

A catch-up with our industry change-makers

WHO'S 2022 *who* in Natural Beauty

Meeet the movers and shakers who are shaping the natural beauty sector in 2022. There are the CEOs who work late nights and early mornings to make their natural dreams a reality; the experts who can magic up ethical potions that consumers covet; and, of course, the champions who tirelessly share the industry's successes and push for more positive visibility for organic beauty across the world.

They're all amazing – and were voted for by you. Thank you

for your passion and enthusiasm in helping us compile this master list. We hope you agree that it's packed full of talent. That's important because the natural beauty sector will need to draw on all of its knowledge, experience and drive to tackle what comes next. With inflation rising and recession imminent it's time for the sector to, once again, put on its game face and fight for a greener world.

But that's for another time. Right now, let's celebrate these incredible professionals and wish them well for a sparkling future.

1

THE WELEDA WONDER

JAYN STERLAND

Managing director, Weleda UK

Every natural beauty fan knows that Weleda UK is much more than a brand – it's a much-loved icon. And for the last 14 years Jayn Sterland has worked extra hard to keep it that way, helping to drive the wider beauty industry towards social and environmental responsibility and more sustainable business practices. To this end, Jayn recently joined the board of the global B Corp Beauty Coalition – a collaboration of B Corp-certified beauty brands and businesses – to represent Weleda internationally, a position she now holds alongside chairing the Sustainable Beauty Coalition. And her determination hasn't gone unnoticed; in April she was presented with the Outstanding Achievement Award at NOPEX. So, what's next for this *Who's Who* regular? Watch this space in 2023 ...



2

THE FORMULATION FAVOURITE

LORRAINE DALLMEIER

CEO, Formula Botanica

Through online organic cosmetic formulation and business school Formula Botanica, Lorraine Dallmeier is passing down essential knowledge and skills to a new generation. Now in its tenth year, the school has trained over 100,000 organic cosmetic formulators and indie beauty entrepreneurs in 175-plus countries – and Lorraine hasn't finished yet. Awarded Digital Achiever of the Year for the cosmetics industry by Google, she's fuelled by a mission to teach talented people how to formulate the must-have products of tomorrow.



3

THE WINNING COMBINATION

ALEX AND KIM BARANI

Co-founders, Kinetic Natural Products Distributor

Wherever they go in the world, the Barani brothers' unique reputation precedes them. For almost 30 years they've helmed Kinetic, and made their name supplying ethical, natural and organic products from huge names like JASON and Antipodes. They deliver the same level of bespoke service to every client – whether it's a small, local pharmacy, an independent health store or a vast e-commerce site. Their one aim is to spread the word about high quality products that enhance a natural lifestyle – and they're succeeding, one sale after another.



4

THE TRANSPARENT TALENT

DR MARK SMITH

Director general, NATRUE

Hate greenwashing? So does Mark Smith. As a tireless campaigner for transparency, he has worked hard to keep beauty labels clear and clean through his role at NATRUE. He was recognized by the wider industry with a 2020 appointment to the affiliate board of the British Beauty Council, where he has been championing better sustainable business practices and standards. Mark is also part of the new EcoBeautyScore Consortium, which is establishing a transparent score system to visibly rate beauty products for their sustainability level, to help consumers make more responsible choices.



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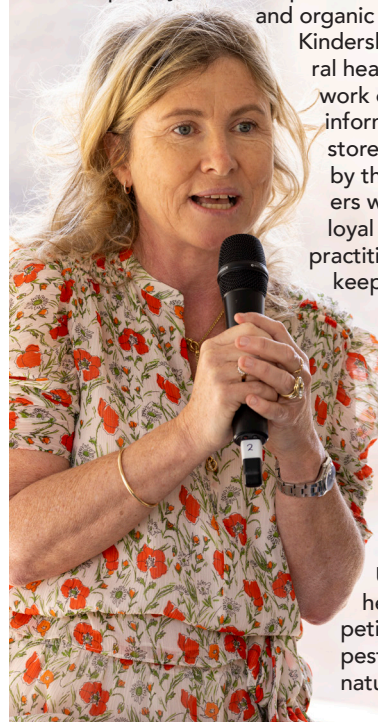
THE PARLIAMENTARY PETITIONER

