

## PRESS RELEASE

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### ***“BEAUTY FUTURES” – DOUGLAS’ start-up competition to resume this autumn***

- DOUGLAS is hosting the fourth iteration of its start-up competition BEAUTY FUTURES – *The DOUGLAS Start-up Challenge*
- Nominations in three new categories: *Beauty & Health Product Innovation*, *Beauty & Health Digital Solution* and *Sustainability Innovation*
- The winners’ creations may be added to the product range that DOUGLAS sells in its stationary stores and online shop; opportunity for further collaboration possible
- Highly respected jury members, including DOUGLAS Group CEO Tina Müller, other members of DOUGLAS’ management team and leading external experts – among others Lea-Sophie Cramer, Sara Nuru, Tijen Onaran and Philipp Westermeyer
- Applications accepted until September 19 at [www.douglasbeautyfutures.com](http://www.douglasbeautyfutures.com)

**Düsseldorf, 9 August 2022.** It’s time again for BEAUTY FUTURES – *The DOUGLAS Start-up Challenge*: DOUGLAS is hosting this popular competition for start-ups and companies in the extended beauty and health industry for the fourth consecutive year. DOUGLAS, Europe’s leading premium beauty & health platform, is searching for unique products or services in the categories *Beauty & Health Product Innovation*, *Beauty & Health Digital Solution* and *Sustainability Innovation*. Business founders and start-ups can enter the competition until September 19 by submitting a brief description of their idea, a pitch deck and a video on <https://www.douglasbeautyfutures.com>

#### **Three new categories for this year’s competition**

The category *Beauty & Health Product Innovation* focuses on new and innovative beauty and health products and applications that could aptly complement the DOUGLAS product range – in such areas as skincare, make-up, fragrance, hair care, nutritional supplements and health. The category *Beauty & Health Digital Solution* primarily targets apps and other smart digital solutions based on augmented reality or artificial intelligence that could be used to enhance the customer experience at DOUGLAS. The category *Sustainability Innovation* will honour a company or start-up that has developed futuristic solutions for increased sustainability along the entire supply chain. The category extends from sustainable product innovations or green ingredients to production, packaging and delivery.

# DOUGLAS

“Our start-up competition BEAUTY FUTURES is now a permanent member of the DOUGLAS family and has been a complete success – I can’t wait to set off on our next search for trend-setting ideas,” said Tina Müller, CEO of the DOUGLAS Group. “We want to give a boost to innovations and new developments and be a driving force behind the evolution of the beauty and health market of the future. Promoting vibrant entrepreneurs is one of my personal passions.”

The highly respected jury will consist of external experts and members of the DOUGLAS management team. The external jurors will include the entrepreneur and Angel investor Lea-Sophie Cramer; Philipp Westermeyer, the founder of OMR the ESG expert and founder Sara Nuru and the entrepreneur, investor and author Tijen Onaran. DOUGLAS will be represented in the jury by Tina Müller along with Isabell Hendrichs, the Chief Assortment and Purchasing Officer of the DOUGLAS Group; Susanne Cornelius, the CEO of DOUGLAS Brands and Caroline Schmitt, the CMO of the DOUGLAS Group.

“Promoting innovative ideas – especially when it is done by established companies like DOUGLAS – creates a great opportunity for young entrepreneurs,” said Lea-Sophie Cramer, an entrepreneur and Angel investor. “This is why I am so excited about being part of the jury once again this year.”

The victorious ideas will win a chance to become part of DOUGLAS’ international product range and present their products to the more than 50 million customers who hold DOUGLAS Beauty Cards. They will have an opportunity to collaborate with DOUGLAS as part of the company’s online shop, stores and app. All finalists will also compete for an intensive branding package offered by the agency Jung von Matt START as part of a special prize. “When you start a business on your own, you face the challenging job of attracting the attention of a broad audience and bringing on board major investors,” said Philipp Westermeyer, the founder of OMR. “The DOUGLAS competition BEAUTY FUTURES serves as a perfect platform, showcases ideas and provides the momentum that innovations need to keep moving forward.”

The finals will be held on November 8 at the DOUGLAS headquarters in Düsseldorf.



# DOUGLAS

## **ABOUT DOUGLAS:**

DOUGLAS is Europe's leading platform for premium beauty and health. Offering almost 200,000 beauty, health and lifestyle products in online shops, the partner program and around 2,000 stores, DOUGLAS inspires customers to live their own kind of beauty by offering a previously unparalleled assortment. The further development of our successful omnichannel positioning is at the heart of our #FORWARDBEAUTY.DigitalFirst strategy, under which we are consistently expanding both our strong e-commerce and store experience. In fiscal year 2020/21, DOUGLAS generated sales of 3.1 billion euros in the areas of perfumery, decorative cosmetics, skin and hair care as well as nutritional supplements, health and accessories.

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