

THE CATALYSTS

The Estée Lauder Companies' NIV and TikTok Announce the Inaugural Finalists for The Catalysts Program

Created by ELC's NIV and launched with support from TikTok, The Catalysts is an innovative incubator program spotlighting emerging talent poised to disrupt the creative landscape in beauty

New York, September 9, 2024: The Estée Lauder Companies (NYSE: EL) (“ELC”) is pleased to announce the finalists for The Catalysts program. Created by ELC’s New Incubation Ventures (“NIV”) and launched with support from TikTok, the integrated, global initiative is aimed at spotlighting, uplifting, and empowering emerging storytellers with fresh visions for the beauty industry.

The program underscores NIV's dedication to championing trailblazing spirits in beauty, accentuating the influence and impact of the beauty industry and its interconnectedness with wider cultural, social, and artistic landscapes.

TikTok's beauty community has helped revolutionize the industry, creating an inclusive space, and facilitating new ways of beauty storytelling. With #Beauty amassing over 45M posts, TikTok breathes life into new trends. Beauty on TikTok is rooted in the unique and inclusive beauty community on the platform, a diverse constellation of beauty subcultures, with content for every kind of style one can imagine.

“The Catalysts received an overwhelming response from over 400 creators and founders from around the world. Applicants represented a cross-section of the industry showcasing innovative approaches to products, storytelling and community building,” said Shana Randhava, Senior Vice President, NIV, The Estée Lauder Companies. “We are excited to introduce this talented group of next generation of founders to the global beauty community.”

The 2024 Catalysts Finalists

Baude NY

Monica Ha, Chief Executive Officer & Co-founder

Heather Rosenthal, Chief Creative Officer & Co-founder

Charlotta Hellichius, Chief Brand Officer & Co-founder

Brand Description: “Baude NY makes clean body care with fine functional fragrances, designed to ignite your imagination. Driven to inject more excitement and fun into everyday routines, they bottle mind-bending scents with surprising textures in play-worthy packaging. Catering to fragrance lovers of

all shapes and sizes, Baude NY's artful approach to bodycare pushes boundaries in a monochrome category."

TikTok: [@baude.ny](https://www.tiktok.com/@baude.ny)

BEAME

Eniye, Founder/Director

Brand Description: "BEAME's Something You Mist™ SPF 30 Face Mist is revolutionising sun care by blending sun protection with stress-relief. Our innovative formula combines broad-spectrum protection against UVA and UVB rays with stress-reducing ingredients and mood-lifting scents."

TikTok: [@beamespf](https://www.tiktok.com/@beamespf)

Charles Jeffrey LOVERBOY

Charles Jeffrey, Founder & Creative Director

Brand Description: "LOVERBOY BEAUTY redefines the makeup landscape with an elevated, alternative queer perspective. Born from the vibrant world of Charles Jeffrey LOVERBOY, our brand would launch versatile, high-quality colour complexion products that seamlessly transition from day to night without staining clothing."

TikTok: [@charlesjeffreylloverboy](https://www.tiktok.com/@charlesjeffreylloverboy)

Etia London

Lucy Edwards, Founder

Brand Description: "We are a beauty brand that actively includes the 1.3 billion disabled people worldwide. No more accidentally accessible products - intentional universality is our company DNA so that everyone can experience a beauty brand that is made for them."

TikTok: [@lucyedwards](https://www.tiktok.com/@lucyedwards)

Forta

Sarah Guller, Co-Founder

Lexie Hull, Co-Founder

Brand Description: "Meet Lexie, star basketball player in the WNBA and Sarah, former beauty & CPG investor. Sarah and Lexie live vastly different lives, but they both deserve to wear products they can trust will stay put. With Forta cosmetics, you don't have to sit still to look pretty."

TikTok: [@FortaCosmetics](https://www.tiktok.com/@FortaCosmetics)

Gorgeous Nothings

Avigon Paphitis, Founder

Brand Description: "Gorgeous Nothings marks a transformative chapter in the beauty industry, championing unwavering integrity, groundbreaking innovation, and limitless creativity. More than just an endeavor, Gorgeous Nothings is a commitment to uphold unparalleled ethical and environmental standards in cosmetics."

TikTok: [@gorgeous.nothings](https://www.tiktok.com/@gorgeous.nothings)

Ruka

Tendai Moyo, CEO

Brand Description: “Ruka is an R&D driven, community led brand on a mission to disrupt the unregulated hair extensions industry. Our big vision is to totally eliminate unethical human hair and unsustainable plastic hair. Our scientists partnered with a leading innovation lab to develop Synths - our revolutionary hypoallergenic, biodegradable lab-based hair with patent-pending “shape memory” allowing it to revert from curly to straight with heat and water, mimicking human hair like never before.”

TikTok: [@rukahair](#)

Sky High Farm Universe

Daphne Seybold, Co-Founder, Co-CEO and CMO

Dan Colen, Co-Founder, Co-CEO and Chief Creative Officer

Brand Description: “Through the power of pop culture, SHFU has built a beneficent brand that activates customers, corporations and industry alike to generate more equity in our food system. Through coalition building in the art and fashion industries, we’ve coalesced the likes of Nike, Erewhon, Converse, and more to support the creation of a brand that has grossed \$5.5M and generated donations totaling \$1M for food equity work in 2.5 yrs. Now we’re looking to take on our next challenge: bringing our mission to the beauty space.”

