

**BIOBOUTIQUE**  
**BEAUTY LAB**

*Subsidiary of* **MAZ WORLD LIMITED**

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P U B L I C A T I O N   R E P O R T

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**February 2019**

As a part of the international business development using the Ostrich Antibody technology, MAZ World Limited set up its subsidiary, *Bio Boutique Beauty Lab, Inc.* in the USA late last year as the global hub for the skin care business.

As phase 1, we launched ZEAL Cosmetics' existing product line ups, Adsorb, to the North American market in January 2018. Since the Ostrich Antibody creates the total new and unique approach to the skin care, it has been featured by different media and this document is the publicity report.

For more information, please contact Fa Khairaruni at [fadhilla.khairaruni@mazworld.net](mailto:fadhilla.khairaruni@mazworld.net)

# PUBLICATION REPORT

Publication Medium



REFINERY29

With world users of over 500 million people, Refinery 29 is said to be the #1 most noteworthy digital media and Entertainment Company in the world. A modern woman's destination for how to live a stylish, well-rounded life. Showcasing entertainment news, fashion tips, health, and more.

Posting Date and Time

January 20th, 2018 &  
May 4th, 2018

Viewers Coverage

60 Million Monthly Visitor  
A media value of US\$30,000.

Featured Content

"The Biggest & Strangest  
Skin Trends coming in  
2018" &  
"Why J-Beauty is taking  
over the Skin Care Market"

URL



REFINERY29

## The Biggest — & Strangest — Skin Trends You'll Be Seeing In 2018

ALEX TUNELL  
JANUARY 19, 2018, 11:00 AM

Healthy immune systems produce antibodies when they detect the presence of antigens, which can be bacteria, viruses, toxins, and foreign proteins. If all goes according to plan, the antibody gets directed to the particular antigen, neutralizes it without damaging surrounding healthy cells, and you don't get sick.

Antibodies have long been used in medical research and application, usually [extracted from the blood of rabbits](#) (which is costly and far from cruelty-free), but now the skin-care world is starting to look at how to use the technology to treat conditions like psoriasis, eczema, and acne, according to Dr. Greenberg. "They allow for delivery of actives to the skin in ways not done before," adds Dr. Zeichner, who predicts they'll be used to reverse signs of aging in the future.

One new brand that's leading the charge is [Adorsorb Beauty](#), a [skin-care line out of Japan](#) that uses antibodies humanely extracted from the egg yolk of ostriches, which have one of the strongest immune systems of any living animal. The antibodies work by targeting ceramidase, an enzyme that disrupts your body's natural ceramide production and causes moisture retention levels to drop, so skin stays plump and hydrated.



REFINERY29

DISCOVER

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## Why J-Beauty Is Taking Over The Skin-Care Market

ALEX TUNELL  
4 MAY 2018, 00:00



Trends become trends when they do for a reason. Women in the 20s, desperate to break free from repressive norms, turned to pants for the first time. Astrology and unicorns blew up around the 2016 election as a form of escapism. And this year, [Japanese beauty](#) is set to infiltrate the international market right on schedule with women beginning to [prioritise safety](#), efficacy, and simplicity over [10-step routines](#) and millennial pink everything.

If trends are born out of a cultural attitude and feeling at a given time, then to understand why so many experts are predicting J-Beauty as the next industry phenomenon in 2018, you have to understand how it came to be over there.

# PUBLICATION REPORT

Publication Medium

NEWBEAUTY

Yahoo Lifestyle is the source for style, beauty, and wellness, including health, inspiring stories, and the latest fashion trends.

Posting Date and Time  
February 23th, 2018

Viewers Coverage  
1 Million Monthly Visitor

Featured Content  
The Global Trends that's replacing the K-Beauty Buzz  
Adsorb was published as one of the global beauty trends that is replacing K-Beauty.

URL




NEWBEAUTY

HAIR SKIN CARE MAKEUP SPA + HEALTH COSMETIC TREATMENTS FIND A DOCTOR TESTTUBE

## The Global Trend That's Replacing the K-Beauty Buzz

By Danielle Fontana, Assistant Editor | February 22, 2018



**Saiax beauty skin cloth (\$7)**  
If your cleansing brushes don't exfoliate enough for your liking, these rainbow-colored textured washcloths may be for you. Made of hygienic, machine-washable nylon and polyester (it's textured for extra exfoliating power, the prize-winning towels won't collect germs or mildew and can be used on your face or your body (it's the perfect length for your reaching your back) to achieve baby-smooth skin once and for all.

