



Statement beauty looks, as seen on Doechii, Cynthia Erivo, Chappell Roan and at the fall 2025 Lunar and Thom Browne New York Fashion Week presentations, are surging.

Makeup's Mega Moment

Ultra-expressive beauty is having a cultural moment. While the air feels reminiscent of many antiestablishment bygone beauty eras, one thing is clear: this time, the movement looks different on everyone. **BY NOOR LOBAD**

In a seven-second TikTok video uploaded by Doechii last November, the Grammy Award-winning rapper succinctly clears the air.

"OK, so the face tapes are there on purpose — because it's c—nt," she said, referencing her signature on-stage beauty look, which entails two pieces of cosmetic tape placed next to her eyes for a lifting effect, courtesy of makeup artist Dee Carrion.

Rather than being camouflaged by her hair or makeup, Doechii's viral face tapes are meant to be seen — at the Grammys, they're adorned with rhinestones, even.

It's a level of aesthetic transparency aligned with that which the 26-year-old rapper has long exhibited in her flow, particularly on her recent breakthrough album, "Alligator Bites Never Heal," which nabbed the Rap Album of the Year Award at the 2025 Grammy Awards.

More broadly, it aligns with the kind of experimental, referenced approach to beauty that is increasingly manifesting across culture today — from pop star Chappell Roan's avant-garde and drag-inspired looks to Charli XCX's purposely imperfect club girl makeup to the surge in statement beauty seen at New York Fashion Week (think Pat McGrath's hyperreal, fabric-cutout blush at Marc Jacobs; Fara Homid's concealer lips at Sandy Liang; Isamaya Ffrench's feather eyelashes at Thom Browne and so on).

"It's almost like makeup has decided to become completely eclectic again," said MAC global creative director of makeup artistry Terry Barber. "There's as much of a fascination right now with imperfection as there is with perfection — it's this idea of beauty not being an illusion, but it being something real, something raw."

This trend toward statement and nonconformist beauty signifies a shift on multiple levels.

For one, there's a reactionary element to it.

"There's always some form of pushback when it comes to beauty, whether it's 'OK — we're going to do clean girl makeup because the contoured, 2016 makeup look was too heavy,' or, 'now we're going to do over-the-top, statement beauty, because we're so bored of the clean girl.' Social media tends to fuel those pendulum swings further now, too," said beauty

artist and historian Erin Parsons, who has amassed a TikTok following of 2.7 million for her videos chronicling beauty trends throughout the decades.

Added British makeup artist and beauty founder Isamaya Ffrench: "It's this idea of transparency that we're leaning toward — there's been so much in the last five years of just, the fakery of Instagram, and people just don't buy it anymore — they're desperate for realism."

Indeed, a widespread movement away from the one-look-fits-all beauty trends of recent years isn't the only thing fueling today's rise in statement beauty. Like many decade-defining eras before it — for instance, the '60s Black is Beautiful movement or the '70s rise of punk — there is an anti-establishment aspect to the boom in self-expression.

"When you talk about Chappell Roan today, I flash back to early Elton John, who also pushed back against norms, or David Bowie; Patti LaBelle & the Bluebells, who were very futuristic when it came to their makeup," said makeup artist D'angelo Thompson, whose clients have included Aretha Franklin, Ashanti, Heidi Klum and more. "You can see how it's political: it's a way of saying — excuse my French — 'F—ck you' to the establishment, 'I'm going to look how I want, I'm going to perform how I want and I'm still going to be a winner.'"

As Roan, who won the award for Best New Artist at the 2025 Grammys and often pays homage to drag artists like Sasha Colby and Divine in her looks, put it in Sephora and Hulu's "Faces of Music" docuseries: "Being a woman in pop does not mean it has to be slick and clean — I decided I'm going to build myself off of being a messy, campy, raunchy, thrift-store pop star...it's going to be undeniable that I'm gay, and there's nothing wrong with that."

Roan, whose recent looks have been crafted by makeup artists Andrew Dahling, Nick Lennon and "Euphoria" makeup artist Donni Davy, also cites musicians like Lady Gaga, Nicki Minaj and Kesha as inspirations for her subversive approach to beauty.