ANABEL KINDERSLEY

Co-owner, Neal's Yard

Neal's Yard Remedies is where natural health meets luxe on the nation's smartest high streets. It's a vision developed by co-owner, passionate herbal advocate and organic activist Anabel

Kindersley. A practising natural health practitioner, her work on the body helps inform what goes into the stores and is snapped up by the millions of consumers who have become loyal fans. "Natural health practitioners are paid to keep you healthy and well rather than waiting until you're sick – it seems wise to me," she explains. She also campaigns hard for healthy biodiversity and is currently in conversation with the UK Government over her #StandByBees petition to cut the use of pesticides and promote nature-friendly farming.



5

THE KITCHEN CO-FOUNDERS

JO AND STUART CHIDLEY

Co-founders, Beauty Kitchen

Since 2014 this dynamic beauty duo has been changing the game by focusing on what works for them and sharing it with the wider world. With cherishable natural products powered by Jo's chemistry and botany background, Beauty Kitchen has a bulging awards shelf – including a *Marie Claire* Sustainability Award, which the brand scooped this year. Also pride of place is their innovative Return Refill Repeat scheme, giving their fans a simple way to be greener with every beauty buy.



7



MAKING BRITISH BEAUTY GREAT

MILLIE KENDALL OBE

CEO, British Beauty Council

British Beauty Council boss, retail maven and brand creator Millie Kendall has been instrumental in the success of cult brands including Shu Uemura, Aveda, Tweezerman, L'Occitane and Ruby & Millie. Having worked with the UK's leading stores, she's been creating and marketing beauty brands for an amazing 30 years. Millie was awarded an MBE in 2007 for her services to the cosmetic industry, and an OBE in 2022 for services to hair and beauty (which includes the formation of the Sustainable Beauty Coalition). Other glittering accolades can only be a matter of time for this personal care powerhouse.

8

THE REFILL REVOLUTIONARY

ANNA BRIGHTMAN

Co-founder, UpCircle Beauty



What were you up to at the age of 22? Alongside her brother, William, Anna Brightman was busy launching UpCircle – the innovative, sustainable company that's become the UK's number one upcycled beauty brand in just six years. Growth is so robust that the brand has had to move offices twice in 2022 to fit in new staff – with Anna making sure it always stays true to its eco values. UpCircle has extended the circular approach it takes with its ingredients to packaging too – and has now refilled 20,000 pieces of packaging via its Return, Refill, Reuse scheme.

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THE RETAILERS' RETAILER

JOANNE HILL

Founder and director, Amaranth

It takes a special kind of store to be crowned Natural Beauty Retailer of the Year 2022 at NOPEX – and not for the first time either. Joanne Hill is a special kind of retailer. Her unbridled energy and enthusiasm inform the lines at Amaranth's Manchester and Cheshire locations, as well as online – an additional outlet she worked hard to perfect during lockdown, ensuring her business thrived despite lower city centre footfall. With (make-up) bags full of knowledge, and an eye for the right product edit, Joanne is succeeding in her mission to take natural beauty to the next level in both visibility and efficacy.

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THE 'LIFE' COACH

AMANDA WINWOOD

Founder, Made for Life Organics

A true skincare pioneer, Amanda Winwood has championed ethical organic skincare that's suitable for sensitive skin and promoted accessible and inclusive wellness for nearly 20 years. Together with the Made for Life team she's trained thousands of therapists in spas across the UK to confidently open their doors to people with complex health issues – including those living with cancer. She's recognized across the industry for her work; Made for Life Organics was awarded B Corp Best for the World for its work in the community, making it into the top 165 companies globally.

11

THE BRAND BOOSTER

AILISH LUCAS

Founder, The Glow Getter

Ailish Lucas is the woman indie beauty brands call when they need to go for growth. Her insider strategies have helped brands pivot from earning a few hundred pounds to becoming multi-six-figure concerns with an emphasis on finding joy in their businesses. She recently won the Cosmetic Executive Women Digital Achievers Award for her work in the industry and is a patron for the British Beauty Council, leading numerous webinars on its behalf. Expect big things in the next 12 months as she brings her coaching expertise to bear in the post-COVID industry.



