

WWD MILESTONES

Fashion. Beauty. Business.



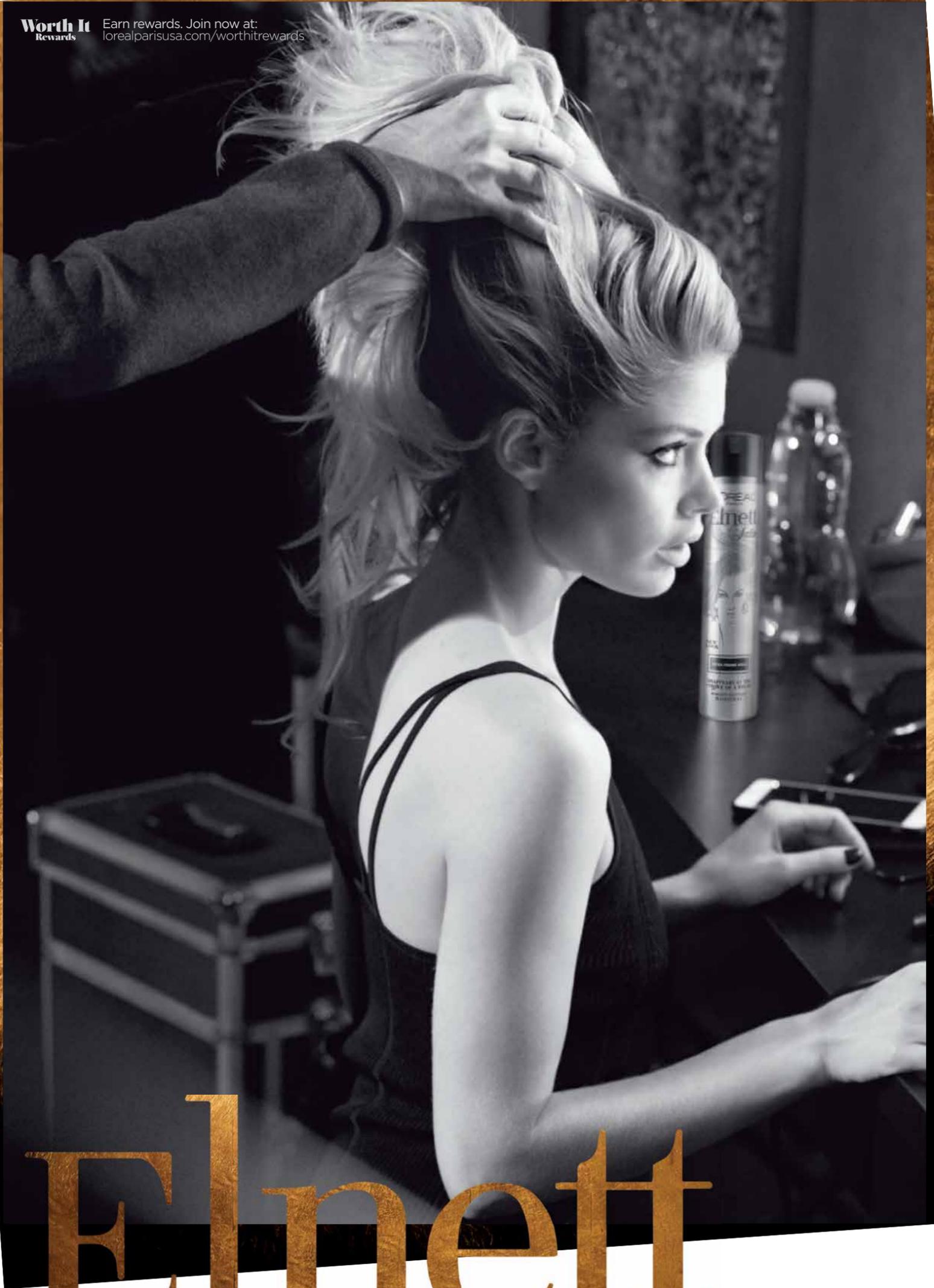
CEW at 65



CREATING CONNECTIONS,
BUILDING BUSINESSES,
ADVANCING WOMEN

Worth It
Rewards

Earn rewards. Join now at:
lorealparisusa.com/worthitrewards



Elneett

S A T I N H A I R S P R A Y

Available at  **CVS** pharmacy®



T O P C H O I C E
FOR HAIRSPRAY

**SHHHHHH.
IT'S TOP SECRET.**

Elnett Satin hairspray is stylists' top hairspray. Because it **holds strong**. But **brushes out easily**. Styles and restyles in a single stroke. **Elnett. Stylists' secret.**

L'ORÉAL
PARIS

WWD Milestone: CEW at 65

Editor's Letter



Jeanette Wagner
and Evelyn Lauder



Alex Keith, Carlotta Jacobson,
Jill Scalamandre and Francine Gingras



Lisa Price



Iman and Robin Burns



Carol Hamilton

Age of Advancement

As CEW commemorates its 65th anniversary, WWD examines how the organization is ensuring its relevance for decades to come. BY JENNY B. FINE

Sixty-five years ago, the U.S. Supreme Court ruled that school segregation was unconstitutional, Marilyn Monroe married Joe DiMaggio and Swanson invented the TV dinner. That year, too, the Cosmetic Career Women organization was created to advance the careers of female workers in what was then called the 'toilet goods' industry.

Fast-forward six decades or so, and women are firmly entrenched in the ranks of what is now called the beauty industry. While the number of women in the c-suite is still not at parity with that of men, the increase in the number of businesses being run by women is significant.

The extraordinary growth of CEW reflects the overall larger sociocultural trend of women gaining force in the workplace. In the last 20 years alone, since Carlotta Jacobson became president, CEW has grown from 400 members to over 10,000, with a full-time staff that has expanded from four to 34. While the three core pillars – recognition, knowledge and networking – haven't changed, CEW's purview has. Today, its programs cover everything from entry-level career mentorship to social media master classes, consumer-facing product awards to the industry's highest recognition of female executives.

While men are now welcomed as members, the common thread that runs throughout everything CEW

does remains the advancement of women.

"We wouldn't be an industry without women," said Jacobson. "Honoring women and keeping their accomplishments at the forefront of the industry is important, because while many women hold positions of running businesses, we're still not seeing them in the c-suite. The more we see women in the forefront, the more comfortable everybody becomes."

CEW is equally as focused on tapping into the power of the next generation of leaders, fostering a spirit of cross-corporate camaraderie that benefits the collective as much as the individual. Take the MentorMatch program, which connects fledgling executives and founders with established industry players. Tatcha Beauty's founder Victoria Tsai was paired with Shiseido's Jill Scalamandre (who also serves as CEW's chairwoman), for example. "Her advice throughout the years has been invaluable," said Tsai. "I can't think of another program in beauty where a young indie brand can connect directly with women at the top of the field."

As CEW celebrates its 65th anniversary, WWD explores how the organization has grown – but more importantly, how it is preparing for a future that is continually changing and evolving.



*Happy 65th Anniversary to CEW!
We are honored to celebrate this amazing milestone with you.*



ARCADEBEAUTY.COM ■ SAMPLINGMADESIMPLE.COM

WWD Milestone: CEW at 65

A Leader for Transformational Times

As president of CEW for the last 20 years, Carlotta Jacobson has made sure the professional organization stays one step ahead of an industry moving at warp speed. BY JENNY B. FINE Photograph BY VICTORIA STEVENS



From masters of the universe to meditation.

Over the last year alone, CEW has produced members-only events ranging from one-on-one conversations with the likes of L'Oréal chief executive officer Jean-Paul Agon to an evening of collective meditation at the Millennial hot spot MNDFL.

The range demonstrates how the organization's president, Carlotta Jacobson, has consistently kept CEW on the cutting edge of relevance, transforming it from a small industry group into beauty's most influential networking and educational organization. Yet 20 years into

her role as president of what was called Cosmetic Executive Women when she joined, Jacobson is not one to rest on her laurels – or stand still.

As CEW enters its 65th year, the organization continues to evolve considerably, just like the beauty industry itself. An industry veteran who knows the ins and outs of beauty better than most, Jacobson is the first to recognize the imperative to change. “Funnily enough, what keeps me up at night is the fact that we are celebrating our 65th anniversary,” said Jacobson recently, during a wide-

ranging interview on which she touched on everything from leadership to learning.

“It’s great that we’ve made it, but I don’t want us to be looked at as a legacy company,” she continued. “We as CEW are facing the same issues the brands are – how do you retain what’s good and the things people respond to, yet deal with the very different needs of the different people the organization serves.”

Indeed, CEW’s membership has expanded exponentially over the past 18 years, from 400 to over 10,000 today. That figure encompasses four generations

of members, from Boomers to Gen Z. About 45 percent of the membership is mid-career, while senior-level executives comprise 35 percent and early-career, about 20 percent.

Creating programs for the needs and expectations of each group has challenged CEW to adapt to the rapidly evolving beauty world. “Millennials have presented us with one of the biggest changes,” said Jacobson. “They’re different – it’s like how you always think your child is like you and they’re not. They have a different point of view, and we have to do different kinds of events to appeal to them.”

Whereas mid-level members come to events to gain knowledge and network, Millennials are coming to socialize and make connections. That means experiential events – such as a night at Story, the store that eschews permanent installations in favor of a rotating themed model, or an evening of yoga, exercise and meditation. “We’re looking at our events and asking what different members like and don’t like and what they want.”

Such brainstorming sessions go far beyond deciding speakers for upcoming series. “There are things we never would have thought about,” Jacobson said. “For example, Millennials like the idea of going away for a weekend, like to a camp, where you play sports and games and have fun. A lot of it is around socialization.”

The impact of technology has also created a new event structure for CEW. Two years ago, the organization introduced The Connected Consumer, a half-day conference that addressed everything from agility to analytics, and there are numerous educational events throughout the year – such as a session with Eva Chen, Instagram’s director of fashion partnerships. “So many of our members don’t have the experience they need to integrate technology into everything they do in the workplace,” Jacobson said. “How do you get them to learn those skills? I don’t have all of the answers, but we see that our membership wants a lot of information.

To that end, CEW has prioritized featuring experts from outside of the beauty industry to speak at events. What’s been particularly resonant is when the organization arranges a speaker at a big tech organization, like Google or Instagram. “When Eva Chen spoke, tickets sold out in one day,” Jacobson said. “Our members want to go to these places and hear what the companies are doing and understand the culture.”

One of the ways that CEW insures it is in step with what members want is by continually updating its strategic plan. This year will usher in the sixth edition, with the goal of understanding how CEW can secure its position by delivering tailored experiences, content and services that increase its relevance with members. In other words, can you appeal to everyone when the organization itself has grown so exponentially?

Like many beauty brands, the answer lies in personalization and customization via member segmentation. “We have gotten big, but we’re getting smaller in our approach to segmenting,” Jacobson says, noting that another goal of Strategic Plan ▶

CASTANEA, DRYBAR, AND TATCHA
**Congratulate CEW on its
65th Anniversary**



CASTANEA

castaneapartners.com

WWD Milestone: CEW at 65



Nicky Kinnaid, Veronique Gabai-Pinsky, Jeannine Shao-Collins, Esi Eggleston-Bracey and Terry Darland with Jacobson at the 2009 Achiever Awards.



