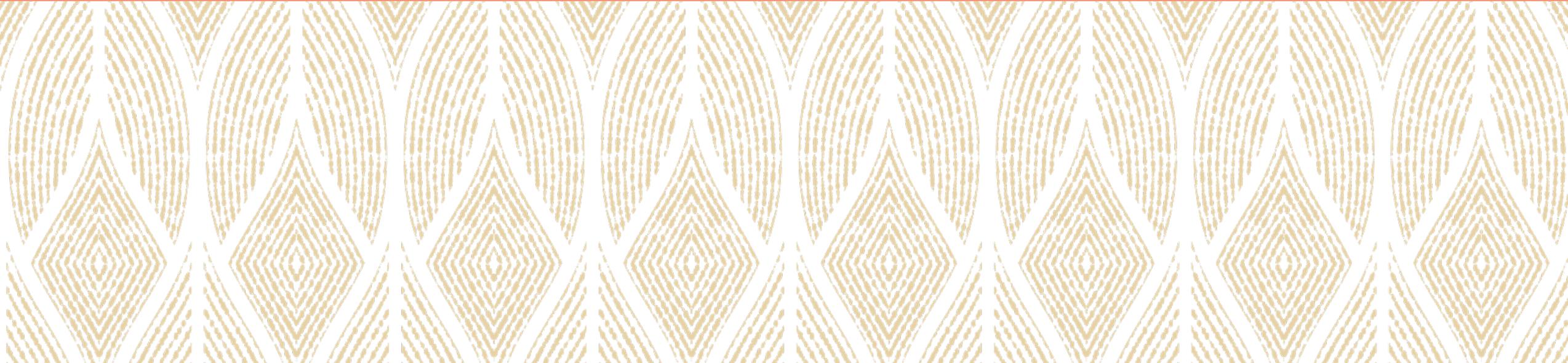




DANDI DAY

BE THE SOLUTION

Hayley Hoffman's CV





Hayley's Philosophy

“Listen. Learn. Cut through the noise and create change to be the solution.”



Let Me Introduce Myself

My passionate career of almost 20 years in Beauty offers a unique perspective and lens to the market with a B.S. in Biology and experience spanning retail sales, makeup and hair artistry, purchasing, compounding, research and development, digital sales and marketing, and sales and marketing of raw materials.

My Biology degree and university interests of Naturopathic medicine and botany converged with the natural shift in cosmetic formulation development 12+ years ago, giving me a foundation, knowledge and specialization to build natural and clean formulations without compromising texture and efficacy.

Today I share my experience and keen sense of market and economic trends to help companies within the beauty industry meet their objectives. I find my highs by problem solving of all kinds and bringing solutions to complex situations.

Most of all, I enjoy helping people, making new friends in my everyday work life, bringing people and resources together, and the feeling that something beautiful has been created in this world by doing so, one day at a time.

* This presentation is a representation of my professional background and not to be used as a testimonial or endorsement of companies mentioned.

Education



Odessa High Odessa, TX

Year of 2001
Miss Odessa High
Orchestra Concert Master
Voted Best Personality



Odessa College Odessa, TX

Year of 2002
Cheer Captain



University of TX of the Permian Basin Odessa, Texas

BS BIOLOGY (Education) Year of 2004
Miss UT Permian Basin
Ms. Congeniality, Miss Texas 2004



2001

My Journey: The Experience

Independent Hair and Makeup Artist

My love of beauty started at a young age, so when I had the opportunity to work, hair and makeup artistry was an easy and practical beginning. Creating and assisting with hair and makeup looks during a 10 year span for brides, professional photo shoots, music videos and events including the Golden Globes, allowed my creative juices to flow and learn about the Fashion side of Industry.

Dillard's



ESTÉE LAUDER

2004

Dillard's – Estée Lauder

While in college, I applied my skills as a makeup artist and hoped to grow my customer base by making connections in a structured environment. I fell in love with the clinical and claims aspects of product, as I educated individuals on products suited for their skin care and cosmetic needs. I was hooked and had to learn more about the scientific aspect of product, but did not know where to go to find the answers.



2005

B.S. In Biology Education

The end of my Undergraduate studies left me in the classic predicament, of what to do next. My entire life, our family practiced integrative, homeopathic and holistic medicine, which led me to apply for Naturopathic Medical school in Tempe, AZ. The school thankfully declined my admittance, leaving space and curiosity to explore new options, so why not move to LA from Odessa, TX?

l.a. models

LA Models

2 months after moving to LA, I found myself working with a premier modeling agency spanning several verticals in fashion, photography, hair and makeup, as well as casting, studios and talent management. Here as the assistant to the CFO for more than 2.5 years, I gathered basic business accounting and operations knowledge as well as introduction to the Fashion Industry. I came out of this time with a foundation for business operations, assisting with Tina Fey's make up for the Golden Globes, 3 SAG vouchers and direction to go beyond Fashion.





2007

Skinn Cosmetics

I searched and soul searched for my next move, and came across an ad on Craigslist for a Cosmetic Lab Assistant. Immediately, this struck a chord within me finding a home for my interests and education. As I cozied in, my first assignments were to reformulate and develop new products void of parabens, ethoxylates, cyclic silicones and petroleum derived ingredients. This marked the beginning of my career in specialty formulations, as well as understanding of all aspects of R&D, manufacturing and brands. I did not realize the foundational impact my work would have on the Industry.