12 THE QUEEN OF GREEN

CHARLOTTE VØHTZ

Founder, Green People

An established authority on natural skin care, Charlotte Vøhtz rewrote the rules on caring for sensitive skin when she created the beloved organic brand Green People and successfully campaigned for organic beauty certifications to be introduced in the UK. Flash-forward to today and Green People is celebrating 25 years of business and over 160 products, including the Alexandra Kay wellbeing collection, inspired and created by Charlotte's daughter. With a clear line linking farm and formulation, Charlotte's ensuring that sustainably sourced ingredients remain at the fore in UK beauty.



13 THE TRUE PLAYER

EMMA THORNTON

Founder, TRUE Skincare

It's been a massive year for beauty entrepreneur Emma Thornton. Not only is TRUE launching in America soon, but demand for her organic products means that she now has six times the workforce to fulfil orders. Her journey started on the premium mainstream beauty scene, but after realizing how much greenwashing was going on, she graduated to producing her own range that doesn't compromise on elegance, ethics or efficacy. It's water-free too, so also helps protect one of the planet's scarcest resources.



15 ON THE SHORTLIST FOR SUCCESS

FIONA KLONARIDES

Founder, The Beauty Shortlist

All too often beauty awards leave plucky boutique products overshadowed by mainstream brand monoliths with far bigger marketing budgets. Fiona Klonarides is on a mission to put that right. Her Beauty Shortlist Awards lend a platform to brilliant natural products that deserve to be seen by more people. She's also a font of natural beauty knowledge – and her tips and recommendations mean more because they're always genuine.

She fights zealously against greenwashing and is a passionate advocate for the sector – and our industry loves her for it.



14 THE GREEN RETAIL GURU

VIC WOOD

Founder, Greener Beauty

Vic Wood is celebrating an award-winning year. After scooping the Best Online Retailer gong at the Natural Beauty Retail Awards in April, she's also been shortlisted as Health and Beauty Entrepreneur of 2022. Vic's success centres around her growing online retail operation – now in its fifth amazing year. Keen to make vegan beauty as inclusive as possible, the site demonstrates how colour cosmetics look against a range of skin tones. Shoppers see it as a digital treasure trove full of carefully edited cruelty-free and vegan ethical natural products to which Vic adds only the most beautiful and eco-positive choices – all of which are beauty buys you'd find in her own bathroom.



16 THE MUA WITH MORE

SJANIËL TURRELL

Holistic make-up artist and beauty writer

Since deciding to exclusively use natural and organic products in her make-up bag back in 2012, Sjaniël Turrell has been embraced by the wellbeing and sustainability sector. As a result, her roster of repeat high-profile clients includes household names like Ella Mills, Jasmine Hemsley, Amelia Freer and Gemma Newman – not forgetting Elle Macpherson – along with numerous eco-conscious brands. Her deep understanding of the body and ingredients informs her desire for women of all ages to discover their unique beauty while serving their health in the best possible way.



17 THE ACE OF FAACE

JASMINE WICKS-STEPHENS

Founder, Faace and Known Community

As a former beauty comms pro at top agencies, Jasmine Wicks-Stephens knows a cult product when she sees one. Using the knowledge and expertise she gained working with leading brands (and after extensive research), in 2020 she launched Period Faace Mask under her own label, Faace. It was her stepping stone to a whole line of unique, fuss-free face masks (Tired Faace, Dull Faace, Dirty Faace, Menopause Faace) – each one fun yet functional and designed with a natural approach in mind. She makes sure the brand gives back to women too: with the sale of each mask, Faace donates period products to someone in need. What could be more beautiful than that?



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THE SENSITIVE ENTREPRENEUR

JAMES JARDELLA

Founder and CEO, Skin Sapiens

James Jardella has one goal: to help you feel comfortable in your skin. As a teen living with acne he found out what worked best for him – and is busy sharing it with the rest of the world through Skin Sapiens. A natural enemy of over-formulated and over-sold products that can make skin worse, he focuses on a pure and simple range that makes it easy for people to find the products they need. Active botanicals do the heavy lifting, while James works to clarify each product to ensure it only includes what's absolutely necessary.