**The high-tech serum**  
**Adsorb Beauty AntiBody Moist Essence Serum (\$140)**  
Making waves in Japan for being the first and only brand to develop and commercialize antibody technology for skin care—it's been dubbed the number-one skin care line in the country—this luxe brand is finally available stateside. A must-try from the trio: the #106 Moist Essence Serum, which hydrates skin like a liquid essence would, but thanks to the science in the bottle, also tackles lines, wrinkles, dullness, dark spots and lack of firmness.

**The luxe oil**  
**DHC Olive Concentrated Cleansing Oil (\$31)**  
A lush spin on the brand's original best-selling cleansing oil, this one includes antioxidant-rich olive oil, vitamin E and oleic acid to deeply hydrate and feed dry skin as it gently removes every last bit of makeup and dirt.

“We help reverse the signs of aging without surgery.”  
Dr. Ruth Hilleson  
Plastic Surgeon  
Richmond, VA

FIND A DOCTOR  
-- STATE -- OR Enter Zip  
-- Specialty --  
-- Treatment --

# PUBLICATION REPORT

Publication Medium



Repubblica is an Italian daily general-interest newspaper. It was founded in 1976 in Rome. D-Republicca.it is its subsidiary, a weekly magazine primarily aimed at women, which can be downloaded free of charge from its website.

Posting Date and Time

May 14<sup>th</sup>, 2018

Viewers Coverage

30,000 Monthly Visitor

Featured Content

J-Beauty vs K-Beauty: The Revolution with Billion Dollars is Played Away from Social Media.

Osamu's quote, as the founder of Adsorb, is mentioned in the article.

URL



FASHION

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TREND

VIDEO

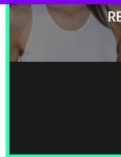
PARADES

DISCOVER THE TRENDS

J-Beauty vs. K-Beauty: the revolution with billions of dollars is played away from social media



BEAUTY J-Beauty vs. K-Beauty: the revolution with billions of dollars is played ...



consumers and consumers are pressuring to compete with the Korean entrepreneurial culture, characterized by production speed and ability to quickly bring the latest trends on the market, but K-beauty can not compete with the much more delicate and intricate beauty rituals of Japan, their obsession with

beauty and their long-term investment in technology. "In addition, **consumers** are becoming increasingly demanding, less attentive to appearance, **are more informed and read labels**, allowing themselves to be less attracted by packaging: this is the great change that is leading to the advancement of J-beauty. "True innovation is based on science and research, **not on the next bubbling mask to tag and share on Instagram**, "says **Osorbu Maeda, founder of Adsorb**. In short, millennials will not always be millennial and sooner or later they will have to abandon glitter peeling and rainbow tricks. And Japan is ready to welcome them to teach them to take care of themselves.

BY MARIA MACCARI

facial treatments

makeup

eyes

lips

9





# PUBLICATION REPORT

## Publication Medium

### THE BEAUTY ENDEAVOR

• Lipstick & Serums Are a Few of My Favorite Things •

A beauty blog by a long-time beauty addict and nurse, Michelle, to help anyone out in their beauty endeavors by sharing swatches, comparing products and writing reviews of high-end makeups, haircare, skincare and niche fragrances.

## Posting Date and Time

September 23<sup>rd</sup>, 2018  
& December 5<sup>th</sup>, 2018

## Viewers Coverage

27,548 Monthly Visitor

## Featured Content

### Current Favorites and Product Obsessions

Adsoorb Beauty is introduced as an anti-aging Japanese skincare brand with antibody technology in combination with peptides and hydrators.

## URL



# THE BEAUTY ENDEAVOR

• Lipstick & Serums Are a Few of My Favorite Things •

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## Current Favorites & Product Obsessions

by Michelle | September 23, 2018 | 1 Comment



I'm spending the day cleaning and packing to go to New York for a night on Tuesday. I'll be turning forty on Wednesday and while I have all kinds of thoughts in my head about that subject, overall I feel fine with it. I thought I wasn't going to get a favorites post in this week but then the sun popped out for a bit and I ran outside. Which was a good thing as I actually had quite a few things I've been smitten with this week.

**Adsoorb Beauty** is a Japanese skincare brand I'm playing with. There's three items in the line and I started with the **AntiBody Moist Essence Serum**. I'll be adding in the gel cream this week to get a feel for the whole line. This has a light hydrating gel serum texture. This line uses natural antibody technology in combination with peptides and hydrators for a serum that helps with anti-aging as well as the health of your skin. Think of this as a different technology for skin health other than probiotics. More to come after I test it fully for a while.

