

## **Beauty & Money Summit LA to connect independent beauty brands with investors**

*Summit taking place in LA will bring together independent beauty brands from California and beyond with investors from multinational beauty brands and financial institutions investing in the beauty industry*

**Los Angeles – 01/23/2018** – The Beauty & Money Summit will be coming to Los Angeles in April 2018. The Summit is the only dedicated event connecting independent beauty brands with strategic buyers and financial buyers. The Summit launches in Los Angeles after a highly successful New York Summit which took place in September 2017.

The Summit comes at a good time as the beauty industry is experiencing substantial mergers and acquisitions (M&A) activity and it is forecast that global cosmetic sales are set to reach \$675 billion by 2020. There have been more M&A transactions at valuations over 4x revenue in the last 18 months than in the previous 15 years combined.

Building on this, the Summit is tailored to make meetings between independent beauty brands and investors as effective and efficient as possible. Independent beauty brands have the opportunity to present to investors as part of the Beauty Spotlight, where 12 companies handpicked by industry experts are given the chance to present their businesses on the main stage of the Summit, introducing themselves to many potential investors.

Stephanie Jaczniakowska-McGirr, Conference Director for the Beauty & Money Summit Los Angeles said: “I am really pleased to be bringing the Beauty & Money Summit to Los Angeles. We understand the West Coast has many independent beauty brands who can benefit from showcasing themselves to the investors that will be attending the Summit.”

Independent beauty brands will also enjoy the chance to benefit from a half day workshop proceeding the main Summit. The workshop “Financing 101” will help ambitious brands better understand the opportunities available to them, sessions at the workshop include:

- What to look for in an investor
- Most appropriate investor at each stage of growth
- Different deal structures and how not to get a bad deal
- Pitching do’s and don’ts
- What investors are looking for in a brand

The Summit also provides many other promotional and networking opportunities for the independent beauty brands that attend. The Summit is based around networking and the meeting platform means each attendee will have the chance to have up to 13 pre-scheduled one to one meetings on top of the informal networking that is an integral benefit of the Summit.

Rich Gersten, Partner, Tengram Capital Partners said: “The Beauty & Money Summit is a great event to bring together capital sources and companies seeking capital. The ability to meet so many interesting brands in a short time period is so efficient.”

Lauren Antion from Intrepid Investment Bankers attended the New York Summit and said afterwards: “The Beauty & Money Summit successfully drew together a well-curated group of strategic buyers, acquisitive private equity firms, value added research firms, specialty investment banks and indie beauty brands in a format that allowed for attendees to build helpful relationships within the industry.”

Maegan Scarlett, oVertone who is attending the Summit again after previously going to the New York one said: "The Summit was really valuable, the speakers were fantastic and the speed dating concept was a great way to network."

Attendees to the New York Summit included such brands as L'Oréal, Coty, Estée Lauder and Johnson & Johnson, Unilever Ventures, CVC Capital Partners, Deloitte and JPMorgan as well as many independent beauty brands.

If you'd like to join these brands at the Summit you can find out more about the speakers and agenda [here](#).

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