



# DANDI DAY

BE THE SOLUTION

What people have to say about Hayley Hoffman



# MAZUR GROUP

"Hayley is a strong connector and collaborator. With an extensive network of suppliers, consultants, and contract manufacturers, Hayley can adeptly navigate and refer talent and resources for a range projects or business initiatives. Additionally, I've had the pleasure of working with her on several Beauty industry events with great success. Hayley is always 2 steps ahead and is very responsive. I consider her a trusted resource and am excited to see her venture out on her own with this new endeavor."

**FRANCES MAZUR**  
*CEO, Mazur Group*



# BEAUTYCOUNTER®

"Hayley is such an extremely creative and dedicated individual with a keen understanding of the evolving landscape within the cosmetic/beauty industry. When it comes to green chemistry, natural ingredient trends or where clean beauty is headed, she is my go-to person for a visionary yet strategic dialogue. She brings forth a truly relatable, down to earth work ethic that is highly valuable for any company seeking her guidance and consulting expertise."

RICHARD PIETZ

*Beautycounter – Santa Monica, CA*





## **dermalogica<sup>®</sup>**

“Having worked with Hayley for many years I find her dedication to detail and technical support most helpful. She responds quickly with a sincere, friendly demeanor. She has always been one of my preferred suppliers and she makes you feel that she truly cares, you are family to Hayley! Her personal touch with the right amount of humor and caring makes her a unique and most appreciated colleague and friend!”

LORA L.  
*Sr. Manager, Dermalogica R&D*



“Hayley has always been a great partner to me when developing new products. She has depth of knowledge when it comes to raw materials and also understands just how they can be used in formulas. She also keeps a pulse on what is happening in the industry across multiple fronts, so you don't just get one possible solution to your problems. Hayley is dependable and delivers what she says she will deliver, even if that means escalating problems and looking for non-traditional solutions. She is a pro at solving problems, even those that weren't of her own making. Finally, Hayley is an expert communicator. She keeps you informed of what is going on, but also helps translate the technical into consumer meaningful concepts and insights. Bottom line -- she is both a pro and a joy to work with!”

**DON FREY**

*Chief Innovation Officer, THE HONEST COMPANY*





## *function — of beauty*

"I have known and worked with Hayley for the last 10 years. When we first met I felt immediately connected to her and have been working with her since. She is at the pulse of clean beauty, innovative cosmetic ingredients and someone I trust to assist me on my formulations. Hayley's passion for the beauty industry is what drives me to continue working with her."

**HIEN KAPLAN**

*Co-founder & Chief Science Officer, Function—of Beauty*





**dr.straetmans®** 

"I was working for several years as a raw material supplier together with Hayley in promoting functional cosmetic ingredients. Hayley's curiosity, quick understanding of complex facts and expertise always impressed me. Most important, however, was her dedication to serve customers which supported us to become one of the most recognized suppliers of preserving systems at the West Coast."

*JAN J.  
General Manager, Evonik Dr. Straetmans*



"I have known Hayley for several years as a member of our US distributor team. Working with her has been extremely rewarding from both a professional and personal perspective. She is enthusiastic about her mission which she accomplishes in a polished and elegant manner thanks to her excellent technical and communication skills. She brings method and passion to the table, is a great listener and her ideas help move the agenda forward constructively. She is a superb asset in both a leading and a team support role to any individual or organization wishing to develop creative product and business concepts".

GEORGE ROSSON  
*Managing Director, Natura-Tec*





## dabble & dollop

For over a decade, I've had the pleasure of working with Hayley on various marketing and R&D projects. Finding someone who is a creative marketer, with excellent taste, that also has a robust technical background can be a difficult feat - and that's why Hayley is a great find. She has extensive industry contacts, and she is a delightful person to work with.

STEPHANIE LESHNEY

*Founder & President, Dabble & Dollop*



Hayley is a rare combination of creative marketing vision meets technical competency. There is no one more capable to shepherd new innovation into the beauty industry than Hayley. We are looking forward to collaborating with her in our exciting venture!

TONY ABOUD

*GM, Personal Care / Cosmetics Division, Renmatix Inc*

Hayley is intelligent, insightful and highly organized. When you combine these traits with a deep knowledge of brands and product development, I have no doubt that her clients will greatly benefit.

BRAD H.

*EVP, CriticalPoint Partners*





I have been fortunate to know Hayley Hoffman for several years now and have always been impressed with her deep knowledge of the beauty industry, commitment to providing clients and prospective partners with strategic and balanced advice and most of all, integrity. I have enjoyed introducing and referring Hayley to partners of mine in the health and beauty industry as I know that she will treat my colleagues with respect and deliver a solid work product. I look forward to collaborating with Hayley in the future and wish her much success with Dandi Day.