"Statement beauty is a way to get, and maybe to keep, people's attention, because they're interested to see what you're going to do next — that's something Gaga really excelled at when she emerged," said Parsons.

But statement beauty doesn't only

come in the form of a full face of makeup.

Actress and longtime beauty icon Pamela Anderson's stark 2023 pivot toward a natural, barefaced look is also one that sends a message. "I feel powerful right now when everything is very pared down; I like to see my freckles, I like when my hair isn't done," the actress previously told WWD.

"Maybe people wouldn't care as much if it was anybody else, but because [Anderson] wore so much makeup, because she was the reason we all tweezed our eyebrows out in the '90s — that's what makes it a statement," said Parsons.

To that end, statement beauty today isn't about a singular prevailing trend or look — rather it's, as Barber put it, "a melting pot of influences — everybody wants their own signature, their own stamp on beauty."

"There's a generation now which is trying to bring youth back — because it felt like youth disappeared for a while," he continued, pointing to the seeming post-COVID-19 return of club culture last summer, a period widely referred to as "brat summer" in honor of Charli XCX's chart-topping, messy-girl, club-anthem-filled "brat" album which dropped in June.

"There's a generation which are interested in youth and also being hedonistic — only thinking in the moment and not caring how others perceive them, not looking how they're meant to look; there's a smugness and a bit of a worn-in feel that comes into the beauty conversation now. It feels like how we were as a

generation of kids in the '80s," Barber said.

As makeup artist and founder Pat McGrath put it: "We're witnessing a renaissance of unbridled creativity — of makeup as identity, as performance, as storytelling. And we need it. After years of minimalism, there's a hunger for spectacle, for transformation; for beauty that demands to be seen. This movement is about joy, and about embracing artistry in real life."

This ethos is translating on a product level, too. For one, McGrath recently released a limited-edition, \$38 peel-off mask meant to allow consumers to recreate the viral, porcelain doll-like makeup look she created for the Maison Margiela Couture spring 2024 runway show — in just one step.

At Mecca, which is Australia's largest beauty retailer, a similar effect is taking hold.

"The democratization of artistry is becoming more of a driver of interest within the makeup category," said Marita Burke, chief Mecca-maginations officer, adding that artist-led brands such as Westman Atelier, Davy's Half Magic and Violette FR are seeing particular success. "Expertise as a differentiating factor is becoming more and more important; brands that have artistry as their form of genius are really being embraced by our makeup artists and customers."

The retailer, which operates more than 100 stores across Australia and New Zealand, has seen a surge in demand for its signature masterclasses hosted by founders and artists such as Gucci Westman and Rae Morris. "Customers want more education — they want more access to be able to drive their own personal mastery," continued Burke, adding, "there isn't one particular look defining the industry right now; it's the vibe behind the look, the moment behind the look. It's, 'what am I channeling today, and how will I use beauty to get there?'"

Another brand making artistry accessible is Haus Labs by Lady Gaga, which sells at Sephora and is known for offering clean yet high-payoff products, such as its viral cream and powder blushes which come in red, pink and lavender shades.

"You often don't see beauty brands that are clean yet full of pigment — something that has the kind of staying power for Gaga to be able to wear it on stage," said Sarah Tanno, Haus Labs global artistry director and personal makeup artist to Lady Gaga of more than a decade.

"Makeup should be playful; it shouldn't be something that you overthink or that needs to be 'right,'" she added of why statement beauty is resonating today. "When things get a little tough in the world, that kind of artistry and expression and pushing yourself out of your comfort zone can feel celebratory — it's self care."

Sabrina Carpenter, Beyoncé, Lady Gaga, Charli XCX and Rihanna.



Amika products.



Fenty Beauty, Medicube Among Top Skin Care Brands on TikTok Shop

A breakdown of the top 10 skin care brands by TikTok Shop sales in January, per Charm.io.

