



of Greater Santa Barbara

2019 Celebration Luncheon

The Path of Most Resistance: Effecting Change Through Perseverance

Guest Speaker Gregg Renfrew, Founder and CEO Beautycounter

“Beautycounter is not a beauty company. Beautycounter is a movement.”

As the Founder and CEO of [Beautycounter](#), Gregg Renfrew is dedicated to setting new health and safety standards for the beauty industry. Renfrew will speak at Girls Inc. of Greater Santa Barbara’s 18th Annual Celebration Luncheon on Friday, September 27, 2019.



In 2011 Gregg founded the Beautycounter brand dedicated to getting safer personal care and beauty products into the hands of everyone. Under Gregg’s leadership, Beautycounter is contributing to the rise of a modern industry built by female entrepreneurs and advocates. Her push for stronger cosmetic safety laws is providing more than 40,000 independent Beautycounter consultants – mostly women – with the opportunity to be business owners *and* activists.

Beautycounter is also redefining direct selling in what has traditionally been a single-channel industry.

Products are available to consumers through multiple channels: Independent Consultants, online at www.beautycounter.com, through strategic partnerships with brands like Goop, and pop-up shops. A Certified B Corp, Beautycounter is on pace to sell 15 million products by the end of 2019.

Champions of Change

In 2017, Beautycounter founded the Counteract Coalition, a collection of 20 safe skincare and beauty companies that want more health-protective laws and represent the fastest growing segment of the beauty industry – companies formulating safer ingredients. Earlier this year, Beautycounter became a

[signatory to the United Nations Global Compact](#), joining the alliance that encourages businesses and other organizations to advance the broader goals of sustainability and social responsibility.

Prior to launching Beautycounter, Gregg established herself as a retail leader. She sold her successful bridal registry company, The Wedding List, to Martha Stewart Living Omnimedia in 2001. She then led new-concept, brand, marketing, merchandising and operational consulting engagements with Bergdorf Goodman, Goldie Hawn and Kate Hudson, Intermix, Sugar Paper, Lela Rose and Jessica Alba, among other high-profile corporate and entertainment clients.

Gregg has spoken at *Vanity Fair's* Founders Fair and *Fortune's* Most Powerful Women NextGen Summit, as well as top business schools, including Wharton (University of Pennsylvania), Tuck (Dartmouth), Stanford, and Columbia.

She currently serves on The Nantucket Project Fellow Committee and previously served on the boards of organizations including GOOD+ Foundation (formerly Baby Buggy), Healthy Child Healthy World, and her alma mater, Miss Porter's School, where she was the commencement speaker in 2014. Gregg lives in Los Angeles with her husband and three children.

Learn more about Gregg and the Beautycounter movement:

[New York Times](#)

[Fast Company](#)

[Second Life Podcast](#)

The 18th Annual Celebration Luncheon will be held on Friday, September 27th, 11:30AM-1:30PM at the Hilton Santa Barbara Beachfront Resort. Tickets are \$150 and may be reserved on our [website](#) or by calling 805-963-4757.