

# Face to Face

In 1991, Bobbi Brown, Founder and Chief Creative Officer of Bobbi Brown Cosmetics, transformed the face of makeup with her philosophy: “Women want to look and feel like themselves, only prettier and more confident.” Her products quickly captured the attention of makeup artists, consumers, and, a few years down the line, the decision makers at cosmetics empire Estée Lauder Companies—which acquired Bobbi Brown Cosmetics in 1995. Fast forward to 2014: Bobbi Brown Cosmetics is a global phenomenon, with makeup, fragrance, and skin care products sold in more than 60 countries. And while the brand continues to grow, Brown’s message holds firm: “The secret to beauty is simple—be who you are.” We caught up with Bobbi Brown in New York City.



**In addition to your passport, credit card, and itinerary, you don't leave home without. . .**

My iPad or iPhone. In my makeup bag, I always have a foundation stick, mascara, lip gloss, face oil, and an extra-soothing balm to hydrate my skin during and after a long flight.

**What are you likely to forget to pack?**

I never bring enough sweaters.

**How do you spend your time between security and boarding?**

In the lounge with my iPad, probably surfing my Twitter and Instagram feeds. I have three young boys, so I adopted social media early on. I use it personally and professionally, connecting with friends and even consumers in a more direct and immediate way.

**Aisle or window seat?**

Aisle. I like to get up a lot and stretch.

**Who would you most like to find yourself seated next to?**

Richard Branson—on a Virgin flight of course!

**How do you decide where to stay and where to eat?**

I choose hotels based on location, comfort, and service. I choose restaurants based on healthy menu options.

**Food inflight?**

I always try to pack healthy snacks, like KIND bars, Justin's almond butter packets with sliced apples, kale chips, Flackers crackers, and packs of almonds. I also drink a lot of water on the plane to make sure I stay hydrated.

**The best thing about travel?**

Being able to unplug for a while.

**The worst?**

Getting out of my healthy eating and

workout routines.

**How is the “distribution revolution” affecting your business?**

Bloggers get the news out about product launches immediately and often-times link directly to product pages on BobbiBrown.com. This all helps drive awareness and sales.

**What about the shopping habits of your customers?**

Consumer purchasing behavior is always changing. A lot of women now purchase mass and prestige products and mix everything. Customers always want to feel like you are listening and servicing their specific beauty needs. This is why we offer online chat.

---

Margie Goldsmith, a *Global Business Travel* magazine Contributing Editor, has traveled to more than 100 countries.