

UNITED KINGDOM

CEW

ANNUAL REPORT  
2023

# Introduction



## Vasiliki Petrou

Group CEO Unilever Prestige  
Chairwoman, CEW UK

Over the last few years, I've talked about "unprecedented times" as we have ricocheted from crisis to crisis – always proud of how as an industry, we weather those storms and come out stronger after each. The same is still true today as we've endured another year of enormous global upset, and I'm sure many of us are feeling the repercussions, both professionally and personally.

It's why events such as the CEW Beauty Awards and recent CEW Achiever Awards are so important. They allow us to take a pause and concentrate on the good, something we don't often do day-to-day. But this industry is more than just "beauty" – we serve a far greater purpose through self-esteem, social impact, sustainability and education. I remain humbled and proud of what we have all collectively achieved and continue to do so.

As an industry, beauty is heavily concentrated, filled with great brands and highly skilled people. In order to stand out, whatever the role or function, I truly believe that creativity is key. It should not be limited to those in design-based roles, but instead a frame of mind that can bolster you no matter your position.

Creativity is a source of inspiration. Creativity instils curiosity. It encourages questions. And it is for these reasons that creativity absolutely has to have a seat at the table. Albert Einstein once said; "Creativity is seeing what others see and thinking what no one else ever thought." It is the difference between a good idea and one that is truly innovative, and I would encourage everyone to lean into this more heavily.

Our 2023 Achiever Award recipients all had one thing in common – the courage to be disruptive. They all believe in pushing the boundaries and staying true to an authentic mission – and in turn each has created a legacy they should be truly proud of.

If 2023 has shown me anything, it is that while the beauty industry alone cannot change the world, we can use our brands and voices to better our corner of it, much like our 2023 Achievers. Like them, we should all be advocating for what we believe to be right - from animal rights to ingredient transparency, because magic happens when our brands stand for more than just beauty.

As we celebrate 31 years since launching, CEW remains the UK's largest professional, business-to-business beauty organisation, spanning all industry categories.

Our role is to connect, support, and empower members of the CEW community to drive their careers and businesses forward and, in turn, benefit the industry as a whole. I am delighted to share that the CEW network has grown by over 35% in the past year, showing that a sense of community and collaboration in business is more important than ever.

Throughout the year, our varied calendar of programmes, initiatives, and events gives our members exclusive access to the beauty industry's most influential decision-makers and thought leaders, highlighting emerging talent, outstanding careers, and hundreds of brands and businesses.

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 so on. The CEW community represents every facet of the industry, and in 2024, you will see much more from us on the many businesses we depend on to get our products and services to the end consumer.

CEW is committed to developing a diverse, vibrant community and event programme to meet the evolving needs of the membership. In what has been a dynamic but challenging year, I am tremendously proud of the support CEW continues to provide for our members and of initiatives, such as our cross-industry DE&I research project, our industry-first two-way mentoring scheme supported by Puig, which has so far benefitted over 80 individuals, and of course numerous events across a variety of topics, which many of you have participated in.

We will soon launch our enhanced mentoring scheme for businesses - CEW Accelerate, supported by Mintel and a host of industry experts. The Beauty Tech Summit will be back for Spring '24, and our fully funded scholarship for a diploma in Cosmetic Science, recently awarded to our second recipient, Eliana Massad, will return for a third year as we continue to support career development in the sector.

I am grateful to all of our partners, board members, and contributors who have helped us in our mission to offer hands-on support for individuals and businesses this year.

CEW provides a platform where beauty comes to do business, and whilst we have achieved a great deal, there is always an opportunity to do so much more. With this in mind, we look forward to presenting our 2024 plans over the coming weeks and working with you in 2024 and beyond.



**Sallie Berkerey**  
Managing Director, CEW UK

# 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.

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

**1997**  
**CEW holds its first Newsmaker event with David Tang.**

**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.

**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.

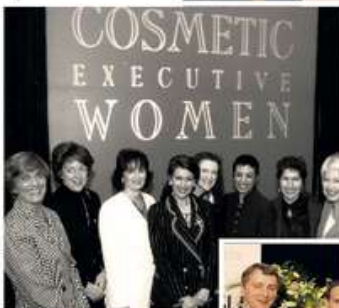
**2011**

**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.**

**2009**

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



**1995**  
**Hilary Dart is appointed President of CEW.**

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

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

**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.

**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.**





# THROUGH THE YEARS

**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 Berkerley 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 fourth cycle.

