BEAUTYINC
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The X Files

Gen X creators are booming on social media. Find out why audiences of all ages are tuning in on pages 5 and 6. PLUS: How Helena Rubinstein became a global sensation and why pet wellness is the cat's meow.

ILLUSTRATION BY **KARI MODÉN**

Beauty Bulletin

A Look at She-y, a Body Care Brand With a Ghanaian Soul

● **MILAN** – Everything leads to shea butter for Menaye Donkor.

The bubbly entrepreneur and former Miss Universe, Ghana grew up in Accra seeing her mother using the ingredient as a go-to solution for everything. Hence her choice to make it the starting point of her beauty venture, She-y body care.

The brand just opened a pop-up at Milan's Smalto beauty salon to test the waters of brick-and-mortar retail ahead of a broader product expansion for the first quarter of 2024.

Donkor's goal is to add facial skin care to the offering, whose formulations are manufactured in Italian laboratories based on raw materials imported from Ghana.

The She-y range includes body creams and scrubs containing up to 18 percent of shea butter ethically sourced from the country, in addition to hyaluronic acid, vitamin E and a blend of Senegalese algae extracts. There are also body oils, mixing shea oil with sunflower, argan, jojoba, almond and avocado oils.

Each product category is available in four scents with price tags ranging from 65 euros for the oil to 120 euros for the cream.

In sync with her philanthropic work, Donkor weaved a charity element in her beauty business. In addition to creating job opportunities for women in the shea butter production in Ghana, she pledged a percentage of profits from product sales to finance the Menaye School of Hope, which provides free education for children in the country.

The She-y body cream.

The institution was set up by the Menaye Charity Organization nonprofit Donkor established in 2004 – the same year she won the pageant and moved to New York to pursue a modeling career. There she leveraged her exposure to new social contacts to sensitize people around the issues in her country, before eventually founding the organization to provide free quality education, health care and child development in deprived communities in Ghana with the hope of breaking the cycle of poverty.

–SANDRA SALIBIAN

Cayli Cavaco Reck

APRÈS SKI

● **KNOCKOUT BEAUTY IS** primed for expansion.

The retailer, founded by Cayli Cavaco Reck, is set to open in Aspen, Colo. on Dec. 4 and in Dallas, at The Terminal at Katy Trail, in early 2024. Aspen marks Knockout Beauty's fifth location after Los Angeles; New York City, and Bridgehampton and Locust Valley, N.Y.

For Aspen, Reck opted for a franchise model, similar to the Locust Valley store. Knockout Beauty will account for 25 percent of the 1,300-square-foot wellness studio and spa O2 founded by Brittany Van Domelen. "The combination of Aspen's natural beauty, vibrant culture, luxury market and solid local connection through Brittany makes it an ideal location," Reck said.

Since opening in New York City in 2021, Reck has used the franchise model to grow. "We're not starting from scratch in Aspen," said Reck. "Instead, we're taking over an existing space, which allows us to leverage the infrastructure and clientele while infusing it with our unique ethos, services and experience." The retail section will include products from Augustinus Bader, U Beauty, Jouer Cosmetics, Royal Fern and Environ. There are also two private spa suites for services. The store is expected to reach more than $500,000 in first-year revenue, according to industry sources. —EMILY BURNS

BY THE NUMBERS

The Biggest Skin Care Indies In Influencer Marketing

Skin care content has seen a significant rise in both volume and engagement on social media this year, data shows. BY **NOOR LOBAD**

SKIN CARE IS HAVING A social media moment.

Due namely to an overall increase in activated influencers within the category, skin care content has grown 16 percent year-over-year in volume, while views and engagement have grown 82 percent and 26 percent, respectively, per Traackr.

"Right now, mega-influencers are the top performers across rising indie skin care brands," said Therese Little of Traackr, noting this trend isn't consistent across beauty. For high-performing indie hair care brands, for example, mid-tier influencers are driving the most impact."The top-performing skin care brands have built strong relationships with high-performing influencers," said Little, noting creator Katie Fang has been a sustained key voice for Glow Recipe, which tops the list by Brand Vitality Score (VIT), Traackr's proprietary metric measuring a brand's social media impact, reach and trust.

