

UNITED KINGDOM

30
CEW

ANNUAL REPORT
2022



Vasiliki Petrou
CEO Unilever Prestige
Chairwoman, CEW UK

Introduction

Throughout the last few years, it seems there is a new crisis – be it societal, cultural or financial – every week, and we feel the ripple of this through both our professional and personal lives.

With such seismic changes happening all around us, it would be easy to get caught up in the complexities they bring. And while it would be wrong to downplay the repercussions of such change, I would instead like to challenge you to flip your thinking and focus on the end goal. How do we keep up when the world is moving at lightning speed? How can we come out of it stronger and smarter?

For me this is all about looking at things differently. We've shown through Covid that, as an industry, we have the unique ability to pivot fast – this speed of change will serve us well over the coming months and years.

Authenticity will continue to be key. Look at our brands, our channels and our creators – are they creating a community of people who share a common goal and feel like they belong to a bigger purpose?

Now is also the time to be bold, experiment, and put a stake in the ground to show who we are and what we stand for.

For me, 2022 has served as a great reminder that we have a unique position in the beauty industry to be great drivers of change. People don't just buy our products, they buy into a world and a community. This ability to influence on a large scale should be a force for good – we must use it.

As we celebrate 30 years since launching in the UK, CEW remains the UK's largest professional, business-to-business beauty organisation, spanning all industry categories.

CEW provides a platform where beauty comes to do business. Our role is to connect, support and empower members of the CEW community in driving their careers and businesses forward and, in turn, benefit the industry as a whole.

Throughout the year, we give our members exclusive access to the beauty industry's most influential decision-makers and shine a light on emerging talent, outstanding careers, and hundreds of brands and businesses via our varied calendar of programmes and events.

I continue to be inspired by the variety of businesses and individuals that CEW connects with – established brands, start-ups and founders, retailers and retail specialists, investors, formulators, PRs, packaging experts, brand consultancies, recruitment and training specialists, legal experts, and the list goes on. We are committed to developing a diverse, vibrant community and event programme to meet the evolving needs of the membership.

I am tremendously proud of the support CEW continues to provide for our members and the new initiatives launched this year alone. These include our cross-industry DE&I research project with the MBS Group and Science Magic Inc., our industry first two-way mentoring scheme supported by Puig, our enhanced mentoring scheme for businesses - CEW Accelerate supported by Mintel, the Rising Star awards, which recognises emerging talent from across the sector supported by The Perfume Shop, the Beauty Tech Summit and our first ever directly funded scholarship for a diploma in Cosmetic Science.

One lesson we have learned over the past couple of years is that we can thrive and move fast when the unexpected happens, and we are so grateful to all of our members and sponsors for their continued support for CEW.

We look to working with you all next year and beyond.



Sallie Berkerey
Managing Director
CEW UK

30 YEARS OF CEW UK

1992
Glenda Bailey launches CEW in the UK with eight founding members: Hilary Dart, Liz Kershaw, Aileen Taylor, Caroline Neville, Susan Taylor, Caroline Burstein, Catherine Simon-Bell and Michelle Thompson.

1995
Hilary Dart is appointed President of CEW.

1998
CEW raises £60,000 for an Ovarian Cancer scanner for St. Bart's Hospital, accepted on their behalf by Liz Tilberis, Editor of Harper's Bazaar US.

2000
CEW welcomes Mark Constantine, Co-Founder of Lush to speak about the difficulties smaller entrepreneurial businesses face.

2003
Evelyn Lauder accepts the Lifetime Achiever Award. Her esteemed mother-in-law Estée Lauder was CEW Inc.'s first Lifetime Achiever in 1989.

2005
CEW welcomes two high profile speakers, Elle Macpherson and Sarah Jessica Parker. CEW goes online with the help of Board member Nancy Cruickshank.

2008
Carolina Herrera receives the Lifetime Achiever Award. Roisin Donnelly, Marketing Director of P&G becomes Chairwoman of CEW.



1993
CEW hosts its first "Big Breakfast" with Evelyn Lauder.

1996
Caroline Neville becomes President of CEW. CEW donates a Breast Cancer scanner to the Royal Marsden Hospital.



1997
CEW holds its first Newsmaker event with David Tang.

1999
CEW invites Tommy Hilfinger to host an event on his illustrious career.

2002
CEW launches the Achiever Awards to recognise talent in the Beauty Industry. Mary Quant receives our first Lifetime Achiever Award as CEW celebrates its 10th Anniversary in the UK.

Christy Turlington joins CEW to discuss her new beauty line and the anti-ageing industry.

