

# WHO'S 2023 *who* in Natural Beauty

## Who are today's most influential leaders in natural beauty?

Over the next few pages prepare to find out as we run through the personalities who have helped make plant-powered skincare the world-changing sector it is today. Along the way you'll meet ambitious entrepreneurs, exacting formulators and rigorous regulators. We'll also highlight industry cheerleaders, thought leaders and tireless advocates.

They're a diverse bunch – but they all have one thing in common: every one of them was voted for by

you. Thank you so much for your time and consideration. Because we don't rely on judging panels, we can be sure that our Top 25 list is created by the industry, for the industry. And for 2023, this is who you chose to represent it.

We hope you'll join us in raising a glass of something sparkling and organic to all of our winners. With their forward-thinking ethos, style and passion the natural beauty sector is sure to soar into a cleaner, more ethical and sustainable future.

1

### THE WELEDA LEADER

JAYN STERLAND,  
MANAGING DIRECTOR, WELEDA UK

For over a decade now Jayn Sterland has ploughed her energy into the brand she loves, helping to drive the beauty industry towards social and environmental responsibility and more sustainable business practices. It's a mission she continues in her work as a public speaker and columnist, while still offering her time and expertise to groups such as the B Corp Beauty Coalition, the Sustainable Beauty Coalition (which she chaired for over two years) and the British Beauty Council, where she now holds the position of pillar president (ESG). Hers is an ethics-led approach that has made Weleda a cherished must-have for conscious consumers across the UK, as well as a retailer favourite. It's also made her a worthy regular in our Top 25. Congratulations Jayn!





2

### THE FIRST FAMILY

ALEX AND KIM BARANI, CO-FOUNDERS, KINETIC NATURAL PRODUCTS DISTRIBUTOR



Brothers Alex and Kim Barani reached the impressive milestone of 30 years in business in 2023. Known for their passion, vision and pioneering spirit, the duo's powerhouse company continues to move with the times. Today the brothers find themselves working in long-standing relationships with natural beauty giants such as New Zealand's scientific skincare brand Antipodes, US-based JASON, Avalon Organics and Alba Botanica. "Our greatest accomplishment over the last 12 months is undoubtedly our alliance with Beauty Kitchen," says Kim. "Now seemed the right time for us to take on a homegrown brand, especially one whose core values resonate so strongly with what we strive for."

3

### THE BIO-LUXE LEGEND

ANABEL KINDERSLEY, CO-OWNER, NEAL'S YARD REMEDIES

Neal's Yard Remedies is a rarity in modern beauty retail: a cherishable upmarket brand which eschews greenwashing in favour of natural and sustainable style. As befits a homeopath, the range efficiently meets skin's needs with ingredients that promote wellness and help fans feel nurtured. "We wanted to use Neal's Yard Remedies as an opportunity to demonstrate that business could be done sustainably and ethically and really push the message that organic works through our products and the way we do business," says Anabel. It's a testament to her vision that she's succeeded on such a huge scale, while finding the time to tirelessly defend the natural world and protect biodiversity with her Stand by Bees campaign.



4

### THE BEAUTY FLAG-BEARER

MILLIE KENDALL OBE, CEO, BRITISH BEAUTY COUNCIL



As founder of the British Beauty Council, Millie Kendall made it her life's work to amplify what's world-beating about Brit beauty. And increasingly this means exploring and communicating the industry's eco credentials with successful initiatives like the Sustainable Beauty Coalition. "I feel holding the Plastics Solutions Summit last September really galvanized our industry and I am awfully proud to have co-hosted that with Sian Sutherland," she says. "Being the only NGO in the beauty industry with access to the Blue Zone at COP is always an achievement I feel extremely proud of."

5

### THE GOURMET GO-GETTERS

JO AND STUART CHIDLEY, CO-FOUNDERS, BEAUTY KITCHEN



Jo and Stuart Chidley have set out to change the face of the beauty industry by creating highly effective, natural and sustainable beauty products. The dynamic husband-and-wife duo have taken Beauty Kitchen from strength to strength, as the highest scoring B Corp in the European beauty industry and the only health and beauty brand to achieve platinum Cradle to Cradle status in 2021. With the launch of their reusable packaging programme Re, the Chidleys are also collaborating with businesses and retailers of all sizes to pioneer a circular economy through collaboration.