BY NOOR LOBAD

The TikTok “ban” that never quite was hasn’t slowed sales on the platform’s commerce arm.

In fact, data from Charm.io shows sales on TikTok Shop increased – both in general merchandise and in beauty specifically – on Jan. 19, the day the proposed ban was meant to take effect. While the app did go dark the evening of Jan. 18, access was restored a little more than 12 hours later – and users wasted little time getting back to perusing the virtual aisles.

For the month of January as a whole, the skin care brands that dominated on the platform were a varied bunch. Among them: K-beauty favorites like Medicube and Anua; The Ordinary; Rihanna’s Fenty Beauty, which is a more recent riser, and notably, Terra Lotus, known for its beef tallow balm.

Medicube was the number-one brand for the month, logging \$2.7 million in revenue.

While the brand first became popular in the U.S. in 2023 for its \$240, celebrity-loved LED and microcurrent facial wand, its skin care products have recently risen to the fore as a more accessible entry point. Today, Medicube’s “glass skin” bundle, which includes a foam cleanser, pore pads, an “exosome shot” serum and more, is the brand’s most popular offering via TikTok.

Single-dose hyaluronic acid serums by WNP Skincare – a brand which emerged both on Amazon and TikTok Shop in December 2024 – have also been booming, costing just under \$30 for a 30-day supply. Meanwhile, in tandem with the late-2024 beef tallow trend, Terra Lotus’ Tallow Honey Balm, \$20, has taken the number-five position.

Interest in the offering, as well as beef-fat-powered skin care in general, has surged as natural skin care enthusiasts have championed its purported moisturizing and acne-reducing benefits online.

On the prestige beauty front, Rihanna’s Fenty Beauty has been having a moment on the platform, with its \$37 Perfect Puck’r Hydrating Lip Care Duo emerging as the brand’s top seller for January. This follows the longtime success of fellow LVMH Moët Hennessy Louis Vuitton-owned Benefit Cosmetics on TikTok Shop.

The top 10 beauty brands by influencer MIV during the first half of 2024, per Launchmetrics.		
1		Medicube \$2.7 million Items sold: 86,140 Top product: Affordable Glass Glow Skincare Set
2		WNP Skincare \$1.6 million Items sold: 44,476 Top product: 3% Hyaluronic Acid Serum
3		Anua Store U.S. \$1.5 million Items sold: 37,069 Top product: Ultimate Skincare Routine Set
4		FrenchPharmacy \$776,271 Items sold: 26,232 Top product: A313 Vitamin A Pomme
5		Terra Lotus \$722,084 Items sold: 42,179 Top product: Organic Grass-Fed Beef Tallow Balm
6		The Ordinary \$714,709 Items sold: 56,274 Top product: The Acne Set
7		VGO Beauty \$672,683 Items sold: 18,024 Top product: VGO Skincare 5-step Routine Skincare Set
8		Fenty Beauty \$647,453 Items sold: 17,624 Top product: Perfect Puck'r Hydrating Lip Care Duo
9		Cocomint Beauty \$605,855 Items sold: 31,873 Top product: Sungboon Editor Deep Collagen Power Boosting Mask
10		Drmtlgy \$528,806 Items sold: 19,415 Top product: Luminous Eye Corrector SPF 41

Bansk Beauty Refreshes Branding

The parent company of Amika, Eva NYC and Ethique is rebranding as the vision for the platform manifests.

BY JAMES MANSON

As Bansk Group’s vision for its beauty portfolio comes into focus, the brands are now grouped under a newly named umbrella.

The division is now called Bansk Beauty, which differentiates it from Bansk’s pet, home care and food and beverage businesses. The idea is to “have an identity that was a bit more focused around beauty,” said group chief executive officer Reuben Carranza. “We’re a part of Bansk, but this allows us to be very specific in how we talk to and speak about what it means to be a portfolio brand, founder and leader.”

Carranza said the business is strong across its three brands, which he’s aiming to broaden in scope to all other beauty categories. “We don’t bring brands into the portfolio unless we know they have a performance trajectory,” he said. “We’re not starting with brands that are doing \$5 million. These are brands that are already scalable in size, they’re doing above \$50 million in revenue, and they’ve got a track record of delivering.”