2004
CEW launches its first "Living and Working with Cancer" directory. To date CEW have produced 3 editions and have printed over 150,000 copies which are distributed for free.

CEW and 30 of our UK members visit New York and are hosted by Glenda Bailey and five leading beauty companies.

2006
The CEW Beauty Awards launch to recognise product innovation and creativity. Completely independent, these Awards are voted for by CEW members, the beauty insiders.

30 YEARS OF CEW UK

2010
CEW begins supporting The Eve Appeal as its chosen charity partner. The Eve Appeal is the leading UK national charity funding research and raising awareness into the five gynaecological cancers.

2012
A landmark year as CEW celebrates its 20th Anniversary in the UK.

2014
CEW goes to No.11 Downing Street, hosted by then Chancellor of the Exchequer, George Osborne in recognition of the industry's £17bn contribution to the UK economy.

2016
Vasiliki Petrou, Group CEO & EVP of Unilever Prestige is appointed Chairwoman of CEW.

2018
Caroline Neville receives an MBE from King Charles for her services to the Beauty Industry and Charity.

CEW launches the Young Achiever Award, the first recipient is Lorna Radford, MD of Enkos Developments.

CEW and The Eve Appeal Launch the Get Lippy Campaign.

2020
CEW hosts over 85 online webinars during the Covid pandemic including the Beauty Awards and Achiever Awards which go online for the first time.

CEW launches a new website.

CEW launches its first limited edition beauty bundle with a donation of sales going to The Eve Appeal.

2022
CEW announces the Caroline Neville Scholarship and pledges to sponsor a place on the Society of Cosmetic Science Diploma Course. The first recipient is Ashley Chitambira.

CEW introduces the "Consumer Choice Awards" for the first time as part of our annual Beauty Awards.

CEW hosts its first Beauty Tech Summit at The Royal Institution curated in partnership with Amazon Beauty and Google.



2009
CEW launches "We Are Here to Help" initiative, offering extended memberships and complimentary tickets to members who have been made redundant.

2011
Kylie Minogue hosts a CEW event speaking about her life and career after launching her 9th fragrance with Coty.
CEW celebrates the 10th Anniversary of the Achiever Awards.

2013
CEW holds a reception at the House of Commons hosted by Lord Digby Jones, beginning our campaign to gain recognition for the beauty industry.

2015
CEW goes global and introduces a new slogan "We Move Beauty Forward". Men are invited to join CEW in the UK for the first time.

2017
CEW launches its Young Executive programme to support the career development of our industry's future leaders.
CEW celebrates its 25th Anniversary at the House of Lords hosted by Baroness Rock.

2019
Sallie Berkery joins CEW as Managing Director.

2021
CEW launches the Accelerate programme powered by Mintel.

2022
CEW collaborates on the Diversity, Equity and Inclusion in the Beauty Sector report with the MBS Group and Science Magic Inc.
CEW launches the industry first Two-Way Mentoring Programme, supported by Puig. 25 CEW members are paired with Mentors for a 6 month long mentorship. The programme is now in its second cycle.

Beauty is a \$600bn industry globally, growing at 6% and has been resilient across economic cycles. This is the famous lipstick effect. And with growth comes capital needs, in 2021 alone, financial investors spent \$5bn to fund 523 beauty companies, helping them accelerate growth.

By the same token, financial investors have created tremendous value for themselves. This is a win-win marriage which makes Finance and Beauty the perfect match.

CEW understands the dynamics of the sector very well and has been an important ambassador for 30 years, helping connect businesses and creating opportunities for brands and finance to come together.

Hanadi Al Hamoui
Managing Director at Bank of America, Merrill Lynch

CEW has been part of my life since I started my career in the beauty industry. Inspiring and empowering women to succeed in the industry has always been at the forefront of everything CEW strives for.

I love how it has evolved and how we now look at sustainability, DE&I, encouraging female start-ups and mentoring. CEW led by example at Glasgow COP26, ensuring the beauty industry had a voice and came together to encourage critical change.

More than ever, CEW continues to be a powerhouse of people wanting to make a difference in our industry. Caroline Neville did an incredible job establishing UK CEW and has passed on the baton to Sallie Berkerey, who is pushing the boundaries of the evolution of CEW brilliantly. Bravo to 30 years of CEW!

Oriele Frank
Chief Product and Sustainability Officer, Co-Founder at Elemis

"The Estee Lauder Companies UK & Ireland have been a proud partner of CEW UK for three decades. CEW UK's commitment to challenging stereotypes, leading change and building careers supports our mission to be the most inclusive and diverse beauty company in the world.

I am extremely proud to work with CEW UK's MD, Sallie Berkerey, and my fellow CEW Board members to develop a sustainability programme for the industry, which seeks to educate, inform and advise the sector as it navigates its way through the most important issue of our generation.

