

 Covalo x in-cosmetics™

TOP INFLUENTIAL VOICES OF THE BEAUTY INDUSTRY REPORT

An in-depth exploration of
innovation and impact



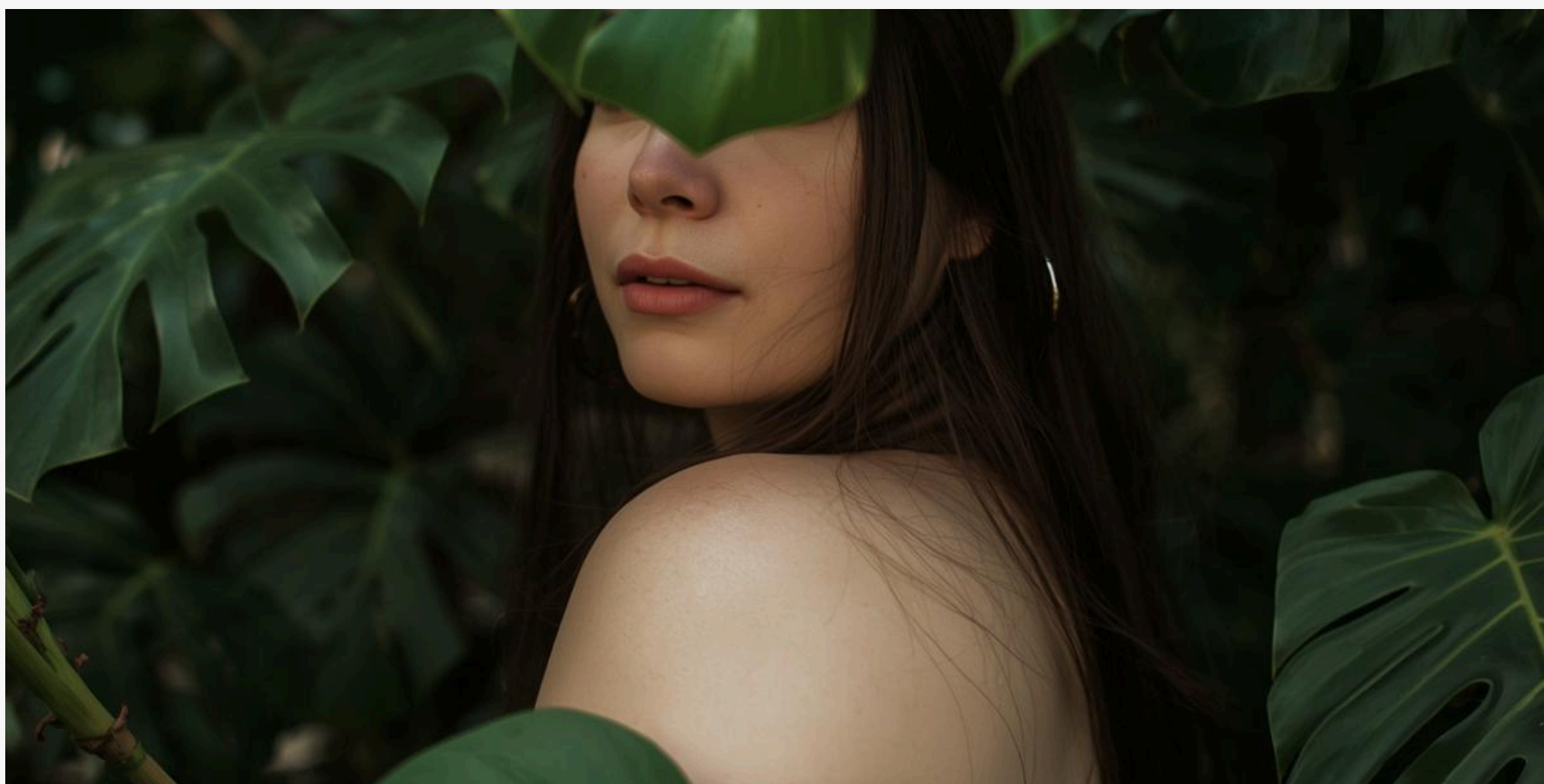
Connecting the industry



The beauty industry thrives on voices that inspire, challenge, and drive process.