For Bansk Beauty, Carranza thinks of business strategy and leadership style as inextricably linked. “Building culture is important, culture is driven by leadership,” he said. “Our focus is on great brands, great people on the brands, and it’s not just an execution of an investment thesis.”

That thinking is present at Bansk from the top on down. “It’s really led by brand builders,” Carranza said, nodding to chairman Bart Becht’s history at Reckitt Benckiser Group plc and Coty majority owner JAB. “There are some fundamental things that are important to us – talent development, top talent identification, cross-pollination of talent. We look at opportunities to collaborate and to leverage scale. We connect those dots, but all with the same playbook in mind.”

Is Ren Clean Skincare's Demise Imminent?

A memo to partners acquired by WWD from an industry source says the brand is undergoing a strategic review. **BY JENNIFER WEIL**

PARIS — The fate of Ren Clean Skincare has hung in the balance for a while, but a memo recently sent to the brand's partners seen by WWD gives a hint at what's next to come.

A memo dated late February from parent company Unilever addresses partners and outlines what is called "an important development" for the brand.

"As part of our efforts to navigate current challenges, we have entered a collective consultation process with our employees and their representatives," the memo reads. "This involves reviewing our operations to determine the best path forward for the business."

The memo emphasizes that "no final decisions have been made," but that Unilever is "committed to transparency and wanted to inform you at the earliest opportunity."

The language is vague but leaves open the possibility of the brand potentially being shuttered.

When asked to comment on the memo, a Unilever spokesperson said: "We have shared with our employees that we are undertaking a strategic review of the future of the Ren Clean Skincare brand. As part of this, we have set out some proposed plans which are now subject to consultation. No final decisions have been made and we recognize that this is an unsettling time for employees, and we will do what we can to support them during the consultation process."

In its memo to partners, Unilever wrote that it remains committed to trying to

supply Ren products and to meeting its commitments, while aiming to sustain uninterrupted service.

"We will keep you updated on any developments that may affect our partnership," Unilever wrote.

Unilever — and the beauty industry — are undergoing sea changes, which are likely contributors to Ren's fate.

In late February, in a surprise announcement that sent shockwaves through the industry, Unilever said its chief executive officer Hein Schumacher was exiting the company after less than two years in the job.

The phrase, "We committed to doing fewer things, better and with greater impact," became Schumacher's mantra during his short tenure. On his watch, Unilever decided to separate the ice cream business, which will be separated by way of a demerger expected by the end of this year.

Fernando Fernandez, Unilever's chief financial officer and executive director, replaced Schumacher. Prior to becoming CFO in January 2024, Fernandez had a successful tenure as president of beauty and well-being, among Unilever's fastest-growing businesses.

At the time of the CEO announcement, Fernandez said in a statement that Unilever will now concentrate "on building a future-fit portfolio with an attractive growth footprint and delivering unmatched functional and perceivable superiority across our top 30 power brands."

Such brands generally generate upward of 1 billion euros annually. The prestige



Ren Clean Skincare

division has two brands knocking on the door of that status: Dermalogica and Paula's Choice. Five brands exceed \$100 million in sales — Murad, Living Proof, Tatcha, Hourglass and K-18, while Ren, Kate Somerville and Garancia, are thought to make less than \$50 million annually.

It had been said that Unilever was shopping around some of its prestige brands, including Ren and Kate Somerville, as part of the consumer giant's wider efforts to streamline operations, boost profits and deliver more value to shareholders.

In mid-June 2024 it was announced Vasiliki Petrou, who assembled the then 1.4 billion-euro prestige division through an M&A-based strategy over a decade, was leaving the company. She was succeeded by Mary Carmen Gasco-Buisson.

Unilever acquired Ren Skincare in May 2015. The British brand had been created 15 years earlier by Antony Buck and Robert Calcraft. It positioned itself in the naturals category, which had by the time of its acquisition become among the

fastest-growing skin care segments globally.