**RICH ZELDES**  
*Founder/CEO Zeldes Media Advisors, Inc.*

Comprehensive industry knowledge, technical acumen and acute problem solving drove our decision to retain Hayley - we couldn't be more pleased. Sign her before your competitor does.

KAI - FOUNDER  
*Rescueskin.com*

“Having known Hayley through many shared customers visit, I recommend Hayley Hoffman for her technical and global skills of the Cosmetic industry. Hayley is really close to her customers and very professional.”

ANNE MUSCI  
*International Sales Director, Plant Advanced Technologies – PAT*

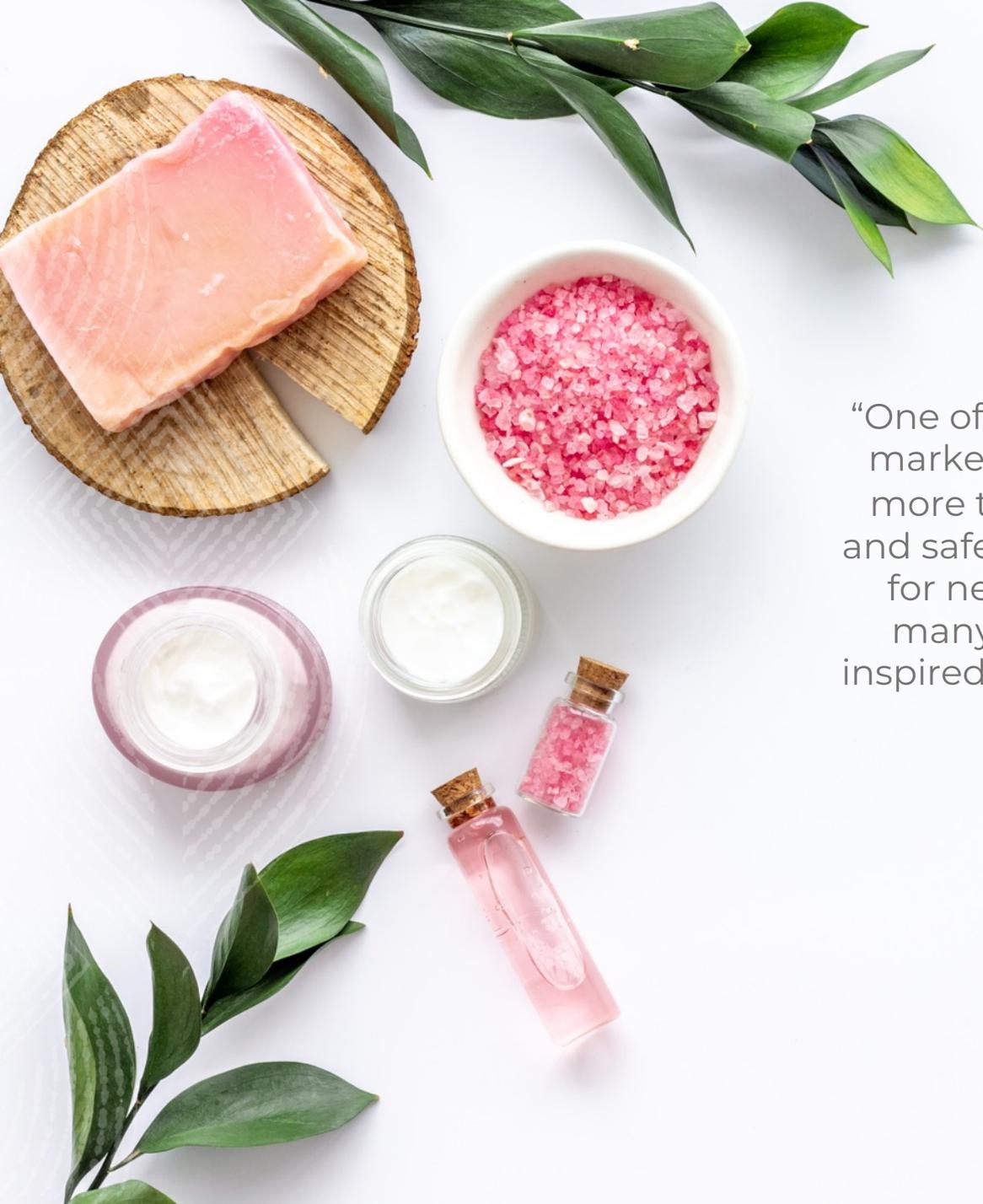




“Hayley is a very knowledgeable and dedicated professional that I have known and collaborated with for many years, both in her sales support with Kinetik Technologies and with her involvement with the Society of Cosmetic Chemists. Hayley has always maintained the ultimate “can do” attitude and she consistently delivers on her promises in an expeditious manner. Hayley is also one of the nicest people you will ever meet. It is a distinct pleasure to collaborate with Hayley and it gives great satisfaction in recommending her and her services.”

