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Exclusive Interview With Nudestix Co-Founder Taylor Frankel

By Evangeline Sarney | May 4, 2016

Alongside her sister, Ally, and her mother, Jenny, 19-year-old Taylor Frankel is a co-founder of **Nudestix**, a popular Canadian beauty brand known for easy-to-use products. We sat down with Taylor to find out a little more about her and her role as Nudestix's CIO (chief inspiration officer), co-founder, and brand ambassador.



Q: What does your role at Nudestix entail? // A: My role is CIO (chief inspiration officer), brand ambassador, and co-founder. As CIO, I oversee the creative vision of content creation and new product development. In addition, I manage the Nudestix Instagram account and create content for social media.

As brand ambassador, one of my responsibilities is to make personal appearances. These are typically in-store events, i.e., at Sephora. These events entail brand education and client services.

Q: What is your signature makeup look? // A: My go-to makeup look is always fresh, natural, and dewy.

Q: What is your favorite thing about working for Nudestix? // A: Being able to empower and encourage other girls and women to become entrepreneurs. I find it so rewarding when I receive messages from followers about how I have inspired them to start their own companies and become #girlbosses.

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Q: Do you consider your age a disadvantage or advantage? // A: At this time, I actually find it a huge advantage. I am my own insight into our demographic, which happens to be the largest group of purchasing consumers. There are actually experienced executives who are looking for focus groups to understand millennials.

Q: In what international cities do you hope to sell Nudestix next? // A: I would love to see Nudestix in Dubai—more because I really want to travel to Dubai!

Q: What is your favorite Nudestix product? // A: Our concealer pencil. It's a super-creamy formula, so it blends like a dream—which is perfect for dry skin like mine. It's also dermatologist-tested for sensitive skin types. In the past, I couldn't use complexion products because my skin would react instantly.

Q: Can you tell us a little bit about what we can expect to see from Nudestix in the near future? Are there any exciting products launches coming up? // A: Oh, yes! We're launching a ton of new innovation in the next few months and for 2017. Stay tuned for lip gels, matte eye pencils, a Nude(ART)ist box set, and skin glossing.

Q: What have you learned most about beauty trends whilst traveling for Nudestix? // A: In Southeast Asia, they are extremely focused on flawless-looking skin and minimal makeup. Differently from North America, where the no-makeup makeup look is achieved by a lot more beauty products and coverage.

Q: You have perfect, flawless skin. What do you think is the most important step in skincare? // A: As I've gotten older, I've become more aware of my skin needs. My skin hates being overloaded. I try to stick to products with simple ingredients and typically do not use more than two products morning/night.

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