

Indie Brands Surprise, Delight and Push Boundaries



Get your invitation

Whether it's new product forms, unique approaches to packaging, alternative distribution options or the search for "clean" ingredients, indie brands remind us **we are only limited by our own imagination.**

An innovative method for caring for skin and an ingenious resource for product information, the founders invited to MakeUp in New York have fascinating stories to tell.

The Indie category shows no signs of slowing.

Looking at growth, merger & acquisition or investment level, the category continues to defy the odds. **How long can this last?**

Join us for insights and observations with a panel of 3 indie founders from different categories with different points of view. How do they continue to find the inspiration, momentum, energy and funding in a crowded field? How do they create and connect with their community?

It's a 24/7 job, juggling priorities, managing the business, staying focused and keeping the ideas coming. **These 3 have a lot to say.**

Keynote and round table moderated by **Karen Young**, **THE YOUNG GROUP** with the participation of:

- **Kate McLeod**, Founder and CEO, **THE BODY STONES**
- **Sabrina Noorani**, Founder and CEO, **CLEAR FOR ME**

• **Angelique Velez**, Founder and CEO, **BREAKUPS TO MAKEUP**



**"Indie Brands
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and Push Boundaries"**



Wednesday September 11th, 2019
11:45am - 12:30pm

**More info
about the conferences**

Podcast episode

**Discover the podcast BEAUTY IS YOUR BUSINESS
Ira Green of Freedom Deodorant - A Path to Freedom and Opportunity**

<https://mmn.one/biyb-freedom>

When a single mother of three girls had three friends with breast cancer, she learned that their doctors stressed using natural products on the body. After being unable to find a natural deodorant that worked for her, she decided to invent one herself and started by mixing up formulas in her kitchen. She took her new product, which is human-tested to ensure effectiveness, and natural enough to be safe from spa door to spa door on the Las Vegas Strip until she found a buyer at the very last door she knocked on.

Now, Ira Kaganovsky - Green, Founder and CEO of Freedom Deodorant has created a company that's on a rocket trip, including a recent success on QVC. She joins Karen Moon and April Franzino on "Beauty Is Your Business" podcast to share how she's built this dynamo of a business; pushing past what could have been a business disaster; the realities and challenges

of raising funds as a female entrepreneur; how she turns noes into yeses; and her mission to change the landscape for all women in business.

Hot news

The 3 hot news selected by the MakeUp in Team*:

Millie Bobby Brown Is Launching Her Own Beauty Brand For Gen Z

<https://www.elle.com/uk/beauty/make-up/a28757910/millie-bobby-brown-launching-beauty-brand/>

Deliveroo branches out into cosmetics with benefit deal

<https://www.globalcosmeticsnews.com/deliveroo-branches-out-into-cosmetics-with-benefit-deal/>

Selena Gomez Is joining the celebrity beauty club.

<https://www.harpersbazaar.com/beauty/a28691718/selena-gomez-beauty-makeup-line/>

** let us know which one is yours.....*