THIS YEAR'S 10 BIGGEST INDIE SKIN CARE BRANDS PLUS THEIR RESPECTIVE YEAR-OVER-YEAR CHANGE IN THE METRIC

1 Glow Recipe
119,000 VIT, +79 percent
4,170 influencers, +30 percent

2 Caudalie
63,800 VIT, +144 percent
2,270 influencers, +52 percent

3 Bubble Skincare
58,600 VIT, +110 percent
1,930 influencers, +25 percent

4 Versed Skincare
40,300 VIT, +30 percent
2,340 influencers, -1 percent

5 Pacifica Beauty
37,600 VIT, +126 percent
1,590 influencers, +21 percent

6 Kosas
36,200 VIT, +78 percent
1,950 influencers, +47 percent

7 Summer Fridays
35,200 VIT, +37 percent
2,030 influencers, -2 percent

8 Kopari
30,800 VIT, +66 percent
1,160 influencers, -21 percent

9 Good Molecules
30,200 VIT, +26 percent
2,620 influencers, +36 percent

10 The Inkey List
29,900 VIT, -28 percent
1,380 influencers, -7 percent

Beauty Gets Boozy for the Holiday Season

● **COUNTLESS INDUSTRIES HAVE** partnered with beauty over the years, from real estate to media to fashion. Now, it's the turn of drink companies.

French liqueur brand St~Germain Elderflower has teamed up with nail brand MiniLuxe to launch The St~Germain x MiniLuxe Royale Gift Set. Priced at $36, each set includes a 375ml bottle of St~Germain and a custom pairing of MiniLuxe's Pure Polish inspired by the St~Germain's signature holiday serve.

"A good manicure is just like a dash of St~Germain – a small, but essential detail needed to truly make your style, or your cocktails, stand out. Our Royale Polish Set is a flourish of inspiration that will make each of your soirées feel extra special," said St~Germain brand director Stacy Saltiel.

Also getting into the beauty game are Absolut and Kahlúa, which are partnering with the perfumery Imaginary Authors to celebrate the 40th anniversary of the creation of the Espresso Martini with eau de parfum Blend No. 83. The fragrance contains notes of dark chocolate, sugarcane rum, arabica coffee, velvety foam and night musk.

Matt Foley, vice president of marketing at Absolut and Kahlúa, said: "Imaginary Authors is known for storytelling through unique fragrances, so we thought, what a great partner for Absolut and Kahlúa to tell the origin story of the Espresso Martini through a whimsical interpretation of its resurgence in culture. Our Blend No. 83 Espresso Martini fragrance celebrates the 40th anniversary of this popular cocktail as a holiday gift that brings the smell to life this season."

This follows on the heels of clean beauty brand Saie, which previously launched a wine, Saie When, with Jumbo Times Wine.

— KATHRYN HOPKINS

40 Years Young: Amouage on the Move

CEO Marco Parsiegla and chief creative officer Renaud Salmon are writing a new chapter at the Oman-based luxury fragrance house, which turned 40 this year. BY **SANDRA SALIBIAN**

The Amouage store at Mall of Oman.

Marco Parsiegla

"IT'S KIND OF AN OPEN-HEART surgery: The brand is full of history and there's a lot of sensitivities and you need to be a very good surgeon in order to bring things to the next stage," said Marco Parsiegla, chief executive officer of Oman-based luxury fragrance house Amouage, which is marking its 40th anniversary this year.

A veteran of the industry, whose experience includes global vice president of Procter & Gamble's prestige division, Parsiegla has been proving to have good nerves and clear thinking in bringing the brand new life since he joined in 2019, in tandem with the appointment of Renaud Salmon as chief creative officer.

The duo opened a new chapter at the company with the goal to make it bloom internationally and attract the next generation of fragrance lovers as part of its clientele, whose core is made of expert consumers buying more than six products per year, and connoisseurs.

The first step was to integrate all of the processes, epitomized by the company's "sanctuary for creativity" in Muscat. The open-to-the-public space houses all Amouage activities, from production to creativity, attracting 15,000 visitors per year.

"Authenticity is what consumers are looking for and nowadays people can easily understand what is a made-up story and what's actually real," said Parsiegla. He underscored that the project was all about "securing the quality [of the brand], having the ownership throughout and not being secretive about it."

"It's very important to give a brand a home, that's what I learned working for brands," he continued, recalling his experience with Dolce & Gabbana and Sicily. "You need to give soil to a brand and for us that is Oman, which is why we produce everything here."

