



YOU ARE THE PILOT: HOW SMART DECISIONS CAN STEER YOUR BEAUTY BRAND TO SUCCESS

Like many in this industry, I subscribe to as much beauty content as I can find. However, non-beauty content can be equally powerful in shaping our approach to beauty. Recently, I read the classic book 'Atomic Habits,' which illustrates this point well (paraphrased):

Imagine for a moment you are on a plane departing from Los Angeles, destined for New York City. Your pilot accidentally changes the plane's nose by 3.5 degrees during take-off. No big deal—it's tiny, insignificant. But sure enough, when you walk out onto the arrival tarmac, you're in Washington D.C., not New York City.

In the fast-paced beauty industry, the impact of a leader's decisions is monumental. Imagine yourself as the pilot of a massive aircraft; every move you make, every decision you take, is amplified across dozens of product decisions and all your employees. The stakes are high, but so is the potential for success. To ensure your brand reaches new heights, it's critical to keep an eye on what others in the industry are doing, gathering wisdom and leveraging smart tactics. These small shifts can significantly alter your team's direction early in the strategic planning process, setting the stage for monumental growth.

Look to the Leaders

To chart a course to success, start by looking at industry leaders. Companies like **Glossier**, **Beekman 1802**, and **e.l.f. Beauty** aren't just successful—they're innovative trailblazers. By analyzing their strategies, you can uncover valuable insights. How are they leveraging new technologies? What marketing tactics are they using? How do they manage their supply chains? By examining these aspects, you can find inspiration and practical tactics to apply to your own brand.

Embrace Innovation Early

Incorporating new technologies and trends early in your strategic planning can make a world of difference. For instance, augmented reality (AR) and artificial intelligence (AI) are changing the beauty industry. Brands like **CVS Health** and **L'Oréal** have successfully integrated AR and AI to offer virtual try-ons, enhancing the customer experience and driving sales. Similarly, AI-powered tools like those created by **PulpoAR** can provide personalized product recommendations, improving customer satisfaction and loyalty. By staying ahead of these trends, you can position your brand as a forward-thinking leader in the industry.

NEVER LOSE SIGHT OF YOUR ULTIMATE GOAL: EXCEEDING CONSUMER EXPECTATIONS.

Small Shifts, Big Impact

Sometimes, it's the small shifts in strategy that lead to the biggest impacts. Consider adopting a few degrees of change in your approach. For example, shifting your focus to sustainability can resonate deeply with today's eco-conscious consumers. Retailers and brands like **Credo Beauty** and **OSEA Malibu** have built strong identities around their commitment to the environment, attracting loyal customers who value sustainability. By integrating eco-friendly practices and transparent sourcing, you can not only meet consumer demand but also differentiate yourself in a crowded market.

Learn from Failures

Looking at the failures and missteps of others can be as instructive as studying their successes. Analyze where competitors have gone wrong—whether it's a marketing campaign that didn't land or a product launch that flopped.

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Understanding these pitfalls can help you avoid similar mistakes and refine your strategies. It's all about learning and adapting, ensuring that your brand stays agile and resilient.

Stay Customer-Centric

Never lose sight of your ultimate goal: meeting and exceeding consumer expectations. Use customer feedback to guide your decisions, and stay attuned to their needs and desires. Brands like **Nécessaire** and **Moon Juice** have built their success on a customer-centric approach, listening to their audience and delivering products that truly resonate. By keeping your customers at the heart of your strategy, you can ensure your brand remains relevant and beloved.

As the pilot of your beauty brand, your decisions have far-reaching consequences. By looking at what others in the industry are doing and finding those golden nuggets of wisdom, you can make smart, strategic shifts that steer your team in the right direction. Every brand featured in this piece will be at **Beauty Connect LA** on **October 28-30**, sharing their wisdom, sharing their failures, and helping guide you as you grow your brand.

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Embrace innovation, learn from failures, and stay customer-centric. These tactics will help you navigate the ever-changing beauty landscape, ensuring your brand not only survives but truly thrives.



CHRISTIAN EGGLISHAW

*Christian Egglshaw is the Partnerships Manager for the **Beauty Connect Series**. Working with brands, investors, and industry partners, he provides best in class education, brand awareness and meaningful networking opportunities for growth.*