As the industry's connector, Covalo is proud to celebrate these trailblazers. In this year's report, we highlight the Top Influential Voices of the Beauty Industry across three essential pillars: **sustainability, transparency, and innovation** – plus a bonus category: the Most Impactful Marketing Concept, celebrating the people behind stand-out campaigns that push the boundaries of creativity.

Inside, you'll discover their stories, the impact they're making, and actionable insights to inspire your own journey in shaping the future of beauty.



sustainability

Leaders in sustainability are shaping a more responsible, environmentally friendly, and inclusive beauty industry.

By championing eco-conscious practices, ethical sourcing, and transparent innovation, they drive systemic change, meet rising consumer expectations, and inspire a future where beauty thrives in harmony with people, the planet, and communities.

01

Marissa Pagnani McGowan

Chief Sustainability Officer
at L'Oréal North America

Driving environmental and social responsibility from strategy to execution, Marissa **champions a holistic approach to sustainable beauty** – one that integrates climate action, water stewardship, biodiversity protection, and ethical sourcing across product portfolios and operations.

Beyond internal transformation, **she actively supports industry-wide initiatives that push responsible beauty forward**, helping ensure that environmental and social impact are embedded at the heart of product development.

SUSTAINABILITY

02



SUSTAINABILITY

Emmanuel Hembert

Global Head of Cosmetics, Personal Care & Pharma at Quantis

With over 15 years of experience **guiding international consumer brands through sustainability strategy and value-chain transformation**, Emmanuel brings deep expertise in translating environmental ambition into measurable action.

He also plays an active role in advancing industry-wide collaboration, including his **involvement with EcoBeautyScore** – a consortium-led initiative delivering a science-based, transparent framework for assessing and communicating the environmental impact of beauty products.

03



SUSTAINABILITY

Alena Demina

Founder & CEO at SYSTEM SKIN

Challenging skincare's culture of excess, **Alena advocates for simplified, high-performance routines that address waste at its source.** Her work centers on designing fewer, hard-working products that rethink overconsumption without compromising efficacy.

Drawing on experience from consumer brands outside traditional cosmetics, she brings an independent, systems-driven perspective to beauty innovation – **linking skin health, product design, and environmental impact as part of a single, integrated approach.**

04



SUSTAINABILITY

Hilary Jones

Ethics Director at LUSH Cosmetics.

For more than two decades, **Hilary has helped shape one of beauty's most outspoken ethical voices**, embedding animal protection, human rights, and environmental responsibility into both business practice and public campaigning. Her work reflects a long-standing commitment to using beauty as a platform for activism and systemic change.

Having worked across multiple areas of the organization as it scaled globally, **she brings deep, practical insight into how values-led principles can be upheld within a growing business.**

05



SUSTAINABILITY

Marina Jardim

Business Developer & Cosmetic Creator,
Founder at TUPI Beleza

Guided by a belief that beauty should respect both people and the planet, **Marina works at the intersection of science, sustainability, and product creation.** Her work focuses on developing cosmetic products that are thoughtful by design – from the earliest concept to final formulation – with a strong emphasis on environmental responsibility and consumer well-being.

With a background in pharmacy, cosmetic engineering, and product management, **she brings a rigorous, science-led perspective to natural ingredients and active principles.**

