

BEAUTY
CONNECT

2023 INTERNATIONAL WOMEN'S DAY

*A COLLECTION OF INTERVIEWS WITH WOMEN
FROM ACROSS THE BEAUTY CONNECT SERIES*

#EMBRACEEQUITY

@BEAUTYCONNECTSERIES | #BCLA
BEAUTYCONNECTLA.COM



THIS YEAR'S THEME IS
#EMBRACEEQUITY

WHAT DOES THAT
MEAN TO YOU?

#EmbraceEquity to me means creating a seat at the table for women to have their voices heard; to help create more safe spaces for meaningful conversations and economic opportunities through employment to help advance their place in society and the communities they serve.

WHAT DOES POWER
MEAN TO YOU?

To me, power means when you are aligned with the 3Cs:

✿ CONFIDENCE

✿ COURAGE

✿ CURIOSITY

required to propel the journey of making your dreams come true.

WHAT IS THE MOST
IMPORTANT PIECE
OF ADVICE YOU
HAVE BEEN GIVEN?

The most important advice I have received is from my Spanish-speaking grandmother:

“*PARA ATRAS NI PARA
COGER IMPULSO*”

This means to never look back; keep moving forward no matter what life throws at you.

WHAT IS THE MOST
IMPORTANT MESSAGE
YOU WANT TO SEND
OUT TO YOUNG WOMEN
THINKING ABOUT
THEIR CAREERS?

You can have it all, maybe just not at the same time. This is where planning and mapping out how you want to go about achieving your goals are key.



MABEL FRIAS
CO-FOUNDER & CHIEF VISIONARY
LUNA MAGIC

Another piece of advice is to be discerning with who you choose to be in your inner circle; this will be a determining factor on what you think about yourself, and how you go about achieving your dreams.

If something is not working, be quick to identify the issue, fix it and move on. Life is too short to be unhappy!



MEGAN KLINGBEIL

BEAUTY, HEALTH &
WELLNESS LEADER
ANCHIN

WHAT DOES IT MEAN TO YOU TO BE A WOMAN IN THE BEAUTY INDUSTRY?

It's invigorating to be able to contribute to an industry that is challenging the status quo and driving positive change, not only in terms of product integrity and transparency but also walking the walk when it comes to diversity, equity, and inclusion. I love that there are so many more companies

being created in this industry by women founders. It's fulfilling to be able to help these bold and powerful women on the financial side, so that they can spend their time doing what they love – promoting their brand.

WHICH WOMEN INSPIRE YOU THE MOST?

I am fortunate to know many remarkable and admirable women, and I am forever inspired by working moms and young female founders.



AS A MOTHER MYSELF I KNOW THE DIFFICULTY THAT COMES WITH BEING EVERYTHING TO EVERYONE

and I find inspiration in other women who are walking this path and doing it with grace. I am also in awe of young women who choose the founder path, taking a chance on themselves in a still male-dominated world and claiming their seat at the table.

THIS YEAR'S THEME IS #EMBRACEEQUITY

WHAT DOES THAT MEAN TO YOU?

I think this theme is so important since embracing equity is not only good for employees and clients, but it is also beneficial to business owners. It is important that leaders realize there isn't a one-size-fits-all policy, and that you get the best results, ideas, and successes by embracing equity.

WHAT DOES POWER MEAN TO YOU?

In my view, power means that I can and must use my influence and seat at the table to evoke positive change and make the business world better for the next generation. I also love to use the resources and contacts I have made through my years in the consumer products industry to help others professionally, and I feel a sense of responsibility to give back to those less fortunate.

THIS YEAR'S THEME IS
#EMBRACEEQUITY

WHAT DOES THAT
MEAN TO YOU?

#EmbraceEquity means empowering every individual to seek opportunities, to be given the right opportunities for them to excel, and to thrive and be their best.

“**IT'S ABOUT CREATING THE RIGHT ENVIRONMENTS FOR ALL TO SEE THEIR PATH TO SUCCESS**

having barriers removed, standards challenged, and it's about being adaptable and recognising our differences and embracing them. Most of all, it's about coming together, always practising being open minded, and looking in and looking out to make sure no one is left behind and everyone is heard.