Jill Scalamdre and Carlotta Jacobson in 2014.

6 will be to create advisory groups for key constituencies.

While men are today admitted as members of CEW (although they don't serve on the board), another goal for the year ahead is to look at the importance of women in business today and the role that the organization can play in furthering workplace parity. A decade ago, CEW partnered with Boston Consulting Group on a survey about gender equity, and they will do so again this year.

While Jacobson isn't yet sure of exactly what the conversation will consist of, she knows CEW will be directional in continuing to champion women. "The world is changing right now," she said. "There is a shift, but it's slow."

Noting that there is still a dearth of women in the c-suite despite an ever-increasing number at the senior executive level, Jacobson believes there's a way to go culturally before true parity exists. "I think the culture still hasn't changed – men are more comfortable with men," she said. "Certain things you can't change, until you have a generation of men who don't feel that discomfort."

The CEW Achiever Awards were born, in part, because Jacobson recognized how important it is for women to have a forum where they are recognized for their professional achievements. Since its inception in 1975, the event has become one of the most anticipated of the year for beauty insiders. Over 100 women have been honored, with a list that reads like a who's who of beauty.

As the industry has expanded, so have the awards. Whereas the previous generation of honorees consisted largely of brand marketers, over the last few years the purview has expanded to include a broader range of people, from established brands to emerging categories and companies, founder to financial executive. "The Achiever Awards are very meaningful," said Jacobson. "It's a way of keeping women and their accomplishments at the forefront of the industry. This is important because while many women hold positions of running businesses, we're still not seeing them in the c-suite. The event makes you think about the importance of women in the industry. We wouldn't be an industry without women."

The Achiever Awards is equally as memorable for attendees, who leave the lunch feeling inspired and motivated



Carlotta Jacobson in 2012...



...and with Frédéric Rozé in 2011.

"We as CEW are facing the same issues the brands are – how do you retain what's good and the things people respond to, yet deal with the very different needs of the different people the organization serves."

by hearing the personal stories of the Achievers. Over the years, Jacobson has seen firsthand the qualities women need to rise in the workplace, and she is passionate about passing on such skills at events and through more personalized programs like CEW's MentorMatch. "It's a matter of being comfortable knowing how to promote yourself and not have someone else take credit for the work you're doing. I don't think that comes naturally for most women," Jacobson said, when asked what she's learned. "Usually that makes you feel too aggressive, but you have to step up. "So if you make a mistake, own up to it. Take risks. Don't wait to be asked for a contribution," she continued. "Women need to learn to say what they think, and be ahead of the game. Don't get sidetracked by an issue."

She also advises women to take global leadership roles, when feasible. "Look at the people who are running businesses – they have lived all over," Jacobson pointed out. "I tell young women, 'Go live in a

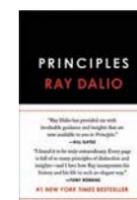
different country. Companies are global and you have to get that experience."

As for herself, Jacobson had no master plan when crafting her career. After leaving her post as beauty editor of *Harper's Bazaar* in 1992, she consulted in the industry and was tapped by Robin Burns, CEW's then-chairwoman, to be president of the organization. Many of the qualities that enabled her to be a successful editor are those that have allowed her to keep moving CEW forward, notably an unremitting curiosity about the world around her, an eagerness to create what's next and the ability to build trust with everyone in her orbit.

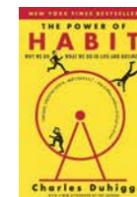
"As an editor, you're always looking at things and asking where is it going?" said Jacobson. "I read everything and am always asking, what else can we be doing? "I'm not afraid of change. I figure, what's the worst thing that can happen?" Jacobson continued. "You have to have that mindset or else you'll remain in place and an organization can't grow that way." ■

Required Reading

Carlotta Jacobson is a voracious reader. Here, the books currently on her bedside table:



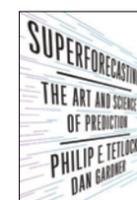
"Principles" by Ray Dalio



"The Power of Habit: Why We Do What We Do in Life and Business" by Charles Duhigg



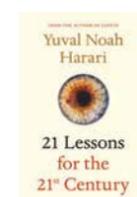
"Swipe to Unlock: The Primer on Technology and Business Strategy" by Neel Mehta, Aditya Agashe and Parth Detroja



"Superforecasting: The Art and Science of Prediction" by Philip E. Tetlock and Dan Gardner



"Becoming" by Michelle Obama



"21 Lessons for the 21st Century" by Yuval Noah Harari

HAPPY
65th
ANNIVERSARY
CEW

THANK YOU FOR FOSTERING A GLOBAL COMMUNITY THAT
BRINGS THE BRIGHT MINDS IN THE BEAUTY INDUSTRY TOGETHER.

LVMH

BVLGARI • FRESH • GIVENCHY • GUERLAIN • PARFUMS CHRISTIAN DIOR

WWD Milestone: CEW at 65



She's in Development

As senior vice president of CEW, Lisa Klein oversees cross-departmental initiatives like the Achiever Awards, works with board members to fulfill their board commitments and is the liaison between the organization and its international chapters in the U.K. and France. But it is as the head of the development department, where Klein has really made her mark, creating a revenue stream for CEW which enables it to fund key member programs. Here, Klein talks about her beginnings, driving growth at CEW and the negotiating skills she's picked up along the way. BY JENNY B. FINE Photograph BY VICTORIA STEVENS

My very first job out of college was as the associate beauty editor at *Harper's Bazaar*, where I worked for Carlotta Jacobson, who was the beauty editor. We both left the magazine in 1992, and I moved to Scarsdale, N.Y., and raised my two children. When Carlotta started to work for CEW in 1999, she brought me in. I started gradually, a day or two a week. I'd put the kids on the bus and race into the city. I would do whatever they needed me to do.

When I started full-time, I became head of membership. We had 400 members then, versus over 10,000 today. I also worked in the events department when I started full-time. I say department, but I'm speaking loosely – there were four people in CEW when I started.

When I was doing events, one of the areas was raising money for sponsorship. Because I had contacts for beauty executives from when I was an editor, it was really very easy for me to transition into this area. I moved into sponsorship full-time around 2003.

Today, paid sponsorship is CEW's second-largest revenue stream, and if you add in the value of our in-kind partnerships, it becomes half of our total revenue. This

money allows us to do most of what we do – especially the benefits we offer members that don't pay for themselves, like the web site, Beauty Insider, our new app, the career center and MentorMatch.

I don't find it difficult to ask for money. CEW's mission of empowering women resonates with so many people, it's hard not to get behind that. Because our membership is so large and diverse, basically a microcosm of the industry, the fact that we can put sponsors in front of that group is a powerful promise.

We have relationships with sponsors that are quite long. Some companies, like IFF, Arcade and Givaudan we've been working with since I got here 19 years ago, and others, like WWD, Meredith, Firmenich and 24 Seven, are over 10 years.

I view my role as the sponsor's advocate within our organization. The ways we work with our sponsors changes continually, because business changes and goals change, but there is the overarching theme that we are on their side – we talk about short- and long-term goals, what we can deliver.

People can always find other places to spend their money and that's why it's so

important that we deliver more than we promise. I remember coming back after an Achiever Awards dinner and hearing from a sponsor who was there for the first time, who said, "That was everything you described and more. Sign us up for next year." We exceeded his expectations and that was music to my ears.

There are five of us now on the development team, and combined we have 48 years of experience selling sponsorships for CEW. They are an incredible group of women, passionate about their work. As an organization that celebrates female achievement, it has been wonderful to watch their growth happening here.

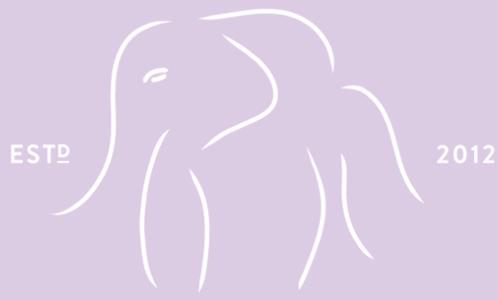
The toughest part of the job is the natural churn of sponsorships. People's goals change, their priorities change, they might get new leadership, someone decides they are cutting their budgets.

I never thought I would be doing this. I've never looked at it as being in sales. I look at it as being a steward of relationships. We're problem solving, coming up with solutions to business problems, finding ways to help other people. I am a nurturer by nature. I have

two kids, I've been married for 36 years, it's part of who I am. It makes sense that I nurture and protect these relationships. That feels very comfortable for me.

When it comes to successfully negotiating, everyone has to walk away feeling like they win, that they've gotten what they need. Compromise is really important. Sometimes it's looking long-term and you give up a short-term gain, because you know in the end you will get it back. I've learned patience, I've learned to sit more with uncertainty. My mantra is "it's not a problem until it's a problem."

Carlotta and I have had a very long relationship. She really pulled me back into the industry and kept me engaged and involved, and that is why I'm here today. I understand the way she thinks and I can often predict her responses to situations, so that makes me the go-to person here to run things by and to gauge her thinking. We're very different people – we have different perspectives, which is good because it reminds both of us there is more than one way to look at a situation. But there is a mutual respect. She trusts and empowers me and I will always be very grateful for that.



DRUNK ELEPHANT™

CONGRATULATIONS
CEW

you don't
look a day
over 25.

love,
drunk elephant

WWD Milestone: CEW at 65

Insight Central

For CEW chairwoman Jill Scalamandre, learning from executives both established and emerging drives her continued involvement with the organization. **By JENNY B. FINE**

Jill Scalamandre's responsibilities as chairwoman of CEW include moderating the biannual Newsmaker series, during which she has interviewed some of beauty's top chief executives, including L'Oréal's Jean-Paul Agon, Fabrizio Freda of the Estée Lauder Cos. and Mary Dillon of Ulta Beauty Inc.

But for all of the upper-level access the position affords, it's the connection and learning from all levels of CEW's membership that drives Scalamandre's continued passion for the organization – and her immense dedication to it.

"I have been a member of CEW for practically my entire career," said Scalamandre, who over the past 25 years or so has risen from junior executive at Revlon to her current position as president of BareMinerals and Shiseido's global makeup line. "This is where I came to learn, network and be exposed to leaders," she continued. "This is still true today. I see CEW as a facilitator of sharing knowledge and providing industry exposure."

She paused, then emphasized again the importance of networking when it comes to career management. "You have to lift yourself out of your daily grind and reach out, either through an organization like CEW or own your own," Scalamandre said. "You have to take the initiative. Life doesn't come to those who wait."

Scalamandre views her role of chairwoman as a sounding board for the organization, someone who is able to share a "boots on the ground" perspective of how the beauty industry is evolving and the steps CEW needs to take to keep pace and maintain its relevance, particularly in terms of the resources members can tap into to help navigate the corporate ladder. "I oversee the high-level strategic mission of the organization," she said. "I see myself as their champion, providing guidance in terms of building the organization for the future."