06



DIVERSITY & INCLUSION

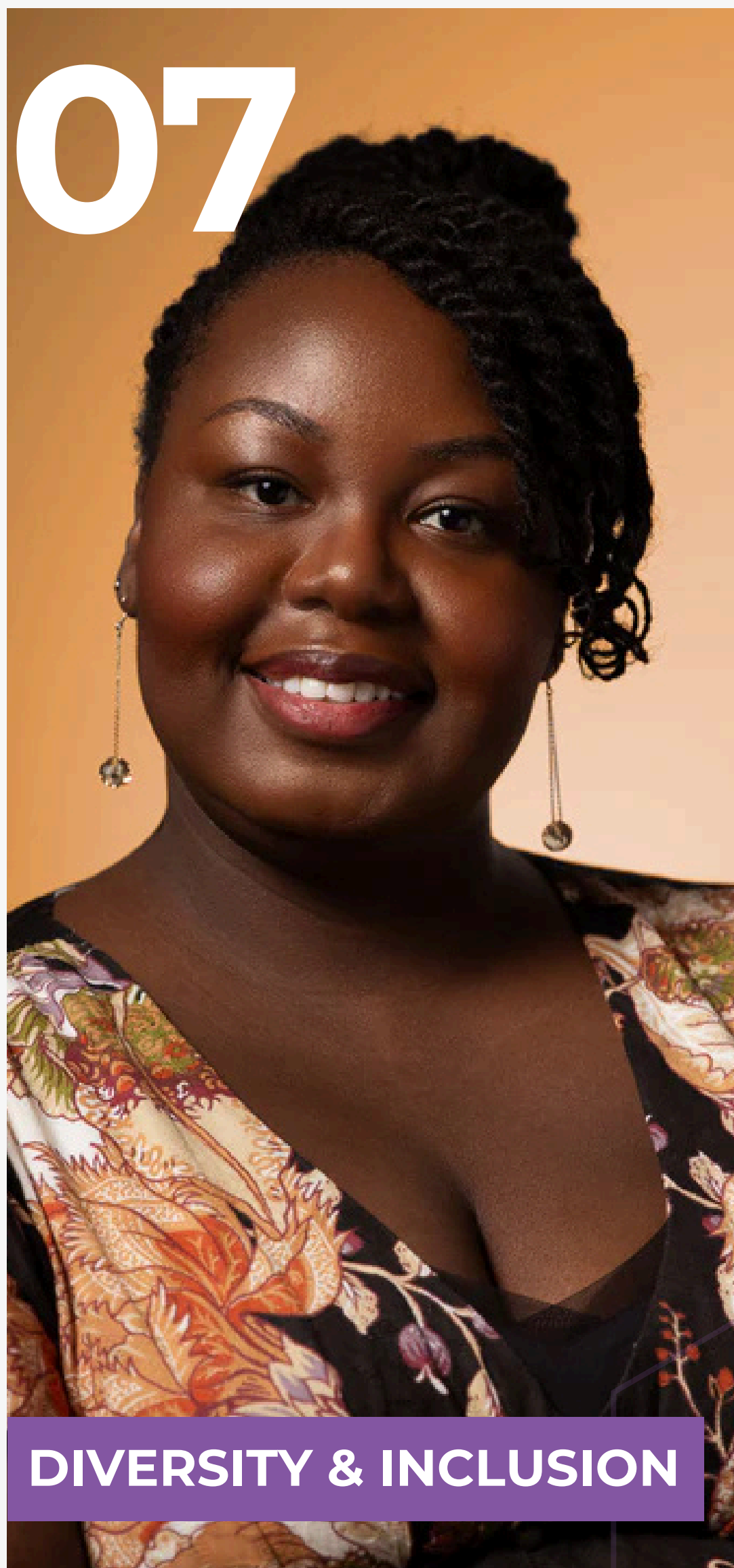
Tarang Amin

CEO & Chairman of e.l.f. Beauty

Inclusivity sits at the core of how growth, leadership, and culture are built under Tarang's leadership. **He has internationally shaped teams and governance structures that reflect the diversity of the communities the brand serves**, including one of the most representative boards among U.S. companies.

Guided by the belief that diversity is fundamental to business success, his approach embeds accessibility, representation, and equitable opportunity across the organization and its wider ecosystem.

07



DIVERSITY & INCLUSION

Leona Dondi

Founder & CEO at UZIMA

Built from lived experience and cultural pride, UZIMA was created to celebrate coily, kinky, and curly hair while centering Black women in beauty. Drawing on her Kenyan heritage, **Leona has shaped a brand that empowers women to embrace their individuality through thoughtful, high-performance hair care.**

Her work blends culture with science-led formulation, **championing inclusivity, representation, and respect for textured hair** within the wider beauty industry.

08



DIVERSITY & INCLUSION

Pat McGrath

Founder of Pat McGrath Labs

Pat has transformed beauty **by setting a global standard for inclusive shade ranges and high-quality formulations**, ensuring all skin tones are represented. Her influence extends across runway, campaigns, and brand storytelling, reshaping narratives to celebrate diversity and inclusion.

A tireless advocate for representation, Pat embeds inclusion into every facet of her work. **In recognition of her impact, she was named Dame Commander of the Order of the British Empire (DBE)**, for services to fashion, beauty, and diversity.

09



DIVERSITY & INCLUSION

Sharmadean Reid

Founder & Creative Director

Sharmadean champions inclusivity in beauty entrepreneurship, **building platforms that amplify underrepresented talent and promote accessibility, representation, and mentorship.**

As the founder of WAH nails, Beautystack, and 39BC, she blends beauty, technology, and storytelling to reimagine how people engage with self-care and creative spaces.