WHAT IS YOUR
PROUDEST
ACHIEVEMENT WHILST
WORKING ON THE
BEAUTY CONNECT
SERIES?

After returning from 1 year off on maternity leave, I came back to work and was part of making Beauty Connect the most successful year yet, growing the series by 300%!

HOW DO YOU
INFLUENCE YOUR
COLLEAGUES AROUND
YOU AND THE WIDER
BUSINESS?

“**BY LEADING BY EXAMPLE IN MY ROLE**

and supporting and asking the right questions to others to bring out the best in them and their role. By nurturing internal relationships every day, being consistent, and giving credit and acknowledgment constantly.



EMMA FORREST
COMMERCIAL
PARTNERSHIPS DIRECTOR
BEAUTY CONNECT SERIES

Continue to share ideas, pay it forward, and see the absolute best in others, always.

WHICH WOMEN INSPIRE
YOU THE MOST?

Right now, my team for always going above and beyond, being ambitious, courageous, creative, intelligent, integral, and pushing the boundaries nonstop!

PARTNER



LAUREN WISNIEWSKI
MANAGER
ESTÉE LAUDER
NEW INCUBATION VENTURES

WHICH WOMEN INSPIRE YOU THE MOST?

Women entrepreneurs never cease to amaze me, including Estée Lauder herself.

WHAT DOES POWER MEAN TO YOU?

Making an impact. Having the courage and drive to turn ideas into reality.

HOW DO YOU INFLUENCE YOUR COLLEAGUES AROUND YOU AND THE WIDER BUSINESS?

Actions speak louder than words. Leading by example is a powerful way to enact change and influence others.

WHAT IS THE MOST IMPORTANT MESSAGE YOU WANT TO SEND OUT TO YOUNG WOMEN THINKING ABOUT THEIR CAREERS?

There's a lot of pressure in the world to follow a given path and achieve certain milestones. In reality, this isn't for everyone.

TAKING A DIFFERENT DIRECTION CAN BE UNCOMFORTABLE AT TIMES BUT TRUST YOURSELF AND YOU'LL BE HAPPY YOU DID

THIS YEAR'S THEME IS #EMBRACEEQUITY

WHAT DOES THAT MEAN TO YOU?

Everyone can do their part to make the world a more equitable place.

HOW CAN WE ENCOURAGE MORE WOMEN TO PURSUE ENTREPRENEURSHIP OR SENIOR LEADERSHIP ROLES IN THEIR CAREER?

Speak up, offer support, and listen. Be a mentor and an ally.

WHAT IS THE MOST IMPORTANT PIECE OF ADVICE YOU HAVE BEEN GIVEN?

Don't be afraid to fail. It's how you grow, learn, and succeed.

WHICH WOMEN INSPIRE YOU THE MOST?

These women are my inspirations because they are all women who have faced tremendous challenges and hardships, yet they have created history and changed the world. They have paved the way for others to follow.

Frida Khalo is an artist who faced discrimination as a woman, but she still managed to create amazing artwork that inspired many people. **Malala Yousofi** is a young girl who the Taliban shot in an assassination attempt, but she still fought for education rights for girls. **Ruth Bader Ginsburg** is a lawyer who fought for equal rights for women in America. **Maya Angelou** was born into slavery and overcame many hardships to become one of the greatest poets of our time. **Rani Lakshmbai** led an army against British rule in India during colonial times; she was killed during battle at Jhansi Fort, but her story lives on today in Indian history books! **Coco Chanel**

revolutionized fashion design by creating clothing that suited everyday life rather than just formal occasions.

THIS YEAR'S THEME IS **#EMBRACEEQUITY** WHAT DOES THAT MEAN TO YOU?

It is a compelling message and a beginning of a much-needed mindset shift. The key to real, sustainable change begins here.

“**TO CREATE THIS REAL CHANGE, WE MUST FIRST UNDERSTAND THE GAPS FROM THEIR ROOTS, INCLUDING SOCIO-ECONOMIC CONDITIONS AND CULTURAL CONDITIONING, AND FIND SOLUTIONS/WAYS TO EDUCATE AND UPLIFT**

Doing this hard but much-needed work now will create an equitable, fair world for everyone in the coming generations.