## NEW FOR 2023

**Beauty Unlimited** "in conversation" series for Young Executives.  
**Skincare 101** workshops with first two events focusing on sensitive skin and the microbiome with Ren, J&J and Gallinee.  
**Evolution of the Retail Landscape** event series with Landsec.  
**Sustainability Hub** launched on UK website as an open resource for businesses, curated in partnership with Elemis and ELC, along with curated programme of events Q4/23



**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 Erkos 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.

**John Bell & Croyden Partnership** sees 88 brand entries and three brands secure marketing investment, CEW support and a feature in Country and Townhouse Magazine.  
**SCS Formulate** CEW exhibits and presents. Eliana Massad is the 2nd recipient of the Caroline Neville Scholarship to fully fund a diploma in Cosmetic Science.  
**Cross Industry Report** Release of the 2nd report for Diversity, Equity & Inclusion in the Beauty Sector.

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. .

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.

**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.

**Anna Bartle, Previously 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.

**Celine Gilg, previously Managing Director, Puig UK**

# CORE PRINCIPLES

Since launching in the UK in 1992, 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



**GET LIPPY is The Eve Appeal's leading awareness campaign twinned with the beauty industry which is runs every May**



The campaign launched in 2018 with both fundraising and awareness success and has been supported by Tesco since the outset. This campaign aims to change the culture around gynaecological issues and equip people with vital information. We are asking everyone to speak up and out about all things gynae - to stop everyone being too embarrassed, ensuring we all know and use the correct anatomical terms for our own bodies as well as an improved awareness of the signs and symptoms of gynae health issues / gynae cancers and when to seek medical advice.



**£84k Raised**



**39 Brands took part**



**125 Guests at our launch**

## Campaign Ambassadors 2023



**Cherry Healey** TV Presenter – 180k  
**Hannah Martin** Make-up artist – 326k



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



**Dr Aziza Sesay**  
NHS GP – 7.5k



**Emily Clarkson**  
Influencer – 258k



**Caroline Hiron**  
Skincare expert – 694k



**Karen Arthur**  
Menopause advocate – 12.7k



**Dr Amir Khan**  
NHS GP & TV Doctor – 182k



**Yomi Adegoke**  
Author of *Slay in Your Lane: a Black Girl's Bible*



**Jaya Jackson** Vijaya's twin sister  
**Vijaya Varilly** Cervical cancer advocate



**Karen Hobbs**  
Comedian & cervical cancer advocate – 6.3k



**Lydia Brain**  
Womb cancer advocate



**Alix Fox**  
Sex/relationships expert - 17k



**Dr Bella Smith**  
GP & women's health expert



**Lea Tribasso**  
Ovarian cancer advocate



**Clara Lawrence** Learning disability 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 2024, 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 2024 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**



# 2023 SUMMARY

**CEW**

CEW's Digital Toolkit  
The Duality of AI – Disruption or Opportunity?



