



indie BEAUTY

by american spa

farm to skin
BLOOMS IN BEAUTY

TAP INTO TRENDING
ingredients

DISCOVER THE
STORY BEHIND
top brands

A MOMENT *in time*

In this issue on page 20, we highlight a few snippets from a recent Q&A with makeup guru Bobbi Brown that took place during Indie Beauty Expo LA. The entire hour was inspiring, but I was particularly struck by one of her insights. When discussing the transition from being an indie brand to a global one, she said, "Be happy where you are right now. This is the good stuff."

Personally, I couldn't relate more. I have two children under three, and I often find myself yearning for days of more sleep, less toddler tantrums, and fewer meals where I'm begging little people to eat one more small bite. But the days are flying by, and I know I will miss these baby times so much as they grow up. I think that many of you in the indie marketplace have a similar outlook. After all, your brands are your babies. You are stressed about making ends meet while getting your ideas out in the universe and are yearning for your big break. After attending the IBE LA show and getting to know some of you, I know that break is coming. Like me, you are stressed in the moment, looking to the future, and hoping for easier times. But as Brown said during her talk, "When you're part of a big company, you have to grow, and grow, and grow." So it will be an entirely different kind of challenge.

I've decided to take Bobbi's advice to heart and encourage you to do so as well. Embrace the challenge, enjoy the ride, and "be in the present, and be happy where you are."

Best wishes,

Julie Keller Callaghan

Julie Keller Callaghan
Editor-in-Chief/Publisher
jkeller@questex.com



american spa

EDITORIAL

Editor-in-Chief/Publisher
Julie Keller Callaghan

Executive Editor
Heather Mikesell

Freelance Art Director
Kerstin Michaelsen

Managing Editor
Natalie Maneval

Senior Social & Digital Editor
Jennifer Nied

Editorial & Sales Coordinator
Samantha Reed

OFFICE

757 Third Ave., 5th Floor, New York, NY 10017;
tel: (212) 895-8200, fax: (212) 895-8219

SALES

**Director, Integrated Media,
Eastern Region**
Lucy Hugo, tel: (203) 493-1221, lhugo@questex.com

**Director, Integrated Media,
Western Region**
Kristina Panter, tel: (714) 485-5331,
kpanter@questex.com

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BETTING THE

Taking all-natural products to the next level, farm-to-skin beauty is making a major impact.

BY JULIE KELLER CALLAGHAN

farm

Sustainability is the new norm in skincare. In fact, according to a study from Transparency Market Research, global demand for organic personal care products—one-third of which are skincare products—is expected to reach \$13.2 billion by 2018. “People in general are more conscientious of what they are putting into their bodies, and now with the beauty industry embracing organic beauty and skincare products, the public is becoming more aware of the healthier alternatives available,” says Siobhan McKinley,

owner of the Orgánachs Farm to Skin beauty boutique in Westport, CT. Boldijarre Koronczay, president of Éminence Organic Skin Care, agrees, adding that while spas have been promoting organic skincare for more than a decade, the mass-market reach of stores like Whole Foods have taken major steps in educating consumers about an organic lifestyle. “Consumers are now increasingly aware that to achieve total-body wellness, they need to be dedicated to eating natural and organic foods, as well as using organic



FROM LEFT TO RIGHT: Jurlique, A Wholesome Glow, and Eminence all cull ingredients from their own farms and gardens to create products.

products topically," he says. But, as with anything that becomes mainstream, there are always companies there to take things up a notch. That's where the farm-to-skin movement comes in, a development that is particularly popular in the indie marketplace. "The organic trend has been of interest for some time, but the recent shift is a focus on where the ingredients are grown," says John Michael Booth, chairman of Aura-Soma Products, brand owner of Aeos.

Simply put, it is a concept in which products are created "from seed to skin," says Sara LaBree, education and events manager, North America, for Jurlique. "It is the process of farm-grown ingredients being harvested and put into product formulations without being overly processed and without changing hands through multiple distributors. The longer the time and the more hands that touch fresh ingredients, the more of the nutrients and quality that are lost." Carmen Gendebien, chief experience officer of

A Wholesome Glow, agrees, pointing out that to her, farm to skin involves turning over the soil, harvesting the products, and creating, producing, and packaging each product from start to finish on the farm.

