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Beauty Independent 2.0: Connect To Grow With Uplink

AUGUST 22, 2018



INDIE INNOVATION
CHRISTOPHER NAPOLITANO



So begins the launch of Beauty Independent 2.0: On Tuesday at BeautyX Capital Summit, Beauty Independent publisher and Indie Beauty Media Group co-founder Nader Naeymi-Rad introduced [Uplink by Beauty Independent](#), a new services marketplace connecting indie brands with vendors.

The unveiling of Uplink coincides with the 1-year anniversary of Beauty Independent. It's one of several major enhancements planned for BI, all of which are designed to promote the growth of entrepreneurial businesses in the beauty space.

"During the past year Beauty Independent established itself as a beacon for the growing community of independent beauty brands and those who work with those brands, by

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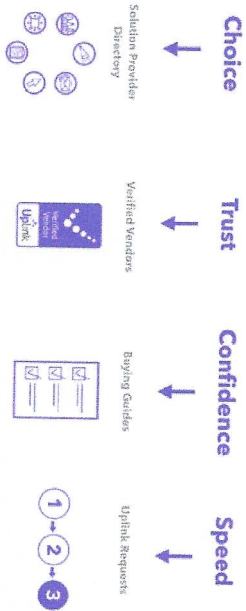
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community or independent beauty brands and those who work with those brands, by monitoring its progress and revolutionary innovations," said Naeymi-Rad. "Now we see an opportunity to use this digital destination as a means to facilitate growth. Uplink is the first piece of a multipart roll-out of site developments we have planned, and it's a direct reaction to calls for help from brands and service providers who want to have a more reliable and efficient way to engage with each other."

Uplink provides a comprehensive directory of more than 600 solution providers grouped in six major categories: Product Manufacturing; PR & Influencers; Strategy, Marketing, Branding; Logistics, Distribution, Sales; Business Operations; Technology & Technical Development. Recent qualitative and quantitative surveys of BI's readers point to the need for a trustworthy, reliable way for brands to engage indie-attuned vendors, upon whom they rely. Of the 60 percent of readers of Beauty Independent who are associated with brands, 77 percent are owners, CEO's and decision makers. Just as telling, 84 percent of the brands have fewer than 10 employees. Like most small businesses, indie brands rely heavily on outsourcing.



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