Natasha Courtenay-Smith  
CEO of Bolt Digital

15th June 2023  
4pm



**MINTEL** **CEW**

2023 Global Beauty Trends



Andrew McDougall  
Director, Beauty & Personal Care

**MINTEL** **CEW**

Call to Action:  
How to Court and Convert  
Customers on Sustainability

In partnership with

**MINTEL**



**CEW**

Amazon x CEW Beauty Summit



Proud to support the

**GET LIPPY** campaign

for the **eve** appeal



**CEW**

BEAUTY UNLIMITED  
YOUNG EXECUTIVE BREAKFAST



Imogen Porter,  
Buying Manager,  
Beauty @ Harrods



Jenny Gao,  
Group Marketing Manager,  
Beauty @ Harrods

**BOLT DIGITAL** **CEW** PennyBlo

CEW's Digital Toolkit – The  
Marketing Channel You Haven't  
Heard of Yet




Natasha Courtenay-Smith  
CEO of Bolt Digital

Mollie Woolnough-Rai  
Senior Marketing Manager at Penny Blo



Microbiome 101 - Unveiling The Power of  
Good Bacteria for Happy Skin



Dr. Marie Drogo,  
Founder of Gallinée  
Skincare



Inge van Leeringen,  
Beauty and Lifestyle  
Journalist



Lisa Payne, Head  
of Beauty Trends at  
Stylus

5th of July  
9:15 am

**CEW** gallinée





## Events and Programme Updates



# H1 2023



Natasha Courtenay-Smith  
CEO of Bolt Digital



Mollie Woolnough-Rai  
Senior Marketing Manager at Penny Black

- CEW Partners with Launchmetrics on Performance Summit 2023
- How U.K. Beauty Brands Can Leverage the Latest Influencer Marketing Trends
- CEW's Digital Toolkit – The Marketing Channel You Haven't Heard of Yet
- The Business of Beauty: Top 700 Performers
- Launch of John Bell & Croyden Anniversary Award
- Cycle Two of Two Way Mentoring Scheme at PUIG
- Board Meeting
- Beauty Unlimited with Darcey Laceby of Absolute Collagen
- CEW Beauty Awards Demonstration Event
- Sustainability 101 Webinar
- Launch of Sustainability Hub
- Get Lippy Month with The Eve Appeal
- Beauty Unlimited Event with Harrods
- Meet The Board event
- Global Beauty Trends with Mintel
- Beauty Unlimited Event with strategy consultant Louise Robertson
- Digital Toolkit Event discussing the opportunities and threats of AI for brands with Tash Courtenay Smith
- Board Meeting
- Beauty Awards Finalists Announced
- Latest in Beauty collection launch
- Microbiome 101 - Unveiling the Power of Good Bacteria for Happy Skin with Galinée, Inge von Lotringen, and Stylus
- CEW Beauty Awards Lunch
- Third wave of Two Way mentoring

- Beauty Awards Cocktail with The London Evening Standard
- Board Meeting
- All Skin is Sensitive - Sensitive Skin 101 with Ren, J&J, Stylus and Rose Gallagher
- Beauty Unlimited Event with Krista Byrne of Maison Francis Kurkdjian
- Call to Action - How to Court and Convert Consumers on Sustainability with Mintel and Elemis
- Amazon & CEW Beauty Summit
- Retail Re-imagined - exploring the evolving landscape of beauty in the UK with Landsec, Space NK, Fenwick, Inkey List and Circana
- Google Pre Peak Insights 2023
- Launch of second sector report in D&I in the Beauty Sector with MBS Group and Science Magic
- Panel event on report featuring Vasiliki Petrou, Monica Rastogi, Winnie Awa, Julietta Dexter
- Beauty Unlimited with Susie Thompson, Media and Comms Director of Coty UK&I
- Supporting partner for Dealmaker Summit London with Beauty Independent
- Fourth Wave of Two Way mentoring
- Launch of CEW Beauty Awards Edit 2023
- CEW Achiever Awards 2023
- Board Meeting

## All Skin is Sensitive – Sensitive Skin 101

A CEW panel workshop featuring REN Clean Skincare, Aveeno and Stylus in conversation with Rose Gallagher





# 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 in 2024. 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 Independent 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 12th 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](http://www.cewuk.co.uk)

## SUMMARY & KEY DATES

Demo Evening 12th March 2024

Beauty Awards Lunch 28th June 2024

Entries on or before 5pm 10th January 2024

Online: £155 +VAT, Invoice: £180 +VAT

Entries after 5pm on 10th January 2024

Online: £190 +VAT, Invoice: £215 +VAT

ENTRIES CLOSE at 5pm on 1st February 2024

100 full retail-size units are required for each entry to be delivered to our logistics partners between 1st and 17th February 2024

You must have a valid membership to enter the 2024 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](mailto:HELLO@CEWUK.CO.UK)





# RECOGNITION





# RECOGNITION

On Tuesday, 28th November, we hosted the 22nd annual CEW Achiever Awards, bringing together members and guests from across the industry to celebrate the shining stars of the Beauty Industry.

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 2024 event, which will take place in November, do get in touch.

CEW  
ICON AWARD



*CARISA JANES*  
FOUNDER & CEO  
HOURLASS COSMETICS

SPECIAL INDUSTRY  
AWARD



*SANJAY VADERA MBE*  
CEO THE FRAGRANCE SHOP

SPECIAL INDUSTRY  
AWARD



*PROFESSOR AUGUSTINUS BADER*  
BIOMEDICAL SCIENTIST & CO-FOUNDER  
& *CHARLES ROSIER*  
CEO & CO-FOUNDER  
AUGUSTINUS BADER

