

BEAUTY CONNECT

2024 INDIE BRAND SPOTLIGHT **FINALISTS**

*INTRODUCING SOME OF THE MOST
PROMISING INDIE BRANDS ACROSS THE
BEAUTY, WELLNESS AND PERSONAL
CARE SPACE*

VIEW NOW





Le Mieux

Le Mieux Cosmetics was originally geared toward professional estheticians and doctors. We have a simple goal: to establish an innovative skincare molecule lab that breaks with the traditional method of creating products that lack concentrated, skin-transforming active ingredients. Consumers are often distracted by many diluted skincare products that don't change aging skin.

Le Mieux specializes in regenerative formulas with high-tech, skin-reprogramming ingredients developed and approved by renowned scientists and physicians—even creating our own proprietary, biomimetic molecules. Every ingredient has a purpose, benefit, and result. We thrive on research and innovation, pushing beyond the status quo and leveraging the latest technology to pioneer advancements in skin cell science.

JANEL LUU

Founder, formulator, and CEO of Le Mieux, Janel Luu has over 40 years' experience in the beauty industry as international educator, researcher, and innovator. Breaking with traditional models of anti-aging skincare, she introduced new skincare delivery systems to the market, trailblazed the use of growth factors in skin-transforming formulas, and pioneered multiple molecular weight hyaluronic acid instead of water as a base. Janel's expertise in formulating and anti-aging cellular technology has inspired her to teach over 45,000 skincare professionals and physicians. Janel is passionate about building strong partnerships and creating powerful treatments for the best skincare on the market.



www.lemieuxskincare.com



@lemieux



JANEL LUU
CEO & FORMULATOR
LE MIEUX



Rave Nailz creates high-quality press-on nails that give you the look, feel, and durability of a professional celebrity manicure. Our designs are bold, edgy, and trendsetting, crafted to not only look stunning but to last like salon nails. Each set is meticulously designed to ensure they fit comfortably and stay secure, providing a salon-worthy experience right at home. Whether you're going for a statement look or everyday glam, Rave Nailz delivers the luxury of a celebrity nail salon with the convenience and flexibility of press-ons, perfect for any occasion.

BRAELINN FRANK

Braelinn Frank, founder of Rave Nailz, is a creative visionary who turned her passion for bold self-expression into a thriving brand. With a background in art and fashion, she saw an opportunity to revolutionize the beauty industry by creating press-on nails that deliver the high-end quality and style that is only otherwise achievable with an ~incredibly inconvenient~ salon visit. Committed to offering a salon-level finish, she carefully designs each set to ensure they look and feel like a high end salon manicure. Her dedication to craftsmanship, creativity, and individuality has made Rave Nailz a go-to for those seeking unique, standout nails that last.



www.ravenailz.com



[@rave_nailz](https://www.instagram.com/rave_nailz)



BRAELINN FRANK
FOUNDER
RAVE NAILZ

RAVE NAILZ

Renude

Renude is an award-winning AI startup powering personalized skincare advice to customers of brands and retailers. Built by a team of dermatologists, estheticians, formulators and data scientists using real customer experiences and over 3 million data points, Renude's technology recreates the advice of a trained professional. Trusted by over 100,000 consumers, our AI is proven to increase engagement and sales revenue, and can be applied to both online and in-store environments. Renude AI Skin Analysis and Personalized Routine plug-in can be applied to any product set using advanced ingredient analysis technology to build complete routines for your customers. The AI SkinChat product uses conversational AI to provide personalized advice to any skincare related query in real time.

