

## The Makeup Blogger

• MAKEUP •

### A MOTHER, HER MILLENNIALS AND A TIMELESS MAKEUP FORMULA

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Don't let these disarming Canadian sisters Taylor and Ally Frankel fool you.

Like typical metropolitan millennials, Taylor and Ally Frankel are image-conscious, savvy, techie and articulate. At the ripe ages of 16 and 19, they possess the same determined ethos of any entrepreneur: encounter a problem, provide a solution. Wise beyond their years, they embrace the "beauty-from-the-inside-out" notion that eluded the generations of women before them. And when they didn't see makeup products in the marketplace that represented them, they simply created their own.

It's a great story: In 2011, Jenny Frankel, of MAC Cosmetics and Cover FX fame went into early retirement and became a full-time lunch-packing mom. Let's just say she became *involved* in her children's activities, which was an adjustment for the whole family. With more disposable time on her hands, Jenny began to pay better attention to Ally and Taylor's social media activities (cyber due diligence, if you will...) and noticed her girls weren't following makeup brands. When asked about this, the girls simply told her, "We don't connect with any cosmetic companies".

# NUDESTIX



Jenny's early retirement was short-lived. She embarked on the next stage of her career with her daughters and launched **NUDESTIX**, recognizing a need in the marketplace for simple products with more dynamic messaging. The girls and their friends wanted makeup in a chubby (multi-purpose) pencil form for their on-the-go lifestyles. These individualistic young women wanted to look like themselves, without emulating someone else's style. They sought out modern design, high-quality ingredients, good packaging, product blend-ability and lasting impact.

The makeup line consists of chubby sticks for the face, eyes as well as dual lip and cheek colors. The color offerings are made up of natural and bronzy wearable colors for the eyes and skin. One of the best parts is that you can use your fingers. Note ladies: Use your ring finger when blending concealer and shadow color around the eye area. This is the most delicate of all fingers and will be the least likely to tug on delicate skin. The lip and cheek colors range from natural to more vibrant and are buildable and blendable so you can go au naturale or vixen. The clever modern packaging is a matte tin with a mirrored top that can be removed—great for makeup application and the container can double as hair tie arsenal.

# NUDESTIX



Although they are business dynamos, these seemingly unflappable young women have had some struggles beyond their years. Taylor explained that, in her last years of high school, she began to battle depression; it was a challenge to get out of bed and participate in regular day-to-day activities. She withdrew from her family, friends and school work. She was ashamed to let others know she was suffering, but she confided in a family member and was made aware that she was not the only person in her family who had these feelings. This support broke her isolation and enabled her to seek the professional help she needed. This nurturing from family has emboldened their tenacity and helps them better understand and accept themselves. As we know, not all young adults are this brave and fortunate enough to have support and explains why they are a “part of something bigger”.

# NUDESTIX



As luck would have it, they were in NYC and walked by a Love is Louder event. Co-founded by Brittany Snow, Love is Louder partners with the Jed Foundation and helps to promote mental wellness. They support anyone who feels mistreated, hopeless and alone. Ally and Taylor proudly lend their voices to this cause, and \$5 from the sale of their best selling lip and cheek colors, 'Love' and 'Kiss' get donated to Love is Louder. According to the National Institute of Mental Health, 40 million adults over the age of 18 suffer from anxiety and depression. We know too well how individuals who suffer from depression act out. Kudos to these fine young ladies who are supporting and spearheading one of the most imperative conversations of our time that need timely resolutions. Mission and movement to become a part of something bigger: check!



# NUDESTIX

I was able to meet the Frankel ladies' a few months ago and got my hands on 'Raven', a bold Burgundy. I put it on before I remembered I had an annual teeth cleaning. My dentist allows patients to watch movies during our procedures, so naturally I watched *Bridesmaids*. Between Maya Rudolph's and Kristen Wiig's antics, I experienced (contorted) fits of laughter during the fluoride application. This lipstick choice could have been a holy hot mess, but fortunately for me, after a comprehensive cleaning, my lipstick remained intact. This was a first, can you believe?

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