ACHIEVERS



*NADINE BAGGOTT*  
JOURNALIST, PRESENTER &  
DIGITAL CONTENT CREATOR



*SHAVATA SINGH*  
CEO & FOUNDER  
SHAVATA BROW STUDIO



*TIFFANY MASTERSON*  
FOUNDER, DRUNK ELEPHANT

MEMBERS'  
ACHIEVER



*JINI SANASSY*  
HEAD OF PR  
SPACE NK

YOUNG ACHIEVER AWARD  
IN PARTNERSHIP WITH COTY



*ANNA BRIGHTMAN*  
CO-FOUNDER OF  
UPCIRCLE BEAUTY

DIGITAL INNOVATION  
AWARD SPONSORED  
BY GOOGLE



DCYPHER

*DCYPHER*

ICON AWARD



**2023**  
ICON  
AWARD

# CARISA JANES

**FOUNDER & CEO**  
*Hourglass Cosmetics*

With an unwavering passion and commitment to animal welfare, Carisa launched Hourglass in 2004, paving the way for a new kind of beauty brand. Hourglass is reinventing luxury cosmetics through cutting-edge formulas, high-performing ingredients, and covetable packaging, whilst being 100% vegan and cruelty-free. Named by WWD as one of beauty's "Most Innovative Thinkers," Carisa continues to deliver award winning products that shape the industry. Acquired by Unilever Prestige in 2017, and growing Hourglass to 2,600 doors worldwide, Carisa's resolute commitment to partnerships with changemakers in the animal rights space and championing the harmony between planet and product continues.

### How did you start your career in beauty?

I studied at Parsons School of Design in New York, and shortly after, started as a product developer in the very early days of Urban Decay. I was one of the first few employees, and we worked from the founder's apartment in Laguna Beach, California. Having such a small, close-knit environment provided me insight into all aspects of the business, which was a great foundation for my career in the beauty industry.



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

Trust your instincts, but be open-minded to feedback. Do your research, test your idea, and then get feedback from people who you trust and respect. Listen to your intuition when something doesn't feel right. I appreciate the advice I've received along the way, but I wouldn't be here today if I'd followed all of it.

### Who or what inspires you?

People and brands that value quality and pay attention to the details. I'm always inspired by people doing what they love and doing it with purpose.

### What are your 3 (beauty) product essentials?

Hourglass Vanish Airbrush Concealer is the holy grail of concealers. It gives full coverage without feeling heavy and just blends and brightens for this airbrushed, natural-looking finish. I sometimes even use it in place of foundation—it's that versatile.

Hourglass Phantom Volumizing Glossy Balm is truly the lip product that does it all—it hydrates like a balm, plumps for fuller-looking lips, and delivers the high-shine finish of a gloss.

And I can't go without the Equilibrium Intensive Hydrating Eye Balm. It's a shortcut to looking like you had a full night's rest, no matter how exhausted you are—a little miracle in a jar.

### Who would be at your dream beauty industry dinner party?

I'd try to have every aspect of the beauty industry represented. For me, that would be an eclectic group of people that I've met throughout my career: creatives, retailers, founders, manufacturers, finance people, and of course, Coco Chanel and Karl Lagerfeld.

*“Do your research, test your idea, and then get feedback from people who you trust and respect.”*

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

Make yourself indispensable, never assume anything, and seek out the impossible. The beauty industry is fast-paced, expansive, and always evolving. This creates amazing opportunity to make your mark, so long as you are willing to collaborate wherever needed and think big.



Equilibrium Intensive Hydrating Eye Balm



Hourglass Complexion Icons - Vanish Airbrush Concealer and the new Veil Hydrating Skin Tint

### What do you see as the biggest challenge or opportunity for the beauty industry as we move into 2024?

Competition is fierce, and there are many new brands popping up every day. The challenge will always be cutting through the noise. The only way to do that is to have a clear, unique point of view and amplify that. There is always opportunity for a creative approach or an interesting way to solve a problem.

### What do you attribute your success to?

Always thinking about the customer and creating impactful, high-quality products.

### What do you think will be the next beauty industry gamechanger?

We've seen a shift towards more experiential beauty moments. I think consumers want to support brands that echo their own values and ideals, especially with so many products and options to choose from in the space. Letting consumers experience your brand in a way beyond the product allows for an authentic connection.



