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## Starco Brands Announces Industry Veteran Alex Alston to Lead Skylar Clean Beauty

LOS ANGELES--(BUSINESS WIRE)-- Starco Brands (OTCQB: STCB) is delighted to announce the appointment of Alex Alston as Vice President of Skylar Clean Beauty, the trailblazing fragrance brand known for creating clean, hypoallergenic, and safe scents for sensitive skin. Alston brings a robust portfolio of experience and a proven track record of transformative leadership in the beauty and luxury e-commerce sectors. His appointment marks a significant milestone in Starco Brands' innovation and market leadership journey.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20240725090055/en/>



(Photo: Business Wire)

"Alex's extensive background across leading brands and his ability to merge creativity with strategic business results make him the ideal leader for Skylar," said David Dreyer, chief marketing officer of Starco Brands. "His expertise and out-of-the-box thinking will be crucial as we build out the Skylar brand and new ventures for the company."

Alston expressed his enthusiasm for his new role: "I am thrilled to join the Starco Brands family, a company with an incredible culture and mission to spark excitement in the everyday. The idea of bringing behavior-changing products to market excited and inspired me from our very first discussion. Leading Skylar, with its strong brand foundation and marquee partners like Sephora is an exciting next step and I aim to help this brand become a true standout in the beauty space."

Alston joins Skylar from Rose Inc., where he served as vice president of global marketing and creative. Focused on enhancing the brand's strategic and creative direction, he worked closely with

the founder to refine the product and content strategy.

Before Rose Inc., Alston was the launch partner and VP Global Brand for r.e.m. beauty with Ariana Grande from 2020 to 2023. He collaborated with her to build and define the brand, leading the global rollout across DTC and wholesale channels. Under his leadership, r.e.m. beauty won the Allure Readers Choice New Brand of the Year award, developed multiple award-winning products, and created a clearly defined and differentiated point of view that allowed for rapid brand success.

From 2016 to 2020, Alston was with NET-A-PORTER, serving as head of global brand campaigns and earlier as head of marketing for EMEA. He drove significant growth and led the rollout of important initiatives like Net-Sustain, the retailer's first sustainability platform. He also launched market firsts such as the Fine Jewelry & Watch Suite in addition to leading key projects with Saint Laurent, Balenciaga, Hermes and Fendi among others, positioning NET-A-PORTER at the forefront of luxury e-commerce.

Alston previously held leadership positions at Charlotte Tilbury, where he led the US launch and rollout, as well as at L'Oréal USA and LVMH.

Alston graduated from Nottingham Trent University with a first-class BA (Hons) in Fashion, Marketing, and Communication. Known for his visionary leadership and creative prowess, Alston is set to bring a fresh perspective to Skylar's marketing strategies and customer engagement.

### **About Skylar**

Skylar Clean Beauty is a trailblazing fragrance brand dedicated to creating clean, hypoallergenic, eco-friendly scents catering to a modern, conscientious and dynamic consumer. Founded in 2017, Skylar empowers individuals to feel beautiful, confident, and safe in their skin with a diverse range of fragrances crafted to inspire and uplift. Utilizing the finest ingredients and prioritizing sustainability, Skylar designs innovative formulations to be gentle on sensitive skin, free of harmful chemicals, vegan and cruelty-free. The packaging features a 100% recyclable bottle, cap, and box unique in the fragrance industry. Expert perfumers thoughtfully craft each scent to evoke a unique sensory experience, encapsulating the essence of life's most cherished moments and memories. With a commitment to giving back, Skylar actively supports non-profit organizations focused on women's empowerment and environmental conservation. Through its exceptional products, dedication to customer satisfaction, and social responsibility, Skylar continues redefining the fragrance world, one scent at a time. For more information, please visit [skylar.com](https://www.skylar.com).

### **About Starco Brands**

Starco Brands (OTCQB: STCB) invents consumer products with behavior-changing technologies that spark excitement in the everyday. Today, its disruptive brands include Whipshots®, the world's only vodka-infused whipped cream; Art of Sport, the body care brand designed for athletes and co-founded by Kobe Bryant; Winona®, the first indulgent theater-popcorn spray powered by air; Skylar, the only fragrance that is both hypoallergenic and safe for sensitive skin; and Soylent, the complete non-dairy nutrition brand. A modern-day invention factory to its core, Starco Brands identifies whitespaces across consumer product categories. Starco Brands publicly trades on the OTCQB stock exchange so that retail investors can invest in STCB alongside accredited individuals and institutions. Visit [starcobrands.com](https://starcobrands.com) for more information.

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