Distribution has also played a key role in elevating Amouage. Aiming to build a premium network, Parsiegla drastically reduced Amouage's 6,000 points of sale to less than 2,000 doors.

Along with new products and a revamped visual identity developed under Salmon's guidance, the strategy has been paying off. In the first nine months of 2023, sales increased 21 percent to $158 million compared to last year, with those in the third quarter up 32 percent. Parsiegla projected a 25 percent growth for the end of the year, with sales exceeding $200 million.

So far in 2023, sales at the 12 Amouage boutiques worldwide were up 23 percent versus last year, boosted by the retail concept the brand unveiled at the Mall of Oman in 2022 and rolled out at its existing unit at Dubai Mall and at the Muscat airport.

Each location has been conceived to nod to Omani natural elements in a modern and arty way, like desert dunes or eclipses. The format will soon land in the U.S., where sales are up 21 percent, when Amouage open its first store at the American Dream complex in New Jersey. The company has also created an Amouage Americas business unit to get more control over distribution, reducing its presence in smaller specialty shops in favor of department stores such as Neiman Marcus, Bergdorf Goodman and Bloomingdale's.

Growing the business in China and Saudi Arabia is also a top priority. By the end of the year, Amouage will open its first pop-up shop in Shanghai, giving it a physical presence.

In terms of other key geographies, in the first nine months, sales in Europe rose 25 percent, with Italy, Spain and Germany being the fastest growing markets. Overall, Europe accounts for 40 percent of total sales, followed by the Middle East and Africa at 30 percent and Asia-Pacific at 20 percent.

Product-wise, the main driver of the brand's performance is Guidance, which sells more than 100 flacons per day, according to Parsiegla.

"More than 40 percent of revenues come from creations Renaud has done since 2019," he continued, praising Salmon's work.

Zara, Guido Palau Team Up for Hair Product Debut

Zara Hair's first drop will entail two styling products and two hair accessories sold as a set for $49.90.

BY **JAMES MANSO**

ZARA IS FORTIFYING ITS beauty lineup with hair products — and has tapped seasoned hairstylist Guido Palau to do so.

The company introduced Zara Hair on Nov. 30, a boxed set including a gold gel, a gold glitter spray, a gold bobby pin and a gold comb that will retail for $49.90 in stores and online. Palau, who designed the products, said they are the first of many.

"This is the beginning of a whole rollout of products we'll be doing, which drops next year," Palau said. "This is a teaser, something we thought we'd do for the holidays as a fun gifting idea and getting into the holiday season."

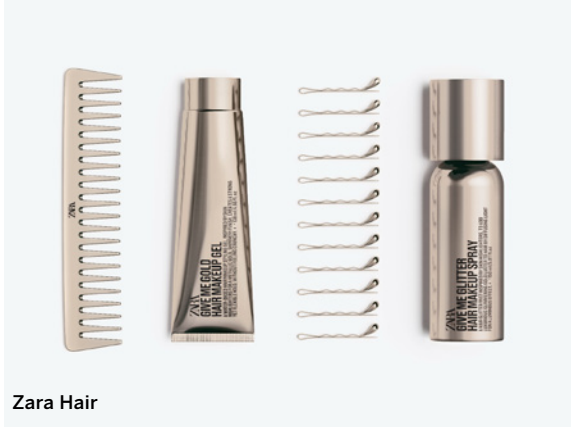
As reported, sales for hair products are still on the rise — especially in the higher-end market. Circana data for the third quarter indicates a trade-up to prestige, as hair care unit sales in the mass market begin to wane.

Zara launched a makeup range in 2021. Last year, the company tapped Jo Malone to create a fragrance collection under her second brand, Jo Loves. Hair products have been discussed for years, Palau said. "They're responsive to ideas; they're very open and a modern-thinking brand," he said of the partnership. "We talked about doing a hair line some years ago."

Palau's idea was to start with products more cosmetic in nature, as opposed to proper hair care, given Zara's bread and butter business. "The idea is the first drop is more fashion-led," Palau said. "There will be other drops that come that will nod to fashion, as well as main styling and hair care products."

He also designed the collection to appeal across demographics. "It's for anyone, any age, who fancies a little holiday spirit in their hair and wants a little bit of sparkle," he said. "It's just to have fun. I always get asked backstage how someone could make their hair a little bit more special for the evening or if they were going out — you can do that with a few simple products."