Some folks take this concept even further, actually timing the harvesting of the products to ensure the highest efficacy of ingredients, like the team at Aeos, which has a biodynamic farm in England. "We minimize the loss of actives through harvesting the plants at their most potent life force and choosing supercritical CO₂ extraction methods to further enhance the integrity of our ingredients so that they can be of optimal benefit to our customers' skin," says Booth.

So far, consumers are embracing the farm-to-skin phenomenon, with many sustainably minded shoppers approaching skincare the way they select their food. "Synthetic ingredients have no place in either one," says Patricia Walker, founder of Board and

Batten. "Consumers are turning to plant oils originating from the nuts or seeds of trees, fruits, vegetables, and flowers that nourish and fortify the skin. This 'nature-made' complex strengthens the skin's own natural protective barrier as well as its ability to produce collagen. The result is not just healthy-looking skin, it is skin that is healthy."

And as more people adopt this particularly healthy approach to skincare, the future is certainly looking bright. In fact, as Laurel Whole Plant Organics's owner and formulator Laurel Shaffer says, it's more of a movement than a trend. "It is a movement towards sustainability for our world; a movement that demands a call to action for companies to care about their consumer's health and wellbeing," she says. "My hope is that we will continue moving forward but also look back at old methods of farming and crafting in order to create a new standard of sustainable farming and beauty." ●

continued on page 4



CLOCKWISE FROM TOP: The Éminence, A Wholesome Glow, and FarmHouse Fresh farms are a treasure trove of healthy ingredients.

continued from page 3

FEATS OF *farming*

Here, take a look at how some companies are tapping into this eco-friendly phenomenon with their own farms or local farm partners.

AEOS (www.aeos.net) products are produced on the company's 550-acre Demeter-certified biodynamic farm in England.

A WHOLESOME GLOW (www.awholesomeglow.com) creates its bath and bodycare line using ingredients grown or sourced on the owners' dairy farm in upstate New York.

BOARD AND BATTEN (www.farmtoskin.com) products contain ingredients that have either been harvested from the company's farm in Florida or have been inspired by it.

ÉMINENCE ORGANIC SKIN CARE (www.eminenceorganics.com) recently opened its certified organic farm in Hungary to the public. It features seasonal gardens that grow the fruits, herbs, and vegetables that have been used for generations in many of the company's products and serves as an education center to teach future generations about the importance of healthy nutrition, organic farming, and more.

FARMHOUSE FRESH (www.farmhousefreshgoods.com) features natural and naturally derived ingredients like fruits, vegetables, milk,

and more, from farms across the U.S., including its own in Texas.

JURLIQUE (www.jurlique.com) products are formulated from ingredients culled directly from the company's biodynamic and organic farm in Adelaide Hills, Australia.

LAUREL WHOLE PLANT ORGANICS (www.laurelskin.com) products are almost entirely made with ingredients sourced from organic or biodynamic farms located within 100 miles of the company's Sausalito, CA, production studio. ●

HONEST *harvest*

Our experts reveal what qualifies or disqualifies a product from being a true farm-to-skin offering.

"An authentic love for nature, a focus on sustainability, and a drive to improve our wellbeing is our recipe for farm to skin. If you deviate by not plowing, sowing, growing and harvesting, creating, producing packaging, and shipping on the farm, then it's not true farm to skin. This differentiation from mainstream skincare products is better, because we monitor the quality of our products from seedling to harvest, and we believe that part of wellness is knowing that what you are purchasing comes from a wholesome, sustainable environment that you can feel, touch and visit."—*Carmen Gendebien, CXO, A Wholesome Glow*

"Seed-to-skin brands differ from other brands in that the entire process provides a level of transparency and integrity to the customer, so they can feel confident about their purchases and know that the quality they are paying for is actually present in their product."—*Sara LaBree, education and events manager, North America, Jurlique*

