

A SPECIAL EDITION OF **WWD**

BEAUTY INC

THE 2018 BEAUTY

TOP 100

BACK ON TRACK

HOW ALEX KEITH IS DRIVING GROWTH AT P&G BEAUTY 2.0



MASS MOVEMENT

The Dynamo Propelling CVS's Transformation

ALL THE FEELS

Skin Care's Softer Side

HIGHER POWER

The Perfumer Who Dresses the Pope