One key change during Scalamandre's tenure has been the evolution of women in business. She herself is part of a wave of women who have reached the upper echelons of management, particularly in terms of running global brands. While women are still largely underrepresented in the c-suites of many large beauty companies, there are a large number who have achieved significant executive level roles. "We still have a few ceilings to crack," Scalamandre said. "It's coming and it's growing, but it's not an overnight switch."

She believes that change happens generationally, noting that hers was the first generation to have a full-time career and family. "The next generation won't even question the fact that they can have a family and a career and be a ceo," she mused. "It's about allowing women to dream those goals and achieve them."

That's why the CEW Achiever Awards is Scalamandre's favorite event of the many the organization produces. "It's the only event that honors and recognizes women," she said. "To hear someone's story of how they navigated their career is fascinating and inspiring to me."

She also loves probing the executives whom she interviews for CEW's Newsmaker Series, which features beauty's top leaders, and her easy-going demeanor combined with her deep knowledge of the business has resulted in some memorable moments. "Having people show us their business side as well as their personal leadership style has been incredible," said Scalamandre.

Most recently, she interviewed Agon in a wide-ranging interview that touched on everything from sustainability to developing a digital skill set. (When Scalamandre asked if he could pass a digital test L'Oréal gives to new employees, the ceo laughed and said, "I will not give you my results. I'm still working to improve!")

Such candor is characteristic of her subjects. Asked to name some standout moments, Scalamandre elaborates: "The charm of Fabrizio Freda, the focus of Mary Dillon," she said. "William Lauder was so open and honest about growing up in a family with such a storied legacy and what he brings to the table. Jean-Paul Agon was very open and honest. I was surprised at how willing he was to talk."

While she's mum on whom she'll be interviewing in 2019, she did share her dream 'gets.' "Jeff Bezos!" she said, naming the ceo of Amazon. "I want to know how he looks at our

industry. What is his long-term vision for beauty across channel and brands? I would love to know where he sees beauty going."

Rihanna is on her list, too. "Fenty has made such an impact," said Scalamandre. "I'd love to hear her point of view and discover where she sees beauty 10 years from now."

Asking such questions is characteristic of Scalamandre, who credits her success in business to an innate drive to keep learning: "I'm very curious as a person. I'm always thinking about what's next."

She describes herself as a "dreamer and a driver," noting success is based on the ability to execute. "I have a will," she said. "Don't just say you're going to do it – do it."

While curiosity about the future has fueled her career trajectory, it's a focus on the task at hand that has enabled her to juggle so many roles – and the help of a great team. "Surrounding yourself with the right people is critical," she said.

This is as true at CEW as at Shiseido, Scalamandre said, and a key reason the organization has been able to adapt so readily to a beauty industry that is changing so quickly.

"I began my career as a recipient of the networking and learning, and now I can pay it forward – mentoring and being part of all of the events. I love it, because I learn something new every time I go."



Jill Scalamandre

Q&A

with Jill Scalamandre

If you weren't in the beauty industry, what industry would you choose?

Fashion. It's another transformative category and a personal passion.

What's the one beauty product you can't live without?

BareMinerals Complexion Rescue Gel Tint... it's actually the leading prestige tinted moisturizer.

Top three fave Instagram accounts:

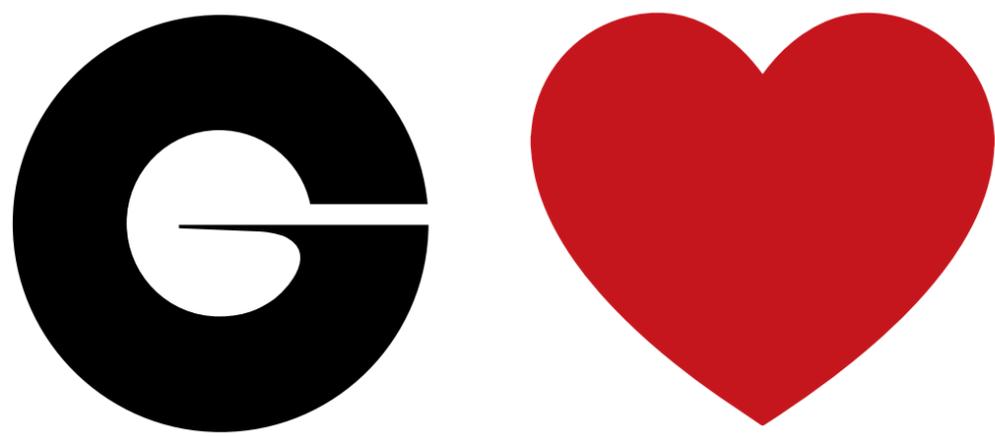
- Michelle Obama: @michelleobama
- Condé Nast Traveler: @cntraveler
- Net-a-porter: @netaporter

What do you do to relax?

It's hard for me to shut down, so I need to find things to occupy my mind. Travel when I have a little more time, movies for a quick escape.

Airplane mode: Sleep or work?

Both...Tokyo is a 14-hour flight!



CARLOTTA

Congratulations to Carlotta & CEW on
65 years of building leaders
and moving our industry into the future.

Givaudan

Team Drive

Meet the women and men who make CEW's mission a reality.

BY JENNY B. FINE PHOTOGRAPHS BY VICTORIA STEVENS

Over the past 20 years, CEW has blossomed from an organization with four full-time employees into a 34-person strong team. Together, they've grown the membership from 400 to over 10,000 and produce about 30 events annually. They've reached over 500,000 people working through a cancer diagnosis and have raised millions of dollars to support the advancement of women in the beauty industry. Here, meet the group of women and men who bring CEW's mission to life.



Andrea Nagel
Vice President of
Content

**Lisa
Campione**
Director of
Events

Mary Baker
Development
Assistant

Britney Turner
Associate
Manager of
Marketing

Landree Bower
Senior Manager
of Development

Nicole Cardillo
Vice President
of Marketing and
Events

**Leslie
Hutchings**
Vice President
of Membership

**Delia
Mitchell**
Manager of
Content

Shari Beck
Senior
Manager of
Membership
Operations

**Alexandra
Saland**
Senior
Director of
Marketing

**Un Sin
Yavanian**
Director of
Development
and Strategic
Projects

**Morgan
Tutton**
Associate
Manager of
Programs and
Events

Lisa Klein
Senior Vice
President

Christine Tate
Senior Manager
of Programs
and Events

**Carlotta
Jacobson**
President

Jessica Caixeiro
Events Coordinator

Casey Curnan
Senior Manager
of Development

ABOUT THE TEAMS

CONTENT

Provides CEW members with relevant beauty industry content on a daily basis. Today, almost 15 percent of people who join CEW do so to access CEW's proprietary content. The department also oversees cew.org, and over the past year has led a redesign of the site, which will

launch in March, with enhanced functionality and content.

DEVELOPMENT

Creates and manages relationships with partners in and outside of the beauty industry, delivering industry visibility and access to beauty's leaders including event speakers, honorees and CEW board members. The team also oversees partnerships

with intelligence providers to share proprietary trend reports, research and data for CEW events.

EVENTS

Responsible for the ideation, development and execution of speaker discussions, award celebrations, conferences and digital learning — in all, almost 30 events annually attended by over 10,000

people. CEW's programming provides thought leadership on trending topics, access to proprietary intelligence and platforms for the recognition of product innovation and professional achievement.

MARKETING

Leverages data, insights and technology to create personalized

messaging and multichannel marketing strategies. At the core of CEW's marketing efforts is a deep understanding of who its members are, what is important to them and what they need to successfully move forward in their careers.

MEMBERSHIP

Leverages its understanding of CEW member needs to

inform the development of programs and services tailored to each career level and industry segment. Key initiatives in 2019 include expanding resources and visibility for indie brands, relaunching the mentoring program and exploring new concepts and experiences that support the member community.

Congratulations to
Cosmetic Executive
Women for an incredible
65 years of defining the
future of beauty.

We appreciate your dedication to
honoring the beauty industry's passion,
excellence and leadership.
Cheers to your unparalleled success!

Your friends at IFF



Michael Corrente
Senior Director of
Development and
Strategic Partnerships,
CEW Foundation

Nicole Franklin
Senior Manager
of Programs,
CEW Foundation

Scott Sinclair
Senior Executive
Associate

Justin Anderson
Technical
Support
Coordinator

Ben Klein
Associate
Finance
Manager

Martin Barfield
Director of
Technology

Leticia Bennett
Director of
Development
and Strategic
Partnerships, CEW
Foundation

Roch Minieri
Controller

Claudia Flowers
Chief Operating and
Financial Officer

Sissy Silva
Program
Coordinator,
CEW
Foundation

**Rachel
Becker**
Director of
Programs,
CEW
Foundation

Nikki Zelin
Development
Coordinator, CEW
Foundation

Madeline Meislin
Manager of Programs,
CEW Foundation

ABOUT THE TEAMS

FINANCE

Through its policies and procedures, the finance team ensures that CEW has the funding to invest in CEW's resources and benefits to keep the organization a viable entity for the long-term support of the beauty industry and its members.

TECHNOLOGY

Responsible for enhancing and maintaining CEW's IT systems and infrastructure, and for collaborating on producing CEW events. The team also identifies and implements new technology and tools that move the organization forward.

CEW FOUNDATION

Oversees Cancer + Careers, which provides education, advice and tools to health-care providers and patients regarding cancer and the workplace. Through a comprehensive web site, free publications, career coaching, and a series of support groups

and educational seminars for employees with cancer and their health-care providers and coworkers, Cancer + Careers strives to eliminate fear and uncertainty for working people with cancer.