SPOTLIGHT FINALIST



ANISHA VINJAMURI
CEO & FOUNDER
UMM SKINCARE

HOW CAN WE ENCOURAGE WOMEN TO PURSUE ENTREPRENEURSHIP OR SENIOR LEADERSHIP ROLES?

Mentorship is a powerful way to help more women pursue entrepreneurship and senior leadership roles in their careers. Actively participate in your local community by offering mentorship/coaching to women in their careers. Provide your most authentic voice and be open to making those key connections to deserving women when you see an opportunity.



ALENI MACKAREY
COO
BASE BEAUTY / WBMB PODCAST

“WE HAVE THE UNIQUE OPPORTUNITY TO LEVERAGE A MASSIVE PLATFORM TO GO BEYOND THE SURFACE

WHAT DOES IT MEAN TO BE A WOMAN IN THE BEAUTY INDUSTRY?

I feel so lucky to work as a woman in the beauty industry - an industry that empowers consumers through products, services and messaging. We have the unique opportunity to leverage a massive platform to go beyond the surface and discuss topics that ensure every consumer feels seen and heard by the brands they use.

HOW DO YOU INFLUENCE YOUR COLLEAGUES AROUND YOU AND THE WIDER BUSINESS?

I aim to bring a spirit of compassionate positivity and inclusivity to my team at work, to my clients, to our vendors, and to contacts I meet at events. It's important to me to guide and inspire these people to tap into

their potential for productivity, creativity and strategic leadership so they feel confident in their abilities and contributions every day.

HOW CAN WE ENCOURAGE MORE WOMEN TO PURSUE ENTREPRENEURSHIP OR SENIOR LEADERSHIP ROLES IN THEIR CAREER?

I am so impressed by women who are open and honest about their success stories so that others may learn to be successful too. We must look out for each other, share our experiences and listen to the experiences of our peers.

Entrepreneurship or senior leadership roles are not as unattainable as they once were and it's our job to educate aspiring executives on how to keep combining their interests and talents to create growth.

THIS YEAR'S THEME IS
#EMBRACEEQUITY

WHAT DOES THAT
MEAN TO YOU?

Like every other day, we are working towards equity everyday. The way we do that is by succeeding. We need more of us in positions of leadership and power.

WHAT IS THE MOST
IMPORTANT MESSAGE
YOU WANT TO SEND
OUT TO YOUNG
WOMEN THINKING
ABOUT THEIR
CAREERS?

If not you, then who? Do not hold yourself back because you are concerned with others judging you. Lead.

“GET EXCITED ABOUT THE
IMPACT YOU CAN MAKE

WHAT DOES IT MEAN
TO YOU TO BE A
WOMAN IN THE
BEAUTY INDUSTRY?

It's a largely female-dominated industry compared to others and yet I still see mostly male CEOs running some of the largest beauty retailers. Why? My position is unique because I am representing Latinas in Beauty.

“WE ARE THE PRESENT
AND THE FUTURE AND
RETAILERS THAT WANT
TO STAY RELEVANT
NEED TO WAKE UP

WHICH WOMEN INSPIRE
YOU THE MOST?

I have a long list because I am in proximity to a lot of incredible women who are building great things and making an impact. To name a few: Rachel Rodgers of Hello Seven, Beatrice Dixon of The Honey Pot, my mother Lilia Velasquez.



SANDRA VELASQUEZ
CEO & FOUNDER
NOPALERA

HOW DO YOU
INFLUENCE YOUR
COLLEAGUES AROUND
YOU AND THE WIDER
BUSINESS?

I am the host of **The Nopalera Podcast**, a platform where I transparently share the journey of building a business from the ground up. I mentor other founders through my private newsletter.



EMILY PEREZ
FOUNDER
LATINAS IN BEAUTY

“**TO ME, BEING A
LATINA WOMAN IN
THE BEAUTY
INDUSTRY IS MY
SUPERPOWER**”

WHAT DOES IT MEAN TO BE A WOMAN IN THE BEAUTY INDUSTRY?