Congratulations to CEW UK for 30 years of dedicated service to the beauty industry, and looking forward to exciting times ahead!"

Anna Bartle, Vice President of Corporate Affairs and Co-Lead of Corporate Citizenship and Sustainability, The Estee Lauder Companies UK and Ireland

"I joined CEW feeling like a bit of an imposter! I'd not come from the beauty industry but had a start-up skincare business and a lot to learn. The support CEW has given Pai and many indie brands like us has been nothing short of extraordinary. At every mentoring event and awards evening, I felt welcomed and had a collective sense of purpose and support.

CEW continues to provide us with brand and business advice and an incredible network to tap into. Becoming a member has paid back a millionfold and is one of the better business decisions I've made over the years!"

Sarah Brown, Founder at Pai Skincare Limited

"CEW has been a large part of my professional life – as a female leader in the beauty industry, both in my previous roles, and more recently as Managing Director at Puig. I am delighted to be an active CEW board member, supporting the fantastic 2 - Way Mentoring scheme, first launched in February this year and currently back for a second phase due to popular demand.

Mentoring and nurturing talent is part of our DNA at Puig. Indeed, empowering women, in particular, is a key focus, as reflected by our portfolio of dynamic brands. At Puig, we consistently strive to drive innovation and support the incredible women in our community.

I am delighted that CEW UK has reached this fantastic 30th anniversary milestone - and I look forward to being part of the next stage of the journey."

Celine Gilg, Managing Director, Puig UK

CORE PRINCIPLES

Since launching in the UK 30 years ago, CEW UK's focus has been:

Philanthropy

Recognition

Education



EDUCATION & CAREERS

MENTORING AND BUSINESS EVENTS

Providing access to industry leaders, connections and untapping knowledge and insights

Young Executive programme dedicated to members 35 and under

CEW Accelerate to support Independent British Brands

Two-Way mentoring programme

CEW funded diploma in Cosmetic Science

Career platform with job search and post functionality

RECOGNITION

AWARDS

Annual Achiever Awards recognising industry achievement and talent

Beauty Awards recognising best in class products and launches of the year

Responsible Beauty Award

Rising Star Awards to spotlight new talent in the industry

Founder Series shining a light on business founders via events and profiles



PHILANTHROPY

THE EVE APPEAL

Chosen charity since 2010

Supporting the Eve Appeal campaign to raise funding for research in to the causes and prevention of the 5 types of gynaecological cancers

Caroline Neville, President of CEW is Patron of Get Lippy, the annual campaign which in encourages people to talk openly about gynae health concerns.

PHILANTHROPY

Campaign Supporters 2022

Lead partners



Campaign Ambassadors 2022



Della Ogunleye
Ovarian and breast cancer advocate



Cherry Healey
TV Presenter – 175k

Hannah Martin
Professional make-up artist – 311k



Dr Aziza Sesay
NHS GP – 7.5k



Mel Nicholls
Paralympian – 3.4k



Dr Anita Mitra aka 'Gynae Geek'
Gynaecologist – 153k



Karen Arthur
Menopause advocate – 12.7k



Alex Light
Influencer – 490k



Asmita Sood
Programme Manager at The Eve Appeal



Susannah Harker
Actress



Karen Hobbs
Comedian & cervical cancer advocate – 6.3k



Lydia Brain
Womb cancer advocate



Jane Horrocks
Actress – 2.6k



Caroline Hiron
Skincare expert – 694k



Emily Clarkson
Influencer – 258k



Jaya Jackson
Vijaya's twin sister

Vijaya Varilly
Cervical cancer advocate

THE EVE APPEAL



**Athena Lamnisis,
Chief Executive of The
Eve Appeal**

Beauty brands are a powerful force for change, and those that join Get Lippy will be supporting research that can save lives and spreading messages that challenge the taboos around women's health.

The campaign launches again in May 2023, and brands are asked to donate 10% of sales during May of their chosen product(s) to The Eve Appeal.

This direct action supports cancer research, education and awareness activities and the amazing Ask Eve – a free-to-access, nurse-led service for anyone with gynae cancer questions. By taking part, you will make a real difference by being part of Get Lippy.

CEW has always been a great supporter of women's health and has made it a priority for the last 25 years. In 2010 CEW chose The Eve Appeal as its women's health charity and has proudly continued to support its funding of ground-breaking research into gynaecological cancers.

CEW and I want to thank the brands who supported last year, making it the most successful year to date, and we would like to invite you to get involved and help make the 2023 campaign even bigger!