## Adsoorb Beauty: Overview

by Michelle | December 5, 2018 | Leave a Comment



**Adsoorb Beauty** is a new Japanese skincare line. It combines science with nature plus a new antibody technology. This is a new to the US brand that was previously only available in Doctor's offices in Japan. Adsoorb Beauty is based on a natural antibody technology from Ostrich yolk. Apparently the Ostrich has a very strong immune system (They're more potent at combating viruses than chicken eggs per the Japanese Science and Technology Agency). Obviously the antibodies are purified then combined with peptides and other hydrators for this anti-aging line.

Antibodies are part of the body's natural immune system. They're also known as immunoglobulins. The antibodies utilize a liposome delivery system (three different types) which allow the nutrients to penetrate the skin. The antibody technology is supposed to help fight damaging pollutants & elements that cause skin aging. The line is free of fragrance, dyes, alcohol, preservatives, parabens & sulfates. There were three products in the initial launch, and three in the subsequent launch (I won't be talking about those three today as I'm still playing). So far I have only seen this line at Neiman Marcus.

Top to Bottom-Gel Cream, Cleansing Wash, Moist Essence Serum:



\*These three generously gifted by brand but all thoughts are my own.



### ABOUT ME



I'm Michelle. As a long time beauty addict and nurse I created this blog to help anyone out in their beauty endeavors by sharing swatches, comparing products, and writing reviews of high end makeup, hair care, skin care & niche fragrances.

### INSTAGRAM



### ABOUT ME



I'm Michelle. As a long time beauty addict and nurse I created this blog to help anyone out in their beauty endeavors by sharing swatches, comparing products, and writing reviews of high end makeup, hair care, skin care & niche fragrances.

### MÜN Become a MÜNalist.

Beauty Products | Fashion Accessories

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MAKEUP MASKS NATASHA DENONA

OMACRONICA ORISA PAULAS CHOICE

PR PRODUCT OBSESSIONS

RENEE BOULEAU SAMPLES/EMPTIES

SKINCARE SUBSCRIPTION BOX

SUNSCREEN SUQQU SUBRATT

TATA HARPER THREE TOM FORD

UNCATEGORIZED VOTARY

WAYNE GOSN YSL ZELENS

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# PUBLICATION REPORT

Publication Medium



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Bill Cunningham, Tommy  
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Carefully selecting  
contents from various  
platforms in the world  
wide web as well as  
creating original content  
on fashion, beauty and  
culture by promoting local  
talents, brands, events  
and spaces.

Posting Date and Time

October 29<sup>th</sup>, 2018

Viewers Coverage

45,000 Monthly Visitor

Featured Content

Things You Should Know  
About the Skin Care of the  
Future

URL



## THINGS YOU SHOULD KNOW ABOUT THE SKIN CARE OF THE FUTURE

CURATOR-IN-CHIEF • OCTOBER 29, 2018 • BEAUTY

Ever wondered how some people look younger than their actual age. You may have been curious about their complicated skincare routine too. In fact, your skin has the function to regenerate new healthy skin naturally, but that function is disturbed by various types of factors under harsh conditions of our environment, that's where skin care products come in.

Prevention is the best skin care product on the market. Luckily Zeal Cosmetics pioneered a new approach to treat skin conditions and researched wider healthcare applications for its unique ostrich antibody technology.

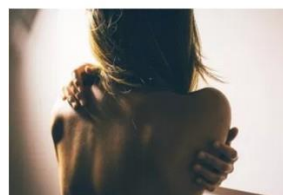
Here are the things you should know about the Ostrich Antibody Technology:

### 1. IT'S SIGNIFICANT INGREDIENT IS MADE FROM OSTRICH EGG YOLK.



The ostrich antibody technology comes from the ostrich egg yolk. The collection is all safe, vegan-friendly and approved even by the strictest animal activists in the industry. Adsorb has a 300 free roaming birds pampered with a special organic diet, they produce around 100 eggs. One yolk can supply around 5,000 products.

### 2. IT CAN GET RID OF THE MAIN CAUSES OF SKIN PROBLEMS



Zeal cosmetics products include ostrich egg yolk extract that reacts only to specific bacteria such as Staphylococcus aureus and Propionibacterium acne and other bacteria or viruses which are the main causes of dermatitis and other skin trouble.

### 3. IT'S ONE OF A KIND



Zeal Cosmetics CEO Osamu Maeda implies that by using antibodies, Zeal and its partners can develop products in a way that has not been thought of before, giving it a unique competitive edge in the market, and how its unique technology could even help combat global infectious diseases.

# PUBLICATION REPORT

Publication Medium



Well+Good launched as the premier lifestyle and news publication devoted to the wellness scene. Well+Good is known for its impeccable reporting and trend-spotting on the healthy living beat, becoming the leading source of intel on boutique fitness & juice industry, plus cutting-edge nutrition, natural beauty and more.

