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Beauty & Health

TEENAGE DREAM

These **burgeoning beauty execs** turned their passion for products into successful brands. Meet them and their **must-try makeup and skin care**.



YOUNG MONEY
Taylor and Ally are all about a natural approach to makeup.

NUDESTIX

Sisters **Taylor and Ally Frankel** joke that they were practically born with lipstick in hand, thanks to their mother, Jenny, a beauty executive for more than 20 years who helped create M.A.C.'s cult classic Lipglass. But the teens' makeup philosophy is quite different from that of their ultraglam mom. "The looks we were seeing everywhere felt too sculpted; beautiful, but not relatable," Taylor, 18, explains. Ally, 16, adds, "They didn't fit into our lifestyle. We like **effortless, fast, easy.**" The siblings put their heads together and came up with a lightbulb idea that embodies this pared-down point of view. Nudestix features 53 pencils that do it all: conceal under-eye circles, neutralize red spots, erase T-zone shine, and add subtle hints of color to lips and eyes. Streamlined and simple to use, it's beauty made easy for a **girl on the go**. Taylor sums it up like this: "We want girls to be comfortable in their own skin. **Makeup should make you feel like yourself, but better.**"



DRAW THE LINE



TOP SHELF



MAGIC WANDS

From top: Nudestix Blur Pencil, Eye Pencil in Pewter, Moisture Pencil, Lip + Cheek Pencil in Mystic, Concealer Pencil in Medium 4, Matte + Blemish Pencil, and Magnetic Eye Color in Angel, \$24 each. nudestix.com.

WILLA

At just 8 years old, **Willa Doss** had an aha moment: "There were baby products for my little sister and antiaging products for my mom. I thought, Why isn't anything healthy geared toward me?" she recalls. Now her namesake skin-care collection delivers **gentle, effective options** to her peers. But Willa, now 15, didn't stop at that. The rising high school sophomore reimagined her business as a social selling model that enables girls to buy from friends or **be their own bosses**. Think Mary Kay for millennials. —E.G.



Willa Start Fresh Foaming Facial Wash, \$22. willa.com.



POWER PLAY
Willa's goal: for girls to gain confidence and valuable life skills through the business of beauty

Clockwise from top, right: TOM GORMAN; CATHERINE ORCHARD; TOM GORMAN; JULIA LOLA WANG; courtesy of Nudestix (2)