

# IBBI announces shift in beauty brand portfolio, focusing on sustainability and clean beauty



Floral Street Ltd offers vegan parfums with recyclable and biodegradable packaging

[International Brand Builders Inc](#) (IBBI), a brand development agency in the Americas travel retail channel, has announced a shift in its beauty brand portfolio to reflect the increasing consumer demand for “clean” (vegan, cruelty-free, sustainably packaged) products.

According to Nielsen IQ, over 65% of consumers aged between 13 and 39 are more likely to buy a personal care or beauty product that has a “clean” label. Eco-friendly packaging, “free-from” claims, and retailer participation are three sustainable beauty trends ear-marked by the research behemoth for 2023.

Katherine Sleipnes, IBBI’s president and industry veteran, has been a pioneer in supporting the clean product trend as it crosses over into the Americas’ travel retail market. All IBBI’s new beauty brands fall into the clean beauty category, notably Iconic London (cruelty-free, vegan, trend led); It’s A 10 Haircare (Leaping Bunny certified, non-toxic, natural ingredients); Be A 10 Cosmetics (vegan, Leaping Bunny certified); Bosley MD (vegan and cruelty-free); Lolita Lempicka Parfums (reformulated as vegan in 2020); and the latest addition, Floral Street Ltd (niche vegan parfums with recyclable and biodegradable packaging).

“Consumers today care more about clean beauty brands than in the past, and retailers are looking for brands that meet these needs,” said Sleipnes. “Travel retailers who cater to this emerging market and are open to adding new brands, will win. Clean beauty is here to stay, and sustainability is the way forward.”