Each product was designed for ease of use, too. "You can update your hair by just putting in the bobby pin — it takes your hair from being naturally simple to something a little bit more glamorous and with a bit more edge to it," he said. "With the gold gel, you get this great shimmer, and with the golden glitter spray, you get a little luster. It can start out very mild, or you can build up a much more extreme, exaggerated look."



Zara Hair

Palau reasoned that the versatility of the products mirrored the larger state of the beauty industry. "It's a crazy time in beauty — there's no rules when you go on social media. You have everything represented from extreme beauty and hair ideas to simple and natural ideas. I've been in this industry for a long time, and this is the most democratic, which is fantastic," he said. "There's no rules and the message is to be yourself, be whatever you want. Leave it simple, or push it wherever you want it to go."

2023

BEAUTYINC AWARDS

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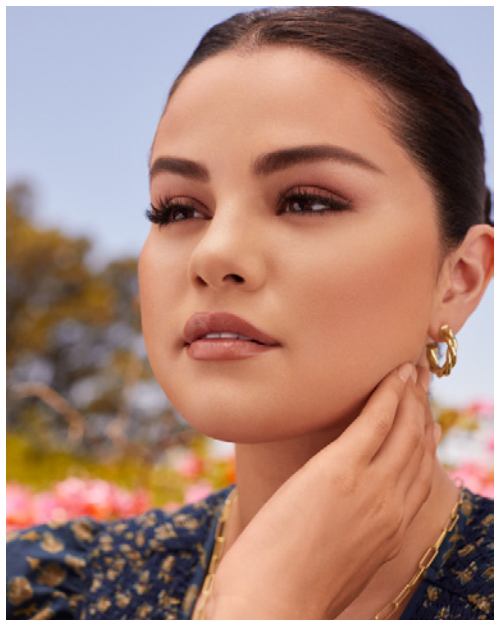

HONORING

SELENA GOMEZ

FOUNDER, RARE BEAUTY

PETE BORN IMPACT AWARD WINNER

The 43-and-up Club

Gen X and Baby Boomers are getting in on the social media game. BY **NOOR LOBAD** ILLUSTRATION BY **KARI MODÉN**

THE AGE OF THE influencer is shapeshifting — literally.

An emerging group of Gen X and Baby Boomer creators are taking over the beauty and wellness social media spheres, drawing not just the attention of fellow mature consumers, but Gen Z and Millennial audiences, too.

The cohort's rise comes at a pivotal time on two levels: The beauty industry at large is being made to rethink ageist marketing practices which have long isolated mature consumers — who are ripe with spending power — while simultaneously, TikTok has seemingly fueled an obsessive fear of aging among many of beauty's youngest consumers — Gen Z.

"The downfall [of social media] is that it's increased comparison between one another and fueled this perfectionist, curated life," said Santa Monica-based therapist Alyssa Mancao, who specializes in anxiety, depression and relationships. "When you think about all these filters that make you look younger — they smooth your skin, change your eyebrows — much of that plays into making women feel small."

With many of these 45-plus creators' social media forays serving as their third, fourth, even fifth career acts, their emergence offers a potentially much-needed wave of representation for both mature consumers looking to see themselves in beauty, and young consumers who stand to benefit from "seeing what womanhood can look like after 40 or 50," Mancao said.

Take 63-year-old Gym Tan.

After spending much of her career heading up international operations at apparel companies Esprit and DKNY Jeans in Asia, Tan and her family relocated to San Francisco in 2016, where she eventually pivoted to consulting work just before the COVID-19 pandemic.

"Every project was like pulling teeth," recalled Tan. "Nobody was really hiring at the time — I had been working at such a high level, and I had all this momentum, then suddenly the momentum stopped."

Around the same time, Tan's college-age daughter, Mya, was building a platform on TikTok as a lifestyle creator, and suggested that Tan, too, take to the app.

"My daughter saw me struggling and was like, 'oh my god, this is not the mom that I know,' — so she helped me film my first video," said Tan, who began sharing instructional styling videos and, within three weeks of posting daily, had 10,000 followers.

"I wasn't even thinking about growing or about followers — it was kind of just, you know, 'what if?,'" said Tan, who now has 248,000 followers and is one of 68 creators in Sephora's 2023 ambassadorship program, the Sephora Squad. "I also felt that I had this message that was important to spread, which is that getting older can be fun, that being engaged with your life has huge benefits."