PIPPA HARMAN

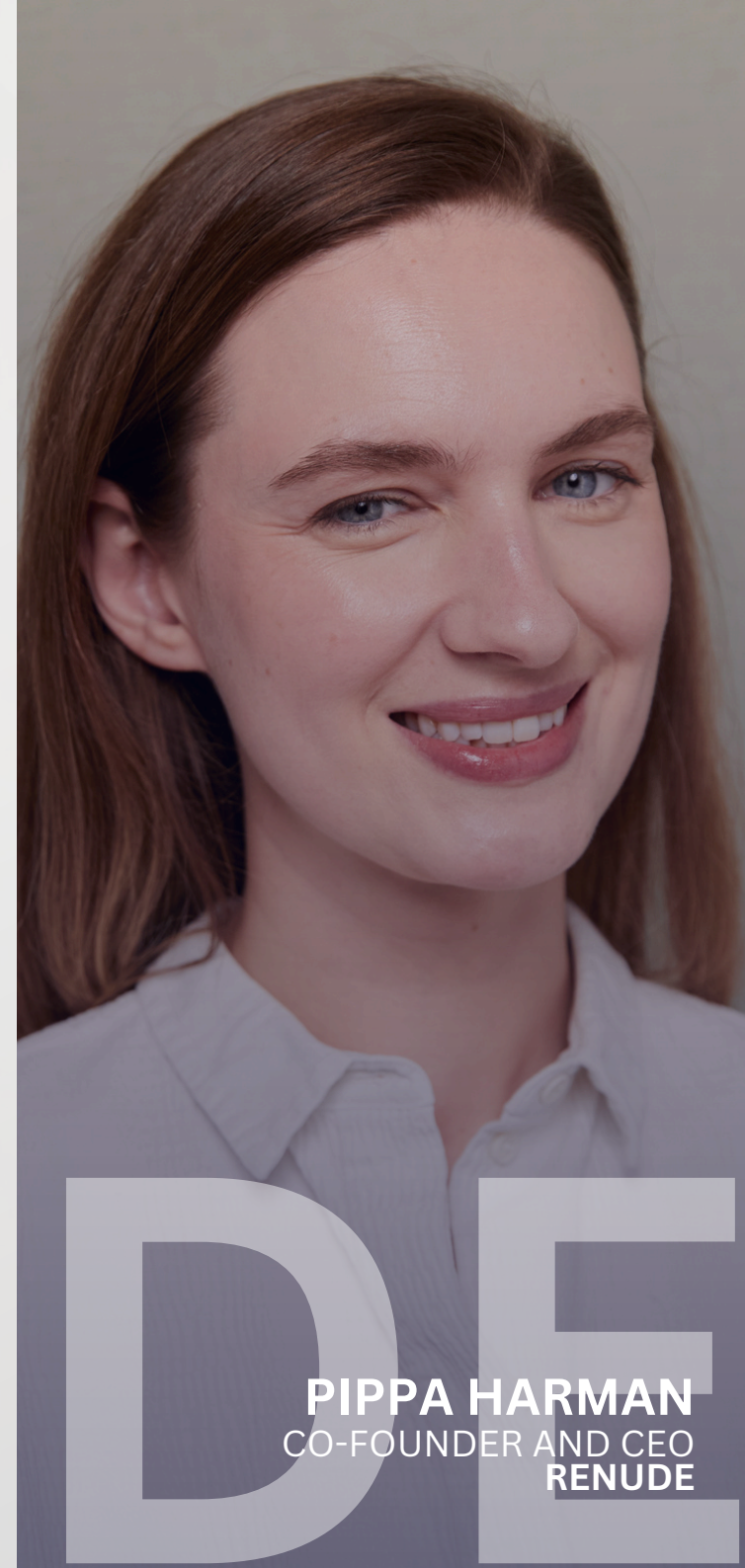
Pippa Harman is the co-founder and CEO of Renude. She is a qualified formulation chemist with over 15 years experience within skincare. Starting in R&D for large corporations like Reckitt Benckiser and Boots before moving into the startup space, joining Beauty Pie as the fourth employee to lead on the skincare product development. After a decade of friends regularly asking for skincare advice, she saw the gap in the market to launch a personalized recommendation service, teaming up with co-founder and data scientist Catherine Nisson to leverage AI to solve the problem. Pippa is a regular industry speaker, judge and panelist discussing the topics of skincare, innovation and AI.