## About the Unstereotype Alliance

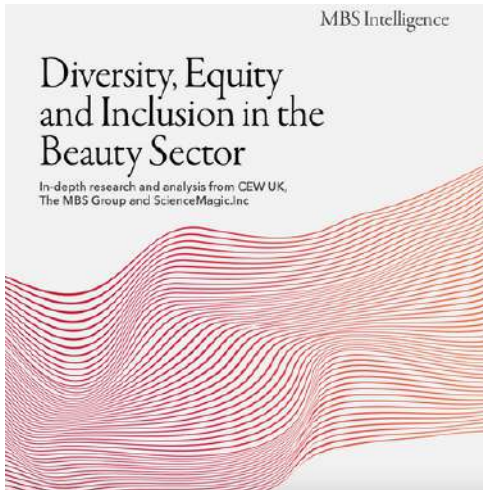
Recognising the power of partnerships to accelerate progress, this industry-led initiative convened by UN Women unites advertising industry leaders, decision-makers and creatives to end harmful stereotypes in advertising.

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



In Partnership with the MBS Group and Science Magic Inc., we recently launched our sector cross-industry report setting out to measure 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 2024 and share information gathered with the second edition of this report once published.

The full 2023-24 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.



## Empowering the Future of Leadership with 100 Allies

In the ever-evolving realm of beauty and leadership, diversity and inclusion are not mere buzzwords; they're the very heartbeat of progress. CEW is honoured to be part of the 100 Allies community, a driving force in this Inclusion Revolution.

Our recent breakfast workshop with Nnenna Onuba and Dr. Doyin Atewologun for the launch of 100 Allies was truly inspiring. This industry-first programme is on a mission to offer opportunities to underrepresented talent and to foster culturally confident leadership.

Together as Ambassadors, we are working towards cultivating a culture of allyship that will reshape the beauty industry into a more inclusive and equitable space.

It's an honour to stand beside 100 Allies in this journey, and we are all committed to shaping a future where diversity and inclusion reign supreme in the beauty industry.

Our collective mission is to cultivate an allyship culture, breaking down barriers and redefining what leadership truly means.

100 Allies is a non-profit organisation on a mission to transform beauty leadership. Their expertly designed Allyship programme empowers industry leaders to drive cultural change. They also sponsor Mentor/Mentee matches, enabling underrepresented talent to be seen, developed, and grow into tomorrow's diverse leadership.

True change happens through partnership and generosity, and as an industry, we must reflect our customers at all levels across the company.

100 Allies provides opportunities for those less privileged but no less talented to thrive, and with the industry's support, it has the potential to ensure that great future leaders come from all walks of life.

Much more about how CEW members can access this programme in the coming weeks, and if you have any questions please contact us at [hello@cewuk.co.uk](mailto:hello@cewuk.co.uk)

We're not just talking about change; we're making it happen.

100 Allies: Leading Today, Shaping Tomorrow.

CEW UK is a proud supporter of  100 Allies



# EDUCATION & CAREERS

CEW has supported the careers of those across the Beauty Sector for 30 years. Led by the experienced Education and Careers Team, 2023 has seen the introduction of several new initiatives the development of others, and we will be building on these as we move into 2024 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

Rising Stars to return in 2024 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. 100 Mentees have moved through programme to date.

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

Beauty Unlimited Workshops

Ongoing collaboration with SCS including exhibiting at SCS Formulate

Investment in STEM programmes

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 PUIG UK for supporting this scheme.



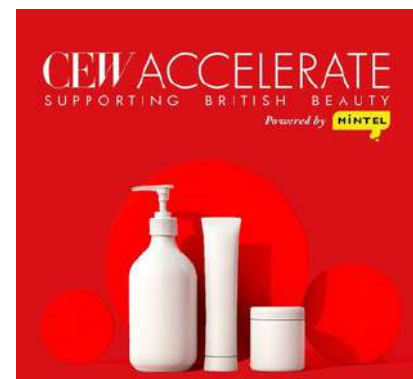
The CEW  
Caroline Neville Scholarship  
2023-24

In 2022 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.

In our second year we had many talented applicants, and the selection process was conducted in close collaboration with the team at SCS.

Eliana Massad was announced as the recipient and started the course in September. We will follow Eliana'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. The programme will be open for applications in early 2024 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.



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.

# SUSTAINABILITY

In 2023, following consultation with members, and with the expert advice of our Sustainability leads, Orielle Frank and the team from the Estée Lauder Companies, and industry experts and thought leaders, we launched our Sustainability Hub. Here, you will find a collection of resources about ESG guidance and other topics relating to social and environmental impact, all with the goal of supporting individuals and businesses in the sector in this regard.

