

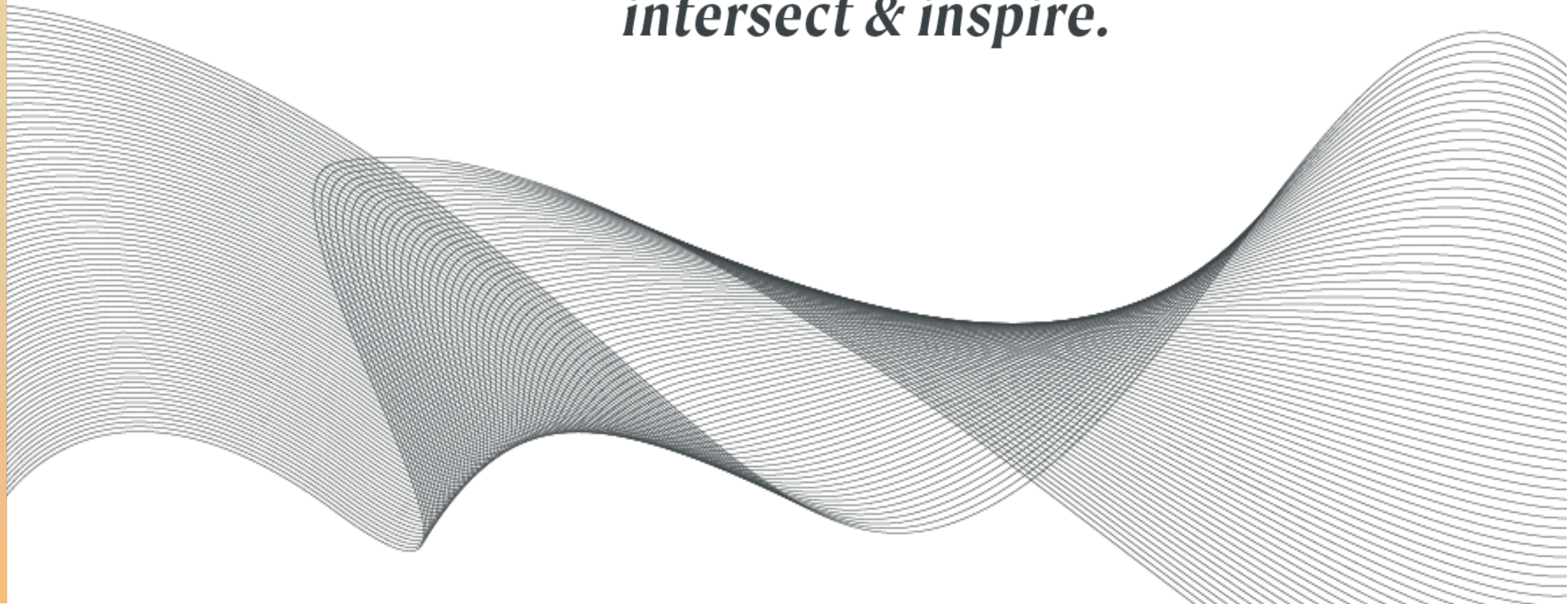
BAIRD

Baird Proudly Presents

THRIVE

An event where women leaders
intersect & inspire.

**Themes From Baird's
Beauty, Health & Wellness
Leadership Summit**



About Thrive

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Baird recently hosted THRIVE, a first-of-its kind event, bringing together extraordinary, successful women for networking and to explore topics across business, leadership and wealth creation. Led by several accomplished speaker attendees, the group engaged in focused discussions around the experience of being a female founder, the state of the economy and macroeconomic environment and attractive opportunities for investment in the beauty, health and wellness space.

With such a rich event, the Baird team wanted to share some of our takeaways from the wonderful discussions.



Lauren Leibrandt, senior investment banker within Baird's Beauty & Wellness practice, addresses the audience

The State of the World Around Us

- The economy continues to face challenges, while inflation has slowed – the key for leaders is to look for opportunities during crisis
- Some of the most disruptive companies of today were founded during the last recession – seeds for tomorrow’s transformative companies are being planted now
- The pandemic has left lingering impacts still very influential today – both economically and socially
- De-globalization is a theme that is likely here to stay, although there are both benefits and costs to this trend
- AI is the new frontier in technology, however there seems to be as much uncertainty, anxiety and doubt around AI as there is excitement and enthusiasm
- Finding a stable and productive labor force is increasingly challenging for companies, regardless of the industry



Mary Ellen Stanek (left), President, Baird Funds & Co-Chief Investment Officer, Baird Advisors, leads a discussion on the markets with Peggy Gartin (center), Chief Investment Officer, AAA-The Auto Club Group, and Jeannette Lowe (right), Washington Research Analyst, Strategas

What Does Beauty & Wellness Represent Today?