"The Eve Appeal is the UK's leading gynaecological cancer charity. We fund world-leading research in the risk prediction, prevention and earlier detection of all five gynaecological cancers: womb, ovarian, cervical, vulval and vaginal.

"We also raise awareness of the key signs and symptoms to look out for and encourage people to talk openly about their gynae health and break down the veil of shame that surrounds these under-funded and little-known cancers.

"It has never been more important for people to know the symptoms of gynae cancer that must not be sat on and feel comfortable going to the doctor as soon as possible once they spot them. This is why we need everyone to Get Lippy and Get Loud."



**Caroline Neville
Executive President and
Get Lippy Patron**

2022 SUMMARY



POSITIVELY BEAUTY 2022

Wednesday 4th May
11:00 am

UNITED KINGDOM
CEW



How to Measure Influencer Marketing Success in 2022 with Tribe Dynamics, a CreatorIQ company

Thursday, 21st April



CONOR BEGLEY

CO-FOUNDER OF TRIBE DYNAMICS AND CSO AT CREATOIQ

UNITED KINGDOM
CEW

Tribe Dynamics



B4LT
DIGITAL

FINDING THE RIGHT PAID SOCIAL MEDIA STRATEGY FOR YOU



15th September, 4pm.





Events and Programme Updates

Q1 2022

JANUARY

Launchmetrics event with CEW as official partner
CEW Accelerate Enhanced Mentoring scheme, commences.
CEW announces partnership with Beauty Bulb's Brand Book offering exclusive discount to CEW members



FEBRUARY

Bolt and Recharge webinar
Launch of 2 - way mentoring programme at PUIG
Launch of DE&I research with Science Magic and The MBS Group
Supporting partners of Olympia Beauty



MARCH

Supporting partners for Soil Association Organic Beauty & Wellbeing Report
How the Pandemic has affected prestige beauty event with NPD
IWD Panel at PUIG
Young Executive Event at Inkey List Pop Up
Beauty Awards Demonstration Evening
CEW Board Meeting



APRIL

UA Webinar

How to measure influencer marketing success in 2022 with Tribe Dynamics

Launch of the CEW Consumer Choice Awards

INTRODUCING THE
UNSTEREOTYPE ALLIANCE
TO CEW MEMBERS

Thursday 24th March
16:00 - 17:00



MELDA SIMON
UK LEAD FOR
UNSTEREOTYPE ALLIANCE



MAY

Get Lippy Month with The Eve Appeal

Positively Beauty Insights with Hearst

Meet The Retailer event

Job Market Pulse Report with 24 Seven Talent

Launch of Caroline Neville Scholarship in Cosmetic Science



The CEW
Caroline Neville Scholarship
2022-23

UNITED KINGDOM
CEW

JUNE

CEW Beauty Tech Summit

Exec Board Meeting

Evolving Retail Landscapes & Digital Transformation

Beauty Awards Finalists Announced

Latest in Beauty collection launch

EVOLVING RETAIL
LANDSCAPES
AND DIGITAL
TRANSFORMATION

Tuesday, 28th June
8.30 - 10.00
Mortimer House



Q3 2022

JULY

Beauty Awards Lunch
Beauty Awards Cocktail with The London Evening Standard
Board Meeting
D2C webinar with Bolt Digital

BOLT **CEW**
HOW TO BUILD THE ULTIMATE IN-HOUSE D2C TEAM FOR YOUR BRAND



Natasba Courtenay Smith

CEO & Co-Founder of Bolt Digital

28th July, 4pm

AUGUST

Launch of Rising Star Awards
Wrap Event for the first cycle of two-way mentoring
Call for new CEW Board members opens



SEPTEMBER

Board Meeting
Webinar - Paid Social Media Strategies
IFSCC 2022: The Science of Beauty Decoded
Soil Association pop-up shop facilitated by Landesec & CEW
Sustainability Research in the field
Cycle two of CEW Two Way Mentoring applications
SCS Diploma Course Start



OCTOBER

Google Insights Event
FaceUp2It Panel Event – Anti Bullying Campaign
Mirror on the Industry Webinar with Channel 4
Cosmetics Business Live - How to Thrive in a
Downturn CEW Panel
CEW Rising Star Awards with The Perfume Shop
Announce Achiever Recipients



NOVEMBER

Is Prestige Beauty being affected by the
Current Economic Crisis with NPD
JB&C – Meet the Retailer and Launch of 225th
Anniversary Find a Brand with CEW and
Country & Townhouse
2022 CEW Achiever Awards
CEW US Market Visit



DECEMBER

2023 Beauty Awards Open for Entries
Two Way Mentoring Chemistry Session at
PUIG
Two Year Anniversary of UN Stereotype
Alliance at The House of Lords
Board Meeting



RECOGNITION



RECOGNITION



TRUSTED BY CONSUMERS • FEATURED BY RETAILERS •
MEASURABLE IMPACT ON SALES

The CEW Beauty Awards are back and set to be bigger than ever for 2023. Voted for by CEW members in the UK – industry professionals and experts in the field of beauty – the CEW Beauty Awards, now in their 19th Year, are among the most coveted in the Industry.

