

## From joints to a lifestyle movement: the rise of the cannabis economy



Get your invitation

Cannabis is undergoing a massive rebrand, shedding its stoner image to become part of a chic, wellness-forward lifestyle. As the plant loses its stigma, it also loses its stereotypes.

Far from its basement-dwelling connotations, cannabis today has been fully rebranded as a lifestyle product. And like most of today's lifestyle brands, it's sleek, ambitious, and increasingly appealing to demographics well beyond its roots.

Come and discover the intricate details and opportunities of this new trendy product at **MakeUp in New York, the 11&12 September at Center415.**



“From joints to a  
lifestyle movement:  
The rise of the  
cannabis economy”



Wednesday September 11th, 2019  
4:15pm - 5:00pm

Conference by **Emily Safian-Demers,**  
Trends Analyst at **JWT Innovation Group,**  
**WUNDERMAN THOMPSON GROUP**

[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.

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## 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....*