Posting Date and Time  
November 15<sup>th</sup>, 2018

Viewers Coverage  
1,240,715 Monthly Visitor

## Featured Content

If You Need Me, I'll be at Costco Getting \*ALL\* The Luxe Beauty Products for Way Less

Tom Winarick, President & CEO of BioBoutique quote is featured.

URL



## IF YOU NEED ME, I'LL BE AT COSTCO GETTING \*ALL\* THE LUXE BEAUTY PRODUCTS FOR WAY LESS



GOOD LOOKS

by TEHRENE FIRMAN, NOVEMBER 15, 2018



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Photo: [Stocksy/Bisual Studio](#)



Years ago, Costco was generally thought of as the place you went to buy cheeseballs in bulk, but oh boy has that changed. The store has slowly but surely turned itself into a place health nuts hit up on the regular—whether it's for the [long-lasting avocados](#), affordable succulents to add to your urban jungle, [fitness memberships](#), acai bowls, or even [discounted exercise equipment](#). Seriously, it has it all. And now its beauty category is majorly expanding, too.

According to the [Beauty Independent](#), Costco is now selling prestige beauty products—most of which you can buy right online. And of course in true Costco fashion, you can expect *all* the markdowns, making it possible to snag some of your favorite pricey (and super luxe!) beauty products for a fraction of the cost. "Like all retailers today, they want to capture the millennial," said Tom Winarick, president and CEO of BioBoutique Beauty Lab. "There's a lot of traditional luxury prestige retailers that haven't gotten there yet, and here you have Costco doing it."

Aside from big brands like Dr. Brandt and Clinique, Costco is also emphasizing Japanese beauty products with plenty of additions from [Tatcha](#) and Shiseido—AKA things you'd normally find at department stores or at Sephora. There is one catch when shopping the items from the mega retailer, though. While there are beauty products you can buy as a non-member, most of these higher-end options require the membership. But hey—since this is just one of the many perks of having one, that yearly payment seems *more* than worth it.



# PUBLICATION REPORT

Publication Medium



Just Sultan is an online magazine intended for daydreamers and trendsetters everywhere. Just Sultan is a lifestyle hub for exciting Travel, Food, and Fashion Content written by Sultan Sandur.

Posting Date and Time

November 21<sup>st</sup>, 2018 &  
November 26<sup>th</sup>, 2018

Viewers Coverage

48,800 Impressions

Featured Content

Just Sultan Holiday Gift Guide  
-2018

Stylish & Luxurious Travel  
Essentials I'm Packing in My  
Floatti

URL



NOVEMBER 21, 2018  
JUST SULTAN HOLIDAY GIFT GUIDE - 2018

DECEMBER 2019  
HOLIDAY GIFT GUIDE

GIFT IDEAS FOR DAYDREAMERS + TRENDSETTERS



A GUIDE TO GIVING THE BEST GIFTS

READ OUR POPULAR POSTS



CURRENT LOCATION



OTTAWA, ONTARIO

CHECK US OUT ON INSTAGRAM

**Hydrated for the Holidays**  
Adsoorb Beauty

Help them stay hydrated this winter. The Japanese beauty brand fuses natural Antibody technology with cutting edge peptides and hydrators. Adsoorb Beauty's proprietary technology provides a multi-faceted treatment to help fight and reverse the visible signs of skin aging. Effectively targets the visible appearance of facial lines and wrinkles, firm sagging skin and brighten dull and discolored complexions.

Clay Mask - \$128  
Gel Mask - \$128  
Lotion - \$120  
www.adsorbbeauty.com

**BE HYDRATED** GIFTS WITH ANTIBODY TECHNOLOGY

**Adsorb**

▼ **Brightening Clay Mask**  
A clay mask that consists of a dual natural Antibody complex to deep clean, moisturize and brighten skin for a natural and healthy looking glow. It contains Ceramide Antibody and Neutrogena Antibody to improve and prevent dark spots and freckles.

▲ **Gel Mask Moist**  
This natural Antibody complex has an abundance of active moisturizing ingredients which refresh the skin and jump start skin hydration for dewy, smooth and vibrant skin.

▲ **Moist Lotion**  
A triple-hyaluronic acid moisturizing lotion with natural Antibody peptides that provides deep moisture to keep your skin hydrated.

NOVEMBER 26, 2018  
STYLISH AND LUXURIOUS TRAVEL ESSENTIALS I'M  
PACKING IN MY FLOATTI

From wacky Tokyo to majestic Mount Fuji to the cultural hubs of Osaka and Kyoto, a trip to Japan is all your dreams come true. You can stay in breathtakingly stylish ryokan inns or in high-end luxury hotels, and treat yourself to the finest culinary and cultural experiences the country has to offer.