20

THE NATURAL COMMUNICATOR

HELEN YEARDSLEY

Comms consultant, Y Consultancy

Helen Yeardsley is a comms pro with 20 years' PR and marketing experience successfully building health, beauty and wellbeing brands. Previously a director of the UK's largest indie healthcare PR agency, Helen works as an independent consultant providing communications support to the ethical, sustainable beauty businesses she's most passionate about, such as Weleda. She regularly collaborates with industry authorities including the British Beauty Council and its Sustainable Beauty Coalition.



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THE REBEL WITH A CAUSE

TABITHA JAMES KRAAN

Founder, TJK

Self-confessed 'hair geek' Tabitha James Kraan is recognized as a beauty rebel, ardent naturalist and all-round organic guru with a deep-rooted passion for the soil. These core values have nourished the range of organic professional hair care products that bear her name since 1993. And though the world has finally caught up with her drive for natural, she still manages to be one step ahead. "After 30 years of working with hair, I know that it performs best when nurtured by nature," she says.



21

THE BIG BELIEVER

JOANNA SILVA

Founder, Elan Skincare

"I strongly believe that the future belongs to those who believe in the beauty of their dreams," says Joanna Silva. "I wish all of us women the confidence and belief in our dreams and ourselves." Joanna's personal dream has been Elan Skincare, the brand which she launched back in 2017 to marry the powers of both science and nature. Her hard work has made this a reality, with products that inspire women to discover their inner confidence, whatever they're facing on the other side of the bathroom door.



22 THE TALENT TEACHERS

GAIL AND GARETH DESPRÉS

Co-founders, School of Natural Skincare

As natural beauty flourishes around the world, founders need the knowledge and expertise to successfully build on what's gone before. And that's where Gail and Gareth Després come in. Since 2010 they've been sharing specialist knowledge across the globe with people who want to make a difference through skincare. Via online courses, brand-builders can learn what they need to make products that are safe, effective and sustainable. Expect to see their teachings reflected in the next innovative crop of must-have skincare for 2023 and beyond.



24 A GIFT TO ORGANIC

GEORGIA BARNES

Head of business development, Soil Association

Georgia Barnes is a one-woman powerhouse for the organic beauty industry. In her diverse and busy role she's not just campaigning for crystal-clear clarity to boost certified brands, she also nurtures and supports new and existing names to find their place with consumers and drive sales wherever they fit into the bathroom cabinet. Committed conscious shoppers already have a place in their hearts (and shopping bags) for organic beauty; now Georgia's using her considerable talents to bring that natural inclination to the masses.



23 THE ETHICAL INNOVATOR

PAULA ORTEGA

Founder, Whitfords

A committed innovator, Paula Ortega believes we shouldn't have to compromise on our values when it comes to skincare. Her 100% plastic- and petroleum-free, botanical skincare for sensitive skin is testimony to that. Everything about her brand is unique: from plant-based packaging that turns into a body exfoliator, to the remarkable vegan ingredients chosen for their efficacy and sustainability credentials. Her ethical products have continued to pick up awards since the small-batch brand's inception back in 2019, and more will surely follow.



25 THE GREEN GENIUS

JULIA VEARNCOMBE

Co-founder, Skin:Genius

Julia Vearncombe believes everyone should be happy in their skin – and she's on a mission to make it happen. Harnessing her personal experience and 30-plus years in the beauty and hair industry, Skin:Genius cleverly combines natural and organic ingredients to prevent and reduce spots, breakouts and inflammation. Julia also knows that wellbeing is more than skin deep. Her new FaceUp2It campaign brings together experts in mental health and anti-bullying to create a safe space for people experiencing anxiety, mental health issues and bullying because of their skin.



**RISE
STAR**

PAIGE TRACEY

Business development and marketing officer (beauty & wellbeing), Soil Association

You probably already know Paige; she's the face of Soil Association's organic and natural certification schemes for beauty and wellbeing products, and a regular at trade shows and roundtables. This year she has successfully launched a collaboration with Latest in Beauty to bring consumers seven certified organic and natural products in a luxurious, curated edit. She also helped create the prestigious Listen to Nature collaboration with Marie Claire. Paige is always looking for creative ways to tell the story of certified organic brands and their hard work that goes on behind the scenes every day.

