



CHELSEA CROWLEY, COFOUNDER



JULIE FREDRICKSON, COFOUNDER

the portable color line

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What it's all about: Stowaway Cosmetics blends high-performance color with the convenience factor of sleek, mini-sized products. The pieces, which range from BB creams and concealer to a lip and cheek pot, eye makeup and beyond, are smaller than the norm and weigh less so you don't have to compromise on which items you want to bring with you. Instead, you can literally take along the entire collection.

Why it was created: Cofounders Chelsa Crowley and Julie Fredrickson knew they couldn't be the only ones who toted around tons of makeup that claimed too much real estate in their purses. Stowaway Cosmetics was designed as a way to give women products of substance without sacrificing performance. "The brand was born out of frustration. We couldn't find makeup we loved in sizes that could be easily stashed away in our handbags or travel bags for quick touch-ups," says Crowley. *Starting at \$10, stowawaycosmetics.com*



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the age-specific skin-care collection

What it's all about: SimySkin is a targeted anti-aging line that hones in on every possible age-related issue at every stage of life. The age-specific products work toward preventing signs of aging while simultaneously repairing them. Serums are divided into two or three subcategories and vitamin B12 takes center stage as the star ingredient. Phase 1 hones in on skin fatigue-related problems and reinforces skin for 18–25 year olds; Phase 2 is all about prevention, increasing elasticity and reducing lines for those ages 25–45; and Phase 3 focuses on tightening, brightening and skin cell regeneration for women age 45 and older.



Why it was created: According to Georges Benarroch, founder of SimySkin, "I wanted to put to use the expertise we have acquired over more than 10 years and benefits of vitamin B12, which when combined with appropriate active ingredients, can hydrate skin, relieve inflammation and prevent wrinkles." SimySkin follows a mission to create age-specific anti-aging products and educate consumers on the advantages of using the right products at each stage of life in order to reap the benefits and achieve healthy, youthful skin. *Starting at \$35, simyskin.com*



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the new way to wash your hair

What it's all about: The three products in the Unwash line, which are free of sulfates, parabens and gluten, work to gently remove dirt, oil, styling products and debris from your hair without compromising the integrity of your locks—think no more damage, dull color or dry, brittle feeling. Instead of acting like a traditional shampoo, the Bio-Cleansing Conditioner uses unique technology that attracts dirt while conditioning it. The Anti-Residue Rinse gives a bit of a deeper clean, kind of like a detox, to remove residue and buildup, and the weekly Hydrating Masque boosts moisture to soften and smooth hair.

Why it was created: "We noticed that the salon industry was missing out on the consumer-driven trend of cowashing (conditioner washing), which is an evolution past sulfate-free products into detergent-free ones. We wanted to bring this concept to the salon market," says Brandon Schwartz, director of marketing for Unwash. "Different from traditional washing, cowashing cleanses hair without harsh detergents so that the hair's integrity, natural oils, moisture and color are maintained and enhanced." *Starting at \$32, unwash.com*