

A SPECIAL EDITION OF **WWD**

BEAUTY INC

**THE 2020
BEAUTY INC
POWER
PLAYERS**

PURPOSE BUILT

SHARON CHUTER AND
THE NEW BRAND ACTIVISTS
WHO ARE DRIVING CHANGE
— AND BUSINESS



PEOPLE'S CHOICE
WELLNESS COMES
TO THE MASSES

RETAIL RESET
STORES CONFRONT
THE NEED FOR CHANGE