

Welcome to

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BEAUTY



We re-mix classic beauty brands for a new generation, making them even bigger beauty hits than they were the first time around.

Our remixes democratize beauty, they are for the many, not the few. Because we want everyone on the 'beauty dance floor' our top-quality products are great value.

Our Brands



Our Mission



Breathe new life into iconic brands

Join forces and share the same business goals with legacy Unilever employees, external hires, and fit-for-purpose partners to see a strong connection between your day-to-day contributions and the organizations greater purpose and goals

“Refound” longstanding, iconic brands by shaping their story, innovating for growth, driving operational efficiencies, and accelerating the shift to digital marketing and commerce

Pursue business goals that have a strong social & environmental impact contributing to a sustainable organisation, making a difference in the world along the way

Embark on a transformational journey

Experience a transformative culture fueled by experimentation and “test & learn” that provides ample opportunities to bring out the innovator in you

Challenge yourself to find innovative, outside-of-the box solutions, so you can grow yourself and others

Be part of a lean, agile organisation, where leaders are closer to the ground, people manager roles support autonomy of teams, and employees bring more of their skills, creativity and ideas into their work

Act with a Refounder mindset

Act in the organisations best interest, leveraging cross functional perspectives and working outside of siloes to oversee end-to-end outcomes

Be encouraged to take risks in an environment where work outcomes are rewarded consistently and fairly

Be empowered to act as a Refounder, to take accountability to quickly drive decisions

Our Culture & Values



Result Driven



Results are the key metric of our success. I am committed to delivering them.

Outcome Focused

I focus on the measurable results of my plans and actions

I actively consider commercial outcomes and return on investment

I am clear about my role and responsibilities

Choices & Beliefs

I live Elida Beauty's values

I consider Elida Beauty's long-term priorities and purpose to drive commercial success

I consider the bigger picture

Getting Things Done

I take responsibility for my actions

I challenge the status quo and solve problems creatively

I make decisions to get things done but consider the impact of my decisions on the rest of Elida Beauty

Passion for Beauty



We combine our deep love of the beauty industry with the proud heritage of our iconic brands to unleash their true potential.

We Serve The Many

I do my best to understand our consumers and their shopping experiences

Curiosity About All Things Beauty

I demonstrate a genuine interest in understanding the beauty industry, including its products and our competitors

I am always looking for new trends and testing new products

Obsession with Execution

I pay attention to details and everyday immaculate execution

I take pride in delighting our customers.

I learn from mistakes

Empowerment & Accountability



We empower through trust, courage and honest communication. We support and collaborate.

Honesty & Courage

I value clear communication

I call out anything that does not feel right

I welcome and seek feedback

Support & Collaboration

I work with colleagues across Elida Beauty to get things done and avoid silo-working

I am clear that decisions lie where the knowledge is

I focus on succeeding together

Trust & Empowerment

I trust my team and colleagues to do their part

I build and nurture trusting relationships

I earn and maintain the trust of my colleagues and customers

Respect & Inclusion



We actively create an environment where everyone is welcome, and we all express ourselves freely.

Endless Inclusion

I welcome open and diverse views at the heart of everything I do

I promote a positive team culture that respects diversity and deals with barriers to inclusion

I actively invite others to contribute to a conversation

Respect

I treat others with dignity and respect

I share my opinion in a respectful and constructive way

I take time to listen and understand the others' point of view

Forging Relationships

I focus on honest and productive relationships across Elida Beauty

I offer help and support if I see someone who needs it

I show an active interest in the views, backgrounds and ways of being of my colleagues

Where we play...