"A disqualifier is a product that contains parabens, toxins, and any ingredient that gets over a three on the EWG website (www.ewg.org). Farm-to-skin brands use natural ingredients as preservatives or do not use water in their products to avoid bacteria growth. The products have a shorter shelf life. However, the products are fresher, and when used properly, they will be used up by the time of expiration date. Natural and organic formulators are also very concerned about the extraction process they use to extract the oils so that no chemical residues remain in the final ingredient, therefore achieving a cleaner product."—*Siobhan McKinley, owner, Orgánachs Farm to Skin* ●

PHOTOGRAPHY: GETTY IMAGES (THIS PAGE)



farm to skin

pricing PARADIGM

Though there are countless benefits to adopting a farm-to-skin regimen, many such products do come with a higher price point, which can give some consumers pause. "Organic raw materials and organic farming is 20 to 40 percent more expensive than conventional methods and materials," says Jurlique's Sara LaBree. "There are numerous benefits to going green, however, there are also additional costs, which can result in a higher price point for products." A Wholesome Glow's Carmen Gendebien says most clients are fine with shelling out additional green for these ultra-green products. "It's our job to show our customers the value of buying a product that has been cared for from the moment it came out of the ground to when it was carefully laid on a bed of red clover hay in its delivery box," she says. "We are selling more than just a product but a true quality experience that is worth the price."

Still others point out that the prices of these products are not necessarily excessive, particularly when compared to other high-end retail brands. "Customers are spending hundreds of dollars annually on conventional brands that are filled with some of the worst toxic ingredients," says Orgánachs Farm to Skin's Siobhan McKinley. "There are many, many organic skincare brands available that are using certified organic ingredients following the strictest practices and cost the consumer less money." ●

ingredients OF NOTE

Indie beauty insiders share their picks for the skincare ingredients that are making an impact.

BY HEATHER MIKESELL



"In a nutshell, **coconut oil** is hands-down the best multitasking ingredient. It makes our skin everything we want it to be—glowy, healthy, hydrated, young, supple, smooth—and it works on all skin types. Due to its high concentration of medium-chain fatty acids and unique antibacterial, anti-fungal, and anti-inflammatory properties, this one ingredient beats out anything on the market in my book, and it's all natural. The good fatty acids establish a protective barrier on the skin's surface, trapping in moisture, and also penetrate the hair shaft, making hair healthy, strong, and glossy."—*Kiana Cabell, cofounder, Kopari Beauty (www.koparibeauty.com)*



Kiana Cabell

"As a chartered herbalist, I extensively research each botanical I have chosen to use in our products as well as future items that we will be offering. While botanicals like rose, chamomile, and calendula are very mainstream and offer a variety of healing attributes, one botanical I feel that is making a real impact in skincare is **fireweed** (*epilobium angustifolium*). This striking perennial with large spikes of pink flowers is often considered

more of a weed, as it spreads so enthusiastically, but it has a long history of use both medicinally and as a food source. This amazing botanical is known for being a blood purifier with anti-inflammatory, anti-irritant, antimicrobial, analgesic, and antiseptic properties. Fireweed is very beneficial for mature skin and is also able to help a multitude of conditions including acne, dehydrated skin, irritated or inflamed skin, burns, rashes, eczema, and psoriasis. When used topically in creams, salves, poultices, and even in baths, fireweed soothes the skin and makes it softer."—*Andrea Sazwan, founder and CEO, Crystal Hills Organics (www.crystalhills.com)*



Andrea Sazwan





Nicole Anagnos

"Pumpkin seed oil is truly a gem.

Everyone wants clear, younger looking skin, and pumpkin seed oil delivers big time. This oil is rich in vitamin E, zinc, antioxidants, and fatty acids, which provide tremendous benefits to the skin in terms of retaining moisture, fighting free radicals, and maintaining a youthful appearance. The high amounts of zinc and vitamin E also improve skintone, fight acne, and help with skin renewal. Its

enzymes make pumpkin seed oil a highly effective exfoliator and a gentle alternative to harsh chemical peels. Its phytonutrients, minerals, enzymes, and vitamins infuse the skin with important elements that bring about cellular rejuvenation and strengthen weakened skin structures. This is especially important for aging or damaged skin, which is why pumpkin seed oil is one of the top ingredients in our Klō Organic Beauty anti-aging serums."—*Nicole Anagnos, founder, Klō Organic Beauty (www.klobeauty.com)*

