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Inside the Brain-Skin Axis: Coming Soon to Luxe Pack/MakeUp in LA

Jan 25th, 2024



Addressing the growing connections between beauty and the mind will be Robyn Watkins (right top), founder, head of product development, Holistic Beauty Group; Stephanie Lee, founder, Selfmade (left), and Jennifer Raphael, CEO, IBG North America (not pictured).



Jennifer Raphael, CEO, IBG North America.
IBG

>>>Registration is now open for Luxe Pack/MakeUp in LA.

In its 2024 beauty trend report, Mintel declared, "The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected."

In this new era, researchers and brands have an unprecedented opportunity to provide holistic care, inside and out.

From neurocosmetic ingredients to aromatherapeutic benefits and ingestible solutions to psychodermatology, beauty is entering a new phase of total care.

On February 15, from 1:00-1:45 p.m. during Luxe Pack/MakeUp in LA, **Inside the Brain-Skin Axis** will feature beauty innovators who operate at the intersection of mental and physical well-being and beauty, offering wellness and aesthetic benefits for consumers seeking to live longer, healthier, happier lives.

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>>>Registration is now open.

Key discussion points will include:

- The interconnectedness of health and beauty
- Consumer drivers of mind-beauty solutions
- Brand innovations providing holistic benefits
- A look at what's next for the sector: new claims and wellness targets

Moderated by Jeb Gleason, content director, *Global Cosmetic Industry* magazine, this panel discussion will feature

- **Robyn Watkins**, founder, head of product development, **Holistic Beauty Group**
- **Jennifer Raphael**, CEO, **IBG North America**
- **Stephanie Lee**, founder, **Selfmade**

Watkins' **Holistic Beauty Group** is focused on providing "mission-aligned and strategic product development for leading and emerging brands across all categories of beauty and wellness. Concept through launch."

Lee is a mental health activist and the founder/CEO of **Selfmade**, a personal care brand made by messy, emotional humans who've ditched perfectionism to make practical wellness tools for real life. She has partnered with leading experts and Gen Z board members to translate breakthrough psychodermatology science into award-winning skin and body care products that address emotional and environmental stress damage. A 2023 Well+Good Changemaker for innovating at the intersection of beauty and mental health, Stephanie is recognized for their unique expertise and approach to pioneering the skin-brain connection powered by behavioral science.

Raphael oversees **IBG North America**, which serves "as an extension of your team for brands, retailers and wholesalers to develop innovative, best-selling beauty products."

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With 25 years of experience in the beauty industry, Raphael is a leading strategic product innovator, seasoned beauty consultant, world traveler and a mother of two.

A graduate of the University of Western Ontario, Jennifer began her career in the fashion industry and quickly pivoted to beauty. She joined Orchard Custom Beauty the year it launched in 1994. Throughout her years at Orchard (an IBG Brand), Raphael has worked in every aspect of the business, from product development and innovation to creative marketing, branding and high-level executive management.

She has partnered with retailers and brand founders to conceptualize, forecast, innovate and formulate award-winning products that have been launched and marketed throughout the world.

In 2019, Raphael was an integral player leveraging the acquisition of Orchard by the Albea Group—one of the world's largest packaging suppliers. As part of this acquisition, the Innovative Beauty Group was formed and Jennifer was appointed as CEO of IBG North America.

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