Two other members of the Sephora Squad — Texas-based Kalondia Casey and New York-based Patti Roberts — also represent the 50-plus consumer, who, according to AARP's Longevity Economic Outlook Report, contribute $8.3 trillion each year to the U.S. economy. Data from NIQ, meanwhile, shows that Gen X consumers outspent Gen Z when it came to beauty purchases from July 2022 through July 2023.

"Companies need to realize we [mature consumers] have a lot of spending power," said 63-year-old Casey, who, like Tan, took to TikTok during the pandemic.

Casey had been using the app to promote beauty products by direct seller Farmasi when she received an email from Sephora inviting her to apply to join the Squad in 2021. Though she had worked in human resources for much of her career, Casey obtained her makeup artistry certification at age 58 — she's now 63 — and had long sought to show older women how to create makeup looks that would suit their evolving features.

"Teaching mature women how to apply makeup, or how not to apply makeup — that seems to be the golden goose right there — is my passion," said Casey, who has developed hooded eyelids with age and makes a dedicated effort to create eye makeup tutorials tailored specifically to the needs of those who have experienced the same.

Meanwhile, Roberts, formerly a Zumba instructor, found herself drawn to TikTok's early dance-related content. After uploading a video of herself samba dancing in 2020, she steadily ventured into other forms of content ("I wasn't specifically beauty — I was just out here doing my thing") and soon found herself fielding lifestyle questions from viewers of all ages.

"I was getting the full gamut of questions, from — 'how is it that you're 57 and you look so happy and free?' to 'what do you use on your hair?' to 'do you have kids?,'" said Roberts, who does indeed have a 30-year-old daughter named Tamaria, and for whom joining the Sephora Squad has been a way to boost visibility not just of Baby Boomer women in beauty, but more specifically, Baby Boomer women who look like her.

"There aren't a whole lot of us Black women with gray hair out there — I wanted visibility for myself but also representation for my community," said Roberts, who has 193,000 followers and added that she has seen "pockets of [progress]" when it comes to age inclusivity in beauty, but that brands are still not quite nailing it.

Casey echoed the sentiment, adding the disparity between where the industry is versus where it should be is particularly clear when it comes to brands' influencer marketing efforts. "There's nothing more frustrating to me than seeing a very young beauty influencer talking about an antiaging product," she said. "It →

CreatorIQ's Top 10 global beauty brands by Earned Media Value driven by creators with a >30 percent 35-plus audience

1. **L'Oréal Paris** $13 million
2. **MAC Cosmetics** $12.8 million
3. **Charlotte Tilbury** $9.3 million
4. **Lancôme:** $9.2 million
5. **Dior Beauty:** $9.1 million
6. **Maybelline New York** $7.9 million
7. **BK Beauty** $7.5 million
8. **Bobbi Brown Cosmetics** $7 million
9. **Nyx Professional Makeup** $6.9 million
10. **Nars Cosmetics** $6.2 million

EMV Generated For Beauty Brands YTD

1 BETHENNY FRANKEL
@bethennyfrankel
$11.5 million total
- L'Oréal Paris: $1.8 million
- Maybelline New York: $1.2 million
- NYX Professional Makeup: $932,500

2 SONIA RAMOS
@officiallysoniaramos
$1.2 million total
- Philosophy: $149,700
- Collection: $143,300
- Estée Lauder: $99,100

3 KALONDIA CASEY
@kalcasey60
$915,400 total
- Makeup by Mario: $122,200
- Charlotte Tilbury: $81,900
- La Mer: $69,200

4 PATTI ROBERTS
@taskyourself
$545,100 TOTAL
- Make Up For Ever: $163,000
- Revolution Beauty: $105,600
- Danessa Myricks Beauty: $91,800

5 GYM TAN
@californiaistoocasual
$535,800 total
- Drunk Elephant: $114,700
- bareMinerals: $98,700
- Glossier: $72,100

doesn't have to be me, but let's have some representation of mature women. We have the buying power — we're ready to spend that $200 on a La Mer moisturizer, or on an eye cream."

For 45-year-old creator and Sephora Squad alum Sonia Ramos, dishing out menopause-related content has been key to building a TikTok audience of more than 618,000. "When I post, I just want for someone to see it and be like, 'OK, I'm not alone.' It's the stuff you wish your mom would have said. Like, 'Hey, when you're in your 40s, you're going to go through some sh—t girl,'" said Ramos, who wields her filter-free wit in addressing the impact of menopause.