6

### THE CLEAR-SKIN WINNER

KYLE FRANK, CEO, FRANK'S REMEDIES

After suffering the agony of acne, Kyle Frank took a wide-reaching personal journey to source a natural solution to soothe his skin. This involved gathering wisdom from around the world: from active ingredients in Sydney, Australia, to local knowledge from Bali, Indonesia. The result is Frank's Remedies: a skincare range designed for anyone who wants to feel more confident with their complexion. His work goes more than pore-deep too; Kyle is a Prince's Trust Young Ambassador and his brand has helped fund and deliver confidence-building courses tackling body image in schools for 11 to 15-year-old students. It's community work like this which earns the founder and formulator endless media recognition and celebrity admiration, with accolades including Britain's Top Entrepreneur and CEW Rising Star. He's even met the King.





## 7 THE BLOMMA BLOOMER

**KAREN MACDONALD,  
OWNER, BLOMMA BEAUTY**

Through Blomma Beauty, Karen MacDonald is renowned for providing an on-point platform for independent ethical and organic brands to showcase their USPs. As an ex-buyer for Fenwick and QVC she has a gimlet eye for what sells, which she hones with her love of beauty that's good for the body as well as the planet. The retailer also makes sure it's represented IRL as well as online, with regular events and cool curations at its Coal Drops Yard bricks and mortar store in London. With her unbridled enthusiasm and expertise, expect Blomma to bloom alongside Karen's career.



## 8 THE FIRST-CHOICE FORMULATOR

**LORRAINE DALLMEIER,  
CEO, FORMULA BOTANICA**

Beauty fans are often inspired to start their own brands when they see for themselves the power of natural products – and Lorraine Dallmeier is the educator who helps make their dreams a reality. Through Formula Botanica, the online teaching institution for organic formulation and indie beauty entrepreneurship, she has supported thousands of formulators to learn and perfect their craft. The fact that it's now a multi-million-pound global school is a landmark to her ambition, determination and drive.



## 9

## THE ANTI-GREENWASH GURU

**DR MARK SMITH,  
DIRECTOR GENERAL, NATRUE**

In a sector that can all too often be clouded by greenwashing, Mark Smith is a passionate campaigner for revealing the truth. In 2020 he was appointed to the affiliate board of the British Beauty Council, where he's been championing better sustainable business practices ever since, and he now co-chairs the Sustainable Beauty Coalition's steering committee alongside Beauty Kitchen's Jo Chidley and Elemis' Oriele Frank. Mark's also part of the new Eco-BeautyScore Consortium, working to establish a transparent score system to rate products for their level of sustainability and help consumers make more responsible beauty choices.



## 10

## THE SKIN SAVIOUR

**LAUREN MURRELL, CEO AND CO-FOUNDER,  
BY SARAH LONDON**

Inspired by Lauren Murrell's recovery from an aggressive form of leukaemia, her sister Sarah developed a range of natural skincare to restore fragile skin. The siblings decided to bring the range to market, calling it By Sarah London. Now B Corp-certified and boasting a legion of loyal fans, the brand is for anyone struggling with stressed, sensitive skin. Accolades from *Vogue* and *This Morning* are welcome, but Lauren – a regular industry panellist – most values praise from her customers. "A customer sent us a heartfelt email, attaching the most incredible before and after photos," she tells *NBN*. "She looked so happy! The happiness in her voice cannot be added to a spreadsheet, but it's why we do what we do."



## 11 THE PEOPLE'S CHOICE

**CHARLOTTE VØHTZ,  
FOUNDER, GREEN PEOPLE**

Despite having over 270 awards and 160 products under her belt, Charlotte Vøhtz never forgets why she got into the business: to pioneer naturally beautiful skincare. She still oversees every formulation and ensures everything meets her exacting standards. "I am proud that we at Green People are forever innovating," she says. "Some of our products will soon have a fresh new design and improved certified organic formulas that use science and nature in balance to deliver the gentle and effective touch that Green People is so trusted for."