NOT PICTURED:

Christine Brennan
Nicole Jarvis
Brian Morvant
Rebecca Nellis
Louie Rojas

LEADING THE BEAUTY EVOLUTION

We're proud to congratulate our own

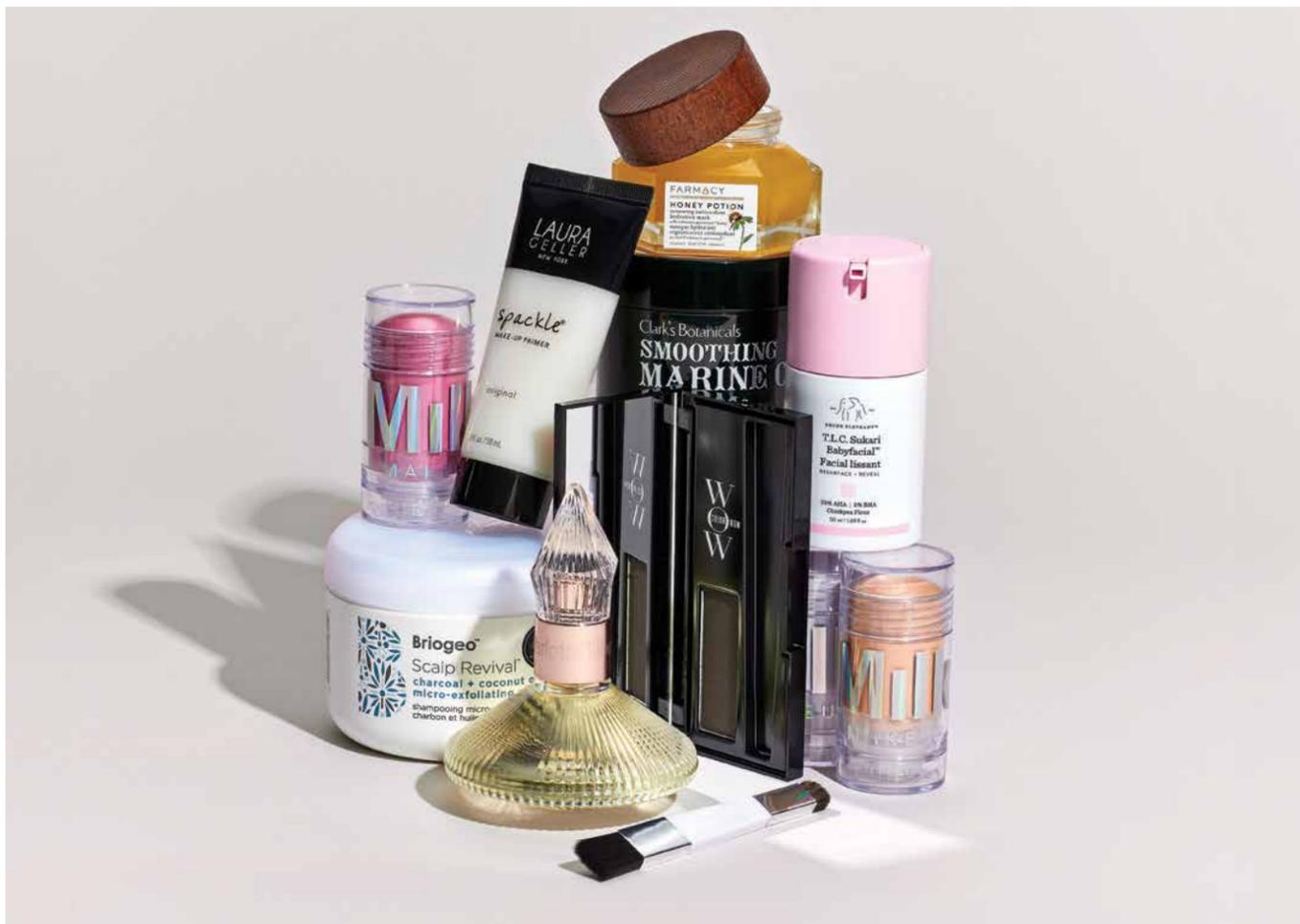
Nata Dvir

EVP, GENERAL BUSINESS MANAGER, BEAUTY

Named one of WWD's "50 Future Focused Executives"



WWD Milestone: CEW at 65



The Indie Brand Boom

With 1,100 members across 700 companies, indie brands are CEW's fastest-growing membership category. BY ELLEN THOMAS

While the organization boasts a core membership that includes well-heeled professionals from some of the world's top beauty companies such as L'Oréal, The Estée Lauder Cos. and Shiseido, membership among indie brands is booming.

With 1,100 individual members representing 700 brands, indie brand members comprise 13 percent of CEW's total membership, and are the fastest-growing membership category within the organization.

Indie brand membership has grown so much that CEW has been compelled to add resources tailored to the needs of indie brands, from a panel of experts made available exclusively to CEW members, to webinars, to a dedicated indie section of the CEW Beauty Awards and indie-only events held outside the confines of traditional venues like New York City's Harmonie Club, where jeans are banned from the dress code.

CEW's indie growth spurt is only three years old, said Leslie Hutchings, vice president of membership for CEW, but the organization has quickly mobilized to provide resources for its newest member group. Those needs can vary widely, said Hutchings, as indie members span from early-stage brands to more established ones, such as Supergoop! and Laura Geller Beauty. Whatever their stage of development, making industry connections is of utmost importance for all.

"Networking with other brands and learning from each other is huge to the indies," said Hutchings.

Thus was born in 2017 the Indie Advisory Group, a faction of industry experts from various sectors, including brand marketing and sales, finance and retail. The group was designed to provide a network of experts for CEW's indie brands to easily access. Advisory Group members participate in a number of CEW events throughout the year, including the Indie Learning Lab at the Beauty Awards Product Demo, Indie Beauty Live Events

such as the Indie Networkshop and various webinars focused on specific topics.

"CEW historically has done a really good job of reaching out to people who work at the big companies, but in this day and age there are a lot of interesting upstart brands, and for those people it's hard to know how to get started or what to do," said Vennette Ho, managing director at Financo and a CEW board member who also serves on the Indie Advisory Group. "It's everything from, 'What kind of people do I need on my staff?' to 'How do I raise money?' to digital expertise. [The Indie Advisory Group] has so many different resources, all the tools and components are there for this to be a platform for folks who are building their own businesses."

"I always said I wished there was something like this when I started the business," said Laura Geller, makeup artist and founder of Laura Geller Beauty, who also serves on the Indie Advisory Group. "There was none of this kind of networking that CEW offers to its members."

When Geller was approached to join the Indie Advisory Group, she jumped at the opportunity.

"I was obviously one of the first to come on board," she said. "I jumped on it because I saw how important it was for brands, not just because they now have access, but also because I've always, through the years after starting my own business, had people coming to me [for advice]. Very often I would talk to people and think, 'I don't even know where to begin – they need so much help.' When I heard they were putting this advisory board together, I thought, 'This is exactly what is missing in the cosmetics industry.'"

For Geller, the most compelling aspect of the Advisory Group is that it pulls together experts with different skill sets. "It's a powerhouse group of people in one room," she said. "I encourage everyone to become involved – the reality is you may not have the funds to hire PR or marketing but, boy, oh boy, within one night of [an

event] you can come away with so much information and you could probably pivot how you're doing your entire business."

As a finance professional specializing in global M&A advisory, Vennette Ho has found that participating in the Indie Advisory Group has strengthened her visibility in the beauty world. "A huge part of what we do [at Financo] is about founders and entrepreneurs, and CEW gives us a visibility to be known as a resource for founders," she said. "[For brands], to have somewhere you can go to ask questions about a particular situation and have direct feedback versus just reading articles online, it's helpful to be involved."

Lisa Price, founder of L'Oréal-owned Carol's Daughter and also a member of the Indie Advisory Group, decided to get involved because she remembers a time when she, too, was a small brand owner just starting out. "Being an entrepreneur, being someone who started out really tiny basically not knowing what I was doing – it was not as if I had had a career in beauty and decided to branch out on my own," said Price. "Everything about it was new – being in business as a woman and as a woman of color. Any time I can answer people's questions, help allay fears and say yes, 'Sometimes you do not know and that's OK because you are learning as you go...it's critical because we were all there once, we all know what it feels like to be confused and scared and embarrassed and hesitant.'"

Price referred to CEW as a kind of all-inclusive, crucial "sisterhood" for the beauty industry that she feels compelled to give back to. She showcased her brand at her first Beauty Demo event over 10 years ago, before she had even hired a public relations firm, after a CEW member cold-called her and encouraged her to come. "That was my first introduction to [the beauty] world," said Price. "I'm a firm believer in 'each one, teach one,' she said. "[Women] don't golf – well, we do, but not to the same extent [as men.]"

When Big Meets Small

WWD spoke to three members of CEW's indie brand community on their individual experiences as young members of the organization:



Tiffany Masterson,
founder of Drunk Elephant

"For me, it's like I'm so far removed from the industry – I'm in Houston – and I'm coming from left field here...I wasn't in the industry before and I've only been involved for four to five years. As I've been to more CEW events, it's been great. You start to get to know these people who live in New York and have been in the industry, and you start to become friends and you commiserate with them. Most likely they've been there, done that. They're helpful and accessible and they've been so kind to me. It feels like with the things I deal with now every day, I have a group of friends I can reach out to when I need advice."



Francesco Clark,
founder of Clark's Botanicals

"When we launched [in 2009], CEW named us Best Indie Brand [at the CEW Beauty Insider Awards], and Linda Wells was the person who gave me my award. She became one of my instant mentors. In the same day, she introduced me to Lynne Greene, who was the head of Clinique. Five months [prior], I never expected to have a brand and all of a sudden I'm meeting the most powerful people in beauty. The networking you get [at CEW] is not just events and drinks. The networking I've experienced is direct, one-on-one relationships and connecting the dots between what you're doing and what you should be doing."



Amanda Baldwin,
president of Supergoop!

"I pretty much owe my job to CEW. I started in finance and was looking to transition into the beauty industry. Someone told me I needed to join CEW, that it's the lynchpin of everyone working in the industry. I got my job at Dior because I went to a CEW speed networking event and sat down next to someone who it turned out would be my future boss at LVMH, and who put my hat in the ring for the Supergoop! position. At Supergoop!, a lot of our core team comes from outside beauty. When people ask 'What should I do to get involved?' I tell them the first advice given to me – sign up for CEW. It's something that has helped integrate our team into the community."

MAYBELLINE[®]

NEW YORK

ONE RED. MADE FOR ALL.

NEW
MADE FOR ALL
by *COLORSensational*[®]

**SENSATIONAL ON EVERYONE.
SATISFACTION GUARANTEED.***

Tested on 50 diverse skin tones.

Everyone is wearing Red For Me.



©2019 Maybelline LLC.

*Terms and Conditions: Money back guaranteed up to \$7.49 after coupon use (sales tax and shipping will not be refunded). Restrictions apply. For details, call 855-641-9037. Valid in the 50 U.S./D.C. and only on purchase of a Made For All by Color Sensational[®] lipstick made between 1/1/2019 – 12/31/2019. Original store receipt required. Online purchases, except from Walmart.com, are not permitted. Request must be postmarked by 1/15/2020 and received by 1/30/2020. Void where prohibited. Limit 1 refund per person and per household.

WWD Milestone: CEW at 65

Leela Petrakis, Ginger De Leo and Liz Kaplow



Power Board

CEW's Board of Governors reads like a who's who of successful women from all facets of the beauty industry. The 70-strong group meets quarterly. On the agenda: Everything from the financial health of the organization to insights on what strategic imperatives CEW should prioritize to best serve members. And, of course, a healthy dose of networking. WWD invited the board members to participate in a photo shoot in New York, and asked them to share an insider's perspective on success – and how CEW has inspired them to rise through the ranks of beauty.

BY JENNY B. FINE Photographs BY VICTORIA STEVENS



Alicia Yoon



Carol Hamilton

Don't expect the road to be straight; the best opportunities come from the detours.

—LIZ KAPLOW, KAPLOW COMMUNICATIONS

Sometimes life does not go according to plan, however the detours along the way are where you will grow the most.

—SHANNON M. CURTIN

Do not fear failure; as painful as it may be, it only makes you better and stronger. Build resilience; it's the most important trait whether it's life or work.