www.renude.co



[@rrenude.co](https://www.instagram.com/rrenude.co)



PIPPA HARMAN
CO-FOUNDER AND CEO
RENUDE




Sahajan is the first clean, clinically proven Ayurvedic beauty brand. Dubbed by Forbes as a Pioneer for bringing the Ayurvedic beauty movement to the forefront, Founder and CEO, Lisa Mattam, established Sahajan blending the power of Ayurveda, an integral part of her heritage, with clinical science to create products with unparalleled performance. In 2023, the brand entered a global partnership with leading luxury hotels: The St. Regis, The Ritz, J.W. Marriott, and W Hotels, each of which will feature Sahajan products as the exclusive skincare in guests' rooms. In 2024, Sahajan launched at Sephora Canada as the first Ayurvedic skincare brand. Sahajan is a digital-first brand, distributed in the United States and Canada and can also be found at retailers including Credo and The Detox Market.

LISA MATTAM

Lisa Mattam is Founder & CEO of Sahajan, the first clean, clinically proven Ayurvedic skincare brand. Lisa has grown it into a global force with an international presence and digital-first distribution model. In 2023, she spearheaded Sahajan's partnership with leading luxury hotels: The St. Regis, The Ritz, J.W. Marriott, and W Hotels, placing it as the exclusive skincare brand in 400 properties and 200,000 hotel rooms worldwide. In 2024, Sahajan launched at Sephora Canada becoming its first Ayurvedic Skincare line. Previously, Lisa spent over a decade working in Pharmaceuticals, which was the foundation for her approach of marrying the science of her heritage with that of her career.

 www.sahajan.com

 [@sahajanskincare](https://www.instagram.com/sahajanskincare)



LISA MATTAM
FOUNDER AND CEO
SAHAJAN

skincare junkie

Skincare Junkie, founded by award-winning dermatologist Dr. Blair Rose, is the result of a passion for creating skincare that truly works without compromising health or safety. Dr. Rose witnessed firsthand how many patients struggled with products that not only worsened their skin conditions and created new ones but contained harmful ingredients to boot. Frustrated by the lack of effective, science-driven, clean AND well-tolerated solutions in the market—even for her own skincare routine—Dr. Rose set to work. Hand selecting a renowned team of expert chemists to help bring her vision to our shelves, Skincare Junkie was born.

DR. BLAIR MURPHY-ROSE

Dr. Blair Murphy-Rose is a board-certified dermatologist based in New York City and the esteemed founder of Skincare Junkie™. With a specialization in cosmetic, medical, and surgical dermatology, Dr. Murphy-Rose is recognized for her expertise in cutting-edge facial rejuvenation techniques, including injectable fillers, botulinum toxin injections, advanced laser procedures, and noninvasive body contouring. Her precision in removing lumps and bumps and her adeptness in treating medical conditions such as skin cancer, acne, rosacea, eczema, and psoriasis have garnered widespread acclaim.



www.skincarejunkie.com



[@skincarejunkieofficial](https://www.instagram.com/skincarejunkieofficial)



DR. BLAIR MURPHY-ROSE
FOUNDER
SKINCARE JUNKIE

SKINCARE JUNKIE

SOLAWAVE

Solawave is an award-winning brand offering innovative skincare devices and topicals, combining advanced technology with clean, clinically-tested ingredients. We take a holistic approach to skin wellness, promoting healthy, radiant skin without harmful chemicals or quick-fix solutions that can cause long-term damage. Our science-backed products harness the power of nature and light therapy to deliver total skin wellness, supporting a lifetime of happiness and confidence.

