

Beauty Connect  
Christian Egglshaw

BEAUTY  
CONNECT



# ***THE NEW MEANING OF SUSTAINABLE***

Every year, a new word captivates the industry, filling PowerPoint slides, dominating boardroom conversations, and flooding ad spaces, packaging, and investment pitch decks.

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***Cruelty free, clean beauty,  
plastic-free, sustainable, vegan  
and even MoCRA.***

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Now, one of these concepts is making a comeback with a fresh meaning. The consumer might want to know if your ingredients, packaging and processes are sustainable, but what about your growth? In McKinsey's 2023 beauty report we heard about "The Recalibration of M&A".

Private equity funds and established strategics are rethinking their approaches as the cost of capital changes.

High interest rates and increased board-level caution have led to hesitancy in writing checks and uncertainty for many founders about where their next round of funding will come from. The industry is shifting away from high-growth, fad brands owned by celebrities with more Instagram followers than customers. Instead, the brands attracting the most attention will need to demonstrate **'sustainable growth'** and a product pipeline, long-term customers & ambassadors, and a meaningful growth strategy.

But what does all that entail? We must consider the future of e-commerce, Gen Z trends, new market penetration, ambassador programs, retail strategies, new ingredients, and demonstrating uniqueness. Next week, 200 of New York's biggest names in beauty will be networking, educating, and building the brands of the future at Beauty Connect NY, addressing many of these critical questions.

# BEAUTY CONNECT

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*As investment returns, are we going back to normal? Have we accepted a new normal? Does your brand have the right strategy? How can we benchmark success? Join us in person next week to find out!*

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## **CHRISTIAN EGGLSHAW**

*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.*