"Ferulic acid is an organic compound commonly found in plant cell wall components. As an antioxidant, it actively fights free radicals, a significant contributor towards oxidative stress, which results in DNA damage and cellular aging. When combined with vitamins C and E, ferulic acid's ability to fight free radicals and reduce damage caused by oxidative stress is increased. Other key benefits include suppressing radiation-induced oxidative reactions, working synergistically with other antioxidants to improve their potency, acting as an anti-inflammatory, and absorbing easily into the skin."—*Shunri MacQuarrie, founder and CEO, Shunly Skin Care (www.shunlyskincare.com)*



Shunri MacQuarrie



Sara Elizabeth Tucker

"I am loving **azelaic acid**. I use it throughout the line, because it effectively promotes a clear complexion and a bright, even skintone. Derived from barley, rye, and wheat, it belongs to a class of medication called dicarboxylic acids. Azelaic acid is used to treat mild to moderate acne. It kills acne bacteria and decreases the production of keratin, which is a natural substance that promotes the growth of acne bacteria. Azelaic acid is also used as a treatment for rosacea and acne rosacea due to its ability to reduce inflammation. It has been

used to treat skin pigmentation, including melasma and post-inflammatory hyperpigmentation, particularly in those with darker skin types. As a tyrosinase inhibitor, azelaic acid reduces synthesis of melanin. It has been recommended as an alternative to hydroquinone."—*Sara Elizabeth Tucker, founder, Sara Elizabeth Skincare (www.saraelizabethskincare.com)*

"I think **honey** is making a real impact on the skincare industry. Even though honey has been around for thousands of years, there are many on the market today, and they are not all equal. The honey you buy in the grocery store is no better than high-fructose sugar that has been processed. Local honey from an apiary or health food store is raw and unfiltered. This honey contains a level of hydrogen peroxide, which gives it an antibiotic quality. Honey can protect against damage caused by bacteria, and it also has an anti-inflammatory action



Andrea Pierce-Naymon

that can reduce pain and inflammation. In my products, I use local honey and medical-grade Manuka honey. Manuka honey that has a unique Manuka factor (UMF) of 10+ or higher is considered medical grade. I use 20+. This means that this honey contains methylglyoxal, which gives it its antibacterial power. So if you combine this with the fact that honey is a humectant, you have an ingredient that can do a lot of healing and moisturizing of the skin. Raw honey is full of antioxidants, so it can slow down aging. It's great for acne, it's a complexion booster, and it can give you a glow and clarify to help open pores."—*Andrea Pierce-Naymon, founder, Oy-I (www.oy-i.com)*



“Raw honey is *full of antioxidants*, so it can *slow down aging*. It's great for acne, it's a *complexion booster*, and it can *give you a glow* and clarify to help open pores.”



"We believe **honey** is making a real impact in skincare, as consumers and retailers can see by the rise in product development using this wholesome and nourishing ingredient. For example, our Clover & Bee Body Polish is a uniquely formulated recipe that blends granulated honey with certified organic nut oils and essential oils. The granulated honey is ideal for nourishing and hydrating the skin during exfoliation while offering additional antimicrobial and antibacterial properties for treating skin with ailments, such as eczema or acne, and helps to support the skin's ability to repair and rejuvenate itself. I feel that consumers are beginning to recognize the healing benefits of natural ingredients such as honey, and they are responding with positive product reviews and outcomes. Because of this, we will see a rise in products using this amazing ingredient."—*Christy Nichols, founder and creator, Clover & Bee Skincare (www.cloverandbeeskinicare.com)*



Christy Nichols



Vida Karamooz

"The best ingredients for natural skincare products are raw and organic **botanical extracts**. If free of petrochemical solvents and preservatives, pure plant extracts can have a profound positive impact on the skin's health and vitality. Their potent phytonutrients, such as minerals, vitamins, and fatty acids, strengthen the skin's regenerative functions and protect it from the environment's harmful effects. With regard to stability and sustainability in skincare formulas, pure botanical extracts are far superior to their laboratory made, synthetic, and powder alternatives. Encompassing a variety of sources, such as fruits; vegetables; herbs, such as leaves, bark, and roots; seeds; and nuts, raw botanical extracts offer a wide range of skin beautification benefits to target and transform numerous skin concerns and problems."

