

# 12 beauty and wellness startups to enjoy in the UK

*Staying at home this summer? Why not pamper treat yourself with a haircut or a manicure, or maybe a spa session or reflexology massage? Maddyness has selected the best user-friendly startups that are pioneering the wonderful world of beauty, cosmetics and wellness. Switching off from your daily routine is never more than a few clicks away.*

Temps de lecture : minute

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17 August 2020

Created in 2008, Treatwell offers unlimited number ways to book beauty sessions whenever it suits. Treatwell is a user-friendly booking platform enabling clients to reserve their treatment quickly and with minimal hassle. The company believes that beauty makes people feel good, and the world needs that feeling more than ever. Currently present in 11 countries and with a staff of 500 working to enhance both the app and online experience.

[Discover Treatwell](#)

Co-founded by Mick Tilley and Kirstie Looms in Harrogate, beauty marketplace platform Vivify makes it easy for everyone to get their

beauty on demand. Vivify lets you find and book mobile hair, beauty, nail, barbering, massage and aesthetic treatments at not just a time and price that is right for you, but also at the location of your choosing.

*beauty.*

*on*

*demand.<https://t.co/upB8G7eLg1> #beautyondemand #beautylikeaboss #vivify #vivifypro [pic.twitter.com/0ZIMNZ2Oyl](https://pic.twitter.com/0ZIMNZ2Oyl)*

*— vivify (@vivify\_beauty) [July 16, 2020](#)*

[Discover Vivify](#)

My Beauty Matches is the fastest way to shop beauty products with impartial, bespoke recommendations giving the choice of 3,000 brands. The e-commerce platform helps its clients save time by offering 160 retailers in one place, along with matching and tailoring the perfect products for every customer's needs. This revolutionary one-stop personalised beauty shopping website is the fastest way to find the right products with more than 300,000 products to choose from.

[Discover My Beauty Matches](#)

Online since 2018, Curate Beauty gives a boost to wholesale with a marketplace designed for see-now-buy-now. The platform showcases top independent beauty brands while streamlining the buying process for UK retailers, facilitating retailers' entry into the £30B beauty market by providing enhanced visibility and scaling opportunities for beauty brands all in one place.

<https://www.instagram.com/p/CD4N7DRA9yr/>

[Discover Curate](#)

Founded in 2017 by Ben and Leanne Cleaver from their kitchen, ThatchFace provides different oils and scents for men to pamper themselves and take care of their beard. Using only natural ingredients, and focusing on a single-minded mantra of subtle scents and lightweight oils, the company provides better beard care suitable for all thatched faces.

<https://www.instagram.com/p/Bg1P7-wA04a/>

[Discover ThatchFace](#)



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[Lockdown Haircut, the UK's first virtual barber](#)

Lone Design Club has been revolutionising retail since 2016. All the brands are local, independent labels, fuelled by nothing but passion. The company creates short term concept stores appearing for 1-2 weeks at a time, creating platforms for consumers to discover and shop from independent brands with traceable and mindful practices, selling unique, exclusive and one of a kind items incomparable to that on the high street.

<https://www.youtube.com/watch?v=1s-7nhAHedo>

[Discover Lone Design Club](#)

Bespoke Advantage is a boutique beauty brand management company, dubbed "the beauty company behind the beauty companies". The company provides brand creation and product development to clients across the beauty, spa and wellness industry and specialises in branded and private label beauty.

*Wearing makeup and a mask at the same time requires a bit of thought, longwearing foundations and lipsticks are best suited. [#beauty #cosmetics](https://t.co/MTSypSOI3K)*  
<https://t.co/MTSypSOI3K>

— *Bespoke Advantage (@bspokeadvantage)*  
[August 2, 2020](#)

[Discover Bespoke Advantage](#)

Part of the CBD revolution, CBII was created in December 2019 in partnership with [Health & Happiness Group](#). The brand offers a range of empowering health and wellness brands with the same goal: to inspire you to live healthier, happier lives. CBII is inspired by nature and aims help you feel in sync with your natural rhythm.

<https://www.instagram.com/p/CDgVPHaHSUU/>

[Discover CBII](#)

Birchbox has redefined the way people shop for beauty and grooming by pairing a monthly delivery of personalised samples with original content and a robust e-commerce shop. The company partners with the best brands in the industry, from mainstream favourites to niche up-and-comers, and uses a proprietary algorithm to send the right products to the right people, based on their profiles and preferences. On top of that, it provides its users with tips, tutorials, reviews and a generous loyalty program.

[Discover BirchBox](#)

Beauty Pie thrives on making its members feel like a kid in a cosmetics candy store and delivers the absolute best in beauty nonstop and at great prices, "because there should be no guilt in getting gorgeous'. Beauty Pie is a members-only beauty club that cuts out the middlemen. The beauty provider buys the very best luxury makeup, skincare, fragrance, candles and haircare formulas in large volumes – just like mainstream luxury brands do – but does away with middlemen, bricks and mortar stores, celebrity endorsements and retail markups to ensure you get a fair deal on your beauty arsenal.

[https://www.youtube.com/watch?v=pYZDho\\_mkp4](https://www.youtube.com/watch?v=pYZDho_mkp4)

[Discover Beauty Pie](#)

Founded in 2005, Feelunique is Europe's largest independent online beauty retailer, with over 20,000 products from around 450 leading brands including luxury brands Chanel, Dior, Tom Ford, Estée Lauder, YSL, Kérastase, GHD, Kiehl's and Laura Mercier. Feelunique has over 1.6M registered customers worldwide and ships on average 11,500 products a day to 110 countries from the UK to France and Australia. Feelunique believes that beauty is FUN and that everyone should have access to it regardless of ethnicity, gender, religion, sexual orientation and socio-economic status.

[Discover Feelunique](#)

Since 2006, Soap & Glory has been supporting the Clean of England, providing fun, fearlessly world-class products to give every girl the best beauty care adapted to their budget. Proud purveyor of an absolutely fabulous full range of beauty, body and bath-stuffs, Soap & Glory recommends putting products on with happiness and abandon. Noticeable products are the super-plumping SEXY MOTHER PUCKER™ lipstick, the dry-skin classic THE RIGHTEOUS BUTTER™ body butter - voted Britain's Best Body Butter - and finally, its MAKE YOURSELF YOUTHFUL™ anti-ageing peptide serum - The Times Beauty Awards Gold Star.

[Discover Soap & Glory](#)

Born in 2015, LeSalon has created the beauty salon of the 21st century: on-demand, consistent and high-quality service, delivered to your location at a date and time that is convenient for you. The company is disrupting the beauty market using technology, connecting beauty technicians and customers directly with fairer prices while offering a highly personal service.

<https://twitter.com/LeSalonApp/status/1292847278403850240>

[Discover LeSalon](#)



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