—LEELA PETRAKIS

Advice I would give to my younger self is to ask anyone I admired to mentor me. I was lucky enough to have terrific mentors in my career and they were generally my bosses or co-workers. I would leave it less to chance and good fortune and seek advice from those I admired and respected.

—HEIDI MANHEIMER, SURRATT BEAUTY

First, pick and develop a hobby – it will be a positive distraction from work and a source for motivation. Secondly, work on building a diverse network and maintain connections as it will help you with a diverse viewpoint.

—VAISHNAOVI RASTOGI, AMAZON

Be yourself, always. Seek feedback to enable yourself to develop, learn and grow but don't let other people's opinions overpower what makes you, you! Instead, use the feedback to become your best self.

—LAUREN BRINDLEY, WALGREENS

Change, although unsettling at times, is such a positive. Embracing it will enrich your life immeasurably.

—CORA MAE ROOD, RPR

I felt so awed and fortunate to attend my first Achiever Awards in the early days. The winners were so generous with their stories.

Sponsoring the CEW Beauty Awards for years with *Allure* was a great highlight – and sitting next to Mario Cantone was the icing on that cake. His Beauty Awards song is stamped on my brain for eternity.

—LINDA WELLS, REVLON

Before each board meeting begins, spending the half hour chatting with fellow board members has been a delight. I have a deep respect for all the incredibly accomplished and wonderful women on the board and I always leave the conversations feeling inspired and strengthened.

—ALICIA YOON, PEACH + LILY

Don't assume that you know what aspect of the business will ignite your passion. You might be pleasantly surprised that you end up in an area that you never would have dreamed.

—SUSAN AKKAD, THE ESTÉE LAUDER COS.



THE BEGINNING

Your journey to beautiful hair starts with MoroccanOil Treatment:
the foundation for all hair care and styling.

Discover more at MoroccanOil.com



MOROCCANOIL
ONE BRAND: A WORLD OF OIL-INFUSED BEAUTY

WWD Milestone: CEW at 65

Lori Deo



Lisa Marie Ringus



Tara Simon

Emily Bond and
Lori Singer

Esi Eggleston Bracey



Jeannine Shao Collins



Daniela Ciocan



The traits that have enabled me to succeed? Passion, resilience, the ability to inspire and lead change, plus a mixture of creativity and problem solving/analytical thinking from my engineering training.

—ESI EGGLESTON-BRACEY, UNILEVER

Be relentless in your pursuit of excellence, have passion for what you do and never forget the human connection!

—KAREN FONDU, L'ORÉAL PARIS WOMEN OF WORTH

Spend as much time as possible networking and building relationships. The beauty industry is comprised of incredible entrepreneurs and leaders who support each other and want to see others succeed. Take advantage of these mentors and learn as much as possible from them. These relationships will play one of the biggest roles in your success.

—ELLEN LENNON, QVC

Be bolder, more daring, take risks!

—VERONIQUE FERVAL, SYMRISE INC.

My desire to build partnerships and foster lasting relationships has been key to my success. The ability to be decisive, nimble and quick has also been vital.

—TARA SIMON, ULTA BEAUTY

My advice to my younger self would be to stay true to yourself. Keep an open mind to change and listen to those you trust to advise you.

—TERRY DARLAND, DIOR

Embrace vulnerability. Lead with confidence, smile often and enjoy the ride.

—LISA MARIE RINGUS, 24 SEVEN

Embrace your dimensions of difference and own them courageously. Be curious about others and demonstrate vulnerability earlier in life and you'll be surprised by how others will respond to you.

—CHRISTINA HENNINGTON, TARGET

My most memorable CEW moment was receiving the CEW Achiever Award. I was completely shocked when Carlotta called to share the news. To be nominated by my peers and the leaders of the industry was such an incredible honor. The day of the luncheon was surreal. I was surrounded by family, friends, loved ones and my past and present work family who mean so much to me. It was truly one of my most special days ever.

—LORI SINGER, COTY INC.

Courage, commitment, decisiveness, curiosity and empathy have enabled me to reach the top.

—ALEX KEITH, PROCTER & GAMBLE

Stay true to your values and it will all work out.

—VICTORIA TSAI, TATCHA

congratulations

Cosmetic Executive Women

For 65 years of elevating our industry.
Thank you for fostering connections,
recognizing excellence and
keeping us informed—and inspired.

NORDSTROM

WWD Milestone: CEW at 65

Carrie Mellage



Lauren Newman



Pamela Baxter



I would tell my younger self to really “lean in” and speak up when I had a definite idea or opinion. Often, women execs are the only females in the room. We must be prepared and then we must speak up.

—JANET GURWITCH, CASTANEA

Stay curious. Be brave enough to have a voice, share a point of view – no matter how intimidating or uncomfortable it may be. Brilliant things happen when people aren't afraid to speak up, share ideas and take a chance.

—ARTEMIS PATRICK, SEPHORA

My most memorable CEW moment was being on the stage when Mr. [Leonard] Lauder received his lifetime achievement award. It was the first time I was invited to sit on the dais. I was so excited to be seated with the “big girls” and even more honored to be in such close proximity to a legend.

—CARRIE MELLAGE, KLINE

My most memorable CEW moment was sitting in the CEW board meeting when my name was announced as a CEW Achiever Award recipient. I was so surprised that it took a minute for it to register! I was truly moved – had tears in my eyes. This is tied with actually receiving the award.

—KELLY VANASSE, P&G

Your career is not a race to the finish line, but a journey with many twists and turns. The objective is to work with people who will inspire you, teach you and fill your business tool box with experiences that prepare you to take on greater responsibility. As a working mother, my advice is don't be so hard on yourself. It's never a choice when it comes to priorities. Family always comes first.

—LESLIE MARINO, REDKEN

When Carlotta became the president, she opened a tiny office on the Upper East Side. Room was so tight there were boxes of files piled high in the bathtub. We were working on financial reports. The detailed pages were so long we could only review if they were taped end to end! It was just like a start-up without the ramen noodles! Carlotta has driven CEW to an extraordinary level of success. We have an enormous membership, global reach and financial accomplishments that were beyond imagining in those early days.

—BARBARA KOTLIKOFF, THE BUTLER'S CLOSET

I love that each CEW event offers perspective on an emerging trend, innovation or just gives you the opportunity to network with so many industry experts. The value of the organization is incredible for networking and forming relationships.

—NATA DVIR, MACY'S

Nata Dvir



Barbara Kotlikoff



Lucie Greene



Leslie Marino



P&G beauty

celebrates and thanks CEW for 65 years of empowering women in the beauty industry.

CEW



OLAY

PANTENE



WWD Milestone: CEW at 65

Sandra Main



JuE Wong



Kelly McPhilliamy



Tiffany Masterson



Gemma Lionello



Diane Crecca



Isabel Lopes



I have never and still don't take no for an answer. (By the way, this drives my kids insane!)
—NANCY BERGER, HEARST

Regrets are never about failures, but about things you wanted to do and never did. —JUE WONG, MOROCCANOIL

Stay true to yourself. Keep an open mind to change and listen to those you trust to advise you.
—TERRY DARLAND, DIOR

I would tell my younger self to not worry so much.

—TIFFANY MASTERSON, DRUNK ELEPHANT

When the National Retail Federation honored me in 2017, without telling me the CEW board ran a congratulatory ad. I was so touched that I was recognized by my CEW peers. It said a lot about the generosity and support of our beauty community and the women in it.

—WENDY LIEBMANN, WSL STRATEGIC RETAIL

Use your common sense as much as possible — common sense is not common. Don't second-guess yourself.

—DIANE CRECCA, ARCADE BEAUTY

You get to choose the destination and design the game to get there. You can invent your own reality.

—KATIA BEAUCHAMP, BIRCHBOX

At last year's CEW Achiever Awards, I was struck by the enormity of the event and how 1,000-plus people, mostly competitors, come together to support each other. It's also great to see how the makeup of the audience and honorees reflects shifts in the industry landscape over the last decade.

—KELLY MCPHILLIAMY, HARRIS WILLIAMS

Many years ago — 2009, I think — I was SVP of global marketing for the Estée Lauder brand. We won five CEW Product awards that year, and I had the chance to go to the stage at the Waldorf five times to accept the awards. They were all programs that my team and I had worked on, so it was an incredibly exciting and personally fulfilling experience to have those projects recognized.

—ELANA DRELL SZYFER, RÉVIVE SKINCARE

Work hard, be ambitious, achieve results. Set short-term and long-term career goals. Be flexible; don't be afraid to leave your comfort zone. —GEMMA LIONELLO, NORDSTROM

Team is everything and so much of success and happiness is who you choose to surround yourself by every day. —ASHLEY MILES, REFINERY29 INC.

Think big, dream big, zero limit to what can be done. —DANYELLE BOILARD-PAUL, CLARINS GROUPE USA

PEACH & LILY

Congratulations to CEW
on 65 years of success!



WWD Milestone: CEW at 65

Lori Monaco



Sarah Willersdorf



Danyelle Boillard-Paul



Wendy Liebmann and Marina Maher



Karin Tracy



Karen Moon

Flynn Matthews



The riskiest thing is to take no risk.

—KARIN TRACY, FACEBOOK

Focus, persistence and never taking “no” for an answer are key. “No” simply means that you need to figure out another way to get it done.

—MARINA MAHER, MMC

Be tenacious for all the right reasons and never compromise your dreams.

—LORI MONACO, NPD

The power of CEW’s network is amazing. But the most memorable moment would have to be the very first time I was asked to sit at the dais, thinking to myself that I made it, sitting next to women I respect. Now, I hope to do the same and inspire the future of our industry.

—ISABEL LOPES, IFF

Always take on new challenges — even if you’re unsure that you are completely ready. Raise your hand, take risks and don’t fear failure.

—SARAH WILLERSDORF, BCG

The three most important qualities are to lead with humility, to always be curious and to learn from those around you.

—SANDRA MAIN, THE ESTÉE LAUDER COS.

Find terrific people for your teams and have a high bar for all you do together. Add to this the determination and optimism that anything is possible if you believe in it. Optimism is infectious and then as everyone starts to believe, the team becomes unstoppable.

—MARY FOX, BIC NORTH AMERICA

I would tell my younger self to be who you are and say what you feel.

—VENNETTE HO, FINANCO

Appreciate what makes you different and flaunt it.

—MALY BERNSTEIN, CVS

The first Cancer + Careers event in 2001 coincided with my first year at RPG. To realize from the beginning that the industry cared as much about inner beauty and philanthropy as it does outer beauty made me feel like it was a place that I could belong. As a young professional, I struggled with launching a career that was meaningful and financially successful at the same time. Realizing that I didn’t have to make a choice was an incredible lasting memory.

