

**BETTING ON CBD IN BEAUTY:**

**JAY LUCAS ON CHEDDAR TV**



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*Many investors are looking to capitalize on the booming cannabis industry, and the beauty sector could be a hot spot. LB Equity is an investment firm focused on emerging brands in the beauty and personal care sectors, and recently launched a \$50 million fund to focus on emerging cannabis-based products and companies. Jay Lucas, Managing Partner, LB Equity, joined Cheddar to discuss why the beauty segment is an attractive market for CBD investment and innovation.*



**BEAUTY INDUSTRY NEWS**

[Consumer Giants Turn From Diapers and Detergent to Eye Rollers and Jelly Masks](#)

## Sephora Pulls the Trigger on Selling CBD in Stores



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### **LB EQUITY PARTNER & IMMUNOCOLOGIE CEO KAREN BALLOU**

Karen Ballou is co-founder and partner at LB Equity. She leads the firm's efforts in product development, formulation and the sourcing of cannabis related brand opportunities.

Karen is also chief executive and founder of LB Equity portfolio company Immunologie, a natural, luxury skincare brand, which utilizes a proprietary technology promoting skin health and appearance. In that role, she also has appeared on QVC and other related venues explaining the brand's unique benefits.

Karen started her career in skincare and cosmetics at Elizabeth Arden where she served in a variety of marketing and sales roles. Later at Redken, Karen was recruited to grow a small start-up company providing beauty tools and instruments for use by spas as well as for consumers to use at home, and then growing the company several-fold over a three-year period.

As an independent marketing and branding consultant, Karen has successfully developed and helped bring to market more than 65+ brands in the beauty industry, with an emphasis on natural ingredients that are not only good for skin health, but are highly effective delivering proven results.

Today, Karen is largely focused on new product ideation with biotech companies and naturally sourced ingredients from regions around the world sourced using fair trade and sustainable practices. Merging her business background with her industry knowledge, Karen is sought after as an industry leader bringing integrity to her formulations and the know how to be successful and shape brands for success.

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In July, Immunocologie launched at The Salon Project at Saks Fifth Avenue. The Salon Project, an innovative partnership between Saks and celebrity hair stylist Joel Warren, formerly of Warren Tricomi Salons, now carries the Immunocologie line at its Saks Fifth Avenue NYC, Saks Fifth Avenue Huntington NY and Saks Fifth Avenue Boca Raton locations. The Immunocologie Signature Facial treatment is offered at all three locations as well.

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On June 21st, Immunocologie hosted a mini facial, skin consultation and relaxation event for VIP clients at Botanica Bazaar in Amagansett, NY. Immunocologie will be hosting another event with Botanica Bazaar at the end of August. Please contact [investorrelations@lbequity.com](mailto:investorrelations@lbequity.com) for more information on attending.

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In May, Immunocologie entered into a partnership with The Well, an 18,000 square foot members only luxury health and wellness club in New York City.

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Immunocologie is the recipient of Acquisition INTL Magazine's 2019 Global Excellence Award, and Founder and CEO Karen Ballou has been recognized as the **Most Influential Woman in Plant Based Skincare Products - New York**.

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**We are continuing to accept capital from investors as we are in the process of closing out our \$50 million LB Equity Emerging Growth Fund. Please contact [investorrelations@lbequity.com](mailto:investorrelations@lbequity.com) for more information.**

[LB Equity Website](#)

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