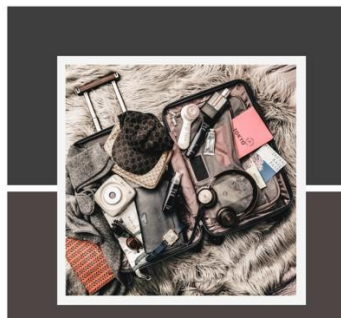
For jetsetters like me, packing for a vacation is always a thrilling experience. My collection of travel essentials is constantly evolving and I'm super excited to try out my new FLOATTI carry-on that was recently sent to me. Where one comfort and practicality were the only two basic requirements for travel gear, the downpour of perfect captures and pro shots from tourist destinations have taken the vacation wardrobe game up a notch.

AVOID LOOKING LIKE A TOURIST

I can't stress it enough. It is definitely time to do away with the typical jeans, backpack, and sweatshirt. You don't need to have a camera around your neck and a backpack in your vacation shots, do you? Travelling across the globe in chic style will definitely bring more buzz to your vacation diaries.

THE LAND OF THE RISING SUN

I know I have been talking about going to Japan since forever and, being the resident planner, my inbox is inundated with requests for sharing tips on traveling in style. The lovely island of Japan is tourist heaven and a highly rewarding destination. To ensure my trip to Japan is a luxuriously blissful vacation, I have carefully listed my essentials for this trip to the land of the rising sun.



READ OUR POPULAR POSTS



CURRENT LOCATION



OTTAWA, ONTARIO

CHECK US OUT ON INSTAGRAM

HAVE YOU LIKED US ON FACEBOOK - YET?





# PUBLICATION REPORT

Publication Medium



The Costco Connection is the monthly magazine published for the members of Costco Wholesale and for others curious about the world of Costco. It is the largest-circulation monthly magazine in the United States, with more than 8.6 million recipients.

Posting Date and Time  
January 2019

Viewers Coverage  
46,496,000 Monthly  
Visitors

## Featured Content

Skin Game: Essences are essential to beautiful complexions

URL



## SPECIAL SECTION // FOR YOUR HEALTH

### Skin game

Essences are essential to beautiful complexions

by SUJA NATARAJAN



© METAMORWORKS / SHUTTERSTOCK



COSTCO  
CONNECTION

Costco warehouses and Costco.com carry a variety of essences, including SK-II, Adorb, Lena & Lina, as well as several other J- and K-beauty products.

**F**lawless, clear, radiant skin is one of the most pursued classical beauty standards, coveted in just about every country. Lately, a great deal of attention has focused on Asian beauty products, such as K-beauty and J-beauty. What's the story?

The explanation lies in years of self-care beauty rituals employing specific ingredients and a holistic lifestyle. Now, Asian beauty products have taken the burgeoning Western beauty industry by storm.

While South Korean K-beauty is known for its innovative, affordable beauty concepts, its conservative Japanese counterpart, J-beauty, focuses on a simple, minimalist and no-frills regimen for long-term results.

Paris-based Florence Bernardin,

CEO of Information et Inspiration and a leading Asian beauty expert, explains that the American interest in Asian beauty is due to its holistic approaches. Japanese skin care focuses on skin troubles rather than skin types. Deep-rooted tradition, natural ingredients and a simple and practical approach are the driving principles of J-beauty.

"It's like the life insurance of skin care; you don't know why you have it until, years later, the results pay off tenfold," says New York-based Costco member Zee Gustafson, a celebrity makeup and hair artist, of Zee Artistry.

#### Facial essence

The Japanese beauty ritual is a double-cleansing routine that rejuvenates the skin to return it to its natural state.

#### Misconceptions

Essences are sometimes misunderstood to be a toner or a serum. Although toners and essences look similar, their purposes are

different. Toners are light and prep the skin for the rest of the skin care routine. A toner removes residues and balances the pH levels of the skin. Essences are lighter and are used between toner and serum/

cream/moisturizer. They hydrate as well as nurture the skin with antioxidants, vitamins and minerals. Serums are heavy and concentrated, and are used to heal skin issues like dark spots and dull skin.—SN

72 Costco Connection JANUARY 2019

"It involves two steps: The first step removes makeup with an oil cleanser, and the second step includes a water-based cleanser," says California-based Amanne Sharrif, communications manager for skin care brand DHC.

Facial essence is a water-based double-moisturizing agent, also known as "cosmetic water." "An essence is a step in between cleansing and hydrating that acts as a booster to enhance the hydration step," says Miami-based Tom Winerick, CEO of Bio-Boutique Beauty Lab, which distributes J-beauty brand Adorb Beauty.

