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## MakeUp in Los Angeles: Who took home the 2024 Beauty Tank awards?

### EDITORIAL TEAM

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Ana Allen, MakeUp in Los Angeles Ambassador, and Kimberly Currie Dunn, founder of OUI Beauty, the winner of the 2024 Beauty Tank Skincare. © Formes de Luxe

For the second year running, MakeUp in Los Angeles showcased The Beauty Tank, a competition dedicated to upcoming beauty brands in two categories: Skincare and Make-up. Discover who won the 2024 prize.

Encouraging and supporting young beauty brands: this is what The Beauty Tank is aiming for. After a successful inaugural edition at [MakeUp in Los Angeles 2023](#), the competition attracted quite a crowds once again this year. The idea? Each indie brand – five skincare, and five make-up – pitches its concept for three minutes, then has two more minutes to answer questions from the jury\* and the audience. The jury judged each competitor on the spot in line with the following criteria: Brand Story/Creativity/Brand Concept; Target Consumers; Product Roadmap/Ingredients/Certifications/Strategy; and Packaging & Sustainability. This year, two young entrepreneurs took home the skincare and the makeup prizes.

### Skincare Category: OUI Beauty

Master esthetician Kimberly Currie Dunn launched her own skincare line in 2019 and opened her own spa the same year in Pittsburg, Pennsylvania. She decided to rebrand her brand in 2023, moving to what a "sustainable and luxury approach", offering skincare for consumers with sensitive or problem skin. The 16-product vegan skincare line is made in the USA, is EU Compliant, and paraben-free. Used in spa treatments, the brand is looking to be sold at high-end retailers, such as Nordstrom or Macy's.



Kimberly Currie Dunn, Founder of OUI Beauty ©Formes de Luxe

### Makeup Category: BiotechBeauty

Founded by Alanna Tran – a scientist with a degree from UC Berkeley, and based in Orange County, California –, BiotechBeauty is skincare-enriched makeup. Defined as "microbiome-friendly, biotech-powered makeup", the indie brand is looking to redefine the standard of clean beauty by leveraging bioengineered breakthrough ingredients, without compromising between "wearing great makeup, improving our skin health, and caring for the planet along the way," notes the Founder.



Alanna Tran, Founder of BiotechBeauty ©Formes de Luxe

The 2023 Beauty Tank edition rewarded [TEARandCo](#), and Ki'olal Biocosmetic.

*\*The 2024 jury was made up of 10 experts: Ana Allen, Consultant & Partner of AccessBeauty, and MakeUp in Los Angeles Ambassador; Leah Vairo, VP, Founder & Advisor at Filterbaby (Makeup and Skincare); Daniela Ciocan, CEO at Access Beauty Insiders/Unfiltered Experience (Makeup and Skincare); Kristina McInnis, Influencer, Blogger, & Founder of KCMCONNECT (Makeup and Skincare); Madeline Leonard, Owner/Director & Brand Consultant, Cloutier Remix (Makeup and Skincare); Chiraz Bouaziz, Expert in Cosmetics Regulation & Business Development at EGIDYA (Makeup and Skincare); Raquel Wong, Director of Marketing at Skindinavia (Skincare); Michelle Delorenzo, Professional Makeup Artist (Makeup); and Chris Kolodziejski, Founder of Chella (Makeup)*

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€71bn

The contribution of France's cosmetics and fragrance industry to the French economy in 2023. The sector's exports totalled €23.4bn between the fourth quarter of 2022 and the third quarter of 2023, positioning France as the world's biggest exporter of cosmetics, followed by the US with €15bn, and Germany with €8.9bn. Source: Cosmetic Valley & Asterès

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