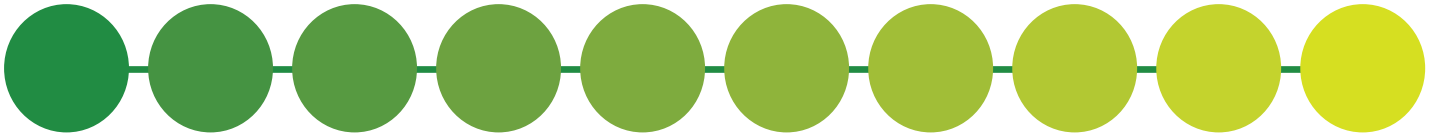




SUSTAINABLE FASHION, BEAUTY & HEALTH



Kristin

Shirley

Nancy

Susanna

Katharine

Kim

“Starting a Sustainable Beauty Brand”

Moderator: Kristen Arnett, Founder of GreenBeautyTeam.com

WORKSHOP #3

Wed. July 10, 3:30 pm- 5:00 pm

In this workshop you will meet a panel of very high caliber, sustainable beauty brand owners and learn about the must-knows for starting an ethical beauty business. This is truly a unique opportunity to gain wisdom, and receive important takeaways from pioneers of the industry to help ensure your success.

The attendees of this session will have intimate access to this group of internationally successful people with an even mix of skin care and makeup brands represented.

Location: The Fashion Institute of Technology

Seminar Room #9 (lower level)

Enter on 28th Street between 7th-8th Ave.

New York, New York 10001

FREE for students and educators. Use Promo Code: **BEAUTY**

Register online at <http://fitsustainablefashion.eventbrite.com>

email: enterprise@fitnyc.edu for more information



About the Panelists:

Kristen Arnett has spent over 15 years devoted to the beauty industry and is a rare hybrid between artist, educator and consultant. Her unique perspective on the beauty industry stems from her varied background that has included being a cosmetics market researcher, color product developer and a trainer for various brands. Kristen has also worked for almost a decade as an international makeup artist. Kristen is the founding editor-in-chief of GreenBeautyTeam.com an online resource of essential information on non-toxic, effective products and tips from experts in every field of holistic beauty and personal care who are leading the movement in healthy beauty.

Shirley Pinkson has over 17 years of experience in the cosmetic and skincare industry. As a make-up guru, Shirley brings her expertise in artistry and business to W3LL PEOPLE™ Cosmetics. Before partnering to create W3LL PEOPLE™, Shirley served as the corporate leader for NARS Cosmetics and grew NARS into one of the top five cosmetic lines in America. In addition, she held the position of Lead Cosmetics Business Manager at Barney's NYC. If one thing is for certain, it's that Shirley knows makeup, understands a woman's lifestyle and has the special ability to make women feel beautiful!

For Shirley, feeling beautiful also includes taking care of yourself, your skin and your body. After many unsuccessful searches for toxin free cosmetics that are rich in color and that last, Shirley teamed up with partners Dr. Reneé Snyder and James Walker to create W3LL PEOPLE™, the ultimate eco-chic cosmetic collection. It is Shirley's vast knowledge of cosmetics that ensures each product looks just as gorgeous on the skin as it feels with no compromise.

Shirley is highly sought after for her make-up genius. Her clients include celebrities, such as Naomi Campbell and Isabella Rossellini. Shirley has also been featured in projects for the NBC network, Time Out New York and The Dallas Morning News.

Katharine Phillips L'Heureux, Founder and CEO

A lifetime believer in the potential of beauty rituals to delight and empower, Katharine L'Heureux discovered argan oil on the first of many journeys to Morocco. Today, founder and CEO of Kahina Giving Beauty, Katharine has built a holistic regimen around this multipurpose ingredient that enhances the lives of both the artisan and end-user. Katharine continues to visit the Berber women from whom Kahina's argan oil is sourced to ensure their fair and proper treatment. These are same women whose signatures grace each package in the Kahina Giving Beauty line.

A graduate of UC Berkeley, Katharine began her career in San Francisco. Focusing on natural and sustainable food and beauty brands, she co-founded the public relations firm Welles Phillips & Associates, representing clients such as Odwalla Fresh Juice, Bare Escentuals, and The French Laundry Restaurant. After moving to New York and the birth of her three children, Katharine launched her second independent business venture – Kahina Giving Beauty. Introduced to argan oil during a 2007 trip to Morocco, Katharine was impressed by its performance and moved by its unique story. Recognizing a need in the

marketplace for beautifully-packaged, effective organic skincare that nourishes skin and spirit, Katharine conceived of a beauty brand that would give back. Working closely with top chemists and designers to realize her vision to connect women across the world through beauty, Katharine developed and produced the Kahina product line and brand, infusing it with her minimalist esthetic and philanthropic spirit.

Kahina Giving Beauty embodies Katharine's dedication to preserving indigenous people and culture, protecting the environment, and giving back. Katharine works closely with Kahina's argan suppliers to identify the current and most urgent needs of the women who extract the oil in order to give back in a way that significantly and directly improves their lives. A Northern California native, Katharine is also a partner in her family's vineyard and winery in the Napa Valley, [Vine Hill Ranch](#).

Nancy Caigan • Founding Partner/President

Nancy received her MBA & BA at American & Emory University respectively. Good business instincts are part of her DNA, having grown up in a family of successful entrepreneurs. Working alongside her father, Bob Shaw, in his venture, Salon Development Corporation (see bio below), gave Nancy her first exposure into the beauty industry and first partnered her love of beauty/trends with her business acumen. Nancy's strong analytical & negotiation skills are a result of her years as an analyst in commercial real estate and finance.

Susanna Ronner • Founding Partner/Creative Director

An award winning Graphic Designer, Susanna received her BFA in Graphic Design from the University of Illinois with high honors. After working alongside some of the most highly respected and internationally renowned graphic designers in San Francisco, Susanna moved back East to Woodstock, NY and opened her own design studio in 1989. Her early foundation as a yoga practitioner and instructor shaped her understanding of the benefits of living a natural lifestyle. This experience, coupled with a finely tuned visual eye, became a perfect blend for creating and developing Primitive Makeup.

Kim Grustas, Founder Good For You Girls

Since 1995, Kim has been instrumental in the growth of some of the country's largest nutrition and supplement companies as a graphic designer, creative consultant and marketing adviser. In 2000, she's opened her own advertising and design firm in Connecticut, working exclusively with companies, who made a commitment to natural products and services.

Kim possesses a unique and impressive body of knowledge on the inner workings and emerging trends of the natural industry – from brand development and manufacturing, to packaging and distribution, to marketing and promotion. This extensive experience is core to the operation and continued growth of Good For You Girls, while her creative energy paints the company's beautiful vision and evolving story. Kim's passion for Good For You Girls comes from her love for her two daughters. They remind her every day of the greater mission of Good For You Girls – inspiring moms to protect what's most precious and teaching girls at a crucial age to respect their bodies and make safer choices for a beautiful, healthy future.