To me, being a Latina woman in the beauty industry is my superpower. Being able to represent my culture and my ancestors' beauty rituals all while making an impact by advocating for increased representation and equity for the Latina community is my passion and purpose in the industry.

DO YOU CONSIDER YOURSELF TO BE A POWERFUL WOMAN?

I consider myself a powerful woman because I value mentoring, sponsoring and advocating for other women, in particular, women of color.

“**SUPPORTING
OTHER WOMEN
ADVANCE IN THEIR
CAREER IS
POWERFUL**”

WHICH WOMEN INSPIRE YOU THE MOST?

The woman that inspires me the most is Oprah Winfrey. Even with all the adversities she faced at a young age, she was able to overcome them and become one of the most graceful inspirational woman of our time.

WHAT IS YOUR PROUDEST ACHIEVEMENT WHILST WORKING ON THE BEAUTY CONNECT SERIES?

I'm really proud to be part of a series of events that facilitate opportunities for brands to not only showcase their products but also connect with potential partners. The best part about it all is seeing the partnerships that come out of it and the level of growth brands experience post-event.

“BEING ABLE TO CHAMPION AND SEE WOMEN-OWNED BRANDS AND WOMEN ENTREPRENEURS THRIVING IS REALLY REWARDING

HOW DO YOU INFLUENCE YOUR COLLEAGUES AROUND YOU AND THE WIDER BUSINESS?

I think it's important to give people space to talk and voice their opinions free from judgment. I'd like to think I encourage my colleagues to speak out by giving them dedicated time and space to openly share not just their ideas, but their successes and challenges as well. Personally, I really struggle with sharing my successes and I think that's something a lot of women probably struggle with as well. It's really inspiring to see colleagues coming to positive conclusions themselves and seeing their confidence grow from it.

WHAT DOES POWER MEAN TO YOU?

Power to me is less about how you interact with other people and more about how you interact with yourself. It's holding yourself



ALICA PARKES
MARKETING MANAGER
BEAUTY CONNECT SERIES

accountable and being able to be self-reflective. It's the ability to distinguish facts from fiction (especially when it comes to impostor syndrome!!) and accepting the results of your work for what they are. There's nothing more powerful than seeing something and thinking 'I did that'.



SONIA SUMMERS
CEO & FOUNDER
BEAUTY BARRAGE

THIS YEAR'S THEME IS #EMBRACEEQUITY WHAT DOES THAT MEAN TO YOU?

I love the hashtag and believe that it's critical in the workplace as well as your private life. My company has lived this since its inception. We make a point of understanding how to communicate with each other based on what works best for each individual.

WHAT IS THE MOST IMPORTANT PIECE OF ADVICE YOU HAVE BEEN GIVEN?

"Dress for the job you want, not the job you have." I'm not sure if that was advice or that I read it but that was how I climbed the ladder and also was brave enough to take on the risk of starting my own company. From the beginning of my career,

“I GAVE MORE THAN I WAS ASKED, I LEARNED MORE ON MY OWN, AND I ALWAYS CREATED GOALS FOR MYSELF

WHAT DOES IT MEAN TO YOU TO BE A WOMAN IN THE BEAUTY INDUSTRY?

I LOVE this industry and I love being a big part of it. When I first started in this industry, most of senior management was male and what was worse, the women on

top were not supportive to the younger set. Today, it is very different! I love being part of that change and encouraging and motivating these incredible younger women to excel!

WHAT IS THE MOST IMPORTANT MESSAGE TO YOUNG WOMEN THINKING ABOUT THEIR CAREERS?

I think that young women should know that they don't have to stay in one role if it isn't what they thought they would enjoy.

“MASTER THE ART OF PIVOTING!

I think being able to learn as much as possible as you grow from different industries and departments is critical – it makes you stronger!

WHICH WOMEN INSPIRE YOU THE MOST?

I greatly admire people who are able to face challenges head on in spite of their fears, which, I believe, is the definition of bravery.