#### Ingredients

Facial essences primarily contain fermented ingredients along with other active ingredients that support better skin penetration and hydration. The type of fermented ingredient varies with different brands. For instance, Pitera, a clear liquid rich in vitamins, amino acids, minerals and organic acids derived from a natural fermentation process, is the main ingredient of SK-II's facial essence, explains Gustafson, while Lena & Lina uses a mist created via a traditional Japanese fermentation process.

#### How to use essence

Rubbing the essence into the skin is not the recommended J-beauty technique. "Japanese facial essences are best applied with the hands or a cotton pad. Press three or four drops of the facial essence into the skin and gently pat it on the skin. Apply immediately after cleansing/toning and before you use serums, creams and moisturizers," says Gustafson.

"[Essences] can be repeatedly applied, even up to 10 times [during each morning and night routine]. That's why some brands do not hesitate to provide huge bottles of it. You can change the type of cosmetic water you use according to seasons or skin troubles," says Bernardin.

#### Skin-type recommendations

Facial essence works on all skin types, even the most sensitive, says Gustafson. As with all skin care products, you should consult a dermatologist before trying a facial essence.

As the largest organ of the body, skin deserves protection with a healthy lifestyle. Adding a facial essence to your skin care routine is an additional tool in the quest for fresh and flawless skin. ■

Suja Natarajan is a writer based in Ohio.



© VALERIA VASILY / SHUTTERSTOCK

#### Do you need essence?

Designed to penetrate deep into the skin, watery essence allows quick absorption of other products. Celebrity makeup and hair artist Zee Gustafson says, "Long-term use of essence has proven that balancing the pH and hydrating skin daily is the best thing you can do to help prevent premature aging."

Additionally, the antioxidant-rich and nourishing ingredients in facial essence boost repair and renewal of skin cells, balances skin texture and prevents and lightens dark spots. "Skin will appear more hydrated, brighter and smoother. As it is an enhancer, it works immediately," says Tom Winerick, CEO of Bio-Boutique Beauty Lab. Health care consultant and Costco member Poonam Patel Bhavan switched to SK-II facial essence, which affected her skin in a multitude of ways, making it bright, smooth and even-toned, with a reduction in puffiness and dark circles under the eyes. "It has also prevented acne and lightened acne scars," says Bhavan.—SN

# PUBLICATION REPORT

Publication Medium



ABC News is a national news service in Australia produced by the News and Current Affairs division of the Australian Broadcasting Corporation. The division is responsible for all news-gathering and production of news output for ABC television, radio and online services.

Posting Date and Time  
January 17, 2019

Viewers Coverage  
10,634,000 Unique  
Monthly Visitors

Featured Content  
Indie Beauty Expo's 'Best in Show' 2018 winners include Hum Nutrition, Apoem and more

URL



## Indie Beauty Expo's 'Best in Show' 2018 winners include Hum Nutrition, Apoem and more

The exclusive Indie Beauty Expo's Best in Show 2018 winners.



© Getty Images, GMA, ABC News Photo Illustration Indie Beauty Expo's Best in Show 2018 winners include Hum Nutrition, Apoem and more.

By Zoe Moore via GMA Jan 17, 2019 11:06 PM ET



This year, "Good Morning America" is bringing you the exclusive Indie Beauty Expo's "Best in Show" 2018 winners.

Indie Beauty Expo was founded by celebrity [esthetician](#) Jillian Wright and entrepreneur Nader Naeymi-Rad in 2015 to "recognize, showcase and celebrate independent beauty brands and to support the growth and success of the entrepreneurs behind them." The expo started in New York and has since been expanded to Los Angeles, Dallas and London.

Wright told "GMA" her goal is to get, "better made [beauty](#) into the hands of more people at all different price points."

She also hopes the expos are a place to, "educate people on how they can upgrade their skin care and body routine without necessarily breaking the bank."



### BEST SHAMPOO/CONDITIONER

**Winner: Groh**

Nominees: ECRU, Eleni and Chris, Elvis + Elvin, Ethique, Innersense Organic Beauty, Lena Japon, Loba Mane, Marinella, Ola Tropical, Apothecary, Sumbody

### BEST SHEET MASK

**Winner: When**

Nominees: AVARELLE, Bawdy, Bio Republic, Eleni and Chris, Elvis & Elvin, Florapy Beauty, FROWNIES, IYOU, Kaibae, KNESKO, Knours, MidFlower, Milu, Petite Amie, Snow Fox

### BEST SPF

**Winner: Prep Cosmetics**

Nominees: Beauty By Earth, DNARenewal, EiR NYC, Everyday for Everybody, KlenSkin, Love Sun Body, Moss Skincare, New Heights Naturals, Prana SpaCeuticals, Sara Elizabeth, UnSun, Zatik

