



SEPHORA ACCELERATE
MEET THE CLASS OF 2023



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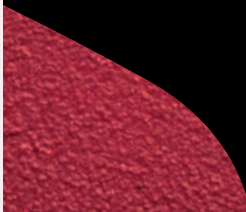
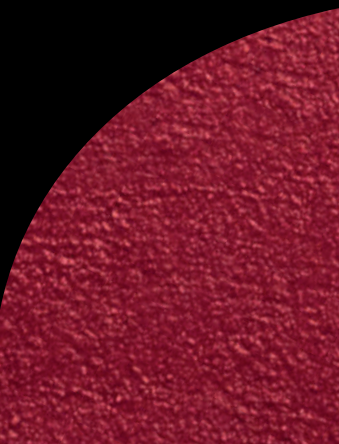
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Kristin Odegaard, Sr. Director, Merchandising Strategy and Business Development at Sephora:

At Sephora, we have long been focused on making the world of beauty more inclusive to all, and we believe that the elevation of diverse voices and perspectives within the beauty industry is a key part of this endeavor. One of the ways we hold ourselves accountable to this goal is through our yearly Sephora Accelerate program.

When we first founded the program back in 2016, our goal was to cultivate a community of inspirational, innovative female beauty founders. In 2021, as we doubled down on our commitment to equity across all parts of the Sephora business, we revamped the Accelerate program to focus on brand founders of color, providing a pathway for these brands to become visible, viable, stable, and financially solvent.

We're incredibly proud of all we've accomplished in partnership with the 65 brands who have participated in this program to-date, including those who have subsequently launched at Sephora.

Now in our eighth year, we are thrilled to formally introduce the Sephora Accelerate Class of 2023, which features seven incredible brands with missions we're excited to support. This group represents the very best in beauty, with brand offerings spanning the makeup, skincare, and fragrance categories.

As you peruse our Accelerate "yearbook", you'll find that each of these brands has a distinct viewpoint, as the founders' personal stories and backgrounds have shaped their businesses into something truly unique. We're also excited to shine a spotlight on some past Accelerate alumni, who have gone on to have tremendous success.

With that, please join me in celebrating, supporting, and congratulating the 2023 Sephora Accelerate Graduates!

Kristin Odegaard



Meet the Class of 2023





OF OTHER WORLDS

Founded in 2021 by Simedar Jackson, OF OTHER WORLDS develops clinically-conscious beauty for the skin curious. Through relatable education, scientifically diverse standards and a community-forward focus, OF OTHER WORLDS creates approachable and effective skincare solutions that guide you through your ever-changing relationship with beauty. To learn more about OF OTHER WORLDS, please contact: hello@ofotherworlds.com.

SIMEDAR JACKSON

What was your favorite aspect of the Accelerate program?

My favorite part has been having the opportunity to shamelessly ask for help and recommendations. As a first-time, solo founder there has been so much learning on the go, but the reality is you don't know what you don't know. Having the resources to not only express where support is needed but then be able to receive it is invaluable.

Who or what inspires you?

My community most inspires me – and by community, I mean the people I've genuinely connected with over the years. I feel honored to be surrounded by people who are going after their goals in various ways and demonstrating that building the life you want is possible. It keeps me going even when I feel in over my head.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I'm looking forward to having more people try Light Beams and all our forthcoming products! My greatest satisfaction comes from helping people feel more comfortable in their skin and providing beauty solutions that work. I have so many ideas and can't wait to keep building our brand community to bring all of our wildest beauty dreams to life.

What made you want to be a part of the beauty industry?

There's a self-expression and a ritualistic part of beauty that I've always enjoyed. Being able to go crazy with colors and eyeshadows was exciting and I also loved the introspective feeling of cleansing, masking, and applying creams morning and night. Despite this, I thought I wanted to work in fashion. When I started as an editorial intern at a magazine, my attraction to testing beauty products overshadowed any interest in learning about clothing and really just drove all of the following steps thereafter. Many beauty jobs and an esthetics license later – here we are.





Founded by Dr. Camille Martin and Leila Deravi in 2019, Seaspire Skincare was developed to bring efficacious products and superior skincare to women. Inspired by the biodiversity of marine ecosystems, Seaspire Skincare works to reimagine how natural ingredients can be used to improve skin health by mitigating the impact of environmental pollutants. To learn more about Seaspire Skincare, please contact: camille@seaspire skincare.com.