—Vida Karamooz, Ph.D., founder and CEO, Blue Beautifly (www.bluebeautifly.com)



"Organic, unrefined **shea butter** is the number-one ingredient in all our color cosmetics products, because it is a skin superstar. Prized for skincare since Cleopatra's Egypt, shea butter is easy and safe to use and treats many skin concerns all at once. Containing concentrated vitamins and fatty acids, shea butter nourishes and protects the skin, treats and prevents dryness, and replenishes damaged skin. It's also a great option for acne and other skin conditions due to the natural occurrence of anti-inflammatory compounds. Even better, shea butter is great for long-term skin health by boosting collagen production to reduce wrinkles and improve skin strength, elasticity, and softness. Shea butter is making a resurgence in skincare, because it's a millennia-old remedy that works without any toxins or side effects. Plus, the unrefined butter has a sweet and nutty aroma that's so good, it's the only scent our products need."—Lauren Evashenk, founder and owner, Naked Truth Beauty (www.nakedtruthbeauty.com)



Lauren Evashenk

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OF INDIE BEAUTY BY AMERICAN SPA
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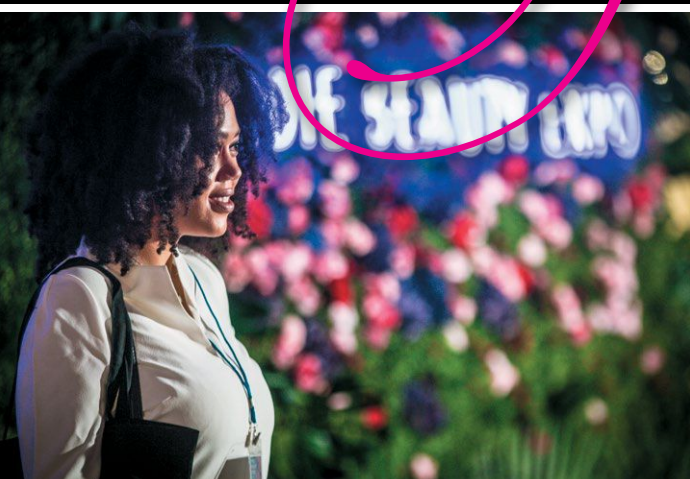


show coverage

LA

story

Indie Beauty Expo returns to Los Angeles to connect brands with buyers, influencers, and more. **BY JULIE KELLER CALLAGHAN**



Indie brands were the shining stars of the recent

Indie Beauty Expo (IBE) LA, which took place in January and brought together more than 1,000 attendees, approximately 300 buyers, and an assortment of journalists and influencers. These industry movers and shakers were there to discover the offerings of more than 100 brands in the thriving second edition of this Los Angeles-based event.

According to IBE cofounder Nader Naeymi-Rad, the reasons for the event's success were multi-fold, starting with IBE tapping into the positive reputation it created with the community when it debuted in 2016. "We also increased our investment in things we know work—such as high-quality activations, compelling panels, and user-friendly ticketing," he says. "Finally, and most importantly, we made major investments in building relationships with local retailers and press. We made sure we were in LA at least once a month prior to the show to meet buyers and editors in person to better understand the specific needs of the Southern California market and to also promote exhibiting brands."