LFET: Dulma Altan, Creator & Podcast Host / TikTok Creator, moderates a panel discussion on opportunities in women's health, beauty and wellness

BELOW: Mandy Fields (center), CFO, e.l.f. Beauty, shares her views as Melanie Goldey (left), CEO, Tally Health, and Sharon Leite (right), CEO, Ideal Image, look on



- Beauty, Health & Wellness businesses succeeding in the marketplace are those that are helping consumers feel empowered and confident
- COVID was a game-changer, forcing people to change habits and driving a greater awareness and importance of self-care and healthy living
- There has been a generational change in terms of what matters to whom; while GenZ gets a lot of attention, older consumers, often ignored and not marketed to, are a very attractive demographic with high amounts of disposable income
- The consumer is increasingly looking at beauty & wellness holistically, in conjunction with a focus on preventative health measures
- The next frontier beyond wellness is longevity; the ability to live well past the age of 100 is no longer an impossibility, but this will require behavioral changes and interventions that start today to ensure a “healthier for longer” life span during one’s later years

Defining & Achieving the Elusive "Balance" In Life

- There is beauty in having to prioritize – while it can be difficult to make choices between personal, family and business, it is important to remember that we are fortunate to have choices to make
- Strive for balance, not every day or week or even month, but rather over a longer period of time, and cut yourself some slack when you feel “unbalanced”; it's about the long game
- The key is to “get right with yourself and why you’re doing what you’re doing”; be confident in your choices and your priorities; don't overweight the opinions of others who aren't on the same journey as you and listen to your intuition
- Life is a “long path to no regrets”



Candace Nelson (left), Co-Founder, CN2 Ventures and Founder, Sprinkles and Pizzana, moderates a discussion with Nicci Levy (second from left), Founder & CEO, Alchemy 43, Amanda Chantal Bacon (second from right), Founder & CEO, Moon Juice, and Brook Harvey-Taylor (right), Founder & CEO, Pacifica Beauty

Lessons from Successful Women Leaders & Founders

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Brook Harvey-Taylor, Founder & CEO, Pacifica Beauty, has a laugh with her fellow female founder panelists



Amanda Chantal Bacon, Founder & CEO, Moon Juice, shares her experiences and insights with the audience

- When you are a founder of a brand, you often feel responsible for everything that the brand represents; it's important to create distance in your own self-identity from that of your company, or you risk conflating business decisions with personal ones
- Remember that being in a position of power in your company or anywhere in your life is a privilege, and treat it as such; share your gifts and lead by example
- Recognize that you don't know everything, and that there is real opportunity to being "the least smart person in the room"
- Use your voice – not only to offer your insights and opinions, but also to ask questions of others
- At the end of the day, trust your gut – it's what got you to this point and will allow you to continue leading and making decisions from a place of authenticity

Solving Problems With Mission-Driven Work

- The pursuit of a longer life, enabled and supported by holistic and functional medicine, as well as healthier personal habits is a goal for many
- Inclusivity, transparency and a values-based approach are critical to attracting and retaining a loyal consumer
- The democratization of health & wellness through high quality innovation and at price points that make products and services accessible to all
- The importance of human connection and community to promote empathy, encourage compassion and stimulate conversation; many women value the perspectives of their peers as much as the recommendations of experts
- Education enables progress, and the more well-informed people are, the higher likelihood that they make smart choices that lead to better outcomes



Beauty, Health & Wellness Panel (from left to right): Dulma Altan, Creator & Podcast Host / TikTok Creator; Melanie Goldey, CEO, Tally Health; Mandy Fields, CFO, e.l.f. Beauty; Sharon Leite, CEO, Ideal Image; and Sally Mueller, CEO & Co-Founder, Womaness

Baird's Differentiated Approach to Beauty & Wellness

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- Dedicated team led by two senior female investment bankers
- Unmatched reputation for thought leadership in the category
- Track record of positioning businesses focused on the female consumer
- Longstanding relationships with the beauty & wellness strategic players
- Active dialogue across the spectrum of beauty, health & wellness brands – from the early-stage, founder-owned brands to the large beauty consolidators
- World-class process execution



Wendy Nicholson
Beauty & Wellness Co-Lead
30+ Years of Experience



Lauren Leibrandt
Beauty & Wellness Co-Lead
15+ Years of Experience

Companies We've Worked With:



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