## 12 THE ORGANIC AMPLIFIER

PAIGE TRACEY, BUSINESS DEVELOPMENT MANAGER (BEAUTY, WELLBEING AND TEXTILES), SOIL ASSOCIATION

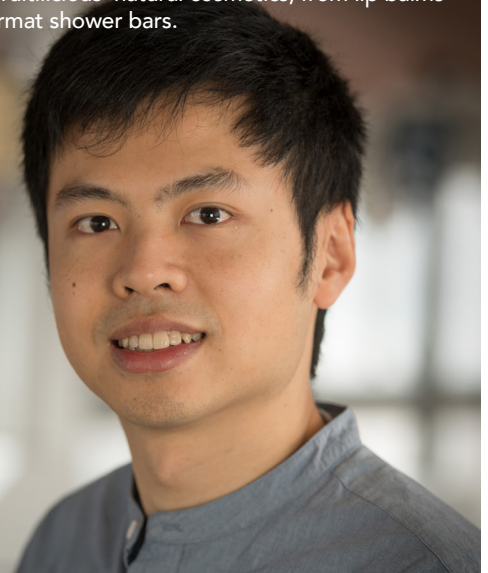


Paige Tracey's personal mission is to make certified natural and organic beauty more accessible for everyone. Always keen to keep learning, she's currently completing a professional qualification in PR and comms on top of her full-time role leading communications for the Soil Association's Beauty, Wellbeing and Textile certification schemes. A regular speaker on panels alongside beauty industry experts like Millie Kendall of the British Beauty Council, Paige is always busy raising the profile of certified organic beauty and wellbeing and the important role it plays in securing a more sustainable future.

## 13 THE CORE CREATIVE

TERENCE CHUNG, CO-FOUNDER, FRUU

According to biochemist Terence Chung, if you spot a guy gazing at ingredients lists in your local skincare aisle, it's likely to be him. It's that level of laser-focused enthusiasm that drives FRUU – a pioneering skincare company that transforms fruit by-products into beautifully sustainable cosmetics. Now stocked in over a thousand stores around the world – including Holland & Barrett, Boots, John Lewis and Sephora – Terence wants to revolutionize the way we think about resources while making sustainability accessible to everyone; FRUU's USP is its transformation of wonky fruit into 'fruitilicious' natural cosmetics, from lip balms to solid format shower bars.



## 14 THE HYPER-PIGMENTATION PIONEER

YAW OKYERE, FOUNDER AND CEO, AVA ESTELL



Natural beauty should be for everybody. So why do so many people of colour feel excluded by our industry? Yaw Okyere developed the Ava Estell range in response to his wife's insecurity over her hyper-pigmentation. It's the first all-natural cosmetics line developed for the black community and people of colour by those with first-hand experience in the cosmetics race gap. "I'm so proud to play a part in closing the race gap that is so prevalent in the cosmetics world," says Yaw. His energy and ambition took the brand to £10 million in revenue in its first 24 months, cementing Ava Estell as one to watch.

## 15 THE NATURAL KRI-ATOR

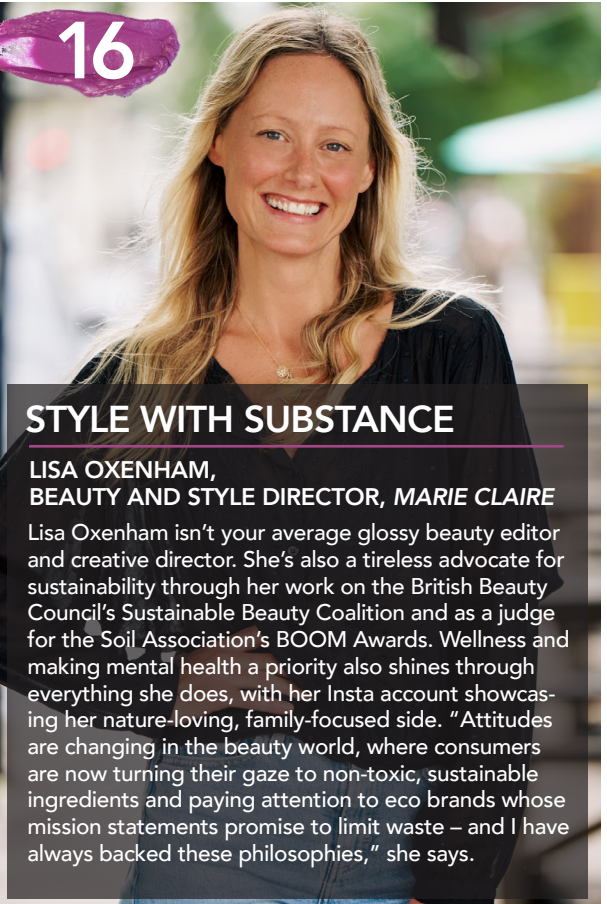
RUPA WINCELL, CEO, KRI SKINCARE

Kri is the first British skincare brand founded and led by a woman of colour to achieve B Corp certification. That's testament to Rupa Wincell's dedication to developing a range that's as effortless as it is effective, with natural ingredients that are proven to work. Kri (pronounced kree) is a Sanskrit term meaning 'to undertake an action or deed'. "[It's] the culmination of everything I was searching for as a consumer: evidence-based ingredients, a gentler environmental footprint, ethics and transparency," says Rupa, who since the beginning of 2023 has been a member of the Equitable Growth Advisory Group at B Corp UK, helping improve accessibility to and diversity within the B Corp community, making it 'better representative of UK society'.