—ELLEN FRIEDMAN, RPG

The following board members were unavailable to participate:

Joy Atkinson, Firmenich
Madonna Badger, Badger and Winters
Christine Barton, The Boston Consulting Group
Laurie Dowley, Perfect Corp.
Anastasia Economos, Ernst & Young LLP
Jennifer Goldfarb, ipsis
Kathleen Croddick Molyneaux, Suite K
Catherine Wells,
Chiesa Shahinian & Giantomasi PC

Congratulations to
Cosmetic Executive Women
on defining the future of beauty for 65 years



SEPHORA

LET'S BEAUTY TOGETHER

WWD Milestone: CEW at 65

Modified CEW Site to Focus on Content, Driving Membership

CEW is tapping into the power of technology to better connect with members. *By ALLISON COLLINS*

Cosmetic Executive Women is upgrading digital resources for its members.

The group has a web site overhaul planned for March and is updating MentorMatch – its mentorship initiative – in order to better serve existing members and appeal to potential newcomers, including prospective Millennial and Gen Z members.

The changes are meant to engage beauty's future leaders, according to the organization.

CEW's mobile-responsive web site, designed by Foundry, will feature a new home page, membership page, updated association-management system (which will handle ticket purchases), and lots more content, according to the group. This is the first user-experience update to the site since 2013.

"Overall, we'll be utilizing a more content-friendly platform," said Andrea Nagel, vice president of content for CEW. "The new site will utilize content to engage members and recruit new members. We'll have lots of ungated content, which isn't the case now, and we'll be investing in some videos – we're hoping that videos will play a large part of our content going forward." CEW has done some video experimentation – but expect that to ramp up in the future, Nagel noted.

"[Right now] most of our content lives on the Beauty Insider page, so you have to be a member to access it," Nagel said. "With the new site, we're going to sprinkle the content throughout the site so you don't have to be a member to experience the content."

CEW Insider, which launched in 2012, will now be called Beauty News, Nagel noted. About 15 percent of CEW members join for the content, according to the organization, and the idea is to entice potentially new members by giving them access to some content before joining the group.

Certain in-depth industry reports, which are exclusive to CEW, will also be in front of the paywall.

"We'll be doing more of the industry reports because those really drive the open and clickthrough [rates] for our newsletter," Nagel said. "They are really our unique proposition as it relates to content."

That in-depth information is one of the things for which CEW members look to the organization.

"[Members] turn to us for content," said Leslie Hutchings, vice president of membership for CEW. "And that's something we've been hearing through past surveys...that's one of the reasons for the big refresh. Another reason is... we're highlighting the member benefits throughout our web site now."

The goal is to make it easier for members to know what their benefits are, and for non-members to understand what CEW can help provide, she said. "We knew members aren't always clear on what the benefits are so we wanted to be really explicit about that," Hutchings said.

"We'll also be featuring Q&A's in copy form and video," Nagel said, where members will talk about what they learned at their most recent CEW event, why they joined the group, about professional development – "things a beauty [professional] would think are important to know about," Nagel said.

Events – including the Connected Consumer conference, Beauty Awards and Achiever Awards – will each have their own pages, which are meant to give more information and help drive membership.



CEW is effectively using technology to further its mission of connecting members.

"The new site will utilize content to engage members and recruit new members. We'll have lots of ungated content...and we'll be investing in some videos." *—Andrea Nagel, vice president of content for CEW*

"Some of our events are members-only, and we do find quite a bit that people will want to join specifically because they want to get the discounted member rate," Hutchings said.

Indie Beauty, which now comprises about 13 percent of CEW's members, will have its own page dedicated to that subset of companies and entrepreneurs.

"They have such a different set of needs from the other members that we needed a place that they can have [to serve] their own needs," Hutchings said.

"Indies are their own unique animal – they experience the same challenges from one company to another and we found they're very willing to share information to help each other out," Nagel said. "So we'll be utilizing the indie page to get a lot of this information out."

The page will feature different indie founders and members talking about what being part of CEW has brought them, and their personal experiences being part of the group.

"[It'll show] different indie founders and members talking not only about why it's important to be a CEW member, but their personal experience as indie businesses and entrepreneurs so other indies can learn exclusively what things they should know," Nagel said.

Back on the events pages, content will be a main feature as well.

"One of the important reasons to break out the event pages is to let the user – both the member and non-member – understand what the value proposition of the event is," said Alexandra Saland, senior director of marketing for CEW. "We have a main page where you can see all the upcoming events, but to really understand that the digital conference is covering all these topics, versus a speaker series that's a super-dedicated conversation with a c-suite executive in the industry, it's a totally different experience and type of event. In order to properly funnel someone through the marketing process, we need to be able to say, 'here are the benefits, here's why you should register.'"

The new web site also gives CEW more data related to what visitors to the site are up to in order to better personalize the experience.

"It allows us to understand what the user is doing, so if someone is hovering over a certain topic it enables us to serve them up a piece of content, or if they're hovering over a piece of content for that matter, we can serve them up a relevant ad," Saland said.

It also allows CEW to collect data on web site visitors and to target members versus non-members, Saland said. CEW had some data tools before, but they were "not as expansive" as they will be on the new site.

The tools should give CEW capabilities to serve up personalized ads and look at the flow of information on each page to know if it's working.

"[The] marketing team [can look] at the new analytics to see [if] we need to change the flow of content on [an] event page because people are jumping down to the speaker names," Saland said, as an example.

As part of the overall refresh, CEW is also modernizing MentorMatch, a program that matches mentors with mentees across the industry. The group's app, which launched in the fourth quarter of 2018, also strives for a more modern experience, and is being used for Q&A's during CEW events.

"Right now we have about 25 percent of members join [CEW] to find a mentor, to access industry knowledge or to build their network," said Hutchings. "Mentoring is a huge part of those goals...we wanted to make it more user-friendly, and more modern." The MentorMatch relaunch is sponsored by Shiseido.

The new program will feature an algorithm that matches people based on areas of expertise or areas of need. It will be mobile-friendly, and is meant to be easier to find on the revamped web site with its page.

"It will have its own page where people can apply," Hutchings said. "It'll be easier to find on the new web site...it'll be on the membership page, it'll be on the indie page, it'll be all throughout the web site, making it a lot more visible."

"It's the industry's only cross-company mentoring program," Hutchings said. "Any CEW member, regardless of what company you're with, your career level, what state you're in, you can find a mentor or mentee anywhere within the beauty industry as long as that person's a CEW member."

To 65 Years of CEW Leadership & Empowerment

Thank you for supporting women in beauty since 1954. Our 1,592 members are grateful for your dedication to inspiring our industry.

With respect and partnership from Shiseido



bareMinerals

BUXOM

clé de peau
BEAUTÉ

DOLCE & GABBANA

LAURA MERCIER
PARIS | NEW YORK

NARS

SHISEIDO

SHISEIDO

WWD Milestone: CEW at 65

Cancer + Careers Expands Its Reach

Over the last 18 years, Cancer + Careers has become an invaluable resource for helping cancer patients navigate workplace issues. BY JENNY B. FINE



Heidi Manheimer and Rebecca Nellis

Since its inception in 2000, Cancer + Careers has had a singular focus on helping people diagnosed with cancer navigate the workplace. From legal and logistical issues to the emotional, the organization has touched the lives of hundreds of thousands of people. C+C was originally the brainchild of CEW president Carlotta Jacobson, who was moved to action after numerous friends were diagnosed with cancer. She recognized the need for an entity that would help people navigate the non-medical side of the disease, and Cancer + Careers was born. To this day, it remains close to her heart. “I’m very proud of it,” she said. “It’s the only charity that addresses women and men in the workplace. It has become an important organization for other organizations.”

Jacobson is quick to credit C+C executive director Rebecca Nellis and chairwoman Heidi Manheimer and the team, which now numbers 10 full-time staffers, with Cancer + Career’s success. What started as a web site has blossomed into a nationwide multiplatform content and educational universe that reaches patients, employers and the medical community. (The only states Nellis hasn’t yet personally visited are Kansas, Arkansas, West Virginia, Idaho and Kentucky.) Recently, the duo sat down with WWD to talk about how Cancer + Careers is evolving as it nears its 20th anniversary, the role the beauty industry has played in driving growth and some stand-out moments from the industry’s most memorable events.

WWD: How has Cancer + Careers evolved since it began?

Rebecca Nellis: CEW had always had a pillar around philanthropy, and would make grants to women-oriented organizations with the proceeds from the annual December luncheon. But around 2000, five

board members came to Carlotta at different moments and shared they had been diagnosed with cancer. Each had access to good medical information and care, but they weren’t finding any information on what to do about their jobs. Work was critical to this group of women, they were groundbreakers in their own way. Carlotta had a real aha moment, recognizing that rather than being a grant-making organization, CEW could launch a program that would address the work-related issues that come after a cancer diagnosis. The idea to begin with was to create a web site with well-vetted content, but as with any really good idea where there is a gap in care and a void in service, there was so much more to do. We’ve gone from a web site to publications in both English and Spanish to programming that directly serves the cancer community, patient survivors and health care professionals, as well as employers and coworkers and managers.

WWD: Heidi, how did you first get involved in the organization?

Heidi Manheimer: I joined the CEW board about 18 years ago, when Cancer + Careers was just coming to fruition. Because it was so personal to the board, there was a great reception from the members to get involved. We would talk together about how to approach our Human Resources communities and get these programs going. It’s been the huge support of the industry that has gotten us to this point so far, where we are a thought leader in the space.

WWD: Why is this important to you both personally and professionally, as a ceo?

H.M.: Being part of CEW and seeing this happen to many of my peers – there is nothing more personal than growing up in an industry and watching people grapple with this. Professionally, as a ceo, you want to be able to do something for anyone on your

team and also give the organization a tool to be able to deal properly with this situation.

WWD: Rebecca, you’ve been with the organization for 15 years, and became executive director two years ago. What is your vision and your dream?

R.N.: The dream is that we become completely unnecessary, because everyone knows what to do when this happens. That’s not reality, though, so our goal is to provide meaningful actionable programs, services and content for both the person going through it and their companies. We want to make sure that people feel like they have choices. We are always going to be a unique and niche organization. We’re not trying to be the Coca-Cola of the cancer community. We want to provide really valuable programs for people who are facing a work issue and that’s been true all along. What’s evolved is where those poles are have changed. It was pretty innovative to have a web site 18 years ago and now we’re talking about how to make our content as interactive as possible, with multiple access points and touch points.

WWD: What are some key elements of the programmatic areas, and how do you approach different constituencies?

R.N.: Some of our programs are about breadth, reaching the most number of people. The web site is a great example of this – we want it to be comprehensive, credible and constantly evolving to be meaningful to the time we’re living in in its interpretation of the work world. We also focus on programs from an in-depth perspective. Our job-intensive workshops, for example, are all-day events where 10 to 18 people come and we delve into each element of looking for work. We partner with a career coach to focus on the tactical parts of the job search and we

bring the emotional and psychological experience into that, so we’re interpreting what those challenges are through the actual experience of the person. We also think about access points – not everyone wants to or can travel, but they need the information, so we have webinars and teleconferences; we have a career coaching board, where you can post a question and get an answer. We’re always thinking about how to make sure people, wherever they are in the U.S., can get this information in a way that’s meaningful to them.

WWD: Your impact has been incredible – the stats are eye-popping.