DR. CAMILLE MARTIN



As you prepare to launch your brand at Sephora, what are you most looking forward to?

After extensive research and clinical evaluations, I am most excited for clients to experience the protection and restoration our products provide to the skin.

What is one beauty trend you wish you never participated in or existed?

Wearing sunscreen only on vacation or during the summer months.

What made you want to be a part of the beauty industry?

The opportunity to leverage science to create innovative strategies to address cosmetic and chronic skin concerns. My journey to joining the beauty industry began as a junior in high school upon making the decision to pursue a career in cosmetic chemistry rooted in my dual interests in cosmetics and science. Over the course of the last 13 years, I have worked on identifying, synthesizing, characterizing, and validating new classes of ingredients that can be used in both decorative and functional cosmetic products. Seaspire Skincare is the byproduct of these many years of research and our commitment to designing products that are safe for all people and sustainable for the environment.

What is the best and/or most unexpected career advice you've ever received?

"You don't have to see the whole staircase, just take the first step." – MLK

OUI^{the} people

Founded by Karen Young in 2017, OUI the People is a treatment-driven body care brand that is redefining the culture of beauty through a lens of inclusivity. We're setting a higher standard in bodycare, made for all who need thoughtful, effective solutions, designed for your personal best body. To learn more about OUI the People, please contact: pr@ouithepeople.com.

KAREN YOUNG

Who or what inspires you?

I'm continuously inspired by the founders I've met who are scaling companies and leading teams successfully, none of which is easy. And I'm particularly moved by the moms who seem to get it all done, mess and all.

What was your favorite aspect of the Accelerate program?

Definitely learning from other beauty founders and my cohort. I'm surrounded by some of the smartest, most talented people, who are truly driving the next generation of beauty forward.

What made you want to be a part of the beauty industry?

Beauty brands, and more so now than ever, beauty consumers, are the true arbiters of culture. To launch a brand, alongside a modern consumer, means we're truly redefining and building the next iteration of beauty. It's so exciting to be a part of a movement.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I love working with the Sephora team and looking forward to building a great brand with Sephora as a partner. I'm also excited about meeting a true beauty consumer with our vision and products.





RANGE BEAUTY

Founded in 2018 by Alicia Scott, Range Beauty is a plant-powered makeup brand that targets uneven tones and soothes irritated skin for melanin-rich women affected by acne and eczema. Range Beauty will provide a results-driven makeup solution to millions of Black women who deal with reactive skin. To learn more about Range Beauty, please contact: partners@rangebeauty.com.

ALICIA SCOTT

Who or what inspires you?

I've always been inspired by Black women. Growing up, I was able to witness the beauty, love, style, essence, and confidence they exude and have it woven into who I am today and what I create. I'm continuously motivated to uplift and celebrate Black beauty.

What was your favorite aspect of the Accelerate program?

I of course love the time with my merchant sponsor but aside from that, it would be the 1:1 sessions with my advisors. I couldn't have asked for a better team than Lynda of Illia and Ken of Sandbridge Capital. They both bring such a deep level of insight and transparency while genuinely providing support and admiration for me and Range.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I'm most excited to bring a makeup solution to an underserved community and create a new safe space as makeup for rich and reactive skin. Sephora has the most beautifully diverse clientele and to be available as an option but also be able to listen to them and the Beauty Advisors for feedback is top tier. I can't wait to share the Range mission even further!

What made you want to be a part of the beauty industry?

Feeling excluded for too long and not seeing any progress towards a solution. I was faced with not only a lack of shades for my Brown skin but also a lack of products that considered my acne and eczema. Seeing other women dealing with these same issues was all I needed to take on the problem myself. I set out to create a collection of makeup that wouldn't compromise the color, care, or condition of my skin and launched Range for the proudly imperfect face of Black beauty.



GLOSSHOOD

At Glosshood, beauty is play. Founded in 2020, Glosshood invites you to experience how you feel by igniting your inner child. The hero product, Holyyy Gloss Balm Hybrid, is an ode to founder Sienna Brown's childhood of always having gloss on hand – it's the cult-favorite lip quencher for hydrated pillowy soft lips. To learn more about Glosshood, please contact: pr@glosshood.com.

