, **Trestique**

Co-founders Jennifer Kapahi and Jack Bensason have 25+ experience in the cosmetics industry.

Jenn is a visionary and passionate product developer. She began as a makeup artist training with Clinique and graduated the Executive Training Program at Bloomingdales. At Interco, Jenn managed sales, trend and marketing efforts across the mass, prestige and specialty brand clients. At Revlon, she led global product development for the lip, nail & trend categories.

Jack is a creative entrepreneur with a strong passion for beauty that began early in life through exposure to his family's brand in Israel- "GA-DE Cosmetics". Jack led entrepreneur efforts at Interco in their private label division. He has extensive expertise in supply chain, including, sourcing, vendor relations, operations and package development.

About The Company

treStiQue is a fast growing indie beauty brand specializing in 2-in-1 makeup crayons with built-in tools. treStiQue's mission is to create a solution for the busy, real woman looking for an easy, everyday makeup routine.

Co-founders Jenn Kapahi and Jack Bensason, cosmetic industry veterans, designed a line of 2-in-1 makeup crayons combining high performance formulas with built-in application tools. treStiQue offers customized makeup sets, including the bestselling Essential 8: 8 products that help her create a 5 minute face, and weighs less than 0.5 lbs!

treStiQue is currently distributed at Sephora, QVC, and via e-commerce channels including trestique.com, b-glowing, thegrommet.com.

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ZIIP BEAUTY



ZIIP BEAUTY

Melanie Simon, Founder and CEO,
& Dave Mason, Co-founder, **ZIIP Beauty**

Melanie: World renowned Electrical Esthetician, Melanie Simon, developed ZIIP through a decade of research and input from thousands of real clients. Her facial treatments were quoted as being “the holy grail of treatments” by VOGUE magazine, while Town and Country proclaimed that her nano current protocol “left the skin looking lit from within.” Now, Simon’s treatments are accessible to you at home through ZIIP Beauty



David: David Mason has over 15 years of experience spearheading a wide array of innovative ventures. Upon completing his Bachelor’s degree in Mechanical Engineering, David worked designing robots, concept cars, and other unique electro-mechanical systems. After receiving a Master’s degree from USC in Product Development Engineering, he moved to the San Francisco Bay Area where he spent 10 years managing complex, multi-million dollar business and research projects. He has since joined with longtime friend, Melanie Simon, to create ZIIP Beauty.

About The Company

Get ready to take control. ZIIP Beauty puts the power of an extraordinary anti-aging device in the palm of your hand. Tired skin, puffy eyes, hormonal breakouts, visible pores, sagging jawline – whatever it is, we’ve got you covered. Skincare expert, Melanie Simon, created ZIIP with her powerful “electrical cocktails”, that are customized to consumers’ unique skin profile, and controlled through a supporting iPhone/iPad app. When used in conjunction with ZIIP Beauty’s Conductive Gel, ZIIP is the only anti-aging device you’ll ever need.

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BEAUTY SPOTLIGHT

12 independent beauty brands, hand-picked by the prestigious Selection Committee, introduce themselves and their products on the main stage, in a quick fire round of presentations.

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

To apply for consideration at next years event, please email events@kisacoresearch.com