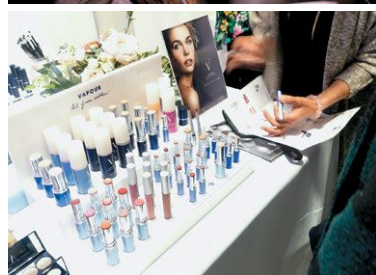
An event highlight was the debut of Connect Indie, a day-long educational experience that featured industry experts who focused on key business topics relevant to indie brands. Cosmetics guru Bobbie Brown concluded the day with an hour-long Q&A and thrilled attendees with her insights on the indie marketplace. This new addition to the show was so successful that the founders now plan to incorporate it into all upcoming events. *continued on page 12*

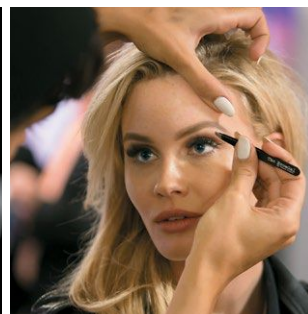


LET'S GO TO THE TOP.

PENTHOUSE 13C

INDIE BEAUTY EXPO





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As for the future, Naeymi-Rad believes it's looking bright for indie brands and IBE. "These are the products consumers want," he says. "A growing portion of the consumer base is tired of—and in some cases unwilling to trust—flashy and over-promoted global brands; these consumers want more authentic products that are transparent and mission-driven. Second, the innovation cycle has shortened. Advances in contract manufacturing, e-commerce, and social media have made it easier for entrepreneurs to enter the market with high-quality products and to disrupt the old axis of Big Brand—Big Wholesaler—Big Retailer—Big Media that dominated consumers' choices. The beauty market is evolving, and in most cases, this is giving indie brands an edge." ●

UPCOMING *dates*

IBE Dallas May 9-11
IBE New York Aug. 22-24
IBE LA Jan. 23-25, 2018

Visit www.indiebeautyexpo.com for more information.

BEST IN *show*

A panel of judges, including *American Spa's* own Julie Keller Callaghan, was tapped to name its top picks among the IBE LA exhibitors. The winners included:

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Makeup guru and entrepreneur Bobbi Brown sat down for an hour-long Q&A during Connect Indie at IBE LA. Here are some of the insights she shared.



Rachel Marlowe (left), west coast contributor for *Vogue* and *Vogue.com*, interviews Bobbi Brown.

Q&A WITH *Bobbi Brown*

Q: You had no formal business training or expertise. Was that a problem, or maybe a little bit of a help?

BB: I think it was the reason I'm successful. I just never thought it wouldn't work. When other people were talking about what it could be, I was actually making it happen. I think being an entrepreneur is just doing what you think is right and not listening.

Q: What is the most common piece of advice people ask you for?

BB: You don't know how many times people come to me and say they want to start a business, and I say okay, and that's as far as it goes. People want my fairy dust on them, which doesn't exist. I don't know why my company became so successful. I don't know why others aren't. My advice is to make sure what you have is better than anything else out there and that you don't give up. Don't think that it's easy for a day. Every day is really hard. Every single day. Enjoy the positive times, and keep

going. Mistakes, I don't believe in them. It just means do something else.

Q: Why do you think that indie beauty is something women are attracted to, and why is it a growing category?

BB: I think indie anything is cool. And right now, I think most people want something they just discovered or something new or different. I think the indie food industry is fascinating. I think the clothes are interesting. I think that small, cool, innovative companies are where it's at.

Q: You were an early adapter to social media and Instagram. Do you think that's a useful tool for indie brands?

BB: I think it's unbelievable, because so many people think, "Oh I need to make an investment and have someone market me with social influencers," and I'm like, "Guys, just start now." Open an Instagram. It's free. Put a lot of pictures on, put words there that explain what it is. I think it's really important, and I think

it's going to become more important. The combination of creating cool content with having a great product is a really good way to reach a customer.

Q: How does an indie brand make the leap to being a bigger international brand with lots of SKUs?

BB: Slowly. Very slowly...And guess what? Then you're part of a big company, and you have to grow, and grow, and grow. So, it's definitely challenging. I know everyone wants to be the indie brand that sells their company, but let me just tell you, when you do sell the company, and the company is big, you will look back fondly at what you're going through right now. Be happy where you are. This is the good stuff. It's really fun. You know, it's like moms when you look at your kids when they're two and three years old and then suddenly they're 25, and you're like "God, I wish they were two and three again." So be in the present, and be happy where you are.—SAMANTHA REED



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