Recognized with an MBE for services to beauty and women, she continues to drive systemic change across the industry.

10



DIVERSITY & INCLUSION

Stacey Fraser

Cosmetic Chemist, Product Designer, and Founder of Stacey Fraser CO

Stacey Fraser is a leader in socially driven, inclusive beauty. She champions initiatives that combine cultural awareness, sustainability, and innovation with meaningful community impact, **creating employment pathways and elevating underrepresented voices.**

Through projects like Check Your Bits and Fenua Ola, Stacey uses product design and brand strategy to spark positive conversations around health, culture, and resilience. **She continues to advocate for diversity, inclusion, and access while mentoring the next generation of creators and chemists,** shaping a more inclusive and ethical future for the beauty industry.



Transparency

Key voices in transparency keep the beauty industry safe, compliant, and trustworthy. By navigating complex global regulations and advancing scientific research, they guide brands in protecting consumers, upholding ethical standards, and fostering innovation.

01



SAFETY & REGULATIONS

Sarah Smiley

Regulatory Manager at Trinny London

Sarah is a Cosmetic Scientist bringing more than ten years of experience in product development, formulation, regulatory compliance, and perfumery to the table. **She combines scientific expertise with market insights to ensure products are safe, compliant, and consumer-focused.**

With a background spanning both brand and service roles, Sarah collaborates across international teams to guide product from concept to launch. She is also **exploring the use of AI and digital tools to drive efficiencies in cosmetic innovation and regulatory processes.**

02



SAFETY & REGULATIONS

Amanda Isom

Regulatory Affairs Director at Bloom
Regulatory

Amanda is an EU and UK regulatory expert with decades of experience in cosmetics compliance. She has worked with major industry and regulatory bodies, **providing guidance on safety standards, ingredient regulations, and global regulatory trends.**

Amanda's expertise helps brands navigate complex European and UK frameworks **while ensuring products meet the highest standard for consumer safety and regulatory compliance.**

03



SAFETY & REGULATIONS

Melanie Benesh

Vice President for Government Affairs at EWG

Melanie is a legislative attorney and **expert in personal care product regulation, chemical policy, and public interest advocacy.** She analyses legislation and regulatory developments to identify gaps that affect consumer safety and environmental protection.

Melanie also teaches a course on public interest advocacy as an adjunct professor at Georgetown University Law Center, **helping train the next generation of leaders in chemical safety, toxicology, and policy reform.**

04



SAFETY & REGULATIONS

Dr. Sara de Mattia & Dr. Andrea Mitarotonda

Founders of ME&theCHEMIST

Sara and Andrea are the founders of ME&theCHEMIST, a cosmetic consultancy lab that provides scientific expertise to brands across formulation, safety, and product development. **Together, they combine deep technical knowledge with practical industry insight** to guide products from concept to market while ensuring regulatory compliance and innovation.

05



SCIENCE & RESEARCH

Seoyeon Kyung

Senior Researcher at Cosmax BTI R&I Center

Seoyeon is celebrated for her **award-winning research on human hair-bearing organoids**, uncovering how stress contributes to hair greying and providing insights that could transform hair care innovation.

Her work exemplifies the fusion of advanced biological methods with practical cosmetic research, advancing both fundamental scientific understanding and real-world formulation possibilities for the beauty industry.

06



SCIENCE & RESEARCH

Faiza Hussain

Founder, Brand Innovator, Head of Research & Product Innovation, & Advisor

Faiza brings over a decade of experience in biotech-led formulations, advancing delivery systems and longevity-focused skincare strategies, **shaping innovations that bridge science and real-world consumer needs.**

A respected speaker, industry judge, and consultant across MENA and Asia, **she shares insights on forward-thinking formulation and scientific integrity** while mentoring the next generation of beauty innovators.



Innovation

Innovation drives the beauty industry forward, redefining what's possible in products, experiences, and technology. These leaders push boundaries, embrace new ideas, and transform the way beauty is created and experienced.

01



TECHNOLOGY

Alexandre Reeber

CEO and co-founder at CORE Biogenesis

Alexandre is **redefining skincare innovation through the biodesign of peptides and proteins**, creating stable, bioavailable, and clinically superior solutions for beauty, wellness, and biopharma.

