

NO SUGARCOATING, ALL HEART: KRIS CAMPBELL ON A DECADE OF HALE & HUSH

August 10, 2025

Ten years ago, Kris Campbell launched **Hale & Hush** with a mission to fill a critical gap in professional skincare: solutions for sensitive and health-challenged skin. Today, under her visionary leadership, Hale & Hush is more than a brand—it's a movement.

Celebrating its 10th anniversary in 2025, Hale & Hush is now a **multi award-winning brand**, distributed across the United States and in five countries worldwide, including Australia, and graces the shelves of prestigious properties like the Waldorf Astoria Hotels.

Thanks to Hale & Hush for sponsoring this article. Although this was a sponsored article, Kris gave L+A the latitude to write this article without any parameters. This was truly a joy to write for Kris.

Kris's journey to becoming one of the most respected women in the professional skincare industry didn't follow a straight line—but it's a story rooted in hard work, compassion, and unmatched expertise.

The Woman Behind the Brand

Kris's impact on the industry goes far beyond business metrics. She's a licensed esthetician, educator, writer, and product formulator with degrees in Supply Chain Management and Retail Merchandising. She's spoken on stages at nearly every major skincare conference in the U.S. and authored countless articles for leading professional skincare publications.

But what truly sets Kris apart is her heart.

She's known as one of the most supportive and generous women in the skincare community. Whether it's sending free Hale & Hush products to women undergoing cancer treatment, offering a listening ear to estheticians navigating treatment protocols, or surprising friends and colleagues with thoughtful gifts during life's milestones—Kris is always there.

Her philanthropy is quiet but powerful. She has supported countless charities and been a constant source of strength for peers in the industry facing personal battles, especially those affected by cancer.

"I just have to say that after meeting Kris in 2012 and going to our first Lollapalooza in 2013, we became best friends. In 2019, she was my maid of honor. Two months later in 2020, she was my cancer caregiver. Kris commissioned an artist to do a card that she gave out to industry colleagues to write a note to me while I was at the City of Hope. She took care of me physically for one week at the City of Hope when my husband had to go on a business trip. When I was first diagnosed in 2020, right before Covid hit, she came to UC Davis and bought me pillowcases and items for my hospital stay." Danielle Marquez



From Formulator to Founder

Before founding Hale & Hush, Kris spent a decade at an FDA laboratory, serving as both Special Projects Manager and Director of Sales. There, she worked behind the scenes to help international skincare brands formulate their product lines. It was in this scientific environment that she witnessed the glaring need for professional-grade skincare tailored to clients with sensitive, sensitized, or compromised skin.

In response, Kris purchased a share of Tecniche, a brand focused on oncology skincare from Morag Currin. But her vision extended further—she imagined a company that addressed the full spectrum of sensitivity, not just oncology. In 2015, she made the bold decision to buy out her partners and transform the brand into what we now know as Hale & Hush. Kris has openly shared that making the leap to run the brand on her own took tremendous courage—but it was a risk that ultimately allowed her to bring her full vision to life.

Kris Campbell Chats Challenges + Rewards in 10 Years Of Hale & Hush

Barry sat down with Kris Campbell to reflect on Hale & Hush's journey over the past decade. They talked about the challenges, the wins, and the moments that have defined the brand's growth and impact.

When Barry asked Kris about her biggest challenge over the past 10 years with Hale & Hush, she didn't hesitate: "My biggest challenge has been adding SKUs as fast as some other brands do. It takes a longer period of time for testing as we are dealing with a very specific clientele that is sensitive." That extra time and care are at the heart of her brand's reputation.

One of her most rewarding moments came in 2025, when Hale & Hush's Relief Bio Powder won an award from ASCP. *"Sounds like a small accomplishment, but that product has never fit into any categories from many of the award competitions because it is so unique. It is my oldest product as Morag Currin created it for my previous line, Tecniche."*

Kris also shared how much she values collaboration: *"I love collaborations with other industry leaders and brands. We have really pushed collaborations between Hale & Hush and other organizations, and I attribute it to a large part of our success. Lipgloss and Aftershave has been one of those collaborations from early on, and I value that relationship immensely."*

When it comes to leadership, Kris lives by her personal motto: "Embrace Change. One must be adaptable and accepting of changes that need to be made in all aspects of life and business." That adaptability extends to how she balances work and family: "My family has been very supportive of Hale & Hush. They also enjoy music, so I get to spend free time with them enjoying music festivals together."

The most rewarding part of running the company? For Kris, it's the impact on people's lives. "I love hearing stories of how Hale & Hush has changed someone's skin that was extremely compromised. I also love hearing from estheticians who have appreciated the support we have personally given them or their business."

And her proudest moment? Launching the "Hushie of the Year" award in 2025: *"Amanda Mazur has made me so proud of her growth in her career and also her personal growth in a variety of areas. I'm so glad she was the first winner. The 2026 winner will follow in her footsteps and will have some big shoes to fill."*



Kris's Insights into How She Added to the Hale & Hush Line Since 2015

In the ten years since its launch, Hale & Hush has grown into a globally respected brand. The product line has nearly doubled, now offering a full suite of professional and retail solutions that meet the evolving needs of spa and medical skincare professionals.

During our chat with Kris, we asked her to tell us when and why she added **products to the Hale & Hush line**.

