

## Makeup Artist Jobs – Interview with Nudestix Founder and CEO, Jenny Frankel

By Savana Gray



You may have heard of **Nudestix**, the current no-makeup, makeup line for the minimalist and modernist alike. Since its launch in 2014, Nudestix has gathered quite the following and can be found on the shelves at **Sephora**. Jenny Frankel created Nudestix with her daughters, Ally and Taylor, based on their love of an easy, natural makeup look that works well for every face. As an industry veteran with over two decades of experience, Frankel is a wealth of information for all things beauty brand related. Plus, we got to hear from a new perspective in the industry due to Frankel's achievements as a chemical engineer. Below, she shares her inspiration for the brand, her career experience, and her vision with us.

**Beauty Nine to Five:** We rarely get to hear from the masterminds that actually craft the products we use. For those who don't know, tell us what a chemical engineer does and how they fit into the beauty industry.

**Jenny Frankel:** A chemical engineer learns about chemical principles that are extremely helpful when determining ingredient selection, behaviour/interaction, stability and skin benefits as well batch manufacturing to ensure optimal quality of product.

**BNTF:** What would you say is the best part of working in the beauty industry as a chemical engineer?

**JF:** I love that I have a 360 [degree] knowledge of the beauty industry. Typically marketers don't understand the formulation ideation considerations and manufacturing complexities. Conversely, typically formulators don't appreciate brand vision and client expectations from a brand/product. I can take a client/retail beauty request/idea and engineer the development.

**BNTF:** The natural shades and quick and easy packaging of Nudestix truly sets it apart as a brand. From your experience of working with other large beauty brands, do you believe it's important for every beauty company to stick to a certain theme of products?

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**JF:** It is really important for a brand to stand for something consistently and understand its point of differentiation. The Nudestix client is loyal because we solve her beauty wish. The Nudestix girl/woman is the modern day feminist that wants to feel her best, but quickly and natural looking. That's why we will stay true to our vision, and provide the modern day beauty with makeup stix that are luxurious but fast, easy and effortless. And always portable, for quick application on the bus, car or after work touch-ups.

**BNTF: Your 20 years of experience in the beauty industry is incredible, having previously worked as a chemical engineer for MAC, being the co-creator of Cover FX and a cosmetic brand consultant. Were there any pivotal moments from this experience that lead you curating your own line or pushed you in the entrepreneurial direction?**

**JF:** There were definitely pivotal moments, too many over 20 years to list, but it is really important to be open to inspiration, look for a 'white space' and fill it, think outside the box and build a network of amazing industry professionals that will respect your vision and help make your dream a reality. Ultimately your unwavering passion, unique product and amazing people will be the pillars of success.

**BNTF: What factors led you to focus on natural shades and convenient, modern packaging for Nudestix?**

**JF:** Ally and Taylor, my daughters, were the factors that inspired the Nudestix philosophy. Nudestix embodies their vision and mission for the modern day girl/woman.

**BNTF: How do you think Nudestix is changing the diversity of beauty?**

**JF:** Diversity can mean many things. Nudestix is telling girls/women to love the skin they're in, that they're perfectly imperfect and unique, to not wear a mask of makeup and to celebrate the way they naturally look; the less is more approach to beauty. Nudestix also empowers young women to not hide behind a mask, and have the confidence to go 'nude'. We want the modern day women to feel beautiful but also be smart, strong, confident, healthy and kind – take a holistic approach to being beautiful. The Nudestix beauty is not about creating a false reality: not about wearing a mask of makeup, nor photo shopping nor using professional models that all create unrealistic standards for girls and women. This is how we are changing the diversity of beauty.

**BNTF: If you had to pick just one, what is your absolute favourite item from your line?**

**JF:** Probably our concealer – I call it my shot of espresso! It's amazing how lightening and brightening under-eye circles make you look youthful and rested.

**BNTF: While developing new products and making business decisions, how do you divide up roles and responsibilities between yourself and your daughters – as they play a crucial role as the face of Nudestix.**

**JF:** Ally and Taylor are the chief inspiration officers (CIO). They are the faces and voices of the brand when speaking to press, clients and retailers. They inspire through client events, education

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and lead social communication and engagement. They also have final say on all product launches and shade extensions. If they say 'that would look good on you, mom, but we would never wear it' – it doesn't get launched. They also name all products – their love of reading inspires most shade names. I'm the CEO, which means I lead product and retail strategy and execution to make their vision a reality.

**BNTF: Can you tell us about your experience of retailing Nudestix at Sephora?**

**JF:** Sephora has been an amazing retail partner. They are so innovative in creating a desirable beauty experience that is relevant to today's modern day women. The Nudestix girl/woman loves the playful experience and amazing product selection Sephora provides. Sephora was the first large retailer to trust our vision and support our message.

**BNTF: What's the best career advice you've ever been given?**

**JF:** When plan A doesn't work, there are 25 other letters in the alphabet.

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