R.N.: In 2017, we reached over 500,000 people online, in print and in person. We distributed more than 70,000 publications in English and Spanish. We’ve awarded over \$163,162 in travel grants that have brought 236 scholarship recipients from all 50 states to the C+C national conference since 2012. And over 1,100 job-hunting survivors have had their résumés reviewed free of charge since 2013.

WWD: What are the goals for the next five years?

H.M.: We’re trying to be in more places and expand in a greater way. One of our board’s jobs is to support this type of growth and make sure that we can get these programs to even more people. With that in mind, as the industry has given us this huge opportunity and remains the biggest piece of C+C for funding, we’re adding board members outside of the beauty industry that will give us the opportunity to grow by bringing in new funders. Additionally, we can reach out to other industries and offer this service through their organizations, as well, so that’s a huge and exciting change. We gave 40 presentations last year, looking beyond the places we usually look to for opportunities and speaking to new audiences. For example, we were on a panel at South by Southwest. It was a platform and a way to go to a completely different audience and have a much broader reach.

R.N.: We’re also looking at how we can take 18 years of research, investment, thinking and thought leadership and use it in ways that may help other people. We’re working on a small project focused on the European Union right now, where we’re taking our content that is transferable and pulling together a tool kit that can be adaptive to other countries.

WWD: What are some of the common questions you get?

R.N.: Do I have to disclose my diagnosis at work? Will I get fired if I disclose my diagnosis at work? What are my legal rights? We also have a very robust set of programs around job search; people have a lot of questions around what to talk about in an interview if they’ve had to take a gap in working because of treatment, for example.

WWD: How do people find C+C?

R.N.: The two key ways are a random Google search, where search optimization and marketing have been important to us. Also, we’re really embedded in the cancer community. We go to events for nurses and social workers and we have programs specifically for them that are accredited, so they can get credits toward their license by attending the programs.

WWD: You’ve excelled at the fund-raising side, and the annual December lunch is one of the most emotional in the beauty industry. What stands out for you both about those?

R.N.: What’s been very memorable for me is that in the last two years, we’ve brought the subject of our annual survivor video to our event and have had them speak. ▶

SYMRISE CONGRATULATES

CEW

on

65 years

of supporting

Women in Beauty

symrise



WWD Milestone: CEW at 65

That's changed the luncheon entirely – it just brings it differently to life.

H.M.: It hits home. It's really an important change.

WWD: How do you choose a survivor for the video?

R.N.: For the last two years, they were people who got scholarships to our National Conference, one from a tiny town in Louisiana, the other from San Francisco, so having them speak to the room makes it a richer experience. They're so grateful for the support they got from us and eager to make sure others can have access, they're willing to tell their story on film and stand in the room.

WWD: How do you deal with the emotional side of it on a day-to-day basis?

R.N.: It's not easy, but it's such a privilege to help other people. Checking your own stuff at the door, and just being present for someone – sometimes we can't solve someone's problem, but they just needed an ear or the next suggestion or the next little thing that they could do to take action and that is, in fact, helping them. We focus on what's a meaningful thing we could offer someone in this circumstance.

H.M.: It's emotional and certainly the luncheon is emotional. But also, at the events I've been to and at the conference, what's always most remarkable is that the people who come are not coming in a sad way. They're coming with the attitude, 'I have a problem and I'm here to learn how to solve it.' There is this feeling that you're happy to have the resources and answers and, while it is emotional, you leave admiring other people's strength.

R.N.: Our approach has always been about empowerment and positivity. Whether

you're going to work another week or another 30 years, we're helping you address that immediate moment. Our tagline is, 'Be the boss over cancer,' because it's about how you can take charge and have choices. So much of a cancer diagnosis treatment experience isn't about your own choices, so to help someone take back control over the things that they can is a huge deal.

WWD: The first C+C National Conference was in 2011 and has grown exponentially. You've wrangled the leading minds in medicine and the workplace. What can we expect to see this year?

R.N.: We now have over 400 attendees, and a great pool of speakers, both internal and external. We have more topics than can be covered in a given year, which means we can rotate things in and out and speak to returning attendees and new ones. Each year, our charge is to come up with one or two additional angles. This year, we're working on a new session with a social worker that will be focused on setting productive boundaries at work and at home, so you can figure out how to deliver on your job without going over the deep end. We're also working on a panel from the human resources perspective, because that's a really big topic. We just became accredited for HR professionals, so now they get professional development credits when they attend our programs in the hopes that we can continue to change conversations on the company side and for the individual.

H.M.: The communication aspect of it is a big focus: Who do you talk to, how do you have these conversations?

R.N.: People have mixed feelings of HR as a concept. Some HR departments are advocacy-oriented and helpful and go above and beyond, but it can also be a role

that is focused on protecting the company and administering things exactly as they were written. Helping to break down those barriers and hear from some great people who are in HR about what they've done in these circumstances will help our audience have new ideas of how to talk to their HR teams. We've also just launched a new series of videos on how to support a coworker, including what to say and what not to say, because there are some real "nots."

WWD: QVC has been an integral partner when it comes to fund-raising, with the "Beauty With Benefits" show. How is that relationship growing?

H.M.: QVC has been extraordinary. We've been doing the "Beauty With Benefits" broadcast since 2014 and it has become a huge source of funding and exposure for us.

R.N.: You know that game you play that if your organization was given \$1 million would you have a plan for it? We lived that. It totally changed our possibilities by virtue of this huge influx of funding that came from the industry coming together and heeding the call. It's become an annual partnership and project, and we're working on the 2019 broadcast right now. This year, with parent company Qurate, HSN has joined the mix and it's going to be a five-hour event – two hours on QVC, followed by two hours on HSN, followed by an hour on Beauty iQ. We'll have about 40-45 brands, including MAC, Laura Geller and many more, and will also have some key influencers involved.

H.M.: The support and participation of the beauty industry will forever be the backbone of C+C, and it's exciting to take everything the industry has done and open up funding streams to make sure we continue to grow and flourish.

R.N.: What Heidi and I talk a lot about is

how does C+C become an institution, one that will stand alone and help people for more years to come.

WWD: Why do you think you work so well together?

H.M.: We've known each other since the beginning. I thought it was really trailblazing of Carlotta to create a foundation within CEW, and seeing Rebecca's passion behind it is pure joy. We have the opportunity and responsibility and connections to be able to spend time on something that gives back and does good to a community that has affected all of us – for me, it's easy.

R.N.: We are so lucky to have a champion like Heidi. Not everyone who gets a leadership position on a board cares about the work the way she does. We benefit from her vast knowledge of the industry, but also her strategic mind.

WWD: What makes you most proud of the work you've done with C+C?

H.M.: When we sit down at a conference or panel and are spoken about as a thought leader in this space – that is the greatest source of pride, because you're making a difference. I don't know if there could be any more proud moment than that.

R.N.: For me, it's the fact that there is an individual person who's been diagnosed with cancer and we're available to them immediately for guidance. Making a difference to an individual person is what gets me out of bed every day and I'm proud to work on a team that is as passionate about it as I am, and that helps bring it to life every day whether they're creating a piece of content, speaking to a person on the phone or representing the organization in public. ■

Tracing CEW France's Recent Evolution

The Paris-based chapter of CEW is drawing on its charitable endeavors to expand its business scope and industry relevance. BY JENNIFER WEIL



Françoise Montenay

PARIS – CEW France keeps getting better with age.

More than three decades after the Paris-based chapter of Cosmetic Executive Women was founded in 1986, it counts 620 members, and has expanded its professional remit and structure.

The organization understood that for CEW France to evolve into a real international network, for women and men, it could not continue to rely as much on volunteers with other day jobs.

"So we decided to hire someone," said Françoise Montenay, president of CEW France, who serves, as well, as president of the supervisory board of Chanel SAS. She was referring to Laurence Moulin, who has

a background in communications and was brought in three and a half years ago to become managing director of CEW France, its second full-time employee.

Moulin studied the organization – which had been largely built on its good works in hospitals – vis-à-vis the U.S. and U.K. CEW chapters, then proposed some working guidelines to CEW France's board.

"We asked our members what they expected from CEW's professional network, and they said professionalism in our profession," said Montenay. "Art, culture, all that is very good as a plus, but what counts most is that you bring us more in the professional domain."

Younger executives in France's beauty sector (there are 80 young entrepreneurs in the CEW chapter today) are also looking for the organization to offer them something professional and concrete to help them quickly flourish in their work. But all this had to be done à la française.

"We said we need to draw the values from our charity work into the professional [sphere]," said Moulin. These include solidarity, sharing, kindness, transparency and conviviality.

Bringing content through sharing CEW France members' experiences and skills has become key. Today, there is one meeting held per month specifically focused on that.

Moulin noted that the more CEW's professional element is developed, the more members will be drawn to the association.

Four major events are now organized yearly: Beauty Business, when the industry's statistics are revealed and analyzed; Beauty

Day, a full day centered on beauty's future and trends; Achiever Awards, which exists in all three CEWs, and during which the French chapter recognizes 12 talents ranging from heads of established groups to start-ups, and a Gala celebrating CEW's beauty centers.

The seed for those began with a CEW France member, who noted the need for beauty programs for patients at Institut Gustave-Roussy, a leading cancer-research institute and oncology health-care center outside Paris. In 1998, after several beauty centers had been developed in numerous hospitals, the group opted to create a sister association, Les Centres de Beauté de CEW, entirely dedicated to the project.

Beauty centers remain an integral part of CEW France's activities. In 2017, they conducted 32,500 free aesthetic treatments for hospital patients with 34 socio-aestheticians and a reflexologist. The reflexologist was requested by a hospital in Grasse, France, which is a pilot for CEW France and whose operations are funded by Une Rose, Une Caresse, a program organized by women entrepreneurs.

CEW France runs beauty centers in 32 hospital-related organizations and continues expanding the program. No solicitation is carried out for it; hospitals approach CEW, which considers establishing centers when there's enough funding in place for at least two years of treatments and a specific area can be allocated to them. The idea, said Montenay, is to maintain a presence and establish a different universe for patients.

"We have a lot of demand," she said.

CEW France also runs olfactive ateliers

with the financial support of International Flavors and Fragrances. These began in 2001 for patients suffering from brain trauma. Often, such people lose memories. But their olfactive center is nestled very deep, and so even after severe accidents, it often remains intact and scent can help them conjure up recollections.

The ateliers have subsequently expanded to include people with cancer and dementia, and adolescents, the latter of whom create their own fragrances.

CEW France's structure has morphed in other ways, too. Since Moulin's arrival, its number of board members has doubled to 20; they are organized into four working groups focused on particular subjects.

"We professionalized the teams of volunteers," added Moulin.

Some upcoming changes include CEW France's web site being renovated to be more interactive.

In becoming a member of the organization, in which 20 percent are men, a person also joins CEW U.S.'s network. CEW France's objective is to raise its membership count ultimately to about 800 people.

Montenay said she is most proud that CEW France has not changed an iota of its original mission. "When we created CEW France in 1986, it was to give more sense to our métiers – a serious sense.

"We were pioneers," she continued.