ANDREW SILBERSTEIN

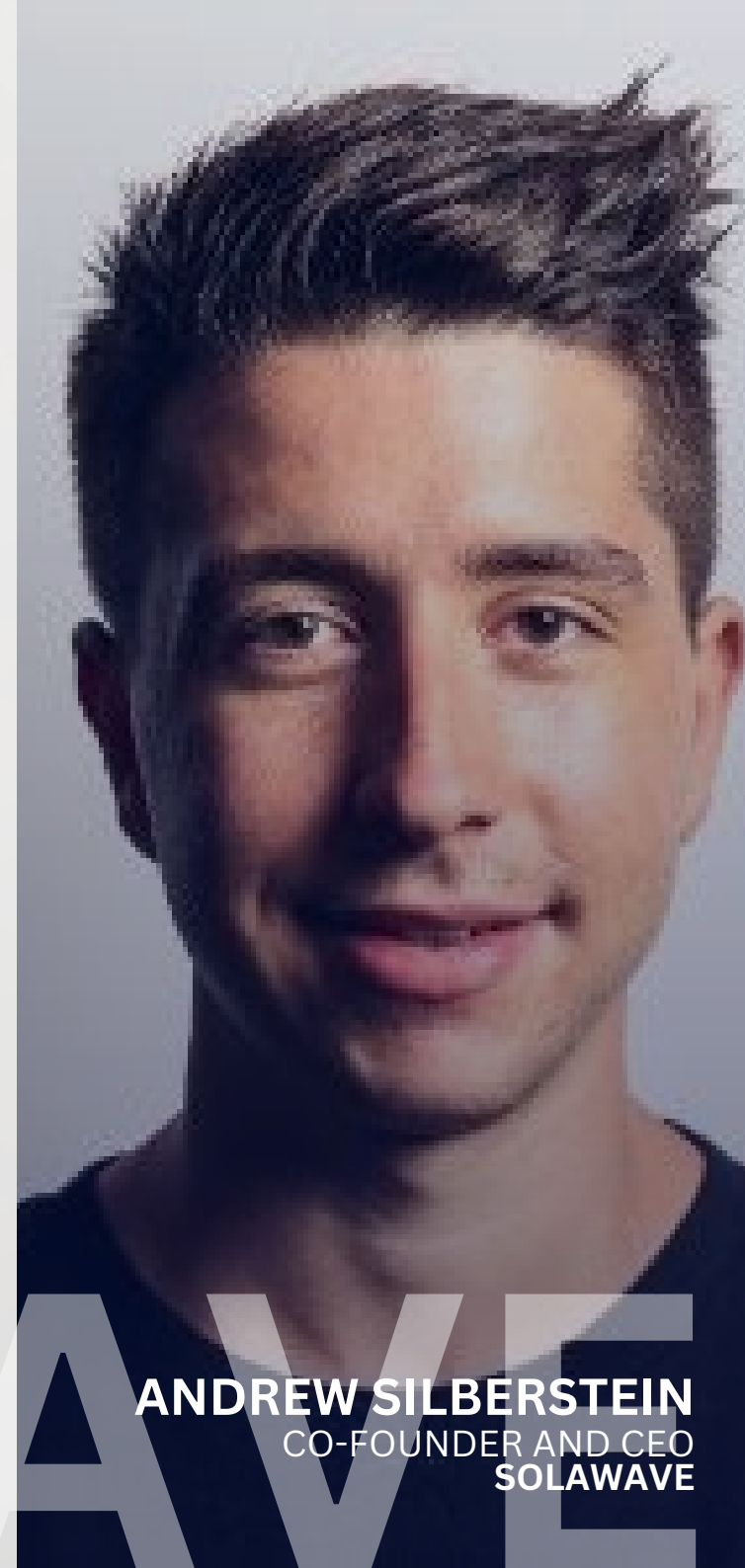
Andrew Silberstein is the Co-Founder & CEO of Solawave, which he launched after discovering the transformative benefits of light therapy during his own battle with acne. A serial entrepreneur with over 15 years of experience in CPG, online marketing, and tech development, Andrew previously founded Boomrat, a company acquired by Live Nation, and co-founded two direct-to-consumer brands in beauty and wellness. His passion for innovation and skin health drives Solawave's mission to deliver holistic, science-backed skincare solutions.