She's heavy on makeup and skin care content, too; when it comes to paid partnerships — of which she does around two per month — Ramos has found skin care deals are somewhat easier to come by. "It's very hard to get makeup campaigns because of our age. Skin care and hair care a little less so since we're the ones dealing with the textured skin, the hyperpigmentation, the hair thinning — but most makeup is not created equal. A lot of makeup is meant for younger, smoother skin."

Beauty veterans Camille Katona and Stephanie Spence founded color cosmetics brand 19/99 Beauty in 2020 aiming to challenge this standard, harnessing age-inclusive marketing techniques to make sure everyone — from Gen Alpha to Baby Boomers — feel invited to participate.

"We've felt like there was a disconnect between how cosmetics are being marketed to us as something corrective, and how we actually feel about cosmetics as something that is joyful, and meant to be fun and played with," said Spence, who met Katona during their shared time at Kendo-owned Bite Beauty.

Billing itself as striving to "bridge the generational beauty gap," 19/99 sells at retailers including SpaceNK and Revolve, and has a consumer base that is roughly 60 percent age 35 and up, with those between the ages of 45 and 50 being the brand's most represented consumer group.

"For a long time, there's been a lot of tokenism around age representation, or any kind of inclusivity representation," said Katona, adding the industry's tendency to "only feature models who are either 18 or 80 years old" inadvertently leads to "caricatures of different age groups," leaving many consumers inevitably feeling unseen.

Brands like Jones Road Beauty, Trinny London and Dove, via its long-standing Self-esteem Project, have also made steady efforts to bring age-inclusive beauty to the forefront. RMS Beauty, founded in 2009 by 68-year-old celebrity makeup artist Rose-Marie Swift, gained meteoric momentum in 2023 after Swift herself took took to the TikTok to share her expertise.

"To be honest, I thought nobody would be interested in watching me doing makeup on myself, because of my age," said Swift, who in May was convinced by RMS' chief strategic officer, Elaine Sack, to use TikTok to demonstrate how to use her products and share tips including how to prevent lipstick from bleeding, blush shade recommendations and how to fill in one's brows.

"I'm going raw, I'm showing my wrinkles and the wrinkles around my lips, and I'm not being embarrassed. In fact, I'm commenting on them myself — who's going to do that? Only a maniac would do that. So I've taken on the task of being a makeup maniac on there," said Swift.

In a short period of time, her stripped-down strategy has paid off in a big way. The brand's digital business has grown 350 percent versus last year, with retail sales growing 120 percent during the period. Though Swift didn't specify the brand's sales, industry sources peg the brand to be on track to do between $55 million to $65 million in sales in 2023. On TikTok, RMS beauty counts 245,000 followers and while the brand features creators of all ages on its page, videos featuring Swift herself are those which most often garner hundreds of thousands — sometimes millions — of views.

Kalondia Casey

"Creating content is just making me happy, where, before, I was like, 'look at my wrinkles — ew,' or 'look at my age spot — ew.' I don't do that anymore. I've learned to just accept, and it's nice to see people are accepting with me," said Swift.

"Real Housewives" star turned somewhat-accidental TikToker Bethenny Frankel has also wielded her cross-generational appeal to build a 1.5 million-user-strong community on the platform.

"I wanted to feel some level of competence with my makeup, so I got on TikTok just to try to learn something," said Frankel, who downloaded the app in January 2021 and that April began uploading videos in which she compared the performance of drugstore versus luxury beauty products. "I thought I was discovering America — I didn't realize at the time that was something everybody was doing, but either the freshness and the shock of it, or the 'what the hell is Bethenny Frankel doing talking about beauty?' — it just made me go viral," said Frankel, who has been steadily pumping out product reviews and chatty "Get Ready/Unready With Me" videos since then.

"People think I'm like their crazy aunt," said Frankel, who helms two podcasts and consumer goods brands, and sees TikTok as a means to cultivate joy. For Tan, content creation has been also forged a pathway to joy — and new purpose.

