

## Straight from the lip: how Kylie Jenner is close to becoming a billionaire at 20

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| <p><b>Notes &amp; Cues:</b></p> | <p><b>Article:</b></p> <p>Kylie Jenner is on track to become the world's youngest ever billionaire thanks to her lips and Instagram.</p> <p>Jenner, 20, the youngest member of the Kardashian-Jenner American reality TV family, is the founder and sole owner of Kylie Cosmetics, the makeup company she runs largely from her black iPhone X, with the help of her mother Kris.</p> <p>Employing just seven full-time staff, Kylie Cosmetics has sold more than \$630m of lipstick, lip liner and lip gloss and makeup since Jenner founded the business on Valentine's Day in 2016.</p> <p>Forbes magazine, which this week featured Jenner on its cover as the face of "the era of extreme fame leverage", estimated her "net worth" at \$900m. The magazine said Kylie Cosmetics is growing at such a rate that she is likely to become a billionaire at 22 – a year younger than Facebook's Mark Zuckerberg was when he joined the 'nine zeros' club in 2008.</p> <p>Nearly all of Kylie Cosmetic's sales come directly from Jenner's social media accounts. She has 111m followers on Instagram, is one of the most viewed accounts on Snapchat, and is followed by 25m on Twitter.</p> <p>"The reigning Queen of Snapchat. Reality TV darling. Makeup mogul. She's more than just a famous face—the youngest of the Kardashian clan, Kylie Jenner, has hustled beyond her 19 years, monetising her name and exploding it into a massive cosmetics brand, " Shopify, the Canadian online company that runs shops for Kylie says on its site. "Kylie Cosmetics entered the IRL (in real life) space for the first time ever, driving lip envy to a fever pitch."</p> |
| <p><b>Summary:</b></p>          |  |