



CHRISTINE WATSON

Christine Watson started as a cosmetic and skincare buyer for *Harrods Department Store in London*. As a breast cancer survivor and role model to those living with cancer, Christine makes women's health a priority and contributes significant time and resources to different charities and organizations that support women's and children's health.

Upon relocating to Arizona, Christine brought her refined sense of taste with her, opening a boutique purveying Europe's chicest fashion and beauty imports. After five years of managing the boutique, Christine was ready to lend her business savvy and sense of style to a bigger venture. When David Watson, Christine's husband, introduced her to Therese Clark, Christine instantly saw the potential in her mission and agreed to join **mybody** as CEO.

Having reviewed hundreds of brands in her capacity as Harrod's Buyer, Christine developed a discerning eye and an instinct for game-changing products. To finally find a brand concept and esthetic feel that truly spoke to her, as **mybody** immediately did, was reason to get behind the collection and help bring it to fruition. Identifying a niche in the often over-serious medical market for a more approachable product range, Christine and Therese worked together to take **mybody** from concept to execution, refining the brand platform and aesthetic. Drawing on her strong retail background as well as her personal medical issues, Christine was able to marry effective, medical-grade skincare with beautiful, approachable products and designs that women want to show off, marking a dramatic departure from existing "cosmeceutical" brands.