Categories include Best New Brand, Best New Electrical Appliance, Best New Grooming or Personal Care Product and Best New Wellbeing Product.

All entries for the CEW Beauty Awards will once again be given the opportunity to enter our new CEW Consumer Choice Awards, voted for by the public.

(There are no additional product requirements for entry in the Consumer Choice Awards)

Members can now purchase tickets to attend the demo event on 16th March and take part in the product testing and voting - for more information and to buy your ticket visit the CEW website.

For further information on the process, criteria, categories, benefits, and FAQs please visit www.cewuk.co.uk

SUMMARY & KEY DATES

Demo Evening 16th March 2023

Beauty Awards Lunch 30th June 2023

Entries on or before 5pm Friday 20th January 2023

Online: £150 +VAT, Invoice: £175 +VAT

Entries after 5pm on 20th January 2023

Online: £180 +VAT, Invoice: £205 +VAT

ENTRIES CLOSE at 5pm ON FRIDAY 17th FEBRUARY 2023

100 full retail-size units are required for each entry to be delivered to our logistics partners by 22nd February 2023

You must have a valid membership to enter the 2023 CEW Beauty Awards.

Demo evening tickets are also now on sale on a first come, first served basis.

FOR ALL BEAUTY AWARDS ENQUIRIES, PLEASE
CONTACT HELLO@CEWUK.CO.UK



RECOGNITION



RECOGNITION

On Tuesday, 29th November, we hosted the 21st annual CEW Achiever Awards, bringing together members and guests from across the industry to celebrate the shining stars of the British beauty scene.

The awards, launched in 2002, recognise outstanding talent and contributions to the beauty industry and the evening was full of unforgettable moments. We were so thrilled to welcome so many of you to celebrate with us.

For more information about the 2023 event, which will be taking place on 28th November, do get in touch.

ACHIEVERS



HIND SEBTI
CO-FOUNDER & CHIEF
GROWTH OFFICER
WALDENCAST



JESSICA DINER
GLOBAL NETWORK LEAD,
EUROPEAN BEAUTY &
WELLNESS DIRECTOR, VOGUE



KRISHNA MONTGOMERY
FOUNDER & CEO
MONTY



MARGO MARRONE
CO-FOUNDER
THE ORGANIC PHARMACY

CEW 30TH ANNIVERSARY
ICON AWARD



CAROLINE NEVILLE MBE
EXECUTIVE PRESIDENT CEW UK
& PATRON OF GET LIPPY

SPECIAL INDUSTRY
AWARD



IAN JEPSON
COMMERCIAL DIRECTOR
CHANEL

SPECIAL INDUSTRY
AWARD



MARC ELRICK
FOUNDER & CEO
FUTURE BEAUTY LABS

YOUNG ACHIEVER AWARD
IN PARTNERSHIP WITH COTY



AIMEE CONNOLLY
FOUNDER & CEO
SCULPTED BY AIMEE



DARCY LACEBY
CO-FOUNDER & CHIEF PEOPLE
AND PRODUCT OFFICER
ABSOLUTE COLLAGEN

DIGITAL INNOVATION AWARD
SPONSORED BY GOOGLE



DERMALOGICA

30TH ANNIVERSARY
ICON AWARD



30TH
ANNIVERSARY
ICON AWARD

CAROLINE NEVILLE *MBE*

EXECUTIVE PRESIDENT

CEW UK & Patron of Get Lippy

Caroline was a founding member of CEW UK when it launched in 1992, holding the role of President until 2021. Under Caroline's leadership CEW has supported businesses and individuals across the sector with guidance, connections, opportunities and recognition. She has also spearheaded CEW's support for a variety of philanthropic campaigns, with the most prominent being The Eve Appeal and the Get Lippy Campaign, a charity campaign for which Caroline is Patron. In 2018 she was awarded an MBE for her services to the Beauty Industry and Charity.

How did you start your career in beauty?

I founded my PR company in 1962 when I was 20 years old. My first clients all came from the fashion industry because before starting out on my own I had worked in the fashion department of Honey Magazine and fashion was what I knew. In 1971 I ventured into beauty with my first two clients, Juvena of Switzerland and The Glemby Company, a major American in-store hairdressing group. It was The Glemby Company who gave me my first glimpse of the American beauty scene when they invited me out to New York in 1971. After that I added luxury and lifestyle brands to our portfolio and our reach was global with clients in the US and all over Europe.

