

BARE ESSENTUALS

LESLIE BLODGETT

CREATOR OF BAREMINERALS & EXECUTIVE CHAIRMAN, BARE ESSENTUALS

A visionary recognized by Inc. Magazine as one of the “Top Entrepreneurs of the Decade: 2000-2009,” Leslie Blodgett has single-handedly turned the beauty industry on its head by catapulting mineral makeup into the public eye, forever changing the conversation around beauty.

Joining Bare Escentuals as CEO in 1994, Leslie’s aptitude and discerning leadership style helped transform what was a local bath and body retailer into one of the leading prestige cosmetic companies in the United States with the launch of bareMinerals, an award-winning line of mineral-based products, including bareMinerals SPF 15 Foundation.

Blodgett’s solid background in product development, including positions at Neutrogena and Max Factor, coupled with her predisposition to intuit what women want while foreseeing trends are key factors that continue to propel her success and ever-growing popularity. This instinctual drive led her to QVC in 1997 with the simple purpose to educate women about bareMinerals and our untraditional approach to bare-skin beauty. Undaunted by the obstacle of selling foundation on TV, Blodgett’s passionate approach and authenticity resonated immediately with women nationwide that were looking for healthy makeup alternatives.

Thus, a makeup revolution was born and as word of mouth spread, so did Blodgett’s appeal. A renowned beauty expert sought-out by media sources on a global scale for her trademark style, Blodgett embodies a new level of influence. Blodgett “shuns the button-down, corporate approach of many of her peers, and speaks honestly—having long-ago checked her ego and pretense at the door.” – *Women’s Wear Daily*

Genuine to the core, Blodgett has been an advocate for community long before the advent of social media—personally responding to letters, emails and making house calls have been rituals from the beginning—and can be credited with spearheading a community-enabled approach; putting stock in the value of genuine, personal relationships and ultimately allowing women to have a much broader brand experience that is as much about a peer-to-peer community as it is about bareMinerals products.

In 2006, Blodgett took Bare Escentuals public in one of the largest cosmetic IPO’s in the last decade. Bare Escentuals is currently available in 29 countries with over 6,500 points of distribution, including more than 200 company-owned boutiques.

In 2012, Blodgett addressed Fashion Institute of Technology (FIT) graduates, her alma mater, and was awarded an Honorary Doctor of Humane Letters degree. In 2011, Blodgett joined the board of directors at Stella & Dot, the San Bruno-based accessories company that ranked 67 on the Inc. 500 list of fastest growing companies in 2010. Blodgett also serves on the board of Cosmetic Executive Women (CEW) and was the first recipient of the organization’s Achiever Award in 2006 for her contributions to the industry.

A true testament to Blodgett’s influence on the cosmetic industry at large, in 2010, Bare Escentuals was acquired by Shiseido, the Japan-based leading global cosmetics company, for \$1.8 billion making it one of the largest cosmetics mergers in history. Now, more than ever, Blodgett in her role of Executive Chairman is in position to fulfill her mission of bringing the company’s mineral-based products to even more women worldwide.

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