



CELESTE HILLING



**CEO, Co-Founder, Product Formulator & Spokesperson, Skin Authority;
YouTube BeautyWorkout Channel Host; Health and Beauty Expert**

Described by San Diego Magazine as giving the cosmetics industry a makeover, Celeste Hilling is an innovative, dynamic and respected expert on skin care, well-being, and brand loyalty. As CEO of Skin Authority, Hilling works with celebrities, fashion icons, beauty editors, and consumers worldwide to instill a passion for the company's products and unique approach to the ultimate customer service experience.

As a highly sought speaker on beauty, health, and self-esteem, Hilling presents hundreds of times per year around the globe. This respected media resource has been quoted by leading outlets including FOX News, NBC, ABC, *The New York Times*, *Women's Wear Daily*, *Forbes* and *BusinessWeek*.

With a vision to build a modern skin care brand that delivers products that are relevant to the needs of today's consumers, Hilling challenges Skin Authority to continually integrate the most advanced ingredients and techniques in its products, and to deliver a unique 360-degree customer service experience using integrated technology to reach consumers cost-effectively wherever and however they prefer to be contacted.

"Healthy skin is beautiful, so it is important to me that our products produce not only dramatic cosmetic results, but also boost and defend the immune strength of our body's largest organ." Hilling reflects this passion in the company's decision to eliminate added fragrances, dyes, and parabens from its products. She personally oversaw the launch of its groundbreaking SGF-4 Technology™ products designed around four natural nourishing proteins or skin growth factors, developed specifically to target and reprogram the aging process of skin cells. Working with world recognized leader the Dole Nutrition Institute, she also led the charge for making skin care an extension of good nutrition by introducing the first whole food source of Vitamin D in the VitaD Fortified™ series from Skin Authority.

Her vision is to turn today's passive skin care shopping experience into a high touch, high impact, personalized experience. Because of this, Hilling handpicks Skin Authority distribution partners from among the most prestigious retail and spa locations.

Prior to launching Skin Authority, Hilling was key in developing two companies that were acquired by the leading publicly held company in its industry segment. In both instances, Hilling was a strategic officer: Steiner Leisure Ltd., as President/CEO of the Day Spa Group; and Compaq Computer Corporation as President, Consumer Software Business Unit and Vice President, Consumer Division.

In addition to being a busy executive, mom and spokesperson, Hilling also makes time to give back to her community. Hilling is Chairman of the Board of the San Diego New Children's Museum, Past Co-Chair and Honorary Member of the Advisory Board of Scripps Memorial Hospital of La Jolla, California, a founding board member of Doctors Offering Charitable Services (DOCS), and past board member of the Boards of the International Spa Association and ISPA Foundation. Celeste was named "2012 Women Who Move the City" by San Diego Magazine, and "2012 Women Who Mean Business" by San Diego Business Journal.