



## WELL Season 2: A Conversation with Emma Heming Willis, Founder of CocoBaba

Join Tracy, CEO + Founder at SoCalMoms for Season 2, Episode 1 of WELL. We kick off Season 2 with a conversation about self care with Emma Heming Willis, an entrepreneur, model, and the Founder and CEO of [CocoBaba](https://www.cocababa.com), an all-natural, vegan skincare line for women.

[Listen to our conversation HERE](#)

Shop Emma's CocoBaba line with our code "SOCALMOM20" for 20% off your bundle at [cocababa.com](https://www.cocababa.com)

More About Emma Heming Willis and CocoBaba:

During her 20+ years in the fashion and beauty industries, she graced covers and was featured in the pages of *Vogue*, *Glamour*, *Elle*, and *Marie Claire*. She walked the runways for *Chanel*, *Valentino*, *Ralph Lauren*, *Karl Lagerfeld*, *Giorgio Armani*, *Emanuel Ungaro*, *Dior*, and *Victoria's Secret*, to name a few.

Emma married her husband, Bruce, in 2009 and started a family shortly after. It was then that she recognized an unmet need in the market: the lack of safe, effective beauty and wellness products for pregnant women. Following her second child's birth, Emma decided to take action and create a good-for-you product to fit the unique needs of a woman's body - expecting or not. She founded CocoBaba in 2016, launching in Europe before introducing her line to the U.S. in early 2021.

Passionate about giving back and creating a safe space for moms, Emma started her namesake blog in 2013. She is an ambassador and avid supporter of [Room to Grow](https://www.roomtogrow.org), a nonprofit organization dedicated to enriching the lives of babies born into poverty throughout their critical years of development.

Emma credits her success and go-getting spirit to her mother, a single mom, who raised her between London and Southern California. She finds joy and purpose in supporting other women,

whether guiding them through their motherhood journey or simply helping them feel confident in their own skin.

In addition to her two daughters, Emma is a stepmother of three. When she's not planning her next business venture or spending time with her family, Emma can be found practicing many forms of self-care - something for which she is a dedicated and vocal advocate.

For more on CocoBaba, visit [cocobaba.com](http://cocobaba.com) + [@cocobabaofficial](https://www.instagram.com/cocobabaofficial), and follow Emma on Instagram - [@emmahemingwillis](https://www.instagram.com/emmahemingwillis).