



BEAUTY

Breaking Beauty Boundaries

The beauty business is booming, but it's the rule breakers who are setting the standards and the sales records

We are a nation of beauty addicts and last year spent £4 billion on cosmetics, perfume, skincare and body care. But you might be surprised to hear that it's the beauty rule breakers who are grabbing all of the attention. Whilst it's companies like L'Oréal and Estée Lauder who dominate, they are on the lookout for smaller, more creative companies and are fast snapping them up. In the past year IT Cosmetics, Too Faced and Becca have all been bought, joining Frédéric Malle, Killan, Le Labo, GlamGlow and Rodin. So is it any wonder that we are seeing more and more small beauty businesses hitting the high street?

Beauty rebels are driving most of the creativity and cash in beauty right now. DECIEM founder Brandon Truaxe has just shaken up the idea that you only get what you pay for in skincare with the launch of The Ordinary, a range of anti-ageing, high-performance skincare serums and creams that cost between £4.90 and £12. "I knew what active ingredients cost from launching Niod and Hylamide and I was shocked that so many very cheap but very effective ingredients like hyaluronic acid, vitamin C and vitamin B3 could be put in a standard cream and sold for hundreds of pounds," he says. "If I tell you that I still make money on my products, would you ever spend hundreds of pounds on a product again?"

That's a great question from the man who has asked us to stop shampooing our hair the way that we always have, use products called Voicemail Masque, Mastic Must and Hydration Vaccine. "I refuse to believe that people are stupid, that they need to be talked down to and that they can be sold a lie – my customers are better than that and they deserve better than that," says Brandon.

Farah Naz, a cosmetic chemist and founder of EX1, had to break down a massive beauty barrier when she couldn't find a foundation for her olive skin tone. "I was on the quest for a high-quality foundation that matched my olive skin tone. There was a glaring gap in the market for affordably priced foundations that literally micro-matched skin, so as a scientist I started analysing human skin tones. I looked at pigments and formulas that were on the market and I knew that I could do it much, much better. After two years of blood, sweat and R&D, I launched EX1 Cosmetics."

Farah not only saw a gap in the market, she also had to break a few beauty rules. "It's about disrespecting the status quo, challenging authority and raising totally new questions that will spark innovation. No one has ever become a leader by following someone else's path.

Think differently and create the future."

She is not the only one. Perfumer Geza Schoen broke all the rules of perfumery when he created Molecule 01 ten years ago. "Traditionally, perfumes are created as pyramids of notes, with top, middle and base notes, and I thought, 'Why?'. I mean, who says that is the way things have to be?" he says. And so he created Molecule 01 with just one ingredient, Iso E Super, a man-made note thought to mimic human pheromones that smells cool and woody. It is the biggest-selling cult fragrance in the world and he has followed this with eight other scents, including this year's latest, Molecule 04, which is a synthetic sandalwood note, and Escentric 04, a citrus scent with a sandalwood heart.

It's not only cosmetic chemists and perfumers who break beauty boundaries – make-up artists do it too. Matthew Waitesmith worked as a make-up artist for over 40 years, most recently at MAC, before leaving to set up Artis Brushes, the game-changing make-up brushes made with synthetic fibres that are angled directly onto the skin for better application. "Make-up brushes had been the same forever – fur attached to a wooden handle – but I thought why should this

always be the case? Synthetic fibres are more hygienic, they don't harm animals so are cruelty-free, and with just a little thought and ergonomic innovation they can actually make applying make-up easier and leave it looking better on the skin," he says.

Kat Von D, tattoo artist and creator of Sephora's bestselling make-up line agrees: "Why should we do things the same way? There is no need to test on animals, there is no need to copy anyone else. If you are going to create a make-up line or a beauty product, it had better be different, otherwise what's the point? I never thought that the beauty world would embrace me, but the most forward-thinking companies get it. People want something different, new and exciting."

Farah Naz agrees, "There is too much management in the big beauty companies, too much structure, too much order. It overwhelms entrepreneurial culture and is the biggest killer of innovation. Large companies are resistant to change as they are too scared of failure and taking risks. In fact, the real risk lies in keeping things the same."

If you want to support the beauty rebels, then try shopping at BeautyMART, an online destination constantly on the lookout for new, innovative, rule-breaking products. Just recently it launched peel-off lip tints and brow tints and cleanser-free wash cloths. ■

'Large companies are resistant to change as they are too scared of failure and taking risks. In fact the real risk lies in keeping things the same'

BEAUTY

THE RULE BREAKERS

Follow the rebel forces who are bringing a fresh new approach to beauty products. Go on, give them a try...



1. **hif (hair is fabric) Anti-Frizz Support**, £24, from lookfantastic.com 2. **Etude House Tint My Brows Gel**, £12.50, in three shades that you paint on and peel off, from thisisbeautymart.com 3. **Artis Three Brush Set**, £72, from net-a-porter.com 4. **Romantic Bear Long Lasting Lip Color**, £8.50, in six shades, from thisisbeautymart.com 5. **EX1 Invisiwear Liquid Foundation**, £12.50, in 14 shades; visit ex1cosmetics.com 6. **The Ordinary Niacinamide 10% + Zinc 1%**, £5; visit ordinary.com 7. **Byredo Unnamed**, £90; visit byredo.co.uk. British perfumer Ben Gorham celebrates ten years of his cult fragrance brand and allows you to name your own scent by applying your own lettering, so we chose Beauty Rebel obviously. 8. **NIOD Voicemail Masque**, £30; visit niod.com 9. **Escentric 04 by Escentric Molecules**, £77, from Liberty and Harvey Nichols, from April. 10. **Molecule 04 by Escentric Molecules**, £77, from Liberty and Harvey Nichols, from April. 11. **Kat Von D Chrysalis Eyeshadow Palette**, £36, from Debenhams