

seventeen

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GIRL BOSSSES

in the Glam Biz

Dreaming of making \$\$\$ with your own company? Let these crazy-successful moguls inspire you!

BY KATE FOSTER



The Makeup Mavens

ALLY AND TAYLOR FRANKEL, 17 AND 20; TORONTO, CANADA

Ever fantasize about being able to roll out of bed just minutes before class and still look good? So did sisters Ally (left) and Taylor, who created **Nudestix**, easy-to-use makeup pencils in neutral tones that streamline getting ready.

Quick Fix "Before us, there weren't a lot of options for girls who think less is more. We knew we could fill that gap."

Social Status "We started teasing the Nudestix concept on Instagram before we had products. Find your brand's voice, build a devoted following, and *then* release products."

Meet and Greet "Use your connections. If you don't have any, go to industry events to make them."

You could
win it!
The Fall Haul
Looking for a giveaway code?
You've come to the right place!

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P.108 Talking As Fast As I Can by Lauren Graham [BOOK]

HOW TO ENTER: Starting October 17, log on to seventeen.com/freebies to find all prizes from this issue. Enter your info and the code word in brackets to be eligible to win. Each Freebie will be live through November 21. See right for details.

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2015 Winner Kelly S. from Texas
Photos by Phil Friedman/Studio D.
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