"The amount of confidence you have when you've had this whole life, this big career, a wonderful family, great kids — and then to be able to have this second career in your 60s — I mean, hell yes," said Tan. ■

19/99 Beauty

Bethenny Frankel

Case Study: Helena Rubinstein's Roaring Comeback

The brand, once a household name in the West, now booms in the East. BY **JENNIFER WEIL**

Helena Rubinstein's Replasty Age Recovery night cream.

PARIS — Helena Rubinstein is a compelling beauty case study. Once a household name in the West, it all but disappeared from shelves there in the 1980s before becoming a massive success today in the East.

Today, it is on deck to become a billion-dollar brand in L'Oréal's stable of global winners.

What it took to revive the 131-year-old heritage brand and make it a leading skin care player on the global stage was a repositioning into a high prestige category, a deep emphasis on scientific innovation and mining deep into its roots to create a guiding framework.

Nicolas Hieronimus, chief executive officer of L'Oréal, which acquired Helena Rubinstein in 1984, has called the brand "one of the greatest success stories — or transformation stories — inside L'Oréal."

Helena Rubinstein had struggled for years before the French beauty giant opted to transform the brand — a multicategory beauty player à la Lancôme or Estée Lauder — into a premium skin care specialist. The timing of that, around the mid-2010s, coincided with the rise of Chinese consumers' appetites for high-end skin care.

Over the last decade, it has become entrenched in the market. "We are now one of the top superpremium skin care brands globally," said Stevie Wong, global brand president of Helena Rubinstein.

That's despite the current competitive landscape, where feisty indies jockey for position, and Helena Rubinstein not being sold in the U.S. — the largest global beauty market.

The brand has, however, remained in European countries such as Italy, Switzerland, the Benelux and Nordics, and was relaunched in France and online European e-stores in 2021. The U.K. redux came about in 2020.

In Asia, Helena Rubinstein was rolled out in China in the 2000s, and its distribution in Japan dates back to before the 1980s.

Much of what Helena Rubinstein stood for from its outset chimes with contemporary consumers. The entrepreneur launched her eponymous business in 1902, with the opening of the world's first beauty salon in Melbourne, Australia. Throughout her career, Rubinstein championed that beauty helps emancipate women.

"It's very much the vision of being the most scientific, ultra-luxury skin care brand," said Wong, describing that as "avant-garde."

In trying to reimagine and recreate the brand while remaining true to its DNA, Helena Rubinstein executives in 2008 partnered with Laclinic-Montreux and its founder Michel Pfulg to create the ultra-premium, science-focused Replasty skin care franchise.

Its hero product, launched in 2011, is the Replasty Age Recovery night cream. A 50-ml. jar sells for 400 euros. Breaking traditional skin care codes, the jar is black and round, designed to echo that of a test tube's base.

A Helena Rubenstein beauty institute.

Fast-forward to the first half of 2023, and Replasty Age Recovery was the top-selling beauty product in mainland China and bestselling superpremium cream in Japan and Hong Kong, according to Beauté Research.

In the 2010s, Helena Rubinstein continued transforming — looking ahead with an eye to the past. Its tag line became "Avant-Garde Skincare Since 1902."

The brand's repositioning in the ultra-premium category also synced with the emergence of medical cosmetic and aesthetic procedures.

Each product franchise in Helena Rubinstein has a different bent. Powercell products tackle skin regeneration. Its star ingredient is the samphire plant stem cells created using biotech. "It's very green and very effective," said Wong, of the formula.

The Prodigy Cellglow line, for antiaging and skin brightening, claims to reprogram cells. Helena Rubinstein also has the Life Pearl collection, at the highest end of the prestige skin care category, with prices running up to around 600 euros.

With Helena Rubinstein's visual identity, the aim has been to represent the products' benefits as well as the brand's luxurious world. Imagery is classic and clean, with luxury codes. Snow-covered mountains represent Cellglow, while digitized, pixelated green vegetal imagery connotes Powercell's high-tech attributes.

Helena Rubinstein's key domestic markets include China, Japan, Taiwan, Hong Kong and South Korea, according to industry sources.

"We are very cautious about quality growth," said Wong. "We are not trying to chase growth — definitely."

Instead, the brand focuses on expanding its consumer base client by client. Wong calls them high-quality, with whom Helena Rubinstein can create a lifetime bond.

"Interestingly, the most expensive products are getting a lot of great responses from the clients," said Wong.

