Sustainable E-Commerce Retailer This is Beauty Announces Faye Speedie to Advisory Board

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OXFORD, United Kingdom (October 23, 2023) – This is Beauty, the one-of-a-kind retailer defining conscious beauty shopping, announces the appointment of its first advisory board member, Faye Speedie. As the founder of Beauty Bulb, a leading global, multi-platform sales growth business for beauty and wellness brands, Speedie was also recently named as a finalist at the Great British Entrepreneurship Awards 2023. Her commitment to making a difference in the industry will aid in driving This is Beauty's commitment to reducing waste by offering less-than-perfect products at a discount.

"This is Beauty's commitment to revolutionising the beauty industry and ensuring its future through sustainability is something that resonates with so many like myself," said Speedie. "Every year, millions of products get discarded as they aren't shelf-ready, and I want to be a part of This is Beauty's pledge to change that."

Speedie, who officially joined This is Beauty on October 20th, has steered her own company's mission to offer high-level sales expertise and influential contacts in a flexible way. Since Beauty Bulb's inception in 2017, Speedie has grown her team to 14 industry leaders who have supported over 400 brands. Together, they also launched the Brand Book platform, an online matchmaking tradeshow that connects beauty brands and retailers. Previously, Speedie herself held global sales director roles with Blue Gem Private Equity House and Tangle Teezer.

"Faye has been a true pioneer across the beauty space, and we are thrilled to have her support in guiding This is Beauty forward and continuing our mission to keep imperfectly perfect products in circulation," said Ian Pearson, founder of This is Beauty. "Her unparalleled knowledge and demonstrated experience will undoubtedly help increase awareness of our mission globally."

This is Beauty launched its e-commerce platform in June and offers a significant range of products from leading and emerging brands. Each are sold at less than the manufacturer's suggested retail price due to superficial damage or defects. With Speedie's appointment to its advisory board, This is Beauty has also opened up applications for other positions including Chief Marketing Officer, Chief Financial Officer and Chief Technology Officer. Those who have a strong background in the beauty industry are invited to apply. For more information on This is Beauty, visit www.thisisbeauty.com.

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