

## **Beauty experts choose their 12 most exciting brands to present at Beauty & Money LA**

**Los Angeles – 03/20/2018** – A prestigious Selection Committee made up of leading beauty industry executives has whittled down 54 applications to the Beauty Spotlight taking place at the Beauty & Money Summit LA to a final 12, comprising of some of the most exciting American and international independent beauty brands.

The Beauty Spotlight is a key part of the program for the Summit taking place on April 19, it allows 12 brands to present on the main stage to a room full of multinational beauty companies such as Estée Lauder and financial organizations such as Tengram Capital Partners, TSG Consumer Partners, Main Post Partners and Alliance Consumer Growth.

The Final 12 brands who'll be presenting are: Allies of Skin, Angela Caglia Skincare, Balay Powder, CONTEXT, Moon Juice, No B.S. pursoma, RAINCRY, Saavy Naturals, Sam Marcel Paris, SkinGenie and Urban Skin RX.

Of the Final 12 brands selected, four are from Los Angeles and 10 were from the USA, with the rest coming from France and Singapore. The Los Angeles based brands that made it through to the Final 12 were: Angela Caglia Skincare, RAINCRY, Moon Juice and Saavy Naturals.

Angela Caglia, Co-Founder & CEO of Angela Caglia Skincare said: "The Beauty and Money Summit is the only place to go as a brand if you want the kind of exposure that can take you from niche status to global powerhouse in the shortest amount of time. We hope to find a strategic partner who's done what we hope to do, i.e., build a brand from the ground up to be a leading player on the international stage."

David Arbuthnot, CEO of CONTEXT SKIN, one of the 12 finalists said: "We're very excited to take part our first Beauty & Money Summit as a Spotlight Brand. It's a great opportunity for a growing start up brand like CONTEXT to network with other new brands and gain more insight into the investor community."

Blythe Jack, TSG Consumer Partners, who was on the Selection Committee said: "The Beauty and Money Summit is an intimate and powerful gathering of leading investors and next generation emerging beauty brands."

Her fellow Selection Committee member Kelly Kovack, CEO & Founder of BeautyMatter said: "Beauty & Money has created a unique platform that creates value and efficiency for both brands and investors. The quality of brands that entered the Beauty Spotlight made selecting the final twelve difficult and should make for a great event."

Entries from Skincare were strongly represented in the Final 12, with six of the brands shortlisted from this category, reflecting the market growth of the category internationally. Other companies came from the haircare, bath & body, personal care and color cosmetics categories.

Stephanie Jacznikowska-McGirr, Conference Director for the Beauty & Money Summit Los Angeles said: "The field was so competitive for Los Angeles, applications for the Beauty Spotlight were up 74% and the Final 12 selected were very popular with the Selection Committee receiving a strong majority of the votes from the Committee. They really are the most exciting brands and I can't wait until their presentations at the Summit."

The Selection Committee was made up of Rich Gersten, Tengram Capital Partners; Conor Begley, Tribe Dynamics; Josh McDowell, Main Post Partners; Blythe Jack, TSG Consumer Partners; Robin Tsai, VMG Partners; Jon Owsley, L Catterton; Kelly Kovack, Beauty Matter; Josh Goldin, Alliance Consumer Growth and Elana Drell Szyfer, Operator and Private Equity Advisor in Beauty.

If you want to join the Final 12 in LA you can find more information about the brands and the speakers presenting as part of the beauty Spotlight [here](#).

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### **About the Beauty & Money Summit LA**

The Beauty & Money Summit LA is part of a series of three Beauty investment events organized by Kisaco Research. The Summit's taking place in Los Angeles, London and New York connect independent beauty brands to financial and strategic investors.

The Summit in Los Angeles taking place on the 19 April 2018 follows on from a very successful Summit which was held in New York in September 2017. Attendees to the New York Summit included such brands as L'Oréal, Coty, Estée Lauder and Johnson & Johnson, Unilever Ventures, CVC Capital Partners, Deloitte and JPMorgan as well as many independent beauty brands.