SIENNA BROWN

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I'm most looking forward to getting Glosshood in front of new eyes, into everyone's hearts and most importantly...on everyone's lips! I'm excited to be welcomed into the Sephora family with open arms. I know it's a new horizon that will come with its own challenges, but I'm thrilled to run towards the sun and continue to expand.

What was your favorite aspect of the Accelerate program?

My favorite part of the Accelerate program was hands down getting to know the rest of my cohort and meeting founders that have been in our position. This is not an easy road to travel, but they've pushed through and have broken barriers. Connecting with founders and those who are critical parts of the beauty business has been incredible! Not to mention, my merchant and mentors were amazing throughout the program. I feel so blessed!

What is one beauty trend you wish you never participated in or existed?

Purposely thin eyebrows. I remember getting my eyebrows waxed so thin at 13 years old and my soul cringes at the thought of it. Lock that trend up and throw away the key please!

What is the best and/or most unexpected career advice you've ever received?

The best career advice I ever received was actually a quote that a good friend of mine shared with me years ago: "If you want to go fast, go alone; if you want to go far, go together. This reminds me to not be afraid to ask for help. To think you can do everything by yourself is outrageous and will lead to burnout."





BROWN GIRL *jane*

Founded by Malaika Jones and Co-Founders Tai Beauchamp and Nia Jones, BROWN GIRL Jane is a modern collective of fine fragrances inspired by culture and emotion. Powered by clinically-studied mood enhancement technology, our scents are meticulously crafted with ethically-sourced, sustainable, cruelty-free, and vegan ingredients, offering both luxurious fragrances and distinct solutions tailored to your needs. To learn more about BROWN GIRL Jane, please contact: morgan@browngirljane.com.

MALAIKA JONES

Who or what inspires you?

Culture and community inspire me in so many ways – they help me to connect with our Tribe on a deeper level, understand their needs and preferences, and create beautiful fragrances that resonate and provide solutions for them like never before. I draw inspiration from the strength, resilience, and beauty of the communities we serve. I'm also endlessly inspired by my Co-Founders, Nia and Tai, and the sisterhood we've formed within BROWN GIRL Jane.

What is one beauty trend you wish you never participated in or existed?

My unpopular opinion is that outside of any trends that were appropriative or disrespectful, I'm thrilled they all existed (even though my eyebrows have never quite recovered). Trends teach us so much about societies and cultures during certain time periods, and some are simply hilariously embarrassing to remember. How boring it would be if we couldn't look back on our metallic eye shadow or bubble gum lipstick? That's where the fun lives.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

Sephora is the global destination for the best beauty products, so we are thrilled to join this family and make our collection more accessible to customers worldwide. We are also looking forward to developing relationships with Sephora's customers and gaining greater insights into what they want to see from us. This partnership will help us grow, expand our reach, and continue to provide the absolute best fine fragrances.

What made you want to be a part of the beauty industry?

I wanted to disrupt the fragrance industry by creating fragrances that are not only luxurious and reflective, but also scientifically formulated to boost mood and overall wellness. I know that fragrance has the power to uplift, inspire, and immediately impact emotions, and we wanted to harness that power in a meaningful way. By utilizing scientific research and incorporating 25 years of clinical research, we are able to create collections that not only smell amazing but also have a positive impact on the mind and body. Now, fragrance doesn't have to be something that is primarily designed for others to experience, it's for you first.



TAI BEAUCHAMP

Who or what inspires you?

I'm inspired by so many things and people. I find inspiration when I'm especially in connection with young women and young people who are excited about growing, learning, and living life. I'm inspired by my eight, yes eight, godchildren who are constantly teaching me patience and helping me to recognize infinite possibilities. I'm inspired by love! I love love! I'm inspired by the legacy of my grandparents and their resiliency. I'm inspired by movement and deep moments of reflection.

What made you want to be a part of the beauty industry?