Holistic Wellness & Protection



Naturals & Sustainability



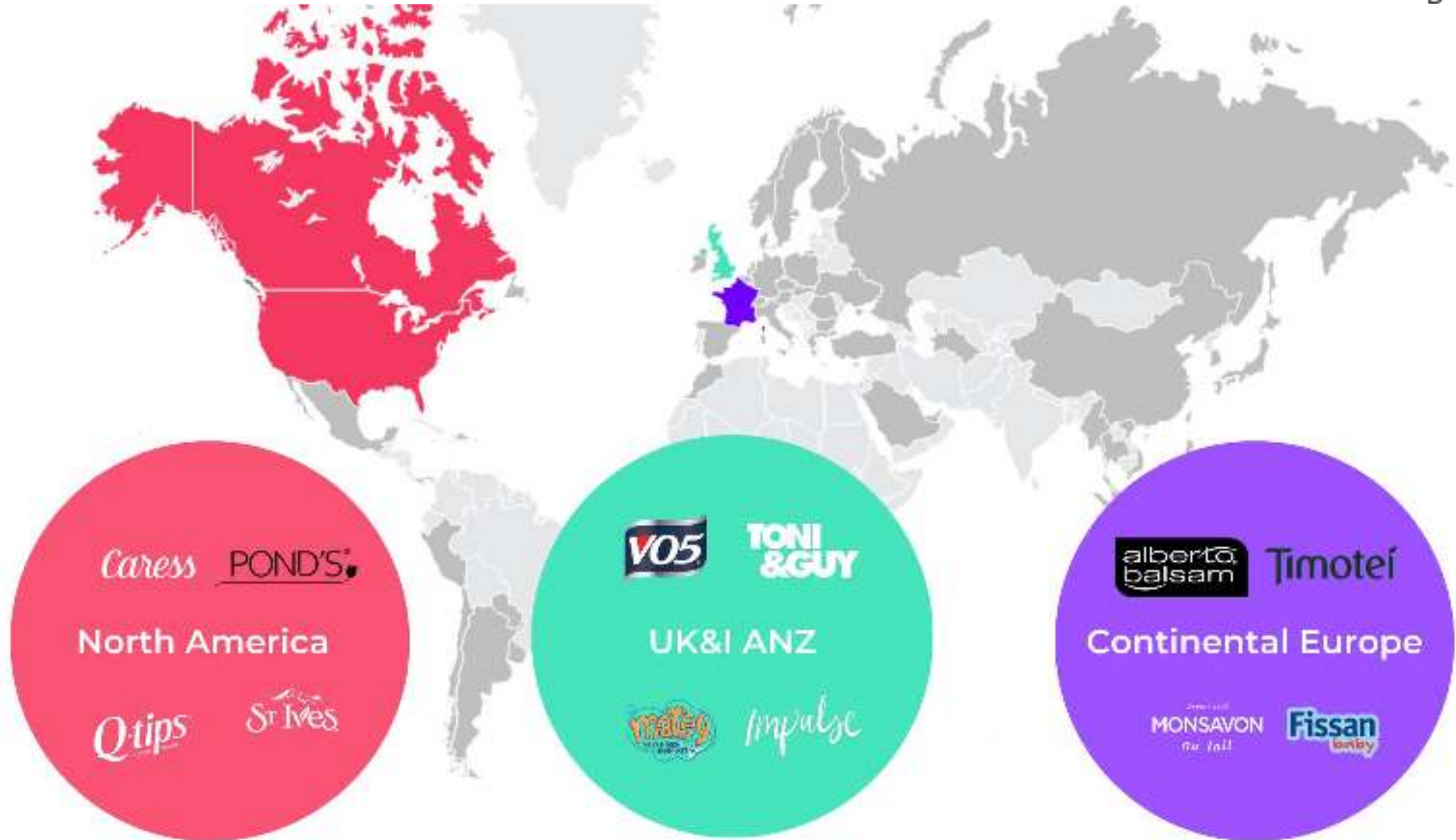
Value Luxury



Salon Style Democratisation



Elida Beauty is positioned in 3 key geographies



Meet our Leaders



Jean-Laurent Ingles
CEO

"I am passionate about creating innovative solutions for strong business outcomes. These brands have been waiting to be rejuvenated and refounded. I am so excited to gather this team of Refounders around them!"

Background: 30 years in Unilever leading Home and Hygiene, Unilever Vietnam, and Hair Care.



Steve Shumacher
General Manager
North America



Zeynep Kutlay-Ozcan
General Manager
Continental Europe & RoW



Mark Bleathman
General Manager
UK & ANZ



Nilendu Sarkar
Chief Supply Chain
& R&D Officer



Ajay Gandhi
Chief Financial Officer



Juliette Degroote
Chief People Officer



Sinem Kaynak
Chief Growth Officer

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Life at Elida Beauty





Life as a Brand Manager

at Elida Beauty



Briefly describe your background/education that prepared you for this role:

One of the most powerful trainings I've ever had access to in my career was around purpose. My purpose is to inspire possibility – which is what I aim to do every day in my role. Before I started in Elida Beauty I'd worked in various Brand, Sales and Strategy roles within Unilever and more recently a Start-Up. The entrepreneurial spirit and freedom to take calculated risks to deliver results was what I enjoyed most. I knew I wanted to move into a role that allowed me to do this.

Describe the main responsibilities of your role:

I'm the brand guardian for our Professional Hair portfolio, my job is to promote the longevity and lifespan of these brands, giving them back to the business in a stronger place than they were when I took them on.

Describe what a typical day looks like in your role:

Every day is different in my role! I work closely with almost every function of the business as a brand owner from building innovation concepts and ideas based on strong consumer insights, to pitching to retailers, to crafting creative campaigns which generate brand love!

Life as a

Ecommerce Account Manager

at Elida Beauty



Gregory Brearley,
Ecommerce Key
Account
Manager UK&I

Briefly describe your background/education that prepared you for this role:

I studied for a Bachelor of Business Science with a major in Economics and honours in Finance and Marketing. Since then, I also continued to build my financial acumen through CFA (Chartered Financial Analyst program). These business and marketing skills helped prepare me for the commercial and financial elements of my role, while marketing helped me understand brands.

Describe the main responsibilities of your role:

My main responsibility is to ensure that our products are available through all the right Ecommerce platforms, with the right content and right prices. I then need to ensure that customers are aware of this through the right marketing and visibility support.

Describe what a typical day looks like in your role:

My projects range from launching new premium product ranges, finding new customers, upskilling our business on eCommerce, and finding better ways to distribute our products. I work closely with the rest of the eCommerce and sales team, as well as the relevant brand teams, supply chain teams. Externally I work with buyers, social media agencies, and tech companies.