www.solawave.co



@solawave



ANDREW SILBERSTEIN
CO-FOUNDER AND CEO
SOLAWAVE

SOTERI SKIN

Soteri Skin is an eczema skincare start-up revolutionizing treatments for Atopic Dermatitis with a patented technology, trademarked as pH/LOCK® complex, for long term eczema relief. This innovative approach offers an outside-in pathway to treating eczema by repairing the skin barrier. It accomplishes this by restoring the skin's acid mantle and correcting the skin pH to an optimal level of 4.7 for 12 hours. This creates an ideal environment for skin renewal and supports a healthy skin microbiome. A stronger, more resilient skin barrier prevents allergens and harmful bacteria from penetrating the skin and causing inflammation while locking in moisture. In clinical studies, 100% of patients saw improvements, and 60% of patients achieved complete symptom relief, within a 4-week period.



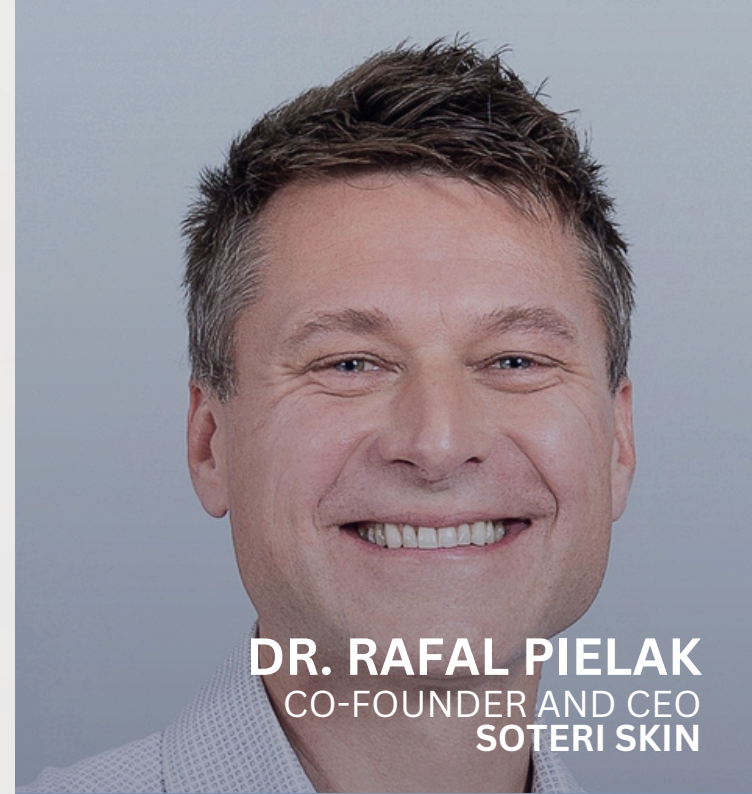
www.soteriskin.com



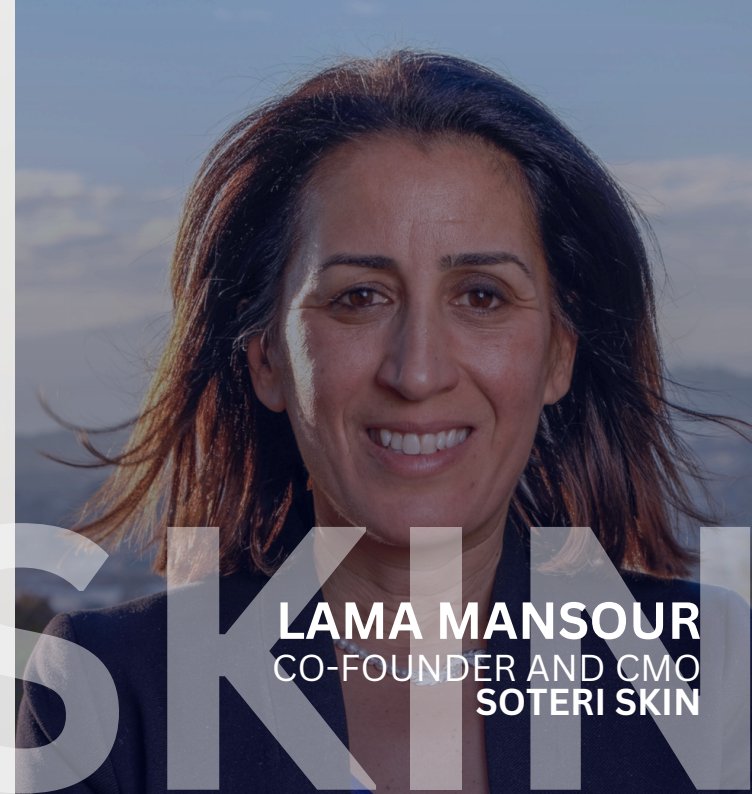
@soteriskin

Dr. Rafal Pielak earned his Ph.D. in Biomedical Sciences from Harvard Medical School and has over a decade of experience in product innovation and development in biotech and skin health. He was a founding member of the L'Oréal Tech Incubator in San Francisco, where he led a product innovation team, developing new products for La Roche-Posay, CeraVe, and SkinCeuticals. When his wife and daughter developed eczema, creating an effective treatment became his personal passion. This led him to extensive research and collaboration with leading dermatologists, resulting in the creation of Soteri Skin pH/LOCK technology, which provides long-term relief from eczema.