Beauty institutes remain at the core of Helena Rubinstein's business model, especially for its VIPs. "It's a very effective way for us to keep the loyalty of our clients," said Wong.

Axioms coined by Rubinstein herself are key, too. One oft quoted is: "Beauty is power, the most important of all."

"That guides us into rearticulating the brand purpose — to invent the beauty that empowers women to reach new heights," said Wong.

In this vein, this summer Helena Rubinstein launched a "Lead With Beauty" campaign, featuring French computational scientist and entrepreneur Aurélie Jean, Chinese athlete Guo Jing Jing and Canadian conductor Dina Gilbert.

The brand holds courses around the world to embolden women — especially female entrepreneurs — to fulfill their dreams. Helena Rubinstein celebrates heritage moments. Last year, for instance, it marked the brand's 120th anniversary and showcased its archives in-store. The book "Madame Avant-Garde" was published — in Chinese and English, and in English and French — outlining the history and story of Helena Rubinstein.

"In the key markets, we are trying to have heritage moments at different times to refresh consumers with the roots and values of the brand," said Wong.

The brand's archival photos are on display in some retail counters in Asia.

Meanwhile, Helena Rubinstein executives continue expanding the brand's archive. At a London auction this summer, for example, letters and documents pertaining to the brand's business from 1914 to 1927 were procured.

"Brands like this with depth can stand the test of time," said Wong.

Woof for Well-being

A look into the growing pet wellness category.

BY **EMILY BURNS**

Pets? They're just like us.

While human wellness has been booming, pet self care is also having a moment. Now, supplements, topicals and functional clothing and tools for pets are gaining traction, according to experts.

The market of health-conscious pet parents, most notably Gen Zers and Millennials, has grown rapidly in recent years. According to the American Veterinary Medical Association, the amount of households with at least one dog increased from 38 percent in 2016 to 45 percent in 2020 through 2022.

Although furry friends aren't a new concept, the way they are cared for has evolved.

"Pet owners love their pets just like their family and in some cases like they are literally their children," said Jennifer Kovacs, vice president of design, collaborations and omni experience at Petco.

Since pets are the new children, owners are shopping for them in similar ways — looking for sustainable packaging, fun marketing, clean ingredients and benefit-driven products.

"The pet industry is a little sketchy. There's not much regulation," said Jessica Teicher, chief executive officer and cofounder of vet-formulated grooming brand Dirty Dog Beauty Club. "The thoughtfulness [of] ingredients is not where it is within the beauty industry."

Dirty Dog Beauty Club is taking cues from wellness and beauty with expert-backed formulas that include natural, recognizable ingredients like aloe vera to soothe the skin and coconut oil to moisturize fur. Cofounder Natalie Mackey took inspiration from her other cosmetics and skin care company Winky Lux to create Dirty Dog Beauty Club's colorful branding.

For its part, Native Pet, which is available at Petco and Target, has harnessed the growing power of the supplement category and brought it to man's best friend. The company's stock keeping units include products geared toward allergies and digestive issues, in a variety of formats including oils, powders and chews.

"Personalization has become a macro trend in the pet category," said Native Pet cofounder Daniel Schaefer. "There's too much complexity in the space to make a personalized kibble and that's where supplements come in."

Within the supplement space, brands like Wag Well, which recently launched with oils and chews, are highlighting hero ingredients to promote products. For example, Wag Well uses ahiflower for skin, joint and coat health.

"We've been trained to look at ingredient panels and be discerning about marketing messaging," said Wag Well cofounder and CEO William Smolen. "We're now pushing that toward pets."

Kovacs says to expect "more palatable" supplement formats like those from Wag Well and Native Pet to continue gaining traction.

Although grooming and supplements have seen the biggest upswing and dog care seems to be dominating the market, other areas are expected to grow. Kovacs pointed to beds infused with lavender for a calming effect, beds for different cat's sleeping styles, tighter apparel that soothes anxious pets and food and water bowls that keep contents cool.

"Throughout every single category that we offer there is a health and wellness component," she said. "That's been the biggest change over the years: the speed at which it's grown and the categories in which it covers."

As overall wellness continues to boom, experts say the pet care market will follow suit.

"We're always going to look at what's happening in the human world, not just from what the thing does, but how it's administered, how it works, what it looks like," Kovacs said. "We'll always continue to evolve with that."

Native Pet

Dirty Dog Beauty Club

Wag Well

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Wag Well

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