What is your favourite part of what you do?

The exciting new technologies I get to learn and work with – such as selling through social media!

What's something you've achieved in your role that you are proud of?

Getting our brands back into growth after a tough start to the year and being the first Unilever brand to launch a TikTok Shop.

Life as a

Technical Project Lead

at Elida Beauty



Andrea Ichite,
Technical Project
Lead, North America

Briefly describe your background/education that prepared you for this role:

I started by getting a bachelor's degree in Chemistry. I then went on to earn a Master's in Business & Science with a concentration in Cosmetic Chemistry. This degree was super valuable as it required that I apply my technical skills in business functions like Marketing, Finance, and Sales.

Describe the main responsibilities of your role:

I lead projects from a Research & Development and technical perspective alongside the brand and supply chain teams.

Describe what a typical day looks like in your role:

I usually have a couple of project meetings during the day, then the rest of my sessions are with smaller functional teams like supply chain, packaging, or marketing. After talking all morning, my afternoons are typically more independent. I usually spend this time actioning tasks like formula approvals, artwork sign-offs, research, trainings, risk assessments, and things of that nature. Right before I sign off, I usually end my day chatting with my manager about food, tv, and whatever we saw on TikTok recently.

What other team members/functions or customers do you interact with?

My role sits within Research and Development and I work closely with the Innovation Manager; however, Elida Beauty is a highly collaborative environment and as a Technical Project Lead, I often touch every aspect of the business. I work with every function, from quality to customer development to formulation.

What overarching projects or plans are you working on?

Right now, we're in start-up mode so we are picking apart every brand and trying to nail down our strengths and opportunities. We're designing processes and defining our company culture. We're changing formulas, changing packaging, updating artwork, and transitioning to new partnerships. Although these are all legacy brands, everything feels super shiny and brand-new. The essence of Elida Beauty is that we are all mini-business owners, and all get to take part in making these decisions. There is truly entrepreneurial energy in every project. It's pretty exciting!

What's something you've achieved in your role that you are proud of?

I have done a massive analysis of all the brands. I looked at everything from ingredients to claims to prices and compared them to competitors. It was a massive heap of work and took several months. I'm still growing the knowledge database, but it is already being used, and I am super proud to have been the one to facilitate it.



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Interview Prep





1

You will receive some initial questions to answer. For this you are required to complete these and return them to PeopleScout within 5 days.

Research into our brands. Think about what attracted you to this Elida Beauty's and any brands in particular, visit their website, and think of competitors and recent news within the specific category you have applied for.

Our dress code is Business Casual. Business casual is like finding the middle ground between formal and super relaxed attire. It's not a full suit, but also not your most casual clothes. Skip the super fancy stuff and keep it comfy yet professional! Just remember, it's work mode without the red carpet feel.

At Elida Beauty we are committed to supporting diversity throughout our interview process and accommodating applicants with disabilities throughout the process. If you need any reasonable accommodations, please let us know in advance of your interview.



2

If you are successful you will have a screening call for us to learn more about you, this will be either a phone call. If successful you will be invited to an interview with the hiring manager

Research Elida Beauty and familiarise yourself with the information in your candidate pack. Think about our values and mission and what resonates with you.



If you require any changes to the time or date of your interview, please let us know.



3

After your initial screening call the team will review your application and you will be contacted if we decide to progress to the next round of interviews. The next stage will be an interview with the Hiring Manager to discuss the role and your experience in more detail. We notify all candidates when the interview process has been finalised and the role has been filled.

For a video call you are expected to appear on camera so find a quiet and well-lit room for the interview. Make sure your computer, webcam, microphone, and internet connection are all working properly. Make sure you avoid any distractions.

Initial questions

- Your initial questions will be sent by email .
- You will be 2/3 short questions to answer to provide more information.
- If you are successful you will be provided with information about the next stage.

Screening call

- If you are successful you will be invited to a screening call with a member of the team
- This is a video or phone call which will start with them telling you more about Elida Beauty
- You will then be asked further questions about why you have applied for this Industrial Placement and what makes you stand out.
- They will explain the next stages of the interview process which will be an interview with the hiring manager.

Hiring Manager Interview

- Your interviewer(s) will introduce themselves and their roles at Elida Beauty and give you time to introduce yourself and your background
- Unless stated otherwise your interview will be competency and behaviour-based, you will be asked to provide specific examples that demonstrate behaviours required for the role.
- During the interview the interviewer(s) will be interested in your skills and competencies but most importantly they will be exploring if you are also the right fit for our culture, we are a team of "Refounders" who value entrepreneurship, experimentation, curiosity and a passion for beauty! So we recommend you share any examples of how our values resonate with you personally or professionally.
- You may be given a case study or technical exercise during your interview. The specific details of this will be shared with you in the invitation. If this is the case, please ensure you attend the call from your computer or laptop, and that you have a strong network connection and the ability to open and use Microsoft Word or Excel documents. If you require special accommodations, please notify us in advance.