## 16 STYLE WITH SUBSTANCE

LISA OXENHAM, BEAUTY AND STYLE DIRECTOR, MARIE CLAIRE



Lisa Oxenham isn't your average glossy beauty editor and creative director. She's also a tireless advocate for sustainability through her work on the British Beauty Council's Sustainable Beauty Coalition and as a judge for the Soil Association's BOOM Awards. Wellness and making mental health a priority also shines through everything she does, with her Insta account showcasing her nature-loving, family-focused side. "Attitudes are changing in the beauty world, where consumers are now turning their gaze to non-toxic, sustainable ingredients and paying attention to eco brands whose mission statements promise to limit waste – and I have always backed these philosophies," she says.



## 17 THE ETHICAL EVOLVER

VIC WOOD,  
FOUNDER, GREENER BEAUTY

Vic Wood is the beating heart of Greener Beauty – a growing online hub shaped by her exacting ethical stance. “I live my life by my strong ethics, and Greener Beauty allows me to not only help and serve the vegan community but also live by these ethics during my working life,” she says. It’s an online destination dedicated to helping conscious shoppers match up with the brands which meet their values – regardless of budget. So, while Vic does the hard yards curating an incredible selection, sustainable shoppers can simply fill their baskets with confidence. Greener Beauty also received a vote of confidence in 2022 when it was awarded Best Online Retailer in the Natural Beauty Retail Awards at NOPEX, making it the first vegan business to take home the trophy.



## 18 BEST FAACE FORWARD

JASMINE WICKS-STEPHENS,  
FOUNDER, FAACE AND THE KNOWN COMMUNITY

Jasmine Wicks-Stephens is the face of Faace, a cult brand that proves ethical skincare can be fun and functional as well as sustainable. The range has now branched out into no-fuss body bars, but at its core are the ground-breaking Period, Tired and Sweaty Faace Masks, later joined by Dull Faace Cleanser and Menopause Faace Daily Face Cream – now stocked in retailers around the world. Jasmine has deep knowledge of the beauty industry, straddling several spheres – and through her PR and comms agency The Known Community, she harnesses it to help natural brands cut through the noise and get the recognition they deserve.



## 20 THE PURSUER OF PURE

ALICE WU, FOUNDER, PEACE & PURE

Peace & Pure came out of a dark place for Alice Wu as she experienced depression and grief following a series of life-changing events. To guide her out of the gloom she discovered mindfulness and self-care – which ultimately inspired her to develop skincare with a powerful and timely message of self-acceptance. Alice cherishes the idea that skincare has the power to be a healing and restorative ritual. And by projecting that calm around the world, she believes more of us can look in the mirror and let our inner light shine. Now known for ‘integrating beauty with mental wellness’, Alice is a recent graduate of the FemTech Lab and is being mentored under the University of Cambridge’s start-up accelerator programme.



## 19 THE SKIN SOOTHER

NAZMA BASHIR, FOUNDER AND  
FORMULATOR, SOLO SKIN LONDON

Sick of psoriasis affecting her confidence, Nazma Bashir gained a diploma in organic skincare formulation before creating her own natural line in 2020, formulated to soothe and nourish sensitive skin while repairing the skin barrier. Her journey has seen her helm a popular blog as well as being invited onto *The Apprentice*. Behind the gloss and glamour, she makes sure she highlights the feelings that can lie behind ‘problem’ skin too. As a mental health advocate, she’s passionate about speaking out on the emotions surrounding skincare and creating a space in which people can be supported. “I wanted to build a community within our own community ... to be relatable,” says Nazma. “It wasn’t just about [the] product. It’s being there to listen. When you have skin frustrations ... it can feel very lonely. There wasn’t a lot of representation within our community.”



## 21 THE OBVIOUS CHOICE

SIAN LOUISE, FOUNDER AND  
FORMULATOR, OBVS SKINCARE

Sian Louise is a resilient businesswoman who has triumphed over numerous setbacks to become an inspiring force. She overcame cervical cancer, devastating miscarriages and IVF challenges and embraced her dyslexia to launch Obvs Skincare – a life-changing organic, biodegradable, vegan and sustainable (obvs!) skincare line. Her products have been featured in many esteemed publications such as *Vogue*, and she has won numerous awards for her work, including Sustainable Start-Up of The Year, presented by Chris Packham. Describing herself as ‘both scientifically inclined and a free spirit’, Sian’s passion for certified organic, vegan cosmetics shines through in her engaging and authentic social media videos.





