Subject: Approval to Attend the **State of the Beauty Industry: Transformed**

Dear ,

I would like to request your approval to attend the Cosmetic Executive Women (CEW)’s virtual event, the **State of the Beauty Industry Transformed** on July 21st.

**CEW** is a non-profit organization of more than 10K+ global members, dedicated to advancing the professional development of executives within beauty and related industries.

This Virtual Event is a unique opportunity for me to stay competitive in today’s evolving digital marketplace and to get access to information and strategies that would help benefit the overall goals of our organization.

While there is an event fee of $150 for the program; I strongly believe this will be an investment that would result in immediate and long-term benefits, including:

* The opportunity to gain knowledge from 18+ top experts and futurists at leading beauty brands, technology, trend forecasting, and digital agencies with expertise that I wouldn’t be able to access anywhere else. Topics include: the state of both prestige and mass, beauty beyond 2020, the impact of lockdown on beauty consumers, M&A and more!
* Learnings from innovative case studies from brands, platforms and retailers alike, offering insights into the high-tech trends guiding today’s consumer.
* The ability to leverage data from a proprietary study on today’s beauty consumers’ shopping habits
* Virtual networking opportunities with more than 500+ executives from beauty & related industries.
* Actionable takeaways that can be immediately implemented into our digital marketing strategies.

The State of the Beauty Industry: Transformed would be a valuable experience for me and one that would benefit our organization.

To learn more about the featured speakers and panelists, you can visit the [event website](https://www.cew.org/event/state-of-the-beauty-industry-transformed).

I hope you will support my attendance and thank you in advance for your consideration.

Thank you,