“BRAVERY IS NOT FEARLESSNESS - IT IS CHARGING AHEAD IN THE VERY PRESENCE OF FEAR

I was recently at an event where I listened to one of the beauty industry’s most respected leaders recount her childhood in foster care after arriving in the US as a refugee, and how she persevered through all the obstacles in her way. I was nearly moved to tears. It was a small group of us, and it was a casual impromptu conversation and not part of a planned speech, but it was such a special moment. I not only feel fortunate to have witnessed it firsthand, and I feel so grateful to be in an industry where I am in such proximity of so many women who are living examples of bravery, excellence and strength.

DO YOU CONSIDER YOURSELF TO BE A POWERFUL WOMAN?

Yes, but not because I have power over others, but because I realize that I have freedom, and autonomy, and am in relative control of my own life. I know that there are women out there – perhaps even the majority of women – that do not enjoy the same freedom that I do. For that reason, regardless of whether I feel powerful in the traditional sense, I feel that I have a responsibility to acknowledge and appreciate this power that I have, and somehow harness it for good.

WHAT IS THE MOST IMPORTANT PIECE OF ADVICE YOU HAVE BEEN GIVEN?

This was not advice that was given to me directly, but it’s certainly something I think about constantly. I was listening to an interview with one of the founding editors of Wired Magazine, Kevin Kelly, and he was asked about who his biggest influence was, and he referred to Stewart Brand, the creator of this legendary magazine called the Whole Earth Catalog, which was known as

SPEAKER



CHARLENE VALLEDOR
PRESIDENT & CO-FOUNDER
SOS BEAUTY

sort of a ‘hippie bible’, very influential amongst many silicon valley pioneers. According to Kelly, his takeaway from Stewart Brand and his publication was that “you can invent your life to do whatever you want, and you don’t need to ask permission”. I cannot tell you how those words have stuck with me. I try to remember that truth when I am feeling stuck or frustrated. Women are never told that we are in charge of our own lives and that we “don’t need permission”. In fact, we are taught the exact opposite. We really need to remind ourselves of this, and encourage future generations of women to live their lives with this understanding.

MEDIA PARTNER



MELISSA HAGO
VP OF BEAUTY + WELLNESS
FASHION SNOOPS

DO YOU CONSIDER YOURSELF TO BE A POWERFUL WOMAN?

I do consider myself a powerful woman. Everything I've ever wanted I've worked hard for, made the connections, embraced my fears, and have learned a lot in the process. For over ten years, I had a fear of public speaking. However, knowing that public speaking was an important part of my career journey, I finally took the leap and

began doing presentations. Now, I regularly present at global events and have completed dozens of public speaking engagements.

“THERE'S ALSO A CERTAIN POWER IN SURRENDERING TO THE PROCESS

and I feel like over the last few years, I had to learn to let go, be a better team player, and learn that power requires both feminine and masculine energy.

WHAT DOES IT MEAN TO YOU TO BE A WOMAN IN THE BEAUTY INDUSTRY?

I love being a woman in the beauty industry, but above all, I love being a Latina woman in the industry. When I started my career over sixteen years ago, a lot of the girls that were invited to press events and speaking engagements were fairly homogenous when it came to looks and ethnicity. I love that the world is finally changing to become more diverse, equitable, and

inclusive. It means so much to me to show all women that we belong in the industry making major decisions and empowering each other.

WHAT IS THE MOST IMPORTANT MESSAGE YOU WANT TO SEND OUT TO YOUNG WOMEN THINKING ABOUT THEIR CAREERS?

Trust your gut and not your mind. Sometimes fear stops us from achieving greatness and if we were to just take a minute to pause, breathe, and consult our intuition, a lot more young women would have the courage to pursue what they want. I'd tell young women to really use their community. By that, I don't just mean networking, but I'm referring to the idea that a lot of the time we are socialized to be competitive, especially in the workforce, but that does more harm than good. Finding common ground with people in your field, learning from coworkers' strengths, and tapping into the power of your community will not only help you move up but will also help your fellow colleagues move up as well. In the end everyone wins.

WHAT DOES POWER MEAN TO YOU?

In my line of work, I find the key to being powerful is having empathy. Empathy has always been a superpower for women, but is often misconstrued as a weakness. Instead of suppressing this quality, I believe women should embrace it.

