

DERMATOLOGICAL BEAUTY CONNECT

2025 INNOVATION SPOTLIGHT FINALISTS

*INTRODUCING SOME OF THE MOST
PROMISING INDIE BRANDS ACROSS THE
BEAUTY, WELLNESS AND PERSONAL
CARE SPACE*

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arey

Arey is a transformative approach to hair wellness that transcends traditional haircare. Our supercharged, high function formulas are designed for longevity, leveraging breakthrough science in cellular rejuvenation to nurture hair from the inside-out and outside-in. Known as The Wrinkle Cream of Haircare®, Arey is the first functional beauty brand to target aging hair with the only clinically proven solution to slow and repigment grey hair with the added benefit of thicker, fuller, softer, shinier and overall healthier hair. Upon discovering that there is only one gene (IRF4) that accounts for 30% of why we go grey, we created a proprietary supplement and topicals with our patented Mela-9® Complex to preserve hair pigment and counteract oxidative stress, creating an entirely new category in haircare.

JAY SMALL ALLISON CONRAD

Jay Small is a sought-after hair stylist and Certified Trichologist with the World Trichology Society with over 20+ year's experience. He trained as an apprentice to the owner of Paul Mitchell and worked globally in education and product development for John Paul Mitchell Systems. Allison Conrad is an entrepreneur and operator with a background launching and growing e-commerce-based consumer brands. Allison received her BA from Duke University, launched a side-hustled fashion brand online, received her MBA from Stanford University, ran a beauty brand and most recently had been consulting and advising tech-enabled consumer companies.

 www.areygrey.com

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EXPONENT

Born from the professional practice of compounding active ingredients fresh to prevent degradation, Exponent Beauty's Activated Skincare innovation is the first to keep fragile anti-aging ingredients at peak potency. A patented dispenser doses clinical-grade antioxidant powders—like Vitamin C, Retinol, CoQ10, and Resveratrol—with Hyaluronic Acid for a freshly activated serum. Clinically proven, it reduces fine lines, wrinkles, sunspots, and discoloration while firming and retexturizing in 2 weeks. Exponent's Pro System line is available at medspas and dermatology offices, while the consumer Power line is at spas and beauty wholesale. Backed by investors and media personalities like Erin & Sara Foster and Rocky Barnes, Exponent is a proud B Corp and a recipient of awards for its patented designs.

LIZ WHITMAN

Liz Whitman is a beauty industry insider, former corporate executive, and serial entrepreneur. After 15+ years retailing “potent” clinical skincare, she had an A-HA moment while President of The Red Door by Elizabeth Arden: estheticians optimize actives by mixing skincare fresh, in the moment. She wondered—how effective can pre-mixed products be? Exponent is the first skincare line that doses actives for potency. Previously, Whitman founded Manicube (sold to The Red Door) and was an early hire at Quidsi (acquired by Amazon), launching BeautyBar.com and Allure's Beauty Box program. She holds an MBA from Harvard.

 www.exponentbeauty.com

 [@exponent.beauty](https://www.instagram.com/exponent.beauty)




EXPONENT

(plated)TM

SKIN SCIENCE

(plated)TM Skin Science was founded by world-renowned physician-scientists who devoted over 15 years of research in state-of-the-art laboratories to uncover the renewing power of platelets. Their scientific discovery led to the development of the proprietary RenewosomeTM technology that makes the (plated)TM line completely shelf stable. Each full-size bottle of (plated)TM is packed with over 1 trillion exosomes and is clinically proven to reduce the signs of aging and enhance the skin's overall appearance and texture.

 www.platedskinscience.com

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ALISA LASK

Alisa Lask, the dynamic CEO of Rion Aesthetics, is at the forefront of revolutionizing the regenerative aesthetic market through the introduction of platelet-derived exosomes. Under her visionary leadership, Rion Aesthetics is pioneering investigational studies in areas such as hair restoration and facial wrinkles, while also boasting a successful and commercially available medical-grade skincare line, (plated)TM Skin Science, distributed through trusted aesthetic providers. With a rich professional background, Alisa has served in esteemed senior leadership roles at industry giants like Allergan, Zimmer-Biomet, and Eli Lilly. She brings to the table a wealth of experience and expertise, holding a Master of Business Administration from the prestigious University of Michigan - Stephen M. Ross School of Business, coupled with a bachelor's degree in marketing from Miami University, Oxford, OH.



SickScience

SickScience Labs is an innovative biotechnology company bridging science and beauty through advanced regenerative solutions. The company transforms groundbreaking scientific research into high-performance skincare products. With expertise in plant-based bioactive ingredients and exosome technology, SickScience Labs offers anti-aging, regenerative, and skin-repair solutions that work at the cellular level. Using plant-derived exosomes produced with proprietary technology, the company stimulates the skin's natural renewal process, delivering long-lasting and transformative results. All products are clinically tested, ensuring both efficacy and safety, setting a new standard in biotech-powered beauty.



www.sicksciencelabs.com



@sicksciencelabs

DR. MERVE YILDIRIM CANPOLAT

Dr. Merve Yildirim Canpolat is a leading expert in Genetics and Bioengineering, pioneering advancements in regenerative medicine, biotechnology, and cosmetic science. With a Ph.D. in Biotechnology, she conducted groundbreaking clinical cancer studies at MD Anderson Cancer Center, securing a patent for a novel cancer drug. Her research explores the regenerative potential of plant-derived exosomes in bone, cartilage and skin rejuvenation. As the co-founder of Cellestetix Biotechnology and SickScience Labs, Inc., she leads cutting-edge R&D in molecular therapies, developing innovative solutions for disease treatment, cellular regeneration, longevity, and next-generation cosmetic applications.



SICKSCIENCE

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