What's the best advice you've ever been given?

I can't remember anyone giving me any one piece of advice. I was really very self-motivated and enthusiastic, and a terrific sales person so I am told. I had no formal business training and I did not go to University, but I still built a very successful agency which is still trading today. We are fortunate to be women in 2022 - we are better educated, and we are better off. Establish your career early on and be as good as you can. Don't beat yourself up trying to be "Superwoman". I have a real admiration for working mothers. They are the real superwomen in my book.

Who or what inspires you?

I was inspired by the opportunity I was given by CEW to further the professional development of so many women in the beauty industry, to promote the best of the industry to consumers, and support charitable causes which are important to women.

What are your top (beauty) product essentials?

A moisturiser with an SPF50. A sheer, translucent base with glow, and a wardrobe of lipsticks.

Who would be at your dream beauty industry dinner party?

Carolina Herrera who I worked with, always so elegant; Mary Kay who I met in Dallas, an amazing sales person; Estée Lauder, a legend in the industry;

Leonard Lauder, always so supportive of CEW; George Hammer, a great entrepreneur always with a project in the works; Kenneth Battelle, Jackie Kennedy's hairdresser, who was always great company; Aldo Gucci, who I worked with, a powerful and larger than life personality; Mary Quant, CEW's first Lifetime Achiever and Vasiliki Petrou, Group CEO of Unilever Prestige and wonderful Chairwoman of CEW (UK).

What is one piece of advice you would give to someone starting their career in the beauty industry?

The changes in the beauty industry over the last 15 years have been profound. The speed at which business is now conducted, the retail challenges, the impact of social media, and the globalisation of beauty means that if you want to reach the top you will need to have invested in yourself in order to reach your goals. Learn from the leaders in the industry, and join an organisation like CEW for the best networking there is.

Name three things you'd like to achieve in the next year

I would like to complete my book, which I have been writing on and off for about 5 years. It's not a beauty book but a look back at some of the amazing clients I worked with, some of the projects we conceived for them and the highs and some lows of my 50-year career heading up my agency.

What do you see as the biggest challenge or opportunity for the beauty industry as we move into 2023?

The future is hard to predict, do we really have any idea of what our consumers are going to want? I can only think that brands who respect the environment and sustainability, brands who innovate with new product patents and clever delivery systems, and are in step with the new technology will have the best chance of being successful. Brands who demonstrate a duty of care to our younger women and their health and wellbeing are likely to be winners as are brands that stop talking anti-aging and start talking about the confidence that knowing you look well gives you when you leave to face the day.



King Charles presented me with my MBE awarded for services to the Beauty Industry and Charity.



Louisa, our daughter, Maurice and Dominic our son. It was freezing cold that day!



My marriage aged 23 to Maurice McCarthy at Brompton Oratory Knightsbridge. This year we celebrated our 57th wedding anniversary.



Louisa and I in front of the Taj Mahal. We had a girl's holiday together and visited some wonderful places.



Leonard Lauder and CEW members at the 2003 Achiever Awards at Claridge's.



Liz Tilberis presenting a cheque towards the purchase of an Ovarian Cancer scanner for St. Bari's Hospital funded by the members of CEW.

About the Unstereotype Alliance

Recognising the power of partnerships to accelerate progress, this industry-led initiative convened by UN Women unites advertising industry leaders, decision-makers and creatives to end harmful stereotypes in advertising.

The Unstereotype Alliance has been embraced by businesses and organisations championing the end of bias in advertising. The Unstereotype Alliance works to affect positive cultural change by using the power of advertising to help shape perceptions. Our members collaborate to help create a world without stereotypes, empowering people in all their diversity, whether that be related to gender, race, class, age, ability, ethnicity, religion, sexuality, language or education.



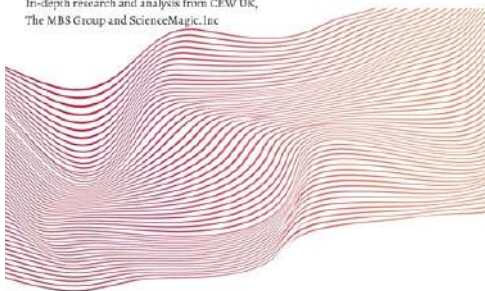
CEW UK has been an ally member of the UK Chapter since 2021. We will continue to support their campaigns and share their insights with the CEW Community.