I fell in love with beauty watching my very glamorous grandmother apply red lipstick as a child and watching Vanessa Williams win the Miss USA pageant. After interning at Harper's Bazaar in both the fashion and beauty departments in the late 1990s, I knew that I was more of a beauty girl rather than a fashion girl though I had modeled as a teen. I loved that beauty really helped women to see themselves as their best selves no matter their size, ethnicity, or income. Beauty is identity. Beauty is inner and outer appreciation for all parts of ourselves.

What was your favorite aspect of the Accelerate program?

The community and being able to share, engage, and learn alongside other mavericks and industry makers.

What is the best and/or most unexpected career advice you've ever received?

Having someone say, "be yourself" and really mean it. As someone in my mid 40s who has worked in and/or adjacent to the beauty, media, and entertainment industries for so long where I spent the first 10 years of my professional career seeking to align, it's fascinating to know that the key is not about just having confidence to show up but having the confidence and assuredness to bring all of me to everything I do.



NIA JONES

Who or what inspires you?

My biggest inspiration is my mother. Everything from her smile to her intellect to her overall essence leaves me in constant awe.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I am excited to be a part of the powerhouse that is Sephora because the store is the gold standard in the beauty industry across the globe. Plus, Sephora is quite literally my favorite store on earth, so to see BROWN GIRL Jane on its shelves will give me goosebumps :)

What made you want to be a part of the beauty industry?

We wanted to showcase the beauty and culture of Black and Brown women who unfortunately are far too often overlooked within the mainstream beauty industry. BROWN GIRL Jane serves as a love letter to all women, but especially women of color, and a reminder to pour into your own cup while also pouring into others.

What is the best and/or most unexpected career advice you've ever received?

The best advice I received was to remember to always have patience and faith. Patience because building great things can take time, and faith to know that it will all come together eventually with hard work, passion, and dedication.



MOODEAUX

Launched by former editor Brianna Arps in 2021, MOODEAUX® is an award-winning, best-selling indie fragrance label that turns accessorizing your mood into mindful self-care with clean luxury scents designed to help Flaunt How You Feel® out loud. To learn more about MOODEAUX, please contact: sara@withsarapr.com.

BRIANNA ARPS



What is one beauty trend you wish you never participated in or existed?

Over-tweezing my eyebrows! I started messing with them when I was super young, back when super thin brows were considered “in.” Parts of them have never grown back, which stinks!

As you prepare to launch your brand at Sephora, what are you most looking forward to?

As a former seasonal employee who spent holidays obsessing over fragrance with clients, it’ll be a full-circle moment launching MOODEAUX at Sephora and being an official part of the best conversation in beauty. I can’t wait to see us on shelf one day, knowing that all our hard work to diversify this industry has finally paid off in a major way!

What made you want to be a part of the beauty industry?

I’ve always been a beauty girl, and I’ve always loved to accessorize my mood with signature scents! But it wasn’t until pivoting careers from journalism to marketing that I decided to take up the lack of mainstream representation among Black perfumers and Black fragrance entrepreneurs as a personal challenge. We deserve our shine in the spotlight, too!

What is the best and/or most unexpected career advice you’ve ever received?


When you give yourself grace to fail and when you fail at something fast, I’ve come to realize it’s easier to recoup and attribute the misstep to your actions versus your actual ability to succeed.



Accelerate Alumni:
Where Are They Now?

ACCELERATE 2022 GRADUATE

BASMA

 @basmabeautyofficial

BASMA Beauty believes that makeup should fit into your lifestyle – and not the other way around. BASMA Beauty develops easy-to-use, versatile, and buildable formulas that give you the ultimate control of your beauty routine, via makeup made for real life and real skin.

Parisa Durrani and Basma Hameed, Founders

PARISA DURRANI



What made you want to be a part of the beauty industry?

It's such a competitive space – yet there's room for everyone. Most importantly, I love the direction the beauty industry is moving towards, such as being more inclusive, introducing innovative new formulas, and of course, celebrating female BIPOC founders. There's still more to be done and I'm honored to be in a position where through BASMA, we – beauty retailers and founders – can continue to move the beauty space in a positive direction.

What is the best and/or most unexpected career advice you've ever received?

Don't just network for the sake of it. Instead, strive to make real relationships. Take the time to go for coffee meetings, and get to know as many people as you can, their stories, and their passions. Making a genuine connection with your network will not only help you grow from a career perspective but can result in meaningful friendships that can last a lifetime.

