

A SPECIAL EDITION OF **WWD**

BEAUTY INC

THE
BEAUTY INC
AWARDS
2025



INTRODUCING
THE CATALYSTS

FORGING THE FUTURE
WITH BEAUTY'S
TOP INNOVATORS

THE PETE BORN IMPACT AWARD

MOTION ACTIVATED

FROM BIG DEALS TO BOLD MOVES,
HOW **NICOLAS HIERONIMUS**
POWERS L'ORÉAL FORWARD

THE WELL SWELL

Supplements are proliferating in forms and functions as consumers increasingly look to optimize each aspect of their routines. **BY NOOR LOBAD**

The ingestibles have landed. As full-scale supplement routines go mainstream — according to NielsenIQ, supplement sales in the 52 weeks ending Oct. 18 reached \$8.9 billion, with units growing 6.2 percent year-over-year — offerings in the category are expanding rapidly. Here, the latest.

