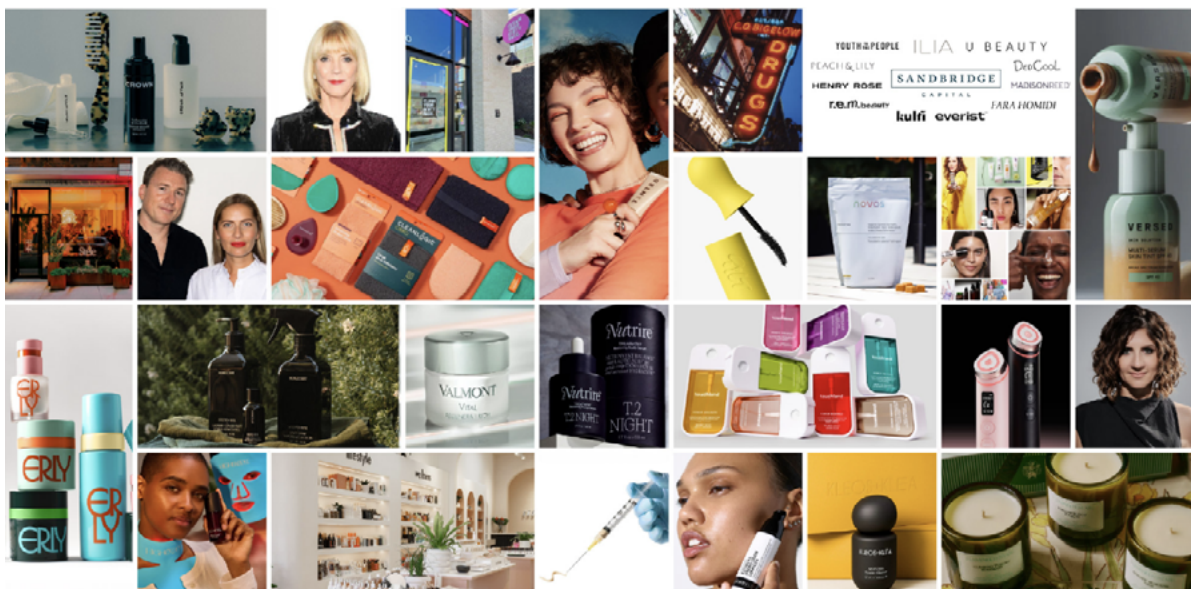


Beauty Independent

Beauty Independent Reveals 2025 Beacon Awards Winners

Jane Carlson | September 17, 2025



Beauty Independent toasted the beauty industry's brightest at the 2025 Beacon Awards digital ceremony on Wednesday, where winners in 28 categories were announced for entrepreneurs, investors, executives, retailers and brands shaping what's next in beauty.

Among the brand and investor winners were HigherDose, Flamingo Estate, Valmont, Versed, Novos, Nutrire, Homecourt, Medicube, Live Tinted, Tilt Beauty, Cleanlogic, Evvy, **Renuva**, Kleos+Klea, Unilever Ventures and Sandbridge Capital. The retail honorees were Clean Your Dirty Face, Shop Good, Stéle and C.O. Bigelow Apothecaries.

From breakout launches to transformative deals and a career-defining honor, the winners underscore the creativity, resilience and vision powering the industry forward. The Beacon Awards program was made possible with the support of sponsors IPG, iLABS, Incrementum Digital, FP Labs and Ulta Beauty.

Erly claimed the Brand Launch Award. The dermatologist-founded gen Z skincare brand was praised for its clear positioning and cross-channel rollout. Co-founder Jamie Chandlee said, "We created Erly with a simple mission: skincare that does more by doing less."

Touchland scored a double win, taking home awards for both Best Brand and Reference Deal. Lauded for redefining hand sanitizer as a lifestyle accessory, the brand has become a cultural staple. "Touchland is the indie brand dream," said expert evaluator and presenter Ju Rhyu, co-founder of Hero Cosmetics. "Every teen has it in their bag, and they've built a profitable business with mission-driven purpose."

In May 2025, Touchland was acquired by Church & Dwight for \$700 million in one of the year's most influential transactions. Church & Dwight acquired Hero Cosmetics in 2022 for \$630 million.



Before Beauty Independent held the digital celebration for Beacon Awards on Wednesday, it threw in-person events in Los Angeles and New York, where Andrew Stanleick, Kenvue's president, skin health and beauty for North America and Europe, Middle East and Africa, was in attendance.

The Indie Deal Award went to Crown Affair, which was recognized for its \$9 million series B funding round led by True Beauty Ventures, marking the firm's fourth investment in the ritual-driven haircare brand. Expert evaluator and presenter Lynda Berkowitz, senior advisor at Famille C Participations, said, "This deal proves that quiet can still lead."

Crown Affair president and CEO Elaine Choi reflected, "This deal marked a major milestone for Crown Affair, particularly as we expand further into Sephora. We're excited to continue partnering with True Beauty Ventures to scale the brand and share our products and our love of ritual with even more people."

Malena Higuera, CEO of Noyz, received the Brand Builder Award. "Our partnership with Ulta has been essential to our growth, but my team deserves the biggest shoutout. They believed we could be the cool kids who show up differently and redefine the category." Before joining Noyz, she worked at Urban Decay, Dermablend, L'Oréal Paris and Maybelline Asia-Pacific. Higuera said Noyz "has brought out the best in me, and together we're committed to building the beautiful community we envision."

The Inkey List co-founders Colette Laxton and Mark Curry were named Entrepreneurs of the Year. "They've built a brand that listens to its community and responds with clarity, innovation and purpose," said evaluator David Chung, founder of iLABS and The Rootist. Accepting the award, Curry noted, "It is a slog, it is a journey, but it's not a solo mission. Skincare can be about possibility, and there's no finish line."

The Inkey List also captured the award for Product Innovation Formula for its \$22 Exosome Hydro-Glow Complex, a serum promising glow-boosting, skin-smoothing results that rival a professional facial.

The evening culminated with the Industry Icon Award presented to Carol Hamilton in recognition of her 40-year career at L'Oréal, where she transformed brands and reshaped the company's portfolio before retiring in May 2025. "Carol has inspired generations of brand builders and elevated the entire industry through her vision," said Kecia Steelman, president and CEO of Ulta, who presented the honor.

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