22

**THE GLOWING ENTREPRENEUR**

**ROSHANNE DORSETT,  
FOUNDER AND CEO, THE GLOWCERY**



Roshanne Dorsett is the driving force behind The Glowcery, an innovative, healthy and efficacious skincare brand that brings together the power of superfood, plant-based ingredients and sustainability. She draws inspiration from the nourishing qualities found in fresh fruits and vegetables to create a range of rejuvenating skincare products. What sets Roshanne apart is her commitment to upcycling, using rescued fruit ingredients that would otherwise be discarded by the juicing industry to craft The Glowcery's formulations, minimizing waste and supporting a more eco-friendly future in the process. She may have a slew of awards to her name and a growing cuttings file of media coverage – including *Vogue*, *Cosmopolitan* and *This Morning* – but Roshanne says 'the feeling never gets old' when her brand receives critical acclaim.

25

**THE H2O-FREE HERO**

**EMMA THORNTON,  
FOUNDER, TRUE SKINCARE**

Can you really create high-performance organic beauty products without water? Emma Thornton has proven it's more than possible – and that shoppers love it too. Holland & Barrett, Ocado and Boots online are among the brand's key retailers, while the line launches across the pond this year. "As pioneers within the waterless beauty movement, we are proud to have been able to create waterless formulations without compromising on the textures which we've all become so accustomed to, which are usually only achievable through the use of water," she says. A regular headline speaker at events, Emma is 'unapologetically honest' when it comes to skincare – an ethos which filters through her entire range.



23

**THE MELANIN MAVEN**

**APINKE EFIONG, FOUNDER, EKÓ BOTANICALS**

After discovering many natural beauty products weren't designed for her needs, Apinke Efiong took matters into her own hands. Inspired by her great grandfather – a botanist at the Royal Botanic Gardens, Kew – she dedicated herself to discovering potent plant-based skincare that suited her darker skin tone. Now she retails the line as EKÓ Botanicals, a brand lusted after by beauty lovers for its spa-like qualities, its multi-tasking abilities and its focus on serving the requirements of melanin-rich and maturing skin. Combining ancient African and British rituals and wisdom, Apinke has built something entirely new, and the awards world is taking notice.

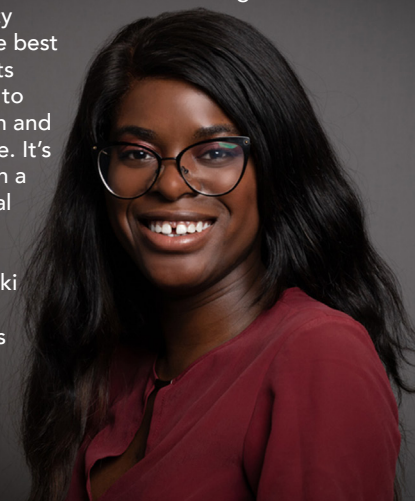


**RISING  
STAR**

**THE PRESTIGIOUS PAIRING**

**ANTONIA OGUNSOLA,  
CO-FOUNDER, OKIKI SKINCARE**

Okiki means 'prestigious' in Yorba – a quality that Antonia Ogunsola helps bring to life in everything her brand does together with her mother and brand co-founder, Ade. Aiming to be 'authentically Nigerian, authentically British' the duo combine together to create high-quality products from the best natural ingredients that pay homage to their rich Nigerian and Ghanaian heritage. It's a family affair with a passion for natural and organic at its core – and they enjoy making Okiki Skincare just as much as shoppers love using it.



24

**THE GROWN-UP GLOW-UP**

**JENNI RETOURNÉ,  
FOUNDER, WILLOWBERRY**



In a skincare market dominated by the naked desire for youth, Jenni Retourné is championing 'age without apology'. She launched Willowberry in 2017 with a pledge to provide natural skincare designed specifically for the needs of grown-up skin, ditching the tired, old-fashioned messaging about 'reversing the signs of ageing' along the way. Adored by leading MUAs, Willowberry has appeared in *Vogue*, *The Independent*, *The Telegraph*, and many other publications. There are no anti-ageing 'hopes in a jar' here – Retourné's approach is 'changing the language and perception of age in beauty' and helping women to 'feel good in their skin with age, because healthy skin is beautiful with or without wrinkles, and beauty is a state of mind'.