### BEST UNIQUE INGREDIENT

**Winner: Sahajan**

Nominees: Adsorb, Cannabliss Organic, IYOU, Kreyol Essence, Lavigne, Lovinah, Magic Organic Apothecary, Naya, Pili Ani, Restorsea, Science Serum, Temana Skincare, Venn, Zaman Skincare



#### Top Stories

Ariana Grande accuses Grammys executive producer of misrepresenting her reasons for not performing  
Feb 8, 6:50 AM ET



Editor Nina Garcia missing New York Fashion Week for preventive double mastectomy  
Feb 8, 6:50 AM ET



Prince Harry and Meghan Markle walk the red carpet at Endeavour Fund Awards gala  
Feb 8, 4:38 AM ET



5 ways to sweeten your wedding with cotton candy  
Feb 8, 4:27 AM ET



#### ABC News Live



24/7 coverage of breaking news and live events







BIOBOUTIQUE  
BEAUTY LAB

# PUBLICATION REPORT

Publication Medium

YAHOO!  
NEWS

Yahoo! News is a news website that originated as an internet-based news aggregator by Yahoo!. Articles originally came from news services such as the Associated Press, Reuters, Fox News, Al Jazeera, ABC News, USA Today, CNN and BBC News

Posting Date and Time

January 18, 2019

Viewers Coverage

810,995,000 Unique  
Monthly Visitors

Featured Content

Indie Beauty Expo's 'Best in Show' 2018 winners include Hum Nutrition, Apoem and more

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YAHOO! NEWS

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Indie Beauty Expo's 'Best in Show' 2018 winners include Hum Nutrition, Apoem and more

ZOE MOORE

Good Morning America January 18, 2019

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Indie Beauty Expo's 'Best in Show' 2018 winners include Hum Nutrition, Apoem and more originally appeared on goodmorningamerica.com

This year, "Good Morning America" is bringing you the exclusive Indie Beauty Expo's "Best in Show" 2018 winners. Indie Beauty Expo was founded by celebrity [aesthetician](#) Jillian Wright and entrepreneur Nader Naaymi-Rad in 2015 to "recognize, showcase and celebrate independent beauty brands and to support the growth and success of the entrepreneurs behind them." The expo started in New York and has since been expanded to Los Angeles, Dallas and London.

Wright told "GMA" her goal is to get, "better made [beauty](#) into the hands of more people at all different price points." She also hopes the expos are a place to, "educate people on how they can upgrade their skin care and body routine without necessarily breaking the bank."

Indiebeautyexpo

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More than 280 brands and 350 products were nominated for the 30 categories, from best moisturizer to best clean ingredient brand.

The nominees were selected from those exhibited at the 2018 Indie Beauty Expo shows in Los Angeles, Dallas, New York or London.

[MORE: How women have taken back lingerie and made it theirs.](#)

According to the Indie Beauty Media Group, a panel of professional beauty experts evaluated the products based on, "functionality, efficacy, texture, durability, packaging, scent, ingredients, performance, design and social responsibility."

Congratulations to all of the winners and nominees!

For more information on these winning products and where to purchase the full collection made up of more than \$1,000 worth of products, visit [Indie Beauty Expo](#).

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**BEST BAR SOAP**

**Winner: Level Naturals**

Nominees: Ari Rose™, Brother's Artisan Oil, Cosmodyor, Indie Goat Soap, The Seaweed Bath Company, Vervan, Woodlot

**BEST BATH PRODUCT**

**Winner: HoneyBelle**

Nominees: Enfusia, Holistic Hemp Company, Kanya Life, Laki Naturals, Level Naturals, Magic Organic Apothecary, Makana, Oliverum, Shea Terra Organics, The Seaweed Bath Company, Verdant Alchemy

**BEST BODY MOISTURIZER**

**Winner: Restorsea**

Nominees: Ayuna, Basd Bodycare, Ellie Blanca, Kanya Life, Kreyol Essence, Mademoiselle Provence, Max and Me, Olive + M, OSEA Malibu, Pistache

**BEST BODY SCRUB**

**Winner: SpaRitual**

Nominees: Evolve Beauty, First Salt After Rain, Fyft Beauty, Laki Naturals, Sumbody, True Wild Botanics, Visha

**BEST CLEAN INGREDIENT BRAND**

**Winner: Province Apothecary**

Nominees: Au Naturale Cosmetics, Ayuna, Bluh Alchemy, Brother's Artisan Oil, Ere Perez, Ethique, Fitglow Beauty, Innersense Organic Beauty, Kaibae, Kanai, Max and Me, Pangea Organics, Shaffali, Shea Terra Organics, Tracie Martyn, YuYo Botanics