“OVER THE PAST 100 YEARS, WOMEN HAVE GONE FROM NON-PARTICIPANTS, TO PASSIVE PARTICIPANTS TO ACTIVE PARTICIPANTS IN THE BUSINESS WORLD”

Given this evolution, women have inherently been afforded less leeway to react strongly in the business setting. Therefore, most women have a natural tendency to pause before reacting and to empathize, which can be a huge plus in a deal negotiation. I have found that empathy is especially important when working with beauty founders, so many of whom are women. In most cases, these founders aren't getting seven-figure salaries and taking 30 vacation days. They're getting no salary and working 80-hour weeks.

They're pouring their heart and soul into something that has a very high likelihood of failing. Managing these relationships with empathy is critical.

HOW DO YOU INFLUENCE YOUR COLLEAGUES AROUND YOU AND THE WIDER BUSINESS?

I was the first woman lawyer ever hired at Giannuzzi Lewendon in 2011. Over the years, I have tried to take the lead in finding ways to provide growth opportunities for our women lawyers, implement policies that promote flexibility, and cultivate firm culture. In 2016, I was the first lawyer to take parental leave and advocated strongly for a generous paid policy, I was also the first lawyer to request flexibility to work from home one day per week, long before the pandemic made remote work routine. As the world began to go back to the office in 2021, I advocated for a partially remote schedule for everyone, using my own experience since 2016 as a data point.

WHAT IS THE MOST IMPORTANT ADVICE YOU HAVE BEEN GIVEN?

The most important piece of advice I

PARTNER



KARA POSNER
PARTNER
GIANNUZZI LEWENDON LLP

received was to leave my ego at the door. Every new lawyer is ending a long run of doing pretty much everything right—from high school to college, to law school—and jumping into an environment where they will initially do most everything wrong. It's easy for those deep-rooted, high-achiever emotions to kick in when making mistakes and being criticized, which, if not kept in check, can morph into a lack of confidence. My best advice to any new lawyer, especially women, is not to let your ego get the best of you, and just immerse yourself in the learning process.



DR NATALIE KING
CEO & FOUNDER
FLORAE BEAUTY

THIS YEAR'S THEME IS #EMBRACEEQUITY

WHAT DOES THAT MEAN TO YOU?

As an Afrolatina, former healthcare provider, current medical affairs professional, and health and beauty company founder, I literally live at the intersection of equity and face these questions everyday. I'm extremely passionate about making sure I help create a world that's more fair and equitable across the various sectors I influence: STEM, health, beauty.

“EVERYONE DOES NOT START FROM THE SAME POINT OF PRIVILEGE AND THAT ALWAYS NEEDS TO BE CONSIDERED WHEN CREATING SOLUTIONS THAT ARE DESIGNED TO "HELP" OTHERS

The communities you're aiming to serve and positively impact need to be able to participate fully from their position, not from your position, and it's important to always remember that one size rarely fits all so barriers must be addressed when considering participation of any group. That's how you create real impact.

HOW CAN WE ENCOURAGE MORE WOMEN TO PURSUE ENTREPRENEURSHIP/LEADERSHIP ROLES IN THEIR CAREER?

We can encourage more women to pursue these roles by not creating unnecessary and/or artificial barriers to their natural willingness to participate. Most women I know truly want to advance and create their own destinies but many times, additional barriers are placed in their way that may not exist for others. For example, being able to raise capital is still an incredibly

white, male-dominated space, and the shared experience of having to field microaggressive language or condescending expectations, even after all of these discussions around inclusion, is still at an all-time high.

“WOMEN WITH EXCELLENT, SCALABLE IDEAS ALREADY EXIST, AND THE SUPPORT THROUGH NETWORKS AND DOLLARS NEED TO NOW MEET THE MOMENT

WHAT IS THE MOST IMPORTANT MESSAGE TO YOUNG WOMEN THINKING ABOUT THEIR CAREERS?

You have one life, don't let **anyone** put you in a box unless that is your choice. I'm an EMT, Medical Affairs Expert, Doctor of Neuroscience, a Health & Beauty Founder, and I'm 36 (and I've been a successful model). When people ask me how or why I choose to do all of these things or why don't I just pick a lane, I simply tell them I don't want to. It's not my job to leave this life with so much potential still inside, I plan to leave here empty because I know I left it all on the table!