BASMA HAMEED



What was your favorite aspect of the Accelerate program?

Being given the opportunity to learn from leading beauty experts and to connect with like-minded individuals who share the same passion for beauty.

What is the best and/or most unexpected career advice you've ever received?

Best career advice is that you really won't know if you will succeed unless you actually try. Don't ever let fear dim your dreams or aspirations, you just have to go for it!

BASMA Beauty is now available to shop at Sephora.

ACCELERATE 2022 GRADUATE

FARA HOMIDI

 @farahomidibeauty

A champion of “high performance slow beauty,” this clean luxury beauty line is professionally formulated for effortless application, featuring sustainably-minded packaging and products – including a refill system – and an inclusive color range.

FARA HOMIDI

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I’m also excited that Sephora will help support and guide my business in all the ways I need.


What was your favorite aspect of the Accelerate program?

My favorite aspect of the Accelerate program was having access to one on one sessions with any of the incredible presenters who are experts in their particular field and who have massive experience in the beauty industry.



ACCELERATE 2022 GRADUATE

HOUSE OF FOSTER

 @thehofofficial

A modern fragrance house rooted in intention, House of Foster doesn’t make you choose between wellness and aesthetic. The brand rejects the mundane and believes in the promotion of intentional formulation that positively provokes the senses.

SELAH LEMON

As you prepare to launch your brand at Sephora, what are you most looking forward to?

Interacting with Sephora’s community! I applied to the Accelerate program because Sephora’s clients are the most loyal, inquisitive, and beauty-obsessed customers out there. I’m looking forward to really listening to their feedback and spreading the Foster message even wider.

Who or what inspires you?

Ingredients inspire me! I find it endlessly inspiring that what we see and eat in nature can also be harnessed into beneficial skincare, haircare, and of course, fragrance. They inspire so much of what we use from scent to packaging – and I always start with ingredients for inspo.



ACCELERATE 2022 GRADUATE

MANGO PEOPLE



@mangopeoplecosmetics

Mango People is a line of multi-functional beauty essentials formulated with organic botanical oils, adaptogenic herbs from Ayurveda, and infused with plant pigments that look and feel incredible on the skin. The brand's mission is to provide high-performing products that are inclusive of all skin tones, without compromising on ingredients or our planet.



SRAVYA ADUSUMILLI

What was your favorite aspect of the Accelerate program?

Meeting and learning from all these incredible entrepreneurs that I have looked up to for so many years has definitely been my favorite part of the program. They all have made such a positive impact in the beauty industry, and I am now even more inspired to do the same.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

I have been so fortunate to grow up with these incredible ingredients and beauty rituals that have been part of my South Asian culture for thousands of years. I am excited to share them with the rest of the world to experience.

ACCELERATE 2022 GRADUATE

SHAZ & KIKS



@shazandkiks

SHAZ & KIKS harnesses the healing powers of Earth's natural ingredients to build your healthiest hair. Founded by two sisters, the brand's mission is to create innovative products that are inspired by ancient Indian rituals, using ethically sourced Ayurvedic raw ingredients that are proven natural alternative solutions, to holistically nourish the entire hair ecosystem.

KIKU CHAUDHURI

What made you want to be a part of the beauty industry?

Beauty is so deep-rooted – both on an individual level and as a whole culture or society. A person feeling good about themselves can change the world. Growing up, I only really saw Eurocentric beauty standards. As a woman of color, it seemed like everything I had (my skin tone, features, body shape, hair type) all were the exact opposite of what was defined as beautiful. But now there's a change coming, and to be part of redefining what's beautiful is important and impactful. Through beauty, we can make others feel seen and heard, and that's why we decided to start a beauty company.

As you prepare to launch your brand at Sephora, what are you most looking forward to?

To bring more color, diversity, and celebration into the haircare space. We can't wait to really help redefine what healthy hair looks like.

Shaz & Kiks is now available to shop at Sephora.



ACCELERATE 2022 GRADUATE

sistine

 @thesistines

Sistine is an inclusive cabinet of clean skincare formulas for the ecocentric eccentric, curated to match the protective and nourishing properties of earth's four spheres, with clean ingredients extracted from nutrient-rich terrestrial and aquatic plant-life. The brand believes that beauty is our orbit, where the co-existential harmony of human and eco-care is balanced.

