

Lubrizol invests in skin care start-up One Ocean Beauty

Lubrizol has bought a minority stake in skin care start-up One Ocean Beauty, according to a report published by WWD.

The clean beauty brand will be the first to join the chemicals supplier's incubator, Lubrizol Skin Essentials, which was set up to make strategic investments in nascent brands – principally those targeted at the millennial and Gen Z consumer with a focus on high-tech skin care.

“This investment represents our commitment to nurturing the next generation of beauty brands. As more customers turn to clean beauty and socially-committed companies, we see this as a compelling opportunity in this space,” Brandon Ford, Chief Accelerator Director of Lubrizol's venture arm said in a statement.

“The partnership with Lubrizol is a significant step in developing our unique product offering and remaining on the cutting edge of technology – the team at Lubrizol shares our vision for clean beauty and conscious consumerism. We are excited to launch a new business model that is in tune with changing customer behaviors,” said Marcella Cacci, Founder and CEO, One Ocean Beauty.

www.oneoceanbeauty.com to learn more