You can find more information on our website

Diversity, Equity and Inclusion in the Beauty Sector

In-depth research and analysis from CEW UK, The MBS Group and ScienceMagic Inc.

MBS Intelligence



MBS CEW Science Magic Inc.

In Partnership with the MBS Group and Science Magic Inc., earlier this year, we released a first-of-its-kind report setting out to discover the true status of diversity, equity and inclusion in the beauty industry.

This report gathered quantitative and qualitative data from the largest companies in Europe within our sector.

We will take this to the field again during 2023 and share information gathered with the second edition of this report once published.

The full 2021-22 report can be found on the CEW website

CEW supports Geraldine Anyanwu and The Uncommon Collective which works with SEND teams to create a positive platform for representation via a series of two day workshops in educational settings. Working with a variety of speakers Gerry explores the topics of identity and inclusivity in the Beauty Industry. The outcomes of this programme are to support disability inclusion, to increase the understanding of how diversity is addressed in the beauty industry and what further positive changes can be made. The aim is also to increase confidence in the application of beauty products to drive self esteem and promote wellbeing.



EDUCATION & CAREERS

CEW has supported the careers of those across the Beauty Sector for 30 years. Led by the experienced Education and Careers Team, 2022 has seen the introduction of several new initiatives, and we will be building on these as we move into 2023 and beyond with the aim of providing a fully inclusive education platform to support the beauty community, empowering CEW members wherever they are in their beauty career and offering an inclusive pathway into the sector for those wishing to join

Level 1

Engineering Beauty

Research working together with the cross-industry Education and Skills Group to inform and shape white papers for government underpinning the importance of putting investment into careers across the sector with an initial focus on cosmetics science.

Industry group education task force - communicating education pathways and standards in collaboration with industry groups

Level 2

Breakthrough Beauty

Investment in CEW's Young Executive Programme

Open to beauty leaders of tomorrow via career guidance training events and micro-teach sessions.

Gearing up for excellence and investing in change-maker projects for a better beauty future

Ongoing career talks in educational settings

Launch of Rising Stars in 2022 to nurture and celebrate emerging talent across the industry.

Level 3

Communicating Beauty

Nurturing personal and professional development through 2 - way mentoring with high-calibre and experienced Mentors.

Help to clarify purpose, align skills and develop self-actualisation as Mentees navigate their field of expertise.

The added benefit of fast-tracking new ideas for CEW via open and constructive feedback from Mentees

Multiple events through year to inform, inspire and promote discussion across a wide range of relevant subjects

Level 4

Communicating Careers

CEW's Job Directory

Ongoing collaboration with SCS

Investment in STEM programmes

Partner for IFSCC Congress September 2022 and ongoing support for IFSCC moving forward

Drive entry into professional services via long-standing LCBT/CEW collaboration Careers Fair and development of cross-industry Career Hub

EDUCATION & CAREERS

This industry-first initiative provides members with direct access to a selection of leading professionals from the UK and Global beauty landscape and is designed to inspire and transform the careers of those who participate.

With a vast array of highly skilled and accomplished members and Board members, CEW is responsible for ensuring these skills, expertise, and experiences are shared to benefit as many members as possible. The Two-Way Mentoring Scheme acts as a platform for exchanging new ideas and perspectives to ensure CEW continues to deliver "best in class" programmes to suit the changing needs of the industry.

With thanks to Céline Gilg and PUIG UK for supporting this scheme.

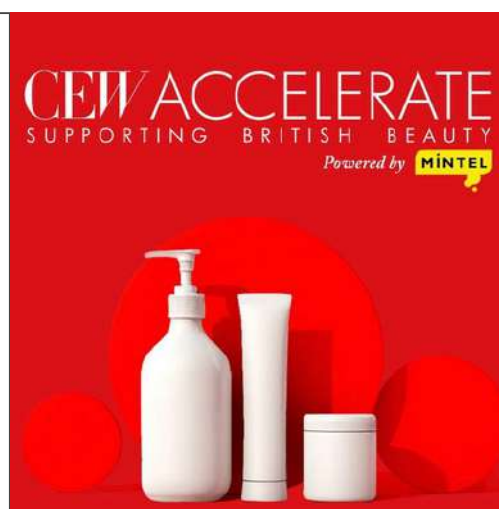


This year we announced our sponsorship of a student place on the Society of Cosmetic Scientists (SCS) Diploma in Cosmetic Science Course. The SCS Diploma is written by experts in the industry and recognised by employers within the cosmetics science and personal care industry.

We had many talented applicants, and the selection process was conducted in close collaboration with the team at SCS.

