

DERMATOLOGICAL BEAUTY CONNECT

Can you tell us a bit more about Jupiter?

Jupiter is the first modern, accessible scalp care brand dedicated to helping those with dandruff and dry scalp through salon-quality, dermatologist-tested formulations. Our mission is quite literally to make millions of people more confident about the way they look and feel.

What tips would you give to emerging brands in the beauty industry?

Be persistent, find your niche and - most importantly - get to know your customer as intimately as possible.

You were awarded the winner of our Innovation Spotlight at BCNY - how was the experience for you, did you make the connections you were hoping to make?

It was such a surreal experience. Side from the accolade itself, we were blown away by the reception we received from the dermatological, investor and broader beauty communities. Most notably, it engendered organic conversation around our mission, our products and our vision for where we intend to take the company.

Do you have any advice for brands thinking of applying to the Spotlight?

Do it! The exposure and maturity you get from a personal and professional perspective is invaluable.



ROBBIE SALTER
CO-CEO AND CO-FOUNDER
JUPITER

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