Lama Mansour has an MBA from Harvard Business School and over 20 years of expertise in brand management and marketing. Her diverse background spans the nutrition, skincare, and personal care sectors. Throughout her career, Lama has held leadership roles at global companies including General Mills International, Reckitt Benckiser, and Arbonne International. At Arbonne, she played a key role in launching the Nutrition category, and at Reckitt Benckiser, she successfully introduced the KY brand to the Canadian market. Lama is now passionately committed to establishing Soteri Skin as a leader in eczema relief and helping the millions affected by this condition.



DR. RAFAL PIELAK
CO-FOUNDER AND CEO
SOTERI SKIN



LAMA MANSOUR
CO-FOUNDER AND CMO
SOTERI SKIN

UNCOVER

Uncover is a leading skincare brand pioneering African-Beauty with a mission to disrupt beauty standards and prioritize skincare products for melanin-rich skin through product innovation, technology, data, and community. Uncover leverages a data driven approach from their loyal community of 200K+ women across Africa to create client-led, highly effective products that are tested and approved by women in Africa. These innovative products leverage K-Beauty technology infused with the healing powers of African botanicals such as Baobab, Rooibos and Aloe. By blending the power of the two, Uncover is giving melanin-rich skin the best possible care. Pioneers of merging African botanicals with Korean beauty technology. Uncover has received global recognition, funded by top global investors and featured in Vogue Business, Beauty Matter, Beauty Independent, CNN.