Ashley Chitambira was announced as the recipient and started the course in September. Having completed a degree in Biochemistry, Ashley is keen to pursue a career in formulation with a particular interest in hair and skin products. We will follow Ashley's progress through the course and look forward to seeing where this diploma will take her in her career.

CEW Accelerate is CEW's enhanced mentoring scheme for businesses within the CEW network. This innovative programme, in partnership with Mintel and leading beauty businesses, aims to advance the development and growth of independent British beauty and wellbeing brands. Cycle two of the programme will be open for applications in early 2023 and will provide the selected businesses in each cycle with access to a bespoke mentoring and workshop programme offering participants a range of unique insights and connections to help them develop their brands and fuel accelerated growth, in the UK and beyond.



EDUCATION & CAREERS

The **CEW Beauty Tech Summit** was the first of an annual gathering focussed on the latest tech innovations and solutions for the Beauty Industry.

The event gave attendees access to the most effective technology partners and opportunities to grow their business, whether that be by supply chain, growing their 1st party databases, or digital innovation.

We lifted the lid on how best to navigate Amazon and Google, how to get the best out of TikTok and shared an exclusive on a new AR product from Perfectcorp.

THG Ingenuity curated a fascinating panel session with guests from leading brands, including Revolution Beauty and Molton Brown, and we learnt all about NFT's with Fem Foundry.

We also had best-in-class sessions from Gorgias, Incubeta and Tribe Dynamics.



As part of our Young Executive Programme, and in partnership with The Perfume Shop The Rising Star Awards have been established to continue our recognition of new talent across the Beauty Industry and were awarded to 10 outstanding individuals as nominated by the members of CEW

"It's an honour to be supporting the brand new CEW Rising Star Award in what is a momentous year for both The Perfume Shop and CEW as we celebrate our 30th birthdays. This award serves to recognise some of the incredible new talent that's coming into our industry, with our perfume people so integral to our business this is something that we have always supported and will continue to do so as we head into our next 30." Gill Smith, Managing Director, The Perfume Shop.

The **Young Executive Programme**, launched in 2017, is specifically dedicated to members under the age of 35 – those who will shape the future of the industry. This programme focuses on professional skills and one to one mentoring and events are often run in smaller groups to maximise the opportunity to engage and learn.



The collaborative cross-industry **Education and Skills** group was established by CCUK and its partners in 2018 when we conducted our first cross-industry survey looking at pathways into the industry.

OBJECTIVES

- Build awareness of the industry with educators and consumers
- Develop a national curriculum that serves industry needs
- Demonstrate increased employability in the industry

(This survey was conducted again in 21-22 and the findings presented by Dr Gill Westgate at SCS formulate. We will present the findings and white paper to members in Q1 2023)

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CEW UK TEAM

ELLIE LAMNISIS DONOVAN
Marketing & Events Executive

ELEANOR MORTON-HOOPER
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Chief Commercial Officer
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HELEN WOOD
General Manager Orveon

UNITED KINGDOM

CEW

MEET THE TEAM

CAROLINE NEVILLE MBE

Executive President
Caroline@cewuk.co.uk



SALLIE BERKEREY

Managing Director
Sallie@cewuk.co.uk

ELEANOR MORTON-HOOPER

Marketing and Events Manager
Eleanor@cewuk.co.uk



ELLIE LAMNISOS DONOVAN

Marketing and Events Executive
Ellie@cewuk.co.uk

ALISON PAGE

Consultant and CSO of Young Executive Programme
[Hello@cewuk.co.uk](mailto>Hello@cewuk.co.uk)



CEW is proud to work with

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**WHERE
BEAUTY
COMES
TO DO
BUSINESS.**



ACHIEVE MORE THROUGH CEW MEMBERSHIP

- Access over 25 events each year with industry experts including the CEW Beauty Awards and Beauty Tech Summit
- Connect with individuals and businesses from across the CEW Community to supercharge your career and help your business thrive
- Apply to CEW Accelerate, our enhanced 12 week mentoring programme for businesses in the Beauty Industry
 - Apply to our industry first Two-Way Mentoring Programme giving access to industry experts
- Access professional contacts via the CEW Global Network of 10,500+ contacts
- Unlock member-only proprietary information from data partners Mintel, Google, Tribe Dynamics, NPD and more
 - Post and search for roles in the industry with no fees
- Access to CEW's Business Resource Guide - a complete directory of partners who provide the fundamental products and services for the beauty industry
 - Membership to CEW US included with your UK membership

Standard Membership	£150 + VAT per annum
Small Business Membership	£75 + VAT per annum
Young Executive Memberships	£75 + VAT per annum

Group rates available - please contact the CEW Team for more information



UNITED KINGDOM

CEW