

Beauty and wellness

Brands prioritise hygiene, sustainability and empowerment, encouraging self-care through playful rituals and packaging



Noble Panacea (NEW)

Luxury skincare brand Noble Panacea launched in October 2019, delivering on many forecasted trends, including sustainability, science-backed skincare, [hygiene](#) and [personalisation](#). The brand's launch event at the Metropolitan Museum of Art celebrated female empowerment with speakers that included the co-executive director of its educational initiative, Girl Up. Its first store was in Saks Fifth Avenue. Read our



Make Beauty

Brooklyn-based Make Beauty focuses on sustainability, fighting pollution ([Selling Survival](#) trend) and an alternative Millennial-targeted approach to make-up application and appearance. The Tinted Marine Salve in Deep Flesh is a multifunctional product ([End of More](#) trend) that can be used on the lips/lids/face, to highlight while moisturising and protecting. Its glossy nature helps add



Bawdy Beauty

This clean, vegan, cruelty-free brand goes beyond the face, offering Butt Masks that provide firming and restorative properties with CBD, plus its newest product the Nipple & Areola Stick for breastfeeding mothers. The brand aligns with our [Big Ideas 2022 Pleasure With Purpose](#) story due to its sensorial focus on self-love and self-touch. It cleverly tackles taboos by using a combination of humour and



Sundays NYC

A nail care brand and salon focused on wellness, non-toxic products and [self-care rituals](#). Its [#covidpivot](#) was offering curated kits of at-home gel removal and mani-pedi kits along with how-to videos. The nail studio offers Inscape meditation sessions during treatments, which are also offered on the site so clients can listen from home. The studio also offers Menicure Mondays, a promotion to encourage men to participate in self-care.



Olfactory NYC

Olfactory NYC has a brick and mortar location in the West Village plus an online site that allows clients to create custom fragrances with luxury ingredients at accessible prices by excluding gender specification and designer labelling. This plays into our [Big Ideas 2022 Leverage the Local](#) theme, as consumers shift their trust away from large corporations.

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Make Beauty