KRYS LUNARDO

What was your favorite aspect of the Accelerate program?

My favorite aspect of the program was learning about brand DNA and brand code. Having Mark Ritson and Christopher Skinner – top leaders in their space – coach us on how to create an effective brand DNA, was instrumental in reworking our brand.

What is the best and/or most unexpected career advice you've ever received?

The best advice I've received was to stay true to my brand ethos regardless of price point, because consumers are constantly becoming more educated on the premise that sustainability comes at a higher price – something they are more willing to accept now.



ACCELERATE 2022 GRADUATE

Wonder Curl

 @wondercurl

Wonder Curl is a Black-owned, vegan hair care line that improves the texture of natural hair by keeping hair nourished and hydrated for days without rewetting or restyling. The brand aims to provide its customers with the best products that will improve the texture of their hair, as well as allow them to enhance their natural curl pattern while achieving any hairstyle they want.

SCARLETT ROCOURT

What was your favorite aspect of the Accelerate program?

Creating my brand story. I already had a good idea about my brand, but the program helped me to hone in on how I wanted to tell that story as well as focus it on what was most important to me – bringing awareness to Haiti.

What made you want to be a part of the beauty industry?

I wanted to help Black women love their natural hair by giving them products that did what they say. I remember being frustrated and even today with so many products on the market, I still hear women complaining about their hair. I want to change that with Wonder Curl.



ACCELERATE 2022 GRADUATE

kempt

 @kempt.skin

Kempt is elevating the facial hair removal experience with a skin-first approach. The brand offers effective but gentle hair removal products with clean formulations that feature skincare ingredients.



RIMAH HUSAIN

What made you want to be a part of the beauty industry?

I love the transformative power of beauty. Something as simple as grooming or a swipe of lipstick can evolve into an act of resistance when our world feels out of control.

Who or what inspires you?

There's so much space between who we dream of being and who we end up being because of societal & cultural pressure. I'm inspired every day by the resilience and courage of women who are not afraid to be seen and heard as they truly are.

ACCELERATE 2022 GRADUATE



 @missrizosus

Born in the Dominican Republic over 10 years ago first as an online platform that educates, celebrates, and advocates for curly women and girls, Miss Rizos has cultivated and grown a following of curly hair enthusiasts from all over the world. For the past seven years, Miss Rizos also operates two curly salons in New York City and the Dominican Republic. Its curly hair products embody all the experience, love and commitment they have for their community as they try to change the world one curl at a time.



CAROLINA CONTRERAS

Who or what inspires you?

I am inspired by the idea that I can help women and girls who have been disenfranchised and taught to hate their hair, to actually fall in love with their hair and themselves. I am also incredibly motivated to create products and tools that could create joy and ease in the lives of people who have struggled with their curly hair care routine.

What made you want to be a part of the beauty industry?

I wanted to be a part of the beauty industry because I don't feel represented by it. Women who look like me are not a part of the beauty conversation and I've desperately and enthusiastically been wanting to change this.

ACCELERATE 2022 GRADUATE

LION POSE



Lion Pose is the first clean+clinical brand for brown skin – raising research standards and fighting hyperpigmentation with powerful actives. Developed with Harvard-educated dermatologists and clinically tested on skin of color, Lion Pose products are intended to be the first line of defense for brown skin issues, whether melasma, hyperpigmentation, ingrown hairs, or acne.

NISHA PHATAK

As you prepare to launch your brand at Sephora, what are you most looking forward to?

People shouldn't have to see a dermatologist to get clinical-grade skincare that is safe and effective. I'm looking forward to offering products that actually work to the broader Sephora audience at a price point that doesn't break the bank.

Who or what inspires you?

People and brands that are unafraid of contradictions. "Professional" doesn't have to mean neutral and edgy – it can mean colorful, fluid, and soft. "Luxury" doesn't have to mean unattainable – it can be the feel of treating yourself within an accessible price point.



MADHU PUNJABI

What was your favorite aspect of the Accelerate program?

The strong network of women founders that I get to be a part of. I feel so honored to have met so many smart and talented women. There's been so many times where I text another founder in the group when I have a down day and then I'm immediately lifted up by their encouragement. It's amazing how everyone is willing to help each other. It feels like we're not building the company by ourselves but rather with a group of people.

