

Lauder invests in the DECIEM 'Abnormal Beauty Company..'

The Estée Lauder Companies Inc. has announced it has invested an undisclosed amount in the DECIEM 'vertically integrated multi-brand company', which it says is already impacting upon the world of beauty.



The firm was founded in 2013 in Toronto, Ontario by Brandon Truaxe who now manages it alongside Co-CEO Nicola Kilner. ELC points positively to its 'innovative multi-brand strategy' and vertically-integrated structure, which (*unusually*) includes its own laboratory, manufacturing, e-commerce sites, retail stores and marketing infrastructure.

It says this cohesive approach has enabled the company 'to rapidly identify opportunities, create and incubate new brands, and deliver quality, much-sought-after products'.



The DECIEM store located in Spitalfields Market in London.

BRAND HAS VIBRANT FOLLOWING

Ten brands have been launched to date – including 'international cult favourite' The Ordinary.

This is described as 'an evolving collection of skin care treatments offering familiar and effective ingredients at accessible prices.

In addition, there is NIOD which is described as an ingredients-driven skincare brand focused on addressing the root causes of aging'.

ELC says the company has built 'a vibrant following among millennials' and diverse consumers seeking functional beauty grounded in science.

It adds that DECIEM also offers a broad range of products across price points through its own multi-brand stores, department stores, e-commerce, TV shopping networks and select retailers, primarily in the US, UK and Canada.

ELC: A POWERFUL ENGINE OF GROWTH

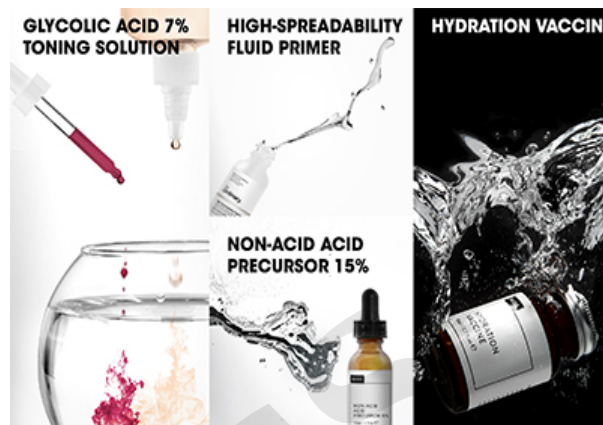
"In four short years, Brandon and Nicola have established, in DECIEM, a powerful engine of innovation and growth," said Fabrizio Freda, President and CEO of The Estée Lauder Companies Inc.

"Through its unique business model, DECIEM has produced some of the most creative independent brands on the market, capturing the passion and trust of devoted fans around the world – and they are just

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getting started. We look forward to engaging with the team and supporting their global growth aspirations."

"It's nearly unthinkable for a conglomerate to embrace a disruptive mindset like that of DECIEM – and yet we have felt like family from the very first day we met the loving team at The Estée Lauder Companies," said Mr. Truaxe.



DECIEM MANAGEMENT PLEASED

"I am so truly honoured, humbled, excited and emotional to have the support of such a remarkable partner on our path to driving innovation in beauty."

"DECIEM is a new kind of beauty company that is well-positioned to create a new generation of successful beauty brands," said William P. Lauder, Executive Chairman of The Estée Lauder Companies Inc.

"Brandon is the quintessential founder and entrepreneur who, as Estée Lauder exemplified, is willing to take risks, push the boundaries of beauty, and fearlessly pursue a bold vision. We are excited by DECIEM's great potential and the opportunity to be part of its future."