The brand's premium positioning complemented Unilever's burgeoning prestige beauty portfolio, and the multinational planned to build on Ren's global potential.

By the time of its purchase by Unilever, Ren had built a committed consumer base around the motto of "performance; purity; pleasure."

The range of high-performance skin care was at the time predominantly in specialty stores and pharmacies, then branched out to perfumeries and department stores, as well.

The natural and clean beauty space has become ever more competitive, with many brands trying to find their footing in the crowded space today.

Most recently, Ren — which had added "Clean" as part of its moniker — was doubling down on its Clean to Planet positioning. The company had met its zero-waste promise by the end of 2021, with its packaging fully recycled, recyclable or reusable.

Lisa Price



L'Oréal USA Sells Carol's Daughter

Founder Lisa Price is named president and takes an equity stake as part of the deal. **BY KATHRYN HOPKINS**

After a decade under its ownership, L'Oréal USA has sold Carol's Daughter to an unnamed independent beauty entrepreneur.

The brand's founder Lisa Price will take on the role as president and has an equity stake in the deal. Other terms of the deal were not disclosed.

"We are proud of Carol's Daughter's long legacy and the transformative impact it has had on the beauty industry," said David Greenberg, chief executive officer at L'Oréal USA. "At the heart of this legacy is Lisa Price, an entrepreneur who has always been ahead of her time and has built Carol's Daughter into a beloved brand that has honored and celebrated women of color for decades. We are confident that, with Lisa Price as president and the support of its new partner, Carol's Daughter will continue to thrive for years to come."

Price founded the textured hair brand in her Brooklyn kitchen in 1993 and L'Oréal USA acquired it in 2014 for an undisclosed sum. Under L'Oréal USA's ownership, Price noted that the brand had significantly increased distribution from around 3,000 doors in 2014, reached a wider audience and expanded into Canada.

In an exclusive interview with WWD,

Price said: "I have all the feelings at the same time, because there's definitely excitement about being independent again, but L'Oréal has been so great."

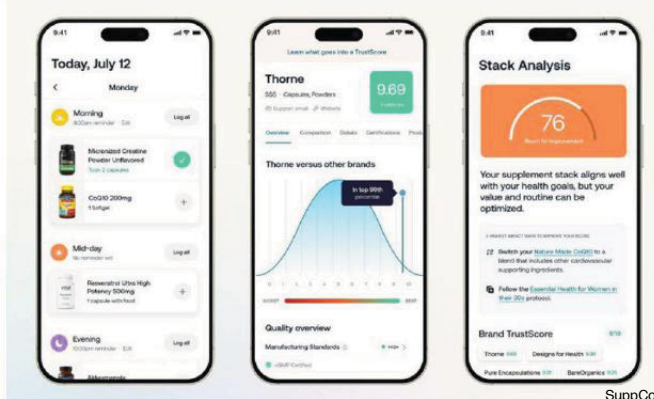
There's sadness that these people that have become like family in the past 10 years, some of them I won't be seeing on a regular basis. I feel like someone who has always done a thing, and then got to go to school and really, really learn the thing, and now I get to do it again on my own with all of this education and knowledge. So it's pretty fantastic."

Price did not know if the whole team would follow her: "People will be given the option because some people come to work at a company like L'Oréal because they want to work at a big beauty company. They want to have a career that spans from hair to makeup to skin care, and they may not want to come and work for an independent brand," she said, "but those who want to come are more than welcome."

For now, Price is planning to continue innovating, while being more nimble. "Sometimes it's hard to react quickly to things in a really big company. I have so much more information now, so much more knowledge."

SuppCo App Tracks Supplement Brands' Cleanliness, Efficacy and More

Entrepreneur Steve Martocci launched the app in October 2024, which allows users to track their supplement routine and discover the trustworthiness of brands. BY EMILY BURNS



SuppCo

Sorting through hundreds of thousands of supplements is a seemingly impossible task but one that the app SuppCo is looking to solve.