JOHN A. GARRUTO  
*President/CEO Free Radical Technology*





“One of the most amazing, talented and open-minded technology marketing persons I have met in my career is Hayley. Known her more than 10 plus years as a marketer and selling genuine clean and safe ingredients, and always found her as an inspiration to look for new ideas and clean safe ingredients. She presented to me many new advanced concepts of skin/body and hair care that inspired me to formulate innovative products. I wish her all the very best in starting her new avenue and great success.”

**LOKESH JAIN**

*Senior Executive in Global Personal Care Formulations/  
Research & Development-Innovations & Technical Services*

“I am so compelled to write this letter of recommendation for Hayley Hoffman! I met her via e-mail with a question about Glutathione. She was so brilliant with her response that I immediately knew that she was an expert in the field of technology and ingredients and how the combination works together! I became the most fortunate and ecstatic guy to work on a project on a new clean beauty, highly innovated brand. She immediately took my background and upbringing and tied the whole brand narrative to the most astounding cutting-edge technology from my home continent Africa! She had truly listened to my vision and brought my brand to life! She not only created the brand narrative and innovation story. She had packaging, scent, technology profile and samples done within five weeks!

I’m literally left speechless working with her every day. She has made me a believer in my own my brand and I owe it all to Hayley’s talent and understanding of science, tenacity and commitment to bring my brand to life. You are a Superwoman Hayley! Thank you for making my dream a reality!!!”

**HYLTON LEA**

*Founded and CEO of Apro-Peau Beauty*





“Hayley Hoffman was a pleasure to work with and learn from. She is driven by her enthusiasm for the personal care industry and developing new business relationships. I have learned a lot from Hayley’s work ethics and professionalism. She is genuine and authentic but also very transparent and fair. Hayley is very easy to work with and I must say she is fun to collaborate with. Her creativity is on a different level. I am very confident that she will make a huge splash in the industry soon. She is visionary and a trend setter. Go get em Hayley.”

ALI W.  
*VP of Innovation*



A laboratory setup featuring various glassware and botanical elements. In the foreground, there are two small glass vials with cork stoppers containing a pink liquid. To their right is a white mortar and pestle. In the background, a large Erlenmeyer flask contains a pink rose. To the left, there are several glass beakers and test tubes, some containing green leaves and ferns. The entire scene is set against a light, neutral background with a subtle geometric pattern on the right side.

“I have had the pleasure to know Hayley both professionally and personally for many years. I have been in the cosmetic industry for over 22 years and it is not often that you meet someone who has such as great character as Hayley Hoffman. She is the kind of person that you know that you can trust the first time you meet her, because she is, in the deepest sense both genuine and authentic. These qualities come through in her work and personal relationships which she fosters and is committed to for the long term. Hayley has a way of connecting with people which leads to the most amazing outcomes. Her wealth of experience in the beauty industry, strong technical skills and extensive background in Marketing and Sales ensures her success. Hayley is one of the best professionals and people I have had the opportunity to work with and know.”

E. KIM

*Head of Innovation & Research*

Hayley has a genuine willingness to help, guide and educate her customers. Her expertise with disruptive brands and Clean Beauty will be an enormous differentiator to her customers, allowing them to create uniquely and make smart choices.

I am absolutely convinced that Dandi Day will not only provide groundbreaking service to their partners but also bring the cosmetic market to the next level of creativity, transparency and commitment to the consumer and the environment.

**STEPHANIE FACURI**  
*Account Manager*





I have known Hayley for a number of years as a supplier of raw materials/ingredients. She listens, is quick to respond and definitely solution driven. There have been times when we were in a bind and Hayley always made herself available. Even when there was not much that could be done, she would not give up! Creative thinking when it comes to issues and timelines - is a great character trait that is needed in our industry, and that is Hayley.

And... saving the most important for last... she is also kind and a pleasure to work with.

ALISA S.  
Packaging on Demand

Over the last several years, I have had the pleasure to work with Hayley in the Technical Marketing role at Kinetik Tech. In my collaboration with Hayley, it became very clear to me that not only Hayley has immense amount of knowledge about the products she is presenting but also, she has great insights about our industry in general and also a visionary when it comes to trends. As a person, she is a beautiful, smart, honest, kind, always smiling, fashion forward and the first to offer and share her insights on life, people, planet and how to do what is right on daily bases. She brings out the best in people she touches. I am fortunate to know her as a friend and as a colleague.

Xoxo  
Mehrdad J.  
M. Jahed Consulting





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