

Beat: Vips

## HOLLYWOOD STAR JESSICA ALBA Is Joining BITS & PRETZELS

On September 30th - MUNICH (GERMANY)

PARIS - HOLLYWOOD - MUNICH , 24.08.2019, 07:14 Time

**USPA NEWS** - Europe's founders festival Bits & Pretzels recently announced Jessica Alba as a keynote speaker. The conference will welcome the business leader, entrepreneur, advocate and actress to the stage. "We are extremely happy that Jessica Alba accepted our invitation. She is a powerful entrepreneur who fits Bits & Pretzels perfectly with her purposefulness and desire for change." say Bits & Pretzels-Hosts Andy Bruckschloegl, Dr. Bernd Storm van's Gravesande and Felix Haas. The entrepreneur and actress will hold the closing keynote during the event in Munich from September 29th to October 1st, 2019.

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Alba, best known for her role in "Dark Angel" and Hollywood blockbusters ("Sin City", "Fantastic Four"), founded The Honest Company in 2011. The mission-driven company provides trusted and effective products across a wide range of consumer categories. As an outspoken advocate for safe childcare products, Alba is the driving force behind the brand. She guides the overall vision for The Honest Company and oversees the business in partnership with CEO Nick Vlahos. While the company launched with 17 products it skyrocketed into success, with a wide range of items across the baby, personal care, home, vitamins & supplements and beauty categories, selling over 100 products.

In her keynote, the actress turned entrepreneur will talk about her personal journey to become the founder of a reportedly billion-dollar company. In conversation with Tina Müller, Group CEO of Douglas, Europe's leading premium retailer that introduced Honest Beauty exclusively to the European market, she will discuss the unique partnership both companies are teaming up for.

\* Photo : (L) Jessica ALBA, (R) from left to right, the organizers Andy BRUCKSCHLÖGL, Felix HAAS, Dr. Bernd STORM VAN'S GRAVESANDE

Source : Bits & Pretzels

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### Article online:

<https://www.uspa24.com/bericht-15848/hollywood-star-jessica-alba-is-joining-bits-und-pretzels.html>

### Editorial office and responsibility:

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Official Federal Reg. No. 7442619