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**BEaUty- Inside and Out**  
**Thursday at 2 PM Pacific**  
**February 16th 2017:BEaUty Trends 2017**

Well it's true, mom jeans are back, but what else whether an old trend with a new twist or a brand new approach to beauty, my guest Dayna Cadet and Phil Chang from Hubba.com will guide and direct us through the latest trends sparking on social media and with consumers and how men or "Beauty Boys" are becoming the major influencer's in beauty.

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### Featured Guests



#### Dayana Cadet

As Content Specialist, Dayana creates engaging and insightful content for the Hubba Blog. With a background in luxury retail, Dayana has seen firsthand how consumers flock to social media to keep up with their favorite brands. Being one such consumer herself, Dayana has an especially keen eye on what approaches are effective within the retail landscape, making it her mission to keep well-informed on all things new, now, and trending in the world of fashion, beauty, and culture.

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#### Phil Chang

Hubba's resident Retail Expert. Phil's been around the block when it comes to all things retail with experience at companies like Johnson & Johnson, Unilever, Pfizer and Target. He's done everything from being a sales guy to a buyer to global franchise. From price points and margins, to the best products in any industry - he's the guy you go to when you're looking for answers on retail industry trends and analytics, what the industry is thinking about today, tomorrow and a year from now. If you have any questions about how to grow your business, you can find him on Twitter @RetailPhil

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