**BEST COLOR COSMETICS**

**Winner: Ere Perez**

Nominees: Ellis Faas, Fitglow Beauty, Gabriel Cosmetics, Hue Noir, Jane Iredale, Jet Cosmetics, RealHer, Rouge Bunny Rouge, Saint Cosmetics, Sarya, STARE Cosmetics, The Organic Skin Co

**BEST DEODORANT**

**Winner: Brother's Artisan Oil**

Nominees: Black Chicken Remedies, Cleo & Coco, EIR NYC, Ethique, Everyday for Everybody, Evolve Beauty, FatCo, Honestly Phresh, Kanai, LaVigne Natural Skincare, Little Moon Essentials, Smarty Pits, Sumbody, Type A, WAY OF WILL, Zatik

# PUBLICATION REPORT

Publication Medium

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## J-BEAUTY IS LIKE MARIE KONDO FOR YOUR SKIN-CARE ROUTINE

How Japanese beauty products can spark joy, and why it's worth opening your wallet.

By [Katie Becker](#)

Photography: [Alec Kugler](#), [Jake Rosenberg](#)

In the wake of Korean K-beauty mania (sheet masks that look like kittens! snail slime extract! jelly putty powder melting essence balm!), a new single-letter beauty trend came into the industry lingo in the last year. The term "J-beauty"—Japanese beauty—arrived in our inboxes and in article headlines, and Sephora deemed it as the next big thing. J-beauty is more restrained, more science-y, and more high-design, as I learned on a trip to Tokyo with Shiseido in the fall. But what beauty insiders already knew is that J-beauty has been the big thing for forever. When I started going backstage for fashion week about a decade ago, I quickly learned that if I didn't recognize a product that a makeup artist or hairstylist was using, it was probably from Japan. Elegant black cotton buds, magically effective makeup wipes, the "best" eyelash curler, invincible hair gels, perfectly designed hair combs and makeup brushes—a backstage artist's answer was always "I picked it up in Japan." So to Japan I went, to see what I could find.

A curated routine is what brands like Shiseido, which is considered Japan's most iconic beauty brand, are trying to imprint on Westerners' minds. While K-beauty seems to have left a lot of questions about what product to use when, Shiseido saw the opportunity to narrow things down to their essential four steps: soften, strengthen, moisturize, and protect. Find the right product for each step based on your skin type, and you're pretty much covered. No sleeping mask required (though they do make one if you're in the mood). Meanwhile, SK-II is reminding shoppers that skin-care trends like essences, sheet masks, and double-cleansing actually started in Japan, thank you very much.

If this marketing approach seems slightly righteous, like a parent complaining about the younger generations, you might be right. But this beauty approach isn't really for millennials—J-beauty's whole premise is that it's playing the long game. The country does have the longest-living people in the world, after all. Shiseido's first skin-care product, Eudermine, is still their best-seller 122 years later, and when I visited their flagship store in Tokyo, I discovered that it is in almost the exact same plot as their original pharmacy, which opened in 1872.



Similar to how French heritage used to give a beauty brand loads of street cred, we see Western brands elevating their own J-beauty cache: Jillian Dempsey recently launched a new skin-care tool called the Gold Bar that she has made in Japan; the cult-beloved luxury makeup line Surratt Beauty, which launched in 2013, creates all of its products in Japan; Madonna's new skin-care line, MDNA, is created by a Japanese beauty company and was launched there first; and Sephora has its ongoing J-beauty campaign. A few other Japanese-based beauty brands, like Biore and Boscia, don't tout their J heritage as loudly, but I have a hunch their tune may change in the next year or two as J-beauty catches on with the mainstream. Finally, new buzzy Japanese brands like Adorb and Uka are seizing the moment and rolling into the US, and there are rumors that the brand Three and possibly Suquq have plans to come westward as well.

Japan in general does feel like it's having a moment. Not that it isn't always at the top of everyone's travel bucket list or that it hasn't had moments before, but Valentino and Dior have shows there this fall, Revolve took their influencers to Kyoto last month, and let's not forget the never-ending phenom that is Marie Kondo, though this time on Netflix with her brand-new show, Tidying Up. Most likely it's all just part of the regular ebb and flow of our fascination and love of the country, but I believe that this time around it might also be about our overall feeling of overstimulation. "Made in Japan" represents a kind of quality and legitimacy that very few other countries represent. If K-beauty is fast food, J-beauty is the slow-food movement. And as we all run into content burnout and newness fatigue, we might be looking to find what truly sparks joy with just a few really well-made things. Including a tinted eye gloss.



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