Launched by Steve Martocci, the app allows users to track their supplement routines, discover the efficacy of their stack based on specific goals they input — each user is scored out of 100 on how effective their stack is — and explore the trustworthiness of certain brands. According to Nielsen IQ, total vitamins, minerals and supplements omnichannel sales in the United States exceeded \$35

billion in a recent one year period, having grown 18 percent since the previous year.

Currently, the app tracks 8,000 brands and nearly 200,000 products. It provides a trust score out of 10, based on manufacturing standards, certifications and ingredient quality for several hundred brands with many more on the way. Currently, the app attracts approximately 1,000 new users each day.

"It's a platform to help people make sense of supplements," said Martocci.

Currently, the app is free and monetizes via affiliate revenue, though Martocci plans

to launch a premium version with added features for an additional cost.

Prior to starting SuppCo, Martocci, a serial entrepreneur, started companies like GroupMe, Blade and Splice. However, he'd always struggled with his health and weight. After selling GroupMe, he began seeing a functional medicine doctor, who put him on a regimen of supplements and prescriptions, which helped him regain his health and ultimately sparked the idea for SuppCo. After reaching his health goals, people began asking Martocci what he did and he started sharing a document of everything he was doing and taking.

"It would inspire [people] that there's stuff out there. Over the last decade, you continue to watch how much sharing of supplement routines has become zeitgeist," he said. "I wanted to build the ability to share and optimize your supplement stack."

While SuppCo was built on this idea of sharing routines, Martocci's ultimate goal is to cut down on the noise in the space and streamline supplements for consumers.

"You can be taking the wrong thing. Some influencers are telling you one thing, and it's totally contradictory to what the other influencers are saying. Your doctor's like, 'Don't take anything,' and you're just like, 'How do I make sense of this?'" he said. "We're on this mission to help people figure out what to take, which products to buy and clean up a space that has so many trust issues."

To provide additional education, the platform can make suggestions on what a user might be missing from their routine based on their goals, which span heart health, longevity and immunity. In addition, users can find stacks built for specific cohorts or concerns, such as Essential Women's Hormone Support or Essential Energy Support.

While there's thousands of brands and products to explore, there are highlights that have been topping the charts. According to the team, the most stacked products on the app currently are Seed DS-01 Daily Synbiotic, \$50; Thorne Creatine, \$43; Pure Encapsulations Magnesium, \$12; AG1 The Pouch, \$79, and Armra Colostrum, \$110. According to Martocci, brands have been eager to share information with the team and work toward updating their scores on the platform.

As similar platforms have gained traction in the beauty and food space, such as EWG's Skin Deep and Yuka, some users have expressed feelings of anxiety after learning their products might have toxic ingredients or aren't as trustworthy as others. To this, Martocci tells people not to freak out.

"The good news is just being aware of any of this stuff is a step in the right direction," he said. "That anxiety might come... [but] the answer's on the platform."

Next up for SuppCo: Refining the trustworthiness scores, adding scoring for more brands and an ability for users to explore different supplement stacks from experts and potentially influencers and celebrities.

According to Martocci, the biggest challenge was developing a way to score the brands and products on their trustworthiness, a feature that will become more specific over time.

L'Oréal, Retailers Team Up to Promote Sun

A new campaign that will roll out in stores and across social media will up the ante on skin care education. BY FAYE BROOKMAN

CVS and Walgreens — longtime rivals on street corners across America — are putting competition aside to promote sun care safety, joining forces with other major retailers for a common cause.

The nation's biggest drugstore chains are joining Ulta Beauty, Meijer, Hy-Vee, several dermatologists and The Skin Cancer Foundation to support an unbranded campaign called Sun Responsibly.

The concept emerged from L'Oréal's Dermatology and Retail Alliance event when retailers called for a unified approach to amplify the need for greater sun safety. Damien Favre, the newly minted president of L'Oréal Dermatological Beauty, L'Oréal USA, emphasized how the campaign aligns with the division's mission to pioneer sustainable and life-changing dermatological solutions for all. "But this campaign goes beyond innovative product development," he said. "LDB is championing collaboration between dermatologists and retailers to ensure expert skin health guidance to address this public health concern and contribute to skin cancer prevention."