Since founding CORE Biogenesis in 2020, he has driven the translation of advanced biotechnology into real-world product development, **helping the beauty industry create next-generation, science-led formulations.**

02



TECHNOLOGY

Guive Balooch

Global Vice President: Tech and Open Innovation at L'Oréal

Guive is leading the integration of AI, biotech, and sustainability into product development and beauty technology. **Under his leadership, L'Oréal has launched groundbreaking innovations including HAPTA,** a stabilizing makeup applicator for limited mobility users.

Guive serves on boards and advisory panels for startups in health, biotech, tech and beauty, and **is a sought-after speaker at global tech events,** demonstrating how technology can reshape the beauty industry.

03



TECHNOLOGY

Hazem Sawaf

Managing Director at 7 HOPES London

Hazem leads 7 HOPES London, driving innovation at the intersection of biotech, healthcare, and wellness. With over a decade of experience in the pharmaceutical industry, he combines scientific expertise and market insights **to advance product development, strategy, and operations.**

Passionate about bionanotechnology, Hazem focuses on **solutions that address global challenges, improve human health, and enable next-generation innovations** across beauty, wellness, and healthcare.

04



PRODUCT INNOVATION

Ewelina Aiossa

Founder and General Manager of
TOPICAL SKIN

Ewelina blends cutting-edge science with consumer insight to turn novel technologies into clinically validated, market-leading brands. With over 15 years in scientific skincare, medical marketing, and product innovation, **she has led global brands and driven award-winning product pipelines** across skincare, fragrance, and nutraceuticals.

As founder of TOPICAL SKIN, she leverages oleosome technology to create clean dermaceutical products **that exemplify innovation, efficacy, and responsible formulation.**

05



PRODUCT INNOVATION

Jordi Ayats

Product Director at ALGAKTIV

Jordi leads the development of sustainable, high-performance bioactive ingredients at ALGAKTIV, **creating breakthrough technologies from microalgae** – including patented biomimetic exosomes and upcycled peptides that support skin renewal, elasticity, and overall health.

His work bridges advanced molecular biology with ethical, scalable solutions, **enabling brands to harness next-generation ingredients that deliver both performance and sustainability.**



Most Impactful Marketing Concept

This is a brand-new, one-of-a-kind category celebrating marketing initiatives that truly stand out in the beauty industry. It honors campaigns and concepts that inspire engagement, spark trends, and redefine storytelling, leaving a lasting impact on audiences and the market.

01



AUTHENTIC STORYTELLING

Alejandro Franco

Co-founder and CCO at Kaffe Bueno

Alejandro drives innovation at Kaffe Bueno, a company **transforming coffee by-products into high-performance cosmetic ingredients and functional solutions.**

In 2025, the brand's "We Are Nature" campaign gained attention **for challenging conventional beauty norms**, celebrating natural ingredients, and redefining how sustainability, color, and performance are communicated in the industry.

02



AUTHENTIC STORYTELLING

Tony Abboud

Chief Commercial Officer
at CORE Biogenesis

Tony brings next-generation biotech to life through creative marketing and personal-brand leadership. As CCO at CORE Biogenesis, he amplifies the world's first oleosome-fused biomimetic growth factors, **translating complex science into accessible, engaging content for the skincare industry.**

Known for his active LinkedIn presence, on-camera insights, and innovative webinars, Tony has become the face of the brand, **building thought leadership and driving awareness** while helping brands harness cutting-edge skincare technology.

03



AUTHENTIC STORYTELLING

Dalia Hawley

Founder of Dalia Botanique

Dalia combines nature, sustainability, and storytelling through Dalia Botanique, a skincare brand **designed to restore and protect skin using British botanicals, upcycled ingredients, and minimalist formulations.**

Inspired by her own experiences with weather-damaged skin, she has built a brand where lifestyle, community, and personality shine – from her chickens appearing in campaigns to her playful Naked Gardening Day social media post – making Dalia Botanique a **standout example of creative, memorable marketing in beauty.**



Thank you for celebrating the voices shaping beauty.

We're inspired by every nomination we received and hope this report sparks your imagination, drives new ideas, and reminds us all of the incredible people pushing the industry forward.

Want to be part of next year's list? Nominate someone (or yourself!) at social@covalo.com