THIS YEAR'S THEME IS #EMBRACEEQUITY

WHAT DOES THAT MEAN TO YOU?

It means we have a lot of work to do. Equity does not exist today, period. The harsh reality is that not all women are on the same footing with men, or with one another. Maternal mortality rates for black women are alarmingly high here in the U.S. – as high as 9x that of white women in many states. As a mother, that resonates deeply. Pay equality is also still deeply inequitable. Men make 20% more than women. I have three daughters and believe their future is brighter than generations past, but pay equality has not budged in 30 years. That has to change.

HOW DO YOU INFLUENCE YOUR COLLEAGUES AROUND YOU AND THE WIDER BUSINESS?

Influencing has never been something I've tried to do! Despite requests from my Saint Jane team. I've always approached my career, my leadership style, and my professional relationships with a thoughtful, authentic perspective.

I try to stay calm within the storm of the beauty industry. I've always felt we're doing incredible things with Saint Jane, but it's not brain surgery.

“**LEADING WITH A STEADFAST FOUNDATION AND OPERATING FROM A PLACE OF OPTIMISM HAS SERVED ME WELL**

I approach most days with a humbleness about how *short* life is - I don't want to waste any of the days I'm fortunate to have here on earth. I try to balance gratitude for health and my amazing family with the urgencies of the day-to-day and being an entrepreneur.

WHAT IS THE MOST IMPORTANT MESSAGE YOU WANT TO SEND OUT TO YOUNG WOMEN THINKING ABOUT THEIR CAREERS?

What you water...grows. Said differently, pay close attention to what you focus on. Investing in your career comes with challenges. You have two choices...Focus on the good or focus on the bad...If you can harness focusing on the good, you'll ALWAYS be successful. If a job

SPOTLIGHT FINALIST



CASEY GEORGESON
CEO & FOUNDER
SAINT JANE

doesn't feel right, you should gracefully start fresh. Don't be afraid to reinvent yourself. Don't waste one minute on a job that doesn't make you happy. So many of us put unduly pressure on ourselves to find our passion early. I didn't find my passion until I was 40...I also never had the guts to start a brand until I turned 40. I remember Gwyneth Paltrow saying she felt she hit a "reset button" at 40. I felt that! All of a sudden I stopped caring what people said or thought. I knew I had to pursue creating this special skincare line until it stopped feeling right...Four years later, it still feels right!



CRISTINA NUNEZ

CO-FOUNDER & GENERAL PARTNER
TRUE BEAUTY VENTURES

WHICH WOMEN INSPIRE YOU THE MOST?

I am most inspired by women who battle adversity to get to where they are and never take no for an answer. I witnessed this first-hand through my grandmother and mother's journey of leaving Cuba for a new life in America. From the language barrier to limited work opportunities, to financial struggles, they never let these obstacles stand in their way or weaken their resolve. Similarly, I admire so many of the female founders that I have been fortunate to invest in that have run through

walls to make their entrepreneurial dreams become a reality. They inspire me every day with their grit, passion, and determination.

WHAT DOES POWER MEAN TO YOU?

I'm a huge believer in soft power versus hard power and the advantage that it has to create longer-term impact and build better teams. Soft power is leading through example, encouragement, and empowerment of others rather than through force or demand. It values culture and relationship building which can more effectively enable collective progress. Defined in this way, I believe power also means responsibility.

LEADERS ARE RESPONSIBLE FOR NOT ONLY THEIR TEAMS AND BUSINESSES BUT THE BROADER COMMUNITIES THEY TOUCH AND THE OVERALL IMPACT THEY MAKE.

HOW CAN WE ENCOURAGE MORE WOMEN TO PURSUE ENTREPRENEURSHIP OR SENIOR LEADERSHIP ROLES?

Give them more examples of how achievable these roles are and

continue to elevate women in leadership roles. The goal is to make these careers more the norm, from the very beginning. The other way is to educate and enable their partners about what it means to both have careers while juggling family, marriage, and life. I have found in my own experience that having the understanding and support of my partner was both enabling and encouraging, particularly on the toughest days of my entrepreneurial journey.