What made you want to be a part of the beauty industry?

My skincare journey started with bleach. I grew up in a culture where whitening skin was the norm and being fair was revered. When I was 10, I went to a salon with my aunt and got my full body bleached, which society told me was more beautiful. When I was diagnosed with autoimmune thyroid disease, I had to omit endocrine disruptors like bleach from my routine. But I developed severe cystic acne and hyperpigmentation. I needed products that would be effective and safe. After spending thousands of dollars on expensive treatments and dermatologists, I realized I just needed good chemical exfoliation. I didn't need bleach to feel confident, I needed to even out my natural skin tone to feel beautiful.



ACCELERATE 2021 GRADUATE

IMANIA BEAUTY



Designed for textured tresses, with a scalp-first approach, Imania Beauty is a hemp and wellness-conscious brand. They believe that caring for your hair should be both simplistic and nourishing.



NIA WELLMAN

What was your favorite aspect of the Accelerate program?

My favorite aspect of the Accelerate program was having both seasoned brand founders and cohort members to learn from and bounce ideas off of. I also enjoyed being able to learn more about Sephora's company culture and how they plan to continue to be a diverse and inclusive brand.

What made you want to be a part of the beauty industry?

Growing up and seeing how intrinsic beauty was to my mother, eldest sister, and other women I admired, I couldn't wait to be able to paint my nails, wear lipstick, and do my hair. Beauty isn't just the eyeshadow I put on, it's an inner expression of how I feel. Being able to create products and share hair education for women and men who have similar struggles as myself really called me to the beauty industry and also keeps me rooted here.

ACCELERATE 2021 GRADUATE

kulfi



Kulfi brings celebration into beauty with fun and approachable products designed around South Asian skin tones and undertones. They are challenging toxic beauty standards in South Asian culture defined by Eurocentric ideals and patriarchy.



PRIYANKA GANJOO

What is the best and/or most unexpected career advice you've ever received?

When I launched Kulfi Beauty, I never imagined myself as the face of the brand. I always imagined myself behind the scenes. As I've gone through this journey and connected with more people, I realized that putting myself at the very forefront of the brand was important. The reason I started Kulfi was because of the lack of representation I was seeing within the industry – if I wasn't putting myself out there, how could the story resonate with other people who look like me?

What made you want to be a part of the beauty industry?

Kulfi Beauty is the result of my passion for South Asian representation combined with the goal of creating a beauty brand that was rooted in fun, creativity, and community. I wanted to be part of the beauty industry to empower our community to define beauty from our own perspective and celebrate the intersection of culture and beauty.

Kulfi Beauty is now available to shop at Sephora.

ACCELERATE 2021 GRADUATE

54 THRONES®



@54thrones

54 Thrones is a natural, authentic, and thoughtful beauty brand that celebrates and elevates African beauty rituals. The brand offers face and body products with African-grown, pure, and organic plant botanicals blended to protect, soothe, and nourish your skin.

CHRISTINA FUNKE TEGBE

What made you want to be a part of the beauty industry?

My mother was one of 16 children and she had eight sisters – they all were hair stylists and always on the latest beauty trends; their hair, makeup, everything was always done. They were these beautiful, bold, unapologetic women and I grew up around this bombastic energy my entire life. I knew somehow, I would be in beauty. And in 2015 when I quit my job, I flew to Africa and the beauty I experienced there was incredible. I knew I wanted to be a part of sharing Africa's beauty with the world. These two experiences are what prompted me to start 54 Thrones.

What is something you learned through Sephora Accelerate that really stuck with you?

The branding session really stuck with me, I enjoyed it so much and it left an impression on me. I loved the concepts of embracing doing things differently with your brand and taking pleasure in breaking the rules.

54 Thrones is now available to shop at Sephora.



ACCELERATE 2021 GRADUATE

EADEM

 @eadem.co

Eadem is a beauty brand pioneering Smart Melanin Beauty – its products combine science-backed ingredients and heritage botanicals to effectively and gently care for skin of color.



MARIE KOUADIO AMOUZAME AND ALICE LIN GLOVER, CO—FOUNDERS

What was your favorite aspect of the Accelerate program?

