

DERMATOLOGICAL BEAUTY CONNECT

CAN YOU TELL US MORE ABOUT YOUR BRAND/WORK?

jane iredale, “The Skincare Makeup,” was founded in 1994, when Jane Iredale envisioned a makeup line that was good for the skin – equal parts clean ingredients, skin-loving benefits, and no-fade performance. As a casting director and producer, founder Jane Iredale worked closely with actors struggling with problem skin exacerbated by heavy stage makeup and saw first-hand how conventional makeup undermined skin health. She set out to make a change. From the start, *jane iredale* was beloved by industry professionals due to the clean, innovative product formulas that combine smart skincare science with powerful natural ingredients and high-quality minerals to deliver beautiful results while strengthening and nourishing skin. Today, *jane iredale* is a top globally recognized

makeup brand recommended, distributed, and personally used by skincare professionals and plastic surgeons in more than 50 countries through fine spas and salons, destination resorts, apothecaries, medical offices, and luxury retail.

HOW HAVE YOU SEEN THE BEAUTY INDUSTRY CHANGE OVER THE PAST YEAR?

I love the trend we’re seeing with the “Professionalization of Beauty”. Whether it’s dermatologists, estheticians, med spas, salons, or day spas, it’s such a rich environment with true experts, exceptional service and treatments with real results. We have a long history in this dynamic channel and are excited to be a part of burgeoning growth. As an early adopter of the professional channel (three decades long), *jane iredale* recognizes the unique position it provides, that can’t be replicated within traditional retail. 30 years ago, skincare wasn’t nearly as present in the professional channel, as it wasn’t used or sold by many dermatologists and professionals.

Today, skincare is an incredibly meaningful and prominent part of the professional channel, but there is a huge opportunity for makeup to become the next category to be



CHRIS PAYNE
CEO
JANE IREDALE

“professionalized” as demonstrated by *jane iredale*’s own success in the professional space.

A CUSTOMER'S FIRST EXPERIENCE WITH A BRAND FROM A PROFESSIONAL, CREDIBLE SOURCE LEADS TO AN IDEAL INITIAL BRAND EXPERIENCE, MORE PERSONALIZED PRODUCT RECOMMENDATIONS, LONG-TERM LOYALISTS AND A VERY STRONG RETENTION RATE.

The role of digital continues to play a much larger role in the industry. At *jane iredale*, we’re experimenting with content creation opportunities across different marketing channels that allow us to not only understand product efficacy but also demonstrate the emotional impact of having products that make you look and feel your best. We know discovery is rampant, but we want to be sure in the discovery process we’re using our digital content as a means of education – so customers can understand what ingredients they should be looking for, the skincare benefits, and how to trust the professionals endorsing the brand.

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WHAT TRENDS AND INNOVATIONS ARE YOU MOST EXCITED ABOUT OVER THE NEXT 12 MONTHS?

I'm glad to see transparency more and more prominent within the industry. With consumers more educated and engaged in their purchase decisions than ever before, it's integral that brands/companies provide clear and credible information, as this helps to make better, more confident decisions. At jane iredale, credibility and trust with our audience is our main priority.

We explicitly state that each of our formulas is carefully crafted alongside skincare professionals with ingredients that benefit the skin, guaranteeing trust and retention within our community. Educating our customers is one of our top priorities.

ARE THERE ANY PARTICULAR INDUSTRY CHALLENGES YOU'VE BEEN LOOKING AT IN MORE DEPTH RECENTLY?

BOTH ONLINE AND IN RETAIL IS A BATTLEGROUNDS, WITH A SEA OF BRANDS THAT ARE HARD TO NAVIGATE AND DECIPHER ONE FROM THE NEXT, CAUSING A LOT OF CONFUSION AND MAKING IT DIFFICULT FOR THE CONSUMER TO FIND THE PRODUCT THAT IS RIGHT FOR THEM.

Sustainability is also a real concern. At jane iredale, we are reducing our impact on the environment through refillable and reusable products, but we want and need to do more.

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INDUSTRY INSIGHT: ARE THERE ANY PARTICULAR AREAS IN BEAUTY THAT YOU WOULD LIKE TO SEE THE INDUSTRY PAY MORE ATTENTION TO?

THE INDUSTRY CAN BE IMPROVED BY CONTINUALLY EXPANDING THE POOL OF CANDIDATES - FROM INTERNSHIPS TO ENTRY LEVEL JOBS TO DEVELOPMENT WITHIN THE COMPANY.

There can be a little "sameness" as you look up the ranks, but I do believe it has evolved and is continuing to. The more diversity from all angles we have, the greater we will be in the future. "Clean beauty" has no real established rules or regulations creating a lot of fear mongering. It becomes confusing, and even frustrating, to consumers as they don't know who or what to trust. This can ultimately turn consumers away.