"I say pioneers because we were women... with these new values. Day after day, year after year, we instilled this idea that beauty is not futile, that it helps [people] live better lives."

CEW

CONGRATULATIONS ON

65

INCREDIBLE YEARS

ALGENIST RéVive. *Line Crime.*

TENGRAM CAPITAL PORTFOLIO COMPANIES

WWD Milestone: CEW at 65

Caroline Neville and Vasiliki Petrou Future-proof CEW U.K.

The president and chairwoman of CEW U.K. talk about shaping the vision for its future with more educational events, a diversified board, stronger digital presence and governmental support. BY NATALIE THEODOSI



Vasiliki Petrou

LONDON – When public relations maven Caroline Neville founded Cosmetic Executive Women U.K., she saw an opportunity to leverage her event-planning skills and contacts in the beauty industry.

Twenty five years later, the organization has grown into a driving force in the British beauty industry with partners ranging from Amazon to Sainsbury's, Google and Chanel; a constant stream of educational events that members can profit from, and an annual awards program that acts as the industry's ultimate seal of approval.

While big changes are sweeping through the industry and reshaping the way everyone operates, CEW has continued to hold on to its influence and garner the attention of young entrepreneurs and start-up brands – and Neville, alongside Unilever's Vasiliki Petrou who acts as the organization's new chairwoman, have been taking extra steps on future-proofing CEW and shaping the vision for its future, with new initiatives ranging from data research to more frequent visits to No. 10 Downing Street.

What has remained unchanged is

the calibre of speakers and events the organization hosts, its commitment to mentorship and democratic approach: CEW's U.K. chapter admits both male and female members and works with partners across both the high-street and luxury spectrum.

"We're a very democratic organization, we're not partisan and don't mind if we have major competitors on stage together – we have to get over it. For 25 years, I've approached this business in a very maternal way," said Neville in an interview, pointing to some of the organization's most integral policies, e.g. being able to freeze one's membership during maternity leave or having free access to events if you lose your job.

This approach has enabled CEW to grow its membership base to over 1,000 since 2011 (including Twiggy, Vivienne Westwood, Eve Lom and the Duchess of York) drive double-digit growth in its Young Executive membership and grow its beauty awards into one of the most prestigious events in the industry, despite some apprehension early on.

"Brits never had a history of patting each other on the back. In the early days, nobody had an award and I knew of no organization that gave women or products awards, God forbid, but we wanted to still give it our best shot," said Neville. "The bigger job for me was to get the industry behind [the event]. I had to convince all the bigwigs that this was not a vanity project, but a business-building exercise," added Neville, pointing to an increase from 30 entries in 2006 to 300 this year.

The awards celebrate everyone from household British names such as Charlotte Tilbury to smaller, niche labels like Balance Me. High-street heavyweights such as Sainsbury's, Amazon and Marks & Spencer are also heavily involved, taking over dedicated pods to demonstrate products and new services to their industry peers.

"The big word for us right now is accessibility and the likes of Amazon

"We want to continue to be the most influential organization in the beauty industry and we are going to achieve that by having the most diverse board."

–Vasiliki Petrou, CEW chairwoman

and Sainsbury's are making beauty more accessible and getting it to us quicker. Beauty is holding up the high street," said Neville. "We would be the natural partner to fast-track that message. Some of them also join to be part of this beauty community. They have sat on the outside for so long, they want to come into it."

She added that the CEW winner's seal has become a "litmus test" of sorts for new products, and if a brand wins one of the accolades, sales both at retail and online can as much as triple.

Artificial intelligence companies have also been taking notice, according to Neville, and next year's Awards will likely see new participants from the AI arena, including Procram, a mirror that allows you to try on different makeup styles, and Simplehuman, a sensor mirror that lights up with natural daylight.

The organization is also involved in new educational initiatives, including a white paper being prepared by the U.K.'s Cosmetics Cluster to examine the reasons behind the lack of access to beauty science education at university level.

"People seem to fall into beauty, they don't train for it. It's not like design where you can go to the Royal College of Art or Central Saint Martins. So CEW fills the gap as much as it can, helping to train beauty executives," said Neville.

That's why hosting monthly mentoring sessions and educational talks, with speakers whose stories haven't been heard before, has been a priority from the get-go.

"We had Evelyn Lauder as our first speaker and from then, we decided to set our stall out, just as we meant to go on. We wanted to be classy and reflect the beauty industry, so we went to Claridge's," Neville added.

Since then, CEW has hosted talks on

topics such as the future of makeup with Maybelline ambassador Jourdan Dunn; teamed with Amazon to talk about engaging Chinese beauty consumers; introduced the new charity initiative 'Get Lippy' at Harvey Nichols to encourage young women to talk about vaginal health, and partnered with the U.K. cosmetic trade association CTPA, to host panels that inform brands on the challenges of Brexit.

"There is a lack of information when it comes to Brexit, so a lot of the members, especially smaller companies, found that event particularly useful," said Petrou. "Our mission is to enable access to data and information for our members. There is a real hunger for us to do more because we are very much following this changing, very diversified landscape."

In order to be able to provide a broad industry view, Petrou has been instrumental in rewiring the organization's board to reflect the changes in the industry.

"The changes will make us more fit for purpose going forward, if things get tougher," said Neville.

There are now members from the spa and wellness industries, which Petrou describes as one of the biggest growth areas; executives from tech giants such as Google; as well as legal and manufacturing experts, who can advise on some of the industry's most pressing issues.

"The structure of the board reflects the changing nature of the beauty landscape and that's something we need to continue to do. Our mission is to be representative of the industry challenges and have people on the board who can help us voice those issues and resolve them. We want to continue to be the most influential organization in the beauty industry and we are going to achieve that by having the most diverse board," said Petrou, who is also looking to make CEW more digital by increasing its social media presence, establishing relationships with key beauty influencers and partnering with companies like Mintel, another new board member, to create more data-driven information about the beauty industry.

"There was no real data mapping the industry or looking at it in an analytical way, from the point of view of the people working in it," said Petrou. "We looked at spending, manufacturing and how vocational training is affecting the hairdressing or spa industries."

By mapping out the beauty industry and highlighting its collective contribution to the British economy, CEW is aiming to grab the government's attention, too.

Neville has already made a few visits to Downing Street in the last year, to talk about how the industry contributes to the country's GDP, and is slowly seeing more recognition from the government and inclusion of beauty execs in governmental events, celebrating the creative industries.

"We want to have a voice with No. 10 [Downing Street]. The government can give more support to vocational training and to small to medium-size enterprises, by understanding the power of the British brand," said Petrou. "A lot of the British brands need help with international expansion and this is where our association with the government, who often send delegations to markets such as China or the U.S. to promote British brands, will help us." ■

CEW

CONGRATULATIONS ON YOUR

25th
ANNIVERSARY

Informed Women Are Empowered Women

Fueling the World's Leading Beauty Brands with Top Talent

24|seven™

www.24seventalent.com



Heidi Manheimer and Jadzia Tirsch



Sonia Kashuk



Terry Darland and Pamela Baxter



Robin Burns and Thia Breen

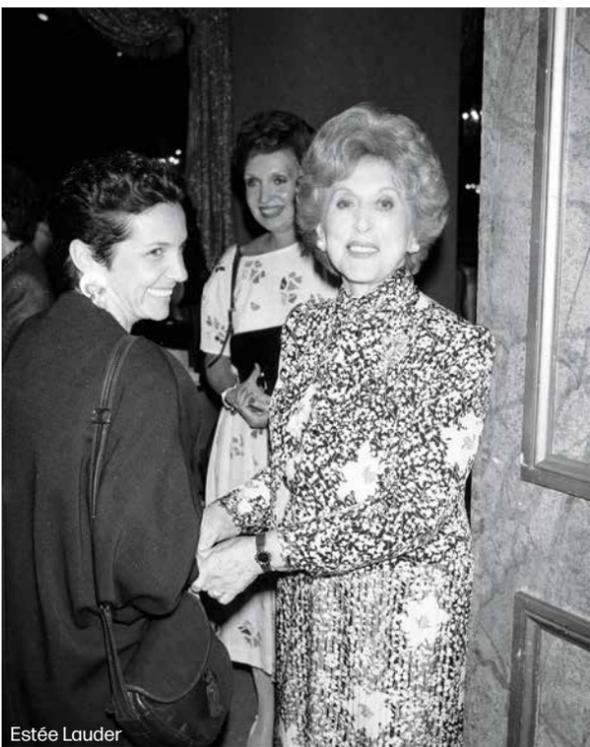
Inspiration In Action

From the Achiever Awards to the Speakers Series, CEW events are where beauty's brightest come to see and be seen – and learn.

If you're a beauty industry exec, you have a favorite CEW event. Each has its own personality: At the annual Achiever Awards, advice, inspiration and awe are the order of the day, while the Beauty of Giving luncheon reaffirms beauty's role in giving back on a grand scale. The Speaker Series enables everyone access to leaders at the highest levels of the business, while newer programs like The Connected Consumer reflect CEW's approach to cutting-edge business conditions. While the event calendar has grown exponentially through the years, one thing has remained constant, as these pictures show: Everybody who's anybody in beauty will definitely be there.



Tara Simon



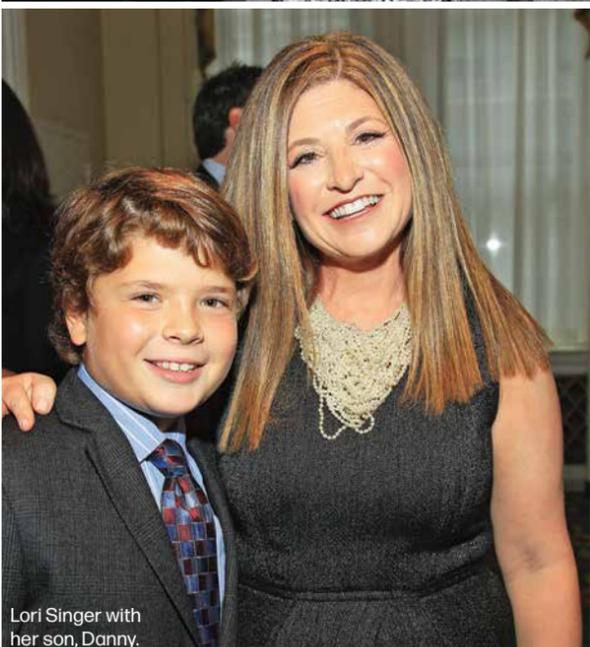
Estée Lauder



Carol Hamilton and Cheryl Vitali



Evelyn Lauder



Lori Singer with her son, Danny.

CONGRATULATIONS
CEW *65*
ON YEARS OF

*EMPOWERING
WOMEN
TO REACH
A BEAUTIFUL
FUTURE.*

UNILEVER IS PROUD TO BE PART
OF YOUR INSPIRING LEGACY



Unilever

THE ESTÉE LAUDER COMPANIES
CONGRATULATES

CEW

ON ITS

65th

ANNIVERSARY

Thank you for all that you do
to lead the conversation in beauty

ESTÉE
LAUDER
COMPANIES