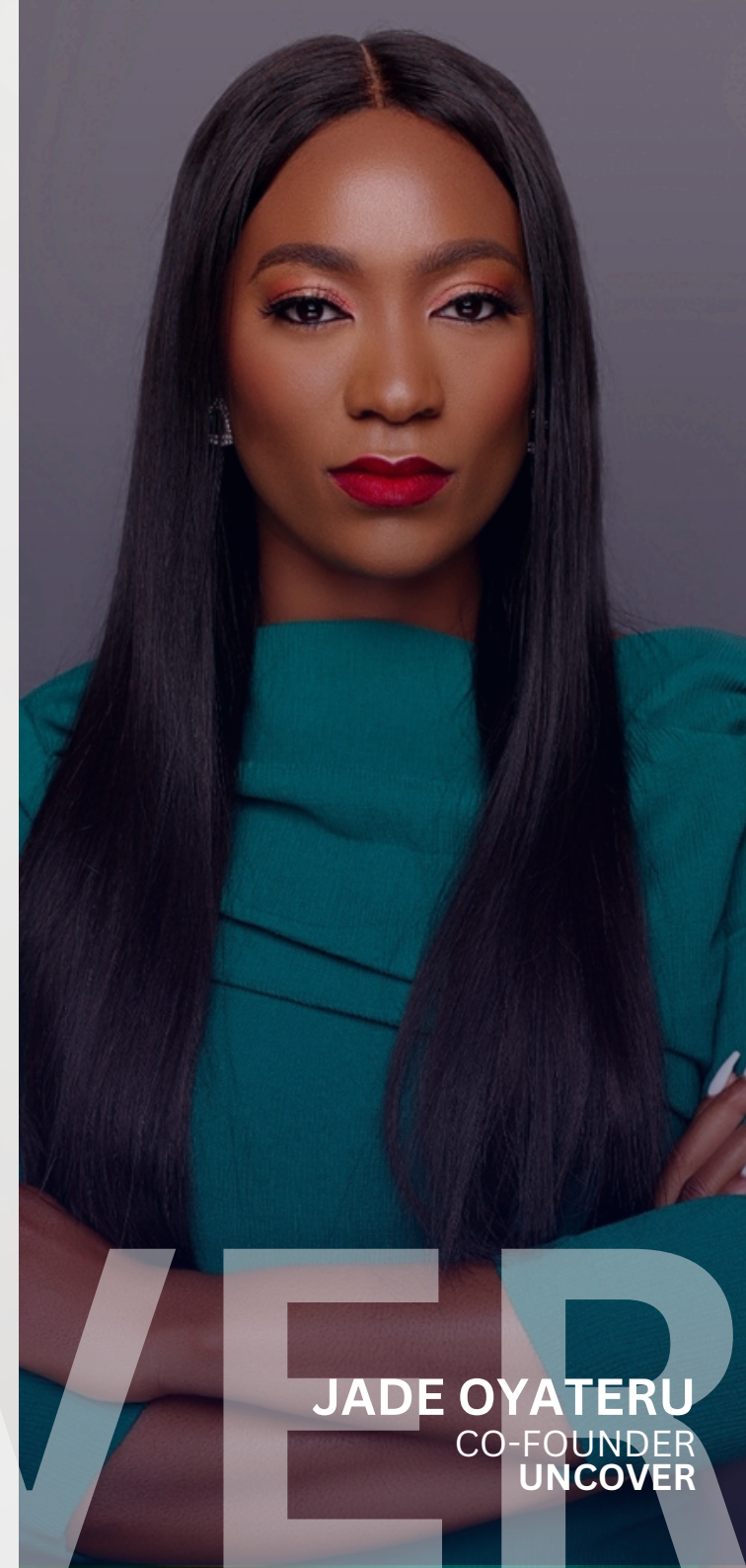
www.uncover skincare.com



@uncover skincareco

JADE OYATERU

Jade Oyateru is the Co-Founder of Uncover, a leading skincare brand at the forefront of African beauty. With a career spanning over a decade in FMCG and e-commerce startups, including Unilever, Nestlé, and Jumia, Jade has honed her expertise in brand-building and consumer engagement. Her professional journey is complemented by an MBA, which has equipped her with the strategic acumen to drive business growth and foster meaningful connections with consumers. At Uncover, Jade channels her passion for creating innovative skincare solutions that empower women to embrace their beauty and build confidence. A strong advocate for a holistic approach to beauty, each Uncover product is accompanied by affirmations such as "I Am Enough" and "I Am Radiant," encouraging women to infuse self-love into their daily skincare rituals. In recognition of their contributions to the industry, Jade and her co-founder, Sneha, were named in the 2024 Vogue Business 100 Innovators list, highlighting their role as disruptors shaping the future of beauty.



JADE OYATERU
CO-FOUNDER
UNCOVER

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