Refine Polish

"I added **Refine Polish** in 2018 because I was looking for gentle exfoliation without acids or enzymes for sensitive skin clientele." Kris

Mist Me

"I added **Mist Me** in 2019 so Hale & Hush had a nice hydration mist for all skin types. This was the first mist we had in the line." Kris

Rare Mandelic Serum

"I added **Rare Mandelic Serum** in 2023 because clients had been requesting a mandelic serum that would not be irritating to their sensitive clients." Kris

Remedy Rehab Oil

"I added **Remedy Rehab Oil** in 2023 because clients were looking for a massage medium. This also doubles as a facial moisturizer for most skin types." Kris

Berry Boost Mask

"I added **Berry Boost Mask** in 2024 because I wanted to add a nice anti-aging mask for clients for backbar and homecare." Kris



Fresh Breeze

"I added **Fresh Breeze** in 2024 because I wanted to add another toner option that was vegan. I also wanted it to have a much more fresh fragrance compared to fruity Mist Me." Kris

Clarify Wash

"I added **Clarify Wash** in 2025 because clients were asking for a cleanser for oily skin. I thought to make a unique mandelic option that has a licorice blend for brightening and oil control." Kris

Charcoal Clarifying Mask

"I added **Charcoal Clarifying Mask** in 2025 because Hale & Hush needed a mask in the line for retail and backbar to help the oily/acne clients." Kris

Kris also has a host of planned product launches for 2026

"I am planning to expand the line even further in 2026, look for a Gel to Oil Cleanser, a Neck and Décolleté Cream, a Powder Cleanser, as well as a Peptide Serum and a few other secret surprises too."



Meet Team Awesome: The Heart of Hale & Hush

At the core of Hale & Hush's success is a team that lives and breathes the brand's mission—and Kris lovingly refers to them as Team Awesome.

At the forefront of Hale & Hush Education is Shawna Rocha, Director of Education, who leads a dynamic team of regional trainers that spans the country.

"I promoted Shawna Rocha to the position of Director of Education in 2021. I did this because our training team was growing, and I really wanted to expand our training classes to include classes that clients had been requesting to a whole new level. Shawna was willing to step up to the plate, and I have never regretted that decision. She was voted by Dermascope magazine as Top Brand Educator for 2024 over much larger brands." Kris Cambell

"Kris is the kind of mentor who sees the best in people and refuses to let them settle for less. She challenges you to do better, to do more, and to step boldly into the uncomfortable. With an unwavering belief in my potential, she helped me find my own strength. Her gentle shove off a high cliff -set me on a path I never could have imagined, one that continues to shape my career. Im forever grateful." Shawna Rocha, Director of Education

The Hale & Hush educators include Melissa Mercado, Tatiana Morales, Victoria Krippner, Shirley Avila-Dreyfus, Laura Hunnewell, Krisstan Aquino, and Chalencia Koraev. Together, they empower estheticians with the knowledge and protocols needed to deliver exceptional results for sensitive skin.

But education is just one part of the support system Kris has built. She's also expanded her internal team with strategic leadership roles that have helped the company thrive and scale:

- Morgan Teixeira, Social Media Manager, brings the brand to life online with dynamic, community-driven content that connects deeply with professionals and clients alike.
- Sarah Sharp, Client Relations Expert and In-House Esthetician, provides personalized support and guidance to Hale & Hush clients, ensuring they feel confident, heard, and cared for.

From training to customer service to digital presence, Team Awesome is a true reflection of Kris's leadership style: supportive, empowering, and always focused on people first.

If You Know Kris, Then You Know...

What Barry + Jenni Know and Love About Kris Campbell

If you don't know Kris Campbell, here are a few fun facts that might surprise you—and if you do know her, then you'll be nodding along in full agreement.

"If you go out to dinner with Kris and want to pick up the check, be prepared to employ CIA Operative Covert tactics to get the check before she does."

"If you're ordering her a drink, it can only be Bud Light—served on ice."

"Her wardrobe consists of two colors: Black... and Dark Black."

"She attends Lollapalooza every year. Kris lives for live music."

"She'll get dressed up for a special event, but only under duress."

"She loves lobster bisque more than most people love their pets."



“Kris is a born leader—but absolutely hates the spotlight.”

“If you’re looking for someone to sugarcoat feedback... you should probably ask someone else.”

“She delivers a one-line zinger with sharpshooter-like precision—always paired with a slight side-eye and a cunning smile.”

“She has a heart the size of a mega yacht... but wants a dinghy-sized amount of recognition.”

This is the Kris Campbell we know and love—wickedly smart, hilariously direct, quietly generous, and fiercely authentic. And it’s exactly why Hale & Hush is more than just a skincare brand—it’s a reflection of the woman who built it.

A Legacy of Love and Leadership

While building Hale & Hush into a global brand, Kris has also built a beautiful life at home. She and her husband, Ladd, have been married for 35 years. Together, they’ve raised two children, Garrett and Alexa, whom Kris has proudly watched grow, graduate from college, and begin exciting new chapters in life.

In 2025, Kris celebrated her son Garrett’s first child, Kira—her first grandchild. Meanwhile, her daughter Alexa continues to reach new heights—literally—as just received her private pilot license and is now working on her commercial pilot license.

It’s this seamless blend of personal devotion and professional drive that defines Kris Campbell. She’s built Hale & Hush with the same love and loyalty she brings to her family and friendships.

What’s Next for Hale & Hush?

As Hale & Hush enters its second decade, Kris continues to lead with innovation, integrity, and a fierce commitment to sensitive skin. The brand’s growth is a testament to her ability to combine clinical knowledge with human connection—and it’s clear that the best is yet to come.