We loved meeting and getting to know the fellow Accelerate brands and founders. We even started our own WhatsApp group to keep in touch and often talk best-practices or just share affirmations and support.

What is something you learned through Sephora Accelerate that really stuck with you?

We loved Nancy Twine's talk on finance and budgeting during the bootcamp. When you speak about beauty founders, it's always glamorous stories of product development, but finance is something we all need to understand or master. Building a financially healthy business from the start is highly valuable.

EADEM is now available to shop at Sephora.



ACCELERATE 2021 GRADUATE

hyper!

 @hyperskin

Hyper Skin is a hyper-targeted skincare brand rooted in multiculturalism. The first issue that they are tackling is dark spots and discoloration on all skin tones and enhancing glow.

DESIREE VERDEJO

What was your favorite aspect of the Accelerate program?

Connecting and learning with my fellow Accelerate founders was the best part of the program. We were in different arenas of beauty, at various business stages with different company structures and we learned so much from each other.

What made you want to be a part of the beauty industry?

I've always had acne-prone skin, acne-scarring and skin that the industry historically called "blemished" or "problem-skin." I realized how normal my skincare concerns were and how empowering it was to find solutions to these concerns. I wanted to be a part of the skincare industry to highlight stories from the perspectives of those that I never saw spotlighted but that resonated with me.

Hyper Skin is now available to shop at Sephora.



ACCELERATE 2021 GRADUATE

ries



@riesbeauty

Bringing luxury, function and convenience to the travel-beauty and toiletries market, ries offers reusable, leak-proof, TSA-friendly travel containers made of biodegradable material.

MEGAN GRAHAM

What made you want to be a part of the beauty industry?

I fell into my career in the beauty industry by accident when I worked at Vogue – I wasn't initially interested in beauty as a career! I stayed because I fell in love with this fast – growing market where I felt there was so much room for innovation. I saw an opportunity to make a difference by bringing accessibility, inclusion, and sustainability to an overlooked and underloved part of the market – the intersection of beauty and travel.

What was your favorite aspect of the Accelerate program?

My biggest takeaways were the expert guidance and fostering of community. Sephora made every part of the organization accessible – providing education, resources and support. Areas that are key for growing a successful business in the beauty industry. That learning environment allowed for and invited a deep connection with other founders in the cohort and the extended Sephora family.

Ries is now available to shop at Sephora.



ACCELERATE 2021 GRADUATE

TOPICALS



@topicals

Topicals is a beauty brand celebrating the fun of flare-ups with effective skincare and mental health advocacy.

OLAMIDE OLOWE

What is something you learned through Sephora Accelerate that really stuck with you?

Understanding and controlling your cash flow is the most important aspect of having a successful retail business.

What is the best and/or most unexpected career advice you've ever received?

The rules are fake. Do you. Which basically means that everyone is winging it and you don't have to live your life according to unspoken/spoken rules.

Topicals is now available to shop at Sephora.





About Sephora Americas

Since its debut in North America more than 20 years ago, Sephora has been a leader in prestige omni-retail with the mission of creating an inviting beauty shopping experience and inspiring fearlessness in our community. With the goal of delivering unbiased shopping support and a personalized experience, Sephora invites clients to discover thousands of products from more than 360 carefully curated brands, explore online and through our mobile app, enjoy services at the Beauty Studio and engage with expertly trained Beauty Advisors in more than 600 stores across the Americas. And with its new long-term retail strategic partnership, clients can now shop Sephora at Kohl's, a fully immersive, premium beauty destination, with 600 locations nationwide and 850 locations by 2023. Clients can access the free-to-join Beauty Insider program and digital community, which together enhance the experience of Sephora's passionate clients.

Sephora has been an industry-leading champion of diversity, inclusivity, and empowerment, guided by our longstanding company values. In 2019, Sephora announced a new tagline and manifesto, "We Belong to Something Beautiful," to reinforce its dedication to fostering belonging amongst all clients and employees and to publicly strive for a more inclusive vision for retail in the Americas. Sephora continues to give back to our communities and advance inclusion in our industry through its social impact and equity programming, called the Sephora DE&I Heart Journey.

For media inquiries, please contact SephoraPR@DeVriesGlobal.com