WHAT DOES #EMBRACEEQUITY MEAN TO YOU?

The concept of driving equity comes down to focusing on people's individual needs.

IT IS NOT JUST ABOUT OPENING A DOOR BUT PROVIDING THE TOOLS AND RESOURCES TO SUCCESSFULLY WALK THROUGH IT

Growing up with limited examples of women in leadership roles or access to networks in the financial world, meant that my universe and perspective on the potential opportunities in this industry were narrow. I believe that mentorship also plays a huge role in driving equity.

WHAT IS THE MOST IMPORTANT MESSAGE YOU WANT TO SEND OUT TO YOUNG WOMEN THINKING ABOUT THEIR CAREERS?

I have three daughters, and two of them are about to start their career. My message to them is develop your network, and connect with other women to seek mentorship, inspiration, and relevant feedback.

BELIEVE IN YOUR VALUE AND DO NOT HESITATE TO TAKE RISKS IF THE POSITION IS A GOOD FIT WITH YOUR ASPIRATIONS AND SKILLS

DO YOU CONSIDER YOURSELF TO BE A POWERFUL WOMAN?

I consider myself more a woman of strength. I have managed to realize my desires and ambitions and continue to grow. But I have made many mistakes along the way and learned a lot from them.

WHAT IS THE MOST IMPORTANT PIECE OF ADVICE YOU HAVE BEEN GIVEN?

Remember that life is a marathon, not a sprint.

“PUT THE BEST AMOUNT OF ENERGY INTO WHAT MATTERS TO YOU AND FOCUS EVERY DAY ON LEARNING AND GROWING

HOW CAN WE ENCOURAGE MORE WOMEN TO PURSUE ENTREPRENEURSHIP OR SENIOR LEADERSHIP ROLES IN THEIR CAREER?

I believe that companies and governments must set rules if we want to achieve parity soon. We have seen that it works, and it benefits to the society and the economy. Women only hold 15% of CEO roles. Many companies in the Beauty Industry were pioneers in these initiatives but there is still a lot to be done.



SÉVERINE MATHÉ
BRAND ACCELERATOR
LUBRIZOL

WHAT DOES IT MEAN TO YOU TO BE A WOMAN IN THE BEAUTY INDUSTRY?

I have chosen to work for the beauty industry because it helps people increase their well-being and self-confidence through the health of their hair and skin. It is empowering to know that women are a massive part of this dynamic, rewarding industry.



LISA PAYNE
HEAD OF BEAUTY TRENDS
STYLUS

WHICH WOMEN INSPIRE YOU THE MOST?

Working in beauty trends and innovation,

“I AM NATURALLY INSPIRED BY THE BUSINESS FOUNDERS THAT ARE RECLAIMING BEAUTY FOR THEMSELVES, AND WORKING TO CREATE A MORE DIVERSE, INSPIRED MARKETPLACE

Anna Brightman, the co-founder of waste beauty brand UpCircle is disrupting beauty production putting landfill-bound ingredients at the centre of her products, while make-up artist **Danessa Myricks** is democratising colour and pigment for make-up obsessives with her namesake brand. **Babba Rivera**, the founder of clean haircare brand Ceremonia

is celebrating her Latinx heritage and expanding what beauty looks like in the mainstream. More often than not, the exciting ideas I see are coming from independent female leaders, and that is so inspiring.

WHAT DOES POWER MEAN TO YOU?

For myself and the wider Stylus team, power means the ability to action change and progress, especially at times or in industries that are slow to embrace change for the greater good.

WHAT DOES IT MEAN TO YOU TO BE A WOMAN IN THE BEAUTY INDUSTRY?

It's clear that the beauty industry is a place where women can shine – we are the customers, we are the creators, and we are the innovators.

“POWER MEANS THE ABILITY TO ACTION CHANGE AND PROGRESS, ESPECIALLY AT TIMES OR IN INDUSTRIES THAT ARE SLOW TO EMBRACE CHANGE FOR THE GREATER GOOD

NOVEMBER 7 - 9 2023

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