



Waldencast Announces Participation in CreatorIQ Connect Europe

May 01, 2024

NEW YORK, May 01, 2024 (GLOBE NEWSWIRE) -- Waldencast plc, (NASDAQ: WALD) ("Waldencast" or "the Company"), a global multi-brand beauty and wellness platform, today announced its participation in the CreatorIQ Connect Europe conference, which will be held in London on Thursday, May 2, 2024.

Michel Brousset, Founder and Chief Executive Officer, will participate in a panel titled "How to Build a Legacy Brand" alongside Noella Gabriel, Co-Founder and Global President of ELEMIS and Oriele Frank, Co-Founder and Chief Product & Sustainability Officer at ELEMIS. The panel, moderated by Jennifer Weil, European Beauty Editor at WWD, will focus on how emerging brands can build long-lasting relationships with consumers. They will discuss how to build credible, legacy brands that stand the test of time.

The event will showcase notable speakers during interactive sessions that will bring together creator marketing leaders who will discuss how to build a community in an ever-evolving industry. Beauty industry leaders from e.l.f. Beauty, Olaplex, Wella and more will also speak at the event. Additionally, executives from Snap Inc., TikTok, Meta, Google, and Amazon will discuss creator marketing.

About Waldencast

Founded by Michel Brousset and Hind Sebti, Waldencast's ambition is to build a global best-in-class beauty and wellness operating platform by developing, acquiring, accelerating, and scaling conscious, high-growth purpose-driven brands. Waldencast's vision is fundamentally underpinned by its brand-led business model that ensures proximity to its customers, business agility, and market responsiveness, while maintaining each brand's distinct DNA. The first step in realizing its vision was the business combination with Obagi Skincare and Milk Makeup. As part of the Waldencast platform, its brands will benefit from the operational scale of a multi-brand platform; the expertise in managing global beauty brands at scale; a balanced portfolio to mitigate category fluctuations; asset light efficiency; and the market responsiveness and speed of entrepreneurial indie brands. For more information please visit: <https://ir.waldencast.com/>.

Media Contacts:

ICR
Brittany Fraser
WaldencastPR@icrinc.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/623d327f-9a42-4379-8092-d0a8cb6c058b>

Michel Brousset, Founder and CEO of Waldencast



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