## How The Sustainability Hub Connects

In an effort to maintain our core values, the primary purpose of The Sustainability Hub is to educate our members, empowering them to improve the environmental and social impact of their respective organisations.

## Our Commitments

What CEW is doing to ensure our operations meet high standards of sustainability

## CEW statement on ESG

CEW UK represents the beauty industry across all areas of the sector. We want to create an inclusive industry which is open to all, has integrity and a strong sense of its impact on People, Products and the Planet. As a members' organisation, our aim is to provide a resource hub to guide our member businesses in the complexities of ESG, whilst adhering to best practice ourselves as an organisation.

## CEW believes in Beauty with Purpose

### People:

As an ally of the Unstereotype Alliance UK Chapter, convened by UN Women, CEW UK is committed to promoting advertising as a force for good and helping to eradicate harmful stereotypes.

Together with MBS and ScienceMagic, CEW UK published the first-ever report on diversity, equity and inclusion for the beauty sector in February 2022 in order to drive positive change in the industry, and we published our second report in October 2023. This important industry-first work will continue in 2024 and beyond.

CEW UK is an equal opportunities employer and works with members such as Coty, Estée Lauder, Unilever, and L'Oréal who uphold the industries' core values with regards to modern slavery, health and safety, business ethics and environmental standards

### Product:

CEW and Givaudan have supported the Responsible Beauty Award, which is now in its 13th year, with the aim of encouraging companies to make continued efforts on the path to sustainability.

We work with venues and third-party suppliers who have robust credentials for sustainability in their business practices.

### Planet:

CEW UK and its members subscribe to the UN sustainable development goals and are mindful of the impact of the beauty industry on the planet.

# SUSTAINABILITY

Oriele Frank, Co-Founder, Chief Product & Sustainability Officer of ELEMIS



"I am proud to have spearheaded ELEMIS Product and Brand Development for over 30 years. With the acquisition of ELEMIS by Groupe L'OCCITANE, I was given the opportunity to champion a new era for ELEMIS, a premium British brand, ensuring sustainability was at its heart. Sustainability is such a huge passion point for me that I went back to college and studied at Cambridge University. I then created an exciting and ambitious roadmap for change, working across Biodiversity, Climate and People pillars. Recently achieving B Corp Certification, this is just the start of ELEMIS'S ongoing transformation. I am a big believer in collaboration and education across the beauty industry and, therefore, am delighted to be involved with the work CEW is doing around sustainability for its members. I strongly believe that success and profitability must be balanced alongside people and the planet, so we can create a beauty industry that is inclusive for all."

Oriele attended COP28 UAE in Dubai at the end of 2023. Oriele took the stage to represent ELEMIS and the beauty industry at The Extreme Hangout with an inspirational speech highlighting why the global beauty industry must take action now. Oriele spoke about how industry collaboration in the UK has led to ELEMIS championing a new initiative called "The Great British Beauty Clean Up" with one URGENT outcome: waste reduction in the beauty industry.

You can watch Oriele's speech [HERE](#)



**Anna Bartle, previously Vice President of Corporate Affairs and Co-lead of Corporate Citizenship and sustainability for The Estée Lauder Companies**

"Having looked to CEW for guidance throughout my career as a leader in the beauty industry, I'm proud to be a part of shaping CEW's sustainability programme. CEW's unwavering commitment to leading change is evident in its mission to empower our members with an understanding of their critical role in creating a sustainable beauty industry, as well as providing education on the risks that they need to consider when making business decisions. This is an exciting step for both CEW and the industry as a whole."

# SUSTAINABILITY

## Jo Chidley, Founder of Beauty Kitchen Ltd

“Beauty Kitchen has always pushed the boundaries of sustainability within beauty, and collaboration is key in making this happen. CEW is always at the forefront of change within our industry and facilitates this through its members and initiatives. The work CEW is doing around sustainability and driving collaboration through its members will support the innovation that’s needed to change our industry for the better. As a small indie brand, it’s great to have this support and direction that doing the right thing is about more than profit; it’s about our people and planet being included in the change.”



## Jessi Baker, Founder and CEO of Provenance

“Tackling sustainability as a brand leader can be incredibly challenging. You’re either scrambling to get the latest basic requirements in place or dealing with the pressure of being an industry leader, not to mention the frustration of competing with Greenwash! One thing is true no matter where you are on your sustainability journey: open collaboration is essential. Moving the beauty industry towards one of positive social and environmental impact requires great initiatives to be shared, failures to be learnt from, greenwash squashed, and the brightest minds to come together in service of the most important problems of our time. This is why I am very excited about CEW’s role as a powerful industry convener on this hugely important topic. Provenance has been collaborating with CEW members to provide support on sustainability communications with integrity and couldn’t be more excited as CEW connects this community even more around these key topics.”





