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### NUDESTIX's Taylor Frankel Is on a Mission to Create Fuss-Free Makeup Products for the Modern Woman

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April 26, 2017



There's certainly some truth in it when they say that age is just a number. Case-in-point: NUDESTIX's co-founder, Taylor Frankel. At the age of 17, the social media-savvy makeup mogul founded her own beauty line with her then 15-year-old sister, Ally. Realizing that there's not enough cosmetics

brands on the market that cater to those who prefer a natural, effortless look, the sister duo attempted to fill the void by creating their own makeup collection, tailor-made for the modern woman who is perpetually on-the-go.

With the help of their mother Jenny Frankel, an experienced chemical engineer who has previously worked with industry giants including MAC and Cover FX, Taylor and Ally's company took off soon after its inception in 2014. Boasting an extensive lineup of touch-and-go, Crayola-like lip pencils, eyeshadows and multi-tasking sticks, NUDESTIX has quickly become one the most popular makeup brands among the millennials. This year, the Frankels are even bringing their brand to China.

# NUDESTIX

We recently caught up with Taylor to chat about everything from being a successful, young entrepreneur to her everyday beauty routine. Get to know the girlboss by reading our full conversation below.

**First things first, what inspired you and your sister Ally to start your own beauty brand?**

My sister and I were inspired by our own beauty lifestyle. We noticed that there were no beauty brands that felt relatable to our busy, on-the-go and effortless lifestyle. We felt that the beauty industry talked a lot about “more is more” makeup and skin-care, but not makeup for the girl or boy who craved authenticity and natural looking makeup.

**What’s your role at NUDESTIX? What does a typical day at work look like for you?**

When I’m home — which is quite rare recently — I work very closely with our Marketing and Education team; brainstorming social media strategies, creating social content, press strategies and in-market field visits. I also work very closely with my mom Jenny in future product development.

When I’m on the road, I am typically visiting our various retailers, such as Sephora to educate on new and up and coming product launches and inspire our in-field teams. Our markets include North America, South East Asia, Australia and as of this April, China.

**Your mother, who’s also the founder of NUDESTIX, has been working in the beauty industry for years. What have you learned from her about operating a successful business?**

Wow, I have learned so much from my mother. She has taught me what it means to be a successful leader — passionate, dedicated and knowledgeable in all aspects of the business, to not wait for an opportunity to arise; create your own, and finally stay true to your “raison d’être.”

**You’re only 17 years old when you first launched the brand. What are some challenges involved in kick starting your company?**

One of the biggest challenges was having industry executives take a 17-year-old seriously.

In my opinion, natural, easy and fuss-free beauty will never go out of style.

**Social media plays a huge part in NUDESTIX's branding. How do you maintain a balance between authenticity and aesthetics when promoting your brand online?**

As a young brand, we are very clear on who we are and who are follower is. We do not try to be anyone or anything that we're not. We continue to preach the same message as we did when we launched NUDESTIX three years ago. I think that is one of the biggest factors in our success — our ability to keep our brand authenticity through the years. Although Ally and I have matured and grown in age, the beauty of NUDESTIX is its timelessness and relatability to the everyday girl and modern day woman. In my opinion, natural, easy and fuss-free beauty will never go out of style.

**As a young entrepreneur yourself, what advice do you have for girls who aspire to build their own brand?**

My advice to any aspiring female entrepreneurs is to work every day passionately, and to surround yourself with a team with skills that complement each other.

**Can you talk us through how you create your everyday makeup look?**

I always start with complexion — my concealer. I never leave home without it. I apply it under my eyes to reduce any darkness and on my blemishes. Next, I use our Brow Stylus + Gel to fill, style and set my unruly brows. Obviously, finishing off with our NUDESTIX lash lengthening mascara and a light swipe of our Intense Matte Lip + Cheek pencil in the shade Purity on my lips and cheeks for a youthful, fresh glow.

**In terms of skincare and haircare, what are some of your favorite brands?**

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Right now, I am obsessing over OUAI Haircare products. Not only are their products amazing, but they speak to that everyday girl on-the-go. In terms of skincare, I am still experimenting with different products that come my way. I am currently using the Confidence in a Cream by IT Cosmetics and an oil cleanser by DHC.

**We know you as a beauty mogul, but what is your biggest interest apart from makeup?**

It's so hard to say. I feel like I'm always thinking about makeup all hours of the day. However, the small amount of time I have to think about anything else is usually spent cooking and working out. I'm really into health and wellness when I'm home since I don't have the best eating habits when I'm travelling.

**What's the next chapter for NUDESTIX? Where do you see the brand going in the next few years?**

In the next few years, we plan on focusing on creating new and innovative products (Hint: think complexion), continuing to build our brand presence on social media, and hoping to launch in more international markets. Stay tuned.

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