Ross Organic

2011

Ross Organic

My ravenous appetite for research and learning how to use specialty ingredients developed wonderful relationships and a job with the premier West Coast distributor Ross Organic. I moved back to TX to develop Ross' business and 2 years later moved back to LA, to identify and implement efficiencies as well as coordinate the Sales and Marketing team. My last year expanded my experience and knowledge by working with the largest chemical company in the world, BASF, as I was tasked with integrating their products across our systems, teams and customers for distribution. Once completed, I was ready for a new challenge.



HAUTELOOK



BEYONDTHERACK



kinetik™

INNOVATION COMES NATURALLY

2011

Dandizetté Beauté Consulting

The Beauty Industry disruption had descended, and I wanted to take part in partnering with new platforms to build brand awareness, acquire new market segments and utilize the technology at hand. I developed partnerships between Skinn Cosmetics with Hautelook, Beyond The Rack and Ipsy, overseeing all aspects of merchandising, pricing, coordinating assets and events between the brand and digital platform. I was one of the first to partner with these new platforms, recognizing it would change the Industry, and it truly has!

2015

Kinetik Technologies

Kinetik, a national distributor of ingredients for natural alternatives to controversial ingredients – such as alternatives to phenoxyethanol - was ready to expand full-time on the West Coast. The founder and I had wonderful comradery during my time at Ross and the time to partner divinely precipitated. I became their 1st full-time representative on the West Coast, working with R&D, PD and Marketing teams. Since then, the business had over a 5 fold increase and double digit YOY growth for my territory, due to my strategic planning, understanding of the market and emphasis on education to support and nurture change the market demands.





Brand History and Relationships

My diverse experience and expertise translates into meaningful partnerships and growth. Shown here are a sample of companies that rely on my knowledge and insight for ingredients, marketing and technical support through my years as a representative of specialty raw materials.



Clean Beauty Brands

goop

B
BEAUTYCOUNTER™

BIOSSANCE..

KORA™
ORGANICS

ESTD 2012

DRUNK ELEPHANT™

Nécessaire



Dermatologist and Esthetician Brands

N Ū F A C E[®]

RESCUE SKIN⁺

dermalogica[®]
professional-grade skin care by The International Dermal Institute

 ZO SKIN HEALTH[™]


SkinMedica[®]
AN ALLERGAN COMPANY

Murad[®] | *m*
Transforming Skincare[®]

 SENTÉ[®]
Glycosaminoglycans

Kate
Somerville

 ALASTIN[™]
SKINCARE



Esthetician Inspired And Other Brands



YUNI

ALGENIST
Biotechnology from San Francisco



RODAN+FIELDS®

SKINN®
DIMITRI JAMES

SeneGence®

COOLA®

Supergoop!

PROJECT
SUNSCREEN®

Distribution / Ingredient Supplier History and Relationships

US Ingredient Distributors

kinetik™

INNOVATION COMES NATURALLY

Kinetik Technologies, a dynamic and customer-focused distributor of high-quality specialty ingredients from around the globe for the natural personal care and cosmetic markets.

Founded in 2003 by Christopher Johnson, an individual with a passion for innovation, Kinetik is supported by a team of over 20 enthusiastic employees nationwide.

From raw materials to market-ready formulations, they also provide a wide variety of consultative support and educational resources to help clients seamlessly through the entire product development and production process.



Ross Organic

Ross Organic, an Azelis Company, has become known as a leader in the sales of eco-friendly, natural, mild and value-added specialty ingredients for the cosmetic and personal care industries.

They employ a team of technical sales professionals who work with marketers & formulators to help them develop new and improved cosmetic, personal care products.

They have become a premier supplier of specialty ingredients and a leading resource for information and solutions with a quarterly newsletter, “The Source”, is read by over 3,000 industry professionals.



Specialty Ingredient Manufacturers and Suppliers Represented

Functional Ingredients:

Surfactants • Emollients • Emulsifiers • Actives • Preservatives and Multi-functionals

dr.straetmans®

BASF
We create chemistry

NATURA-TEC
FRENCH RIVIERA

LUCASMEYER
COSMETICS

CAMPO RESEARCH

GREEN LINE
BOTANICALS

EVONIK
POWER TO CREATE

schülke

B&T COMPANY
creative users only

RES PHARMA
INNOVATIVE INGREDIENTS

BOTANECO

INTERAXION

ALCHEMY
ingredients



Ingredient Manufacturers and Suppliers Represented

Surfactants:



Specialty Natural
Starches and Waxes:



Industry Presence



AWESOME WORK
Articles and Presentations

“I cannot teach anybody anything. I can only make them think” - Socrates

Over the years I have shared my knowledge with the Industry in forms of blogging and presentations. These are my narratives to share what I know and spark conversation and thought that hopefully lead to action.

01.

Cosmetic Preservation

<https://chemistscorner.com/cosmetic-preservation-whats-in-a-name/>

02.

What are Sustainable Cosmetics

<https://chemistscorner.com/what-are-sustainable-cosmetics/>

03.

Natural As Petroleum Jelly

<https://chemistscorner.com/natural-as-petroleum-jelly/>

04.

The Beat Goes On

<https://chemistscorner.com/the-beat-goes-on-to-hyaluronic-acid-mini/>



DANDI DAY

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