# SUSTAINABILITY

**Lorna Radford MSci, Managing Director of  
Enkos Developments Ltd**



“My business, Enkos Developments, offers bespoke formulation development services. We can help to create smartly designed formulations for skincare and haircare brands, which holistically consider all parts of the process (how the ingredients are sourced and processed, how the formulation will be manufactured) to minimise environmental impact in a way that helps achieve your brand’s sustainability goals whilst maintaining high performance and great product aesthetics. The term “sustainability” is so multi-faceted that it easily becomes overwhelming. Providing access to trustworthy information is critical to making a true difference and avoiding accidental greenwashing. CEW has an incredible network of women spanning diverse roles across the industry – I always appreciate this as a great resource to further educate myself by discussing many topics (including sustainability) with other experts in their fields. Considering how to reduce the environmental impact of a product in any aspect (lowering carbon footprint, using sustainable palm, upcycling materials, decreasing energy wastage, etc.) leads to a small step in the right direction. I believe that eventually, each of those small steps will add up to a larger overall change.”

**Maxine Canham, Global Account Director of  
Givaudan Active Beauty**



“My perspective is a little different from some of my fellow members at CEW as my career has been spent supplying the raw materials to the beauty industry. Managing the increasing demand for natural products and, at the same time, ensuring the protection of biodiversity and the environment is always the challenge. At Givaudan Active Beauty, we try to develop innovative solutions, often via biotech, to meet these needs. Our biotech Retinol pays testament to this, but we are not complacent and, like everyone else, have more to do.

I am also personally proud that we at Givaudan have shown our commitment to ‘sustainability’ by the sponsorship of the CEW Responsible Beauty Award for 12 years. Encouraging companies to take the next step in their sustainability journey and rewarding them for it. Just by the evolution of this award alone, the increasing importance of sustainability in our industry is clear.

We are therefore very excited to see that CEW is listening and creating this hub to educate and support the industry.”

## THE EXECUTIVE BOARD

EXECUTIVE PRESIDENT  
**CAROLINE NEVILLE MBE**  
Patron of Get Lippy,  
The Eve Appeal

CHAIRWOMAN  
**VASILIKI PETROU**  
Group CEO  
Unilever Prestige

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**PAULA LEVITAN**  
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Manzanita Capital

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**SARAH BROWN**  
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**MAXINE CANHAM**  
Global Key Account Director  
Givaudan Active Beauty

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CAVALIERE DE MONCAYO**  
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**HANNA COONAGH**  
Chief Executive Officer  
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**NATASHA COURTENAY-SMITH**  
CEO  
Bolt Digital

**CHARLOTTE DURANT**  
Senior Team Lead  
Amazon Beauty

**ORIELE FRANK**  
Co-Founder & Chief Product  
& Sustainability Officer, Elemis

**CELINE GILG**  
Consultant

**CAROLINE HIRONS**  
Founder  
Skin Rocks

**CLARE HORNER**  
Group Beauty Director  
Harvey Nichols

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Partner  
Mishcon de Reya

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Beauty, Google UK

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Coty

**MARGARET MITCHELL**  
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Space NK

**ALISON PAGE**  
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UK & Ireland

**HIND SEBTI**  
Chief Growth Officer  
Waldencast

**TARA SINGLETON**  
Head of Beauty  
Marks & Spencer

**SELMA TERZIC**  
CEO  
ICONIC London

**SANDRA VALLOW**  
Director of Buying Beauty  
QVC

**HELEN WOOD**  
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Orveon

UNITED KINGDOM

CEW

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CEW is proud to work with the team at

**BX + CREATIVE**  
**BWL COLLABORATIVE**  
**COMMUNICATIONS**



**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 Series

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 including Mintel, Google, Creator IQ, Circana and more

Opportunity to be nominated for our member-voted awards such as Digital Innovation or Members' Achiever

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

Take advantage of member-only discounts on selected products and services

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Standard Membership	£160 + VAT per annum
Small Business Membership	£80 + VAT per annum
Young Executive Memberships	£80 + VAT per annum

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



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