

Valerie Collins

Founder, Visionary Beauty Group

**Beauty Product Development Leadership-
Cosmetics, Skincare, Haircare**

- Executing idea to products that sell... and resell.
- Using Strategy Brand Experience across color cosmetics, skincare, haircare, tools & related industry soft goods
- Strategy + Execution + Commercialization



Visionary Beauty Group is a founder-led beauty product development consultancy built for brands that need senior judgment, cleaner process, and products made to perform in market.

WHO WE HELP

- Startup beauty founders working on their portfolio launch
- Emerging indie brands needing experienced oversight
- Retail-aware brands balancing aspiration, cost, scale, and visibility

WHAT WE SOLVE

- Underdeveloped product scopes
- Slow development cycles due to misunderstanding of any step in the process
- Strong & communicative vendor relationships
- Retail expectation & adherence

WHY VBG

- Senior-level leadership
- Founder forward partnership
- Technical fluency & expertise
- Contract Manufacturing experience
- Commercial strategy process to drive profitable growth

Proof, Credibility, and Clear Product Identity

Senior support across product direction, formulation, regulatory and compliance considerations, competitive market intelligence, data driven product strategy, and on-site manufacturing oversight.

Known for bringing structure, speed, and accountability to fast-moving development pipelines through disciplined internal team communication and stronger cross-functional execution.

BRAND EXPERIENCE

Dezi Skin
Tarte
First Aid Beauty
CoverFX
Supergoop
Juvia's Place
Laura Geller Beauty
Julep Beauty
Mally Beauty
Bawdy Beauty
LiveTinted

CORE STRENGTHS

Trend and consumer insight
Product Concept
Formulation direction
Packaging development
Commercialization planning
Vendor management
Regulatory awareness
Cross-functional collaboration
Product Data Analysis
Brand/Business Development

Selected color cosmetic + complexion portfolio

SELECTED COMPLEXION, PREP, SET & SUPPORTING BEAUTY TOOL CONTRIBUTIONS (MASS & PRESTIGE)

Role markers: F = Formulation PD = Product Development, P I= Problem Improvement



Rimmel
Stay Matte Powder (F)



Covergirl
TruBlend Undercover Concealer (F)



Juvia's Place
Prep, Prime Eye Primer (F)



Rimmel
Lasting Finish Foundation (F)



Cover FX
High Performance Setting Spray (PD)



Juvia's Place
I Am Magic Concealer (F)



Cover FX
Power Play Foundation (PD)



Tarte Shape Tape Corrector (F)



Laura Geller
Serum Blush (PD)



Laura Geller
Baked Cheek Compact (PD)

ADDITIONAL COMPLEXION + BEAUTY EXTENSION CONTRIBUTIONS



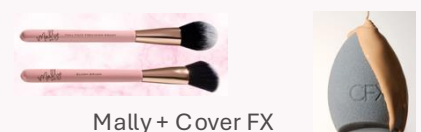
Saie
Glow Super Serum
Skin Tint (PS)



LiveTinted
3-in-1 Complexion
Product (PS)



Glamazon
Second to None
Foundation Stick (PS)



Mally + Cover FX
Brushes + Sponge

Selected skincare, treatment + beauty extension portfolio

SELECTED SKINCARE, TREATMENT-LED, LIP, BODY CARE (MASS & PRESTIGE)



DEZI
Claro Que C Vitamin C Glow Serum (F)



First Aid Beauty
Eye Duty Niacinamide Brightening Cream
(PD)



goop beauty
Lip Balm (F)



Haoma
Earth Deodorant (F)



Naturium
Niacinamide Essence 3% (F)



Naturium
Hyaluronic Acid Essence 2% (F)



Naturium
Vitamin C Super Serum Plus (F)

**Selected examples shown; additional category experience available upon request

How brands can work with Visionary Beauty Group

- 01 Product Development Strategy** Sharper concepts, smarter roadmaps, cleaner decisions.
- 02 Formula + Packaging Briefs** Clearer documents for labs, manufacturers, suppliers, and internal teams.
- 03 Fractional Product Development Lead** Technical oversight across launches without a full in-house build.
- 04 Vendor + Launch Management** Hands-on coordination, escalation, and milestone tracking.
- 05 Innovation + Assortment Planning** Whitespace mapping, sequencing, and retail-aware opportunity framing.
- 06 Commercial Innovation and Business Growth** Client-facing pitches, concept sell-in, and strategic opportunity development.

About Valerie Collins

Valerie brings over a decade of experience across skincare, cosmetics, haircare, and personal care, with a career rooted in product development from concept through commercialization. She is most driven by the real work of building: researching, testing, refining, troubleshooting, and pushing ideas until they become real solutions for the needs of her clients. Her work goes beyond managing timelines or simply moving projects along. She is deeply drawn to the strategy, analytics, and decision-making that shape products with real purpose. Years spent in contract manufacturing also gave her a strong business development instinct with the ability to translate technical expertise into compelling concepts, presentations, and opportunities that support brand growth. Valerie's strength lies in helping companies think more clearly, solve more intelligently, and grow through better product development and market expansion.



CONTACT

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****Available for advisory, fractional, long-term & project-based engagements.**

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