Gina Daley, assistant vice president integrated health at L'Oréal Dermatological Beauty, added, "The U.S. health care system spends \$8.9 billion per year treating skin cancer. Recognizing the limited accessibility to dermatologists and their expertise, we need supplemental channels to promote the importance of daily sun protection." The creative will be previewed Friday at the American Academy of Dermatology Annual Meeting in Orlando, Fla.

The campaign spans social media and retail stores, and is receiving support from The Skin Cancer Foundation. "By leveraging media, social platforms and a strong presence in doctors' offices, we aim to maximize the reach of the Sun Responsibly message," Daley said. The goal is to inspire brands beyond CeraVe and LaRoche-Posay to join the movement, as well.

Penny Coy, Ulta Beauty's senior vice president, merchandising, skin care, body care, hair care and wellness was an early adopter. "When we first learned about the Sun Responsibly campaign from our partners at L'Oréal, we knew it was going to become a powerful and unifying initiative to spread research-backed information on sun protection," she said.

Carolina Howski, senior director, divisional merchandising manager, beauty at Walgreens added, "All retailers and dermatologists agree on this opportunity to educate people on the benefits of protecting their skin from the sun."

Michelle LeBlanc, vice president of merchandising for beauty, personal care and Hispanic Center of Excellence at CVS Health, said the campaign dovetails with its efforts such as removing products with an SPF below 15 and eliminating parabens, phthalates and the most prevalent formaldehyde-releasing preservatives from CVS Store Brand product lines. "It's a powerful yet simple message: Sun Responsibly. Just two words that help encourage everyday sun protection and foster lifelong sun safety habits," she said.

Rather than scare tactics, the initiative presents the positives of safely enjoying

the sun. "The Sun Responsibly campaign emphasizes it is possible to enjoy a sunny day while still taking care of your skin," said dermatologist Clifford Perlis.

According to The Skin Cancer Foundation, one in five Americans will develop skin cancer by the age of 70; more than two people die of skin cancer in the U.S. every hour, according to Deborah S. Sarnoff, MD, and president of the foundation.

"In a world where misinformation around health topics is common, this united effort allows us to combat potential confusion on a wider scale and show up as one voice to make a clear, meaningful impact on consumers," LeBlanc said.

The falsehoods spread on social include everything from using SPF as a contouring technique to suggestions sun protection causes rather than prevents cancer.

"The craziest misconception is thinking you don't need to wear sunscreen every single day. But you do — even on cloudy days, UV rays can reach your skin and cause damage," said Walgreens' group vice president, general merchandise manager, health and beauty Heather Hughes.

Sun care is a strong performer across trade channels, but there is money left on the table. According to Circana, mass market sun care sales hit \$2.5 billion in 2024, up 3 percent; prestige sales jumped 11 percent to \$539.3 million. Retailers said that education surrounding consistent and year-round usage can propel sales.

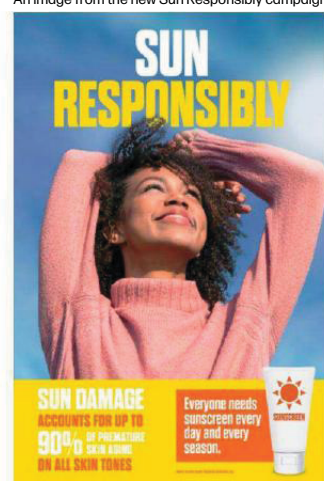
Retailers have plans to amplify the campaign. "From May to July, customers can expect to see the 'Sun Responsibly' campaign come to life in Walgreens stores

and digital channels. Signage will be displayed in beauty aisles and in all stores with beauty and wellness consultants, helping to reinforce the importance of sun protection," Howski said.

Ulta will highlight key researched-backed insights and efficacious SPF solutions from La Roche-Posay, to reinforce the importance of daily sun protection. "We'll also integrate some key messages from the campaign into our sun care display throughout the summer months, which will house our top SPF products across multiple brands, in addition to digital amplification across our owned channels," Coy said.