TikTok: [@skyhighfarmuniverse](#)

Zure Solaris

Samuel Cheney, Co-Founder

Aaron J. Hurley, Co-Founder

Brand Description: “Founded by British creative director Samuel Cheney and Irish fashion photographer and art director Aaron J Hurley, Zure Solaris is the world's first sun and light exposure repair brand. Bringing new focus and intention to the post-sun experience, the soon-to-launch brand will offer a collection of skincare for the face and body combining extreme efficacy and multi-sensoriality. Powered by groundbreaking innovation, its products have been developed to treat the immediate and long-term skin aging effects caused by sun and light exposure, all year round.”

TikTok: [@zuresolaris](#)

"The Catalysts has produced a shortlist that really speaks to the evolution of beauty, showcasing a diverse and innovative new generation of founders," said Vanessa Craft, Global Head of Partnerships at TikTok. Many of the talented names on the list have already tapped into TikTok's inclusive beauty ecosystem, sharing their unique voice and creativity. We are looking forward to seeing and helping to support these businesses thrive, in partnership with The Estée Lauder Companies."

The Catalysts finalists will be judged by an esteemed jury of creative figures, including accomplished entrepreneurs, investors, content creators, experts, as well as representatives from The Estée Lauder Companies. Judges include Shana Randhava, Vanessa Craft, Michèle Lamy, Fabien Baron, Craig McDean, Carlos Nazario, Eugene Souleiman, Hung Vanngo, Ruba Abu-Nimah, Julia Sarr-Jamois, Thomas Roussel, Violet Chachki, Drew Elliott, Courtney McHugh, Andreas Neophytou, Francisco Costa, Celia Ellenberg, Hanna Hanra, Sallyann Houghton, Mitchell Halliday, and Grace Choi.

Finalists have the chance to win up to \$250K in financial backing as well as mentorship and project

assistance. A distinguished panel of industry luminaries, creative visionaries, and TikTok creators will select two winners who are reshaping the future of beauty through innovative branding, product development, and storytelling.

Winners will be announced on October 2, 2024, at a final event in Paris.

Website:

www.thecatalystsworld.com

TikTok: @thecatalystsworld

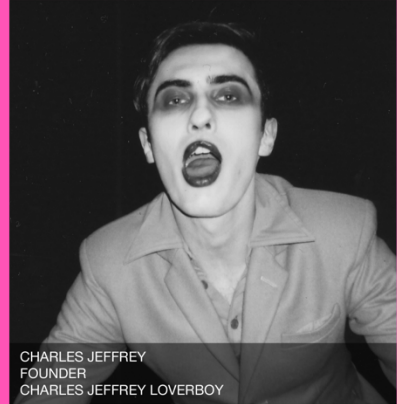
THE CATALYSTS



CHARLOTTA HELLICHUIS, MONICA HA, HEATHER ROSENTHAL
FOUNDERS
BAUDE NY



ENIYE OKAH
FOUNDER
BEAME



CHARLES JEFFREY
FOUNDER
CHARLES JEFFREY LOVERBOY



SARAH GULLER & LEXIE HULL
FOUNDERS
FORTA



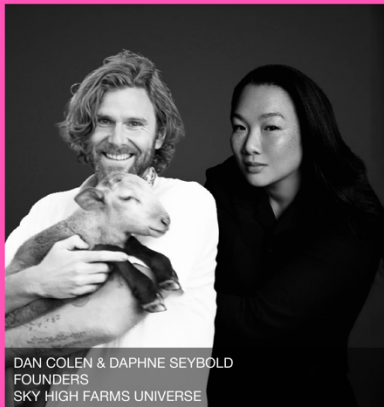
AVIGON PAPHITIS
FOUNDER
GORGEOUS NOTHINGS



LUCY EDWARDS
FOUNDER
ETIA LONDON



UGO AGBAI & TENDAI MOYO
FOUNDERS
RUKA



DAN COLLEN & DAPHNE SEYBOLD
FOUNDERS
SKY HIGH FARMS UNIVERSE



SAMUEL CHENEY & AARON J HURLEY
FOUNDERS
ZURE SOLARIS

THE FINALISTS

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About New Incubation Ventures

New Incubation Ventures (NIV) is the strategic early-stage investment and incubation arm for The Estée

Lauder Companies. NIV partners with forward-thinking founders and entrepreneurs to create, fund, and support the best-emerging beauty brands and new business models to shape the future of beauty and build an actionable pipeline of diversified brands and new engines of growth for the ELC portfolio.

About The Estée Lauder Companies Inc.

[The Estée Lauder Companies Inc.](#) is one of the world's leading manufacturers and marketers of quality skincare, makeup, fragrance, and hair care products. The company's products are sold in approximately 150 countries and territories under brand names including Estée Lauder, Aramis, Clinique, Lab Series, Origins, M·A·C, La Mer, Bobbi Brown, Aveda, Jo Malone London, Bumble and bumble, Darphin Paris, TOM FORD BEAUTY, Smashbox, AERIN Beauty, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, KILIAN PARIS, Too Faced, Dr.Jart+, the DECIEM family of brands, including The Ordinary and NIOD, and BALMAIN BEAUTY.

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