"Our hope is that sun responsibility becomes a movement, not just a seasonal campaign," she said.

An image from the new Sun Responsibly campaign.



Celebrating Beauty Inc's List Of the Top 100 Hair Products

The party celebrated the 100 greatest hair products of all time, as voted on by industry insiders and executives.

BY JAMES MANSO PHOTOGRAPHS BY ALLIE JOSEPH

One might call it a good hair day when the category's leading executives all get under one roof together.

On Feb. 25, the Estée Lauder Cos.' Jane Hertzmark Hudis, Fekkai's Tennille Kopiasz, MAV Brands' Serge Jureidini, Olaplex's Katie Gohman and more gathered at the Times Square Edition Hotel to celebrate WWD Beauty Inc's list of the greatest hair products of all time.

"There's nothing like a great hair day to make you feel like anything is possible," said Penny Coy of Ulta Beauty, which sponsored the event, when toasting

attendees. "It's innovators like you that are shaping this exciting category and helping empower us to deliver a best-in-class assortment that fuels discovery and help our guests reach their beauty goals."

To that end, the products voted onto the list by hundreds of industry savants spanned categories, geographies and brand types, from a hairbrush developed in 1885 to a treatment mask that only launched last year.

Here, a look inside the cocktail party celebrating the 2025 greatest hair care products of all time.



Penny Coy



Serge Jureidini



Katie Gohman and Lavinia Popescu



Jen Chamberlain, Jenl Thomas and Sarah Pasquini



Erin Endres



David Hutchinson, Shane Wolf, Jane Hertzmark Hudis, Susie Aminian and Corey Reese



Alexandra Fernandez and Celina Deluca



Michelle Chandler and Ruby Fyle



Jill Eisenstadt-Chayet

Ariana Grande



Margaret Qualley



Miley Cyrus

The Best Beauty Looks At the 2025 Oscars

Attendees opted for glowy yet neutral makeup with glamorous hair looks. BY EMILY BURNS AND JAMES MANSO

PHOTOGRAPHS BY LEXIE MORELAND AND JC OLIVERA

At this year's Oscars, the stars ditched some of the bolder looks sported at other awards shows throughout the season and opted for minimalist glam.

When it came to hair, the styles, as plentiful as the talent on the red carpet, ranged from Miley Cyrus' loose waves to the close crop on Emma Stone. Demi Moore showcased her waist-length waves and signature middle part, while Zoe Saldña married the middle part with shoulder-length soft waves. Meanwhile, updos were also on trend, shown best on Elle Fanning and Margaret Qualley. Frontally, Qualley's slicked-back hair mirrored that of Ariana Grande, but a quick turn showed an intricate pin-up that allowed her to showcase her plunging diamond necklace and backless dress.

While the hair looks were varied, the stars kept things a bit minimalistic compared to some of the bolder looks sported at other shows this awards season. Ditto with the makeup.

Celebrities swapped the bold lips for soft

pink pouts. Grande opted for a cool-toned light, glossy version, while Moore, Selena Gomez, Saldña and Rachel Sennott went for a more neutral "your lips but better" look. Meanwhile, Qualley opted for a slightly deeper pink hue.

While most eye looks remained neutral, some stood out, notably Fanning's and Mikey Madison's bold cat eyes and Rachel Zegler's bronze-y smoky eye courtesy of Dior. Nail looks were similarly minimalist, though Cynthia Erivo stood out with her signature ultra-long manicure, this time with gold and green accents.

As for skin prep, which has become viral on TikTok, it was on full display for many, including Scarlett Johansson whose skin was prepped using her own skin care brand The Outset. Additionally, Iván Pol, known for his proprietary radiofrequency treatment called The Beauty Sandwich, prepped Stone, Ana de Armas, Penelope Cruz and Mindy Kaling for the awards show.

Here, a look at the best beauty looks at the 2025 Oscars.



Cynthia Erivo



Omar Apollo



Zoe Saldña



Selena Gomez



Demi Moore