# Audio file

[The Lip Bar Melissa Butler.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hey really quick before we start the show the how I built this book is now a New York Times and Wall Street Journal bestseller.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So thank you to all of you who ordered it and for your support of this show, if you haven't picked it up and you want to learn the secrets of how to develop an entrepreneurial mindset.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How I built this? The book is for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's now available wherever books are sold and in most countries around the world, or by visiting how I builtthis.com or Guy raz.com and thanks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[When people came to my house like it was literally a lab, like I definitely didn't have an apartment. You know, I ruined stoves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I've lost security deposit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[People come over my house and want ice and I have no ice because my my freezer is filled with lipstick molds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm like, oh, if you want ice, you're barking up the wrong tree. I don't have ice. I have lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:00:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:01:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Rob, NPR. It's how I built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:01:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:01:11](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:01:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm Guy Raz, and on the show today how Melissa Butler launched a lipstick brand at her kitchen stove and got it into hundreds of target stores, all the while challenging an industry to change the way it thinks about color and beauty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:01:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[There are some industries that are really hard to break into if you're looking to start a business, for example, a car company, just think how hard that would be. Aside from lots of experience and engineering, know how you need an insane amount of money just to get it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:01:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The ground.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:01:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Which is why you don't see that many new car companies every year. Now, one day it may very well be possible that someone will figure out how to make cars in a really cheap and cost efficient way that could allow lots more entrepreneurs to enter that category.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Which is essentially what happened to the cosmetics industry in the past two decades.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It used to be that getting into cosmetics required a lot of experience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Network of connections and lots of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But today, the barriers to entry are much lower.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[There are dozens of white label manufacturers all over the world that will happily make your product for a relatively small price.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And it's meant that there's been an explosion of new cosmetics brands over the past decade, which makes sense because the global beauty industry is worth half a trillion dollars lipstick alone. It's a $9 billion global market, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[There is a lot of money in beauty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so to stand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Out brands really have to be about more than just the products, which is exactly how Melissa Butler thought about her brand, the lip bar when she started making her own lipstick in her apartment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:02:55](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:03:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She knew she wanted something that not only challenged the idea of what beauty is, but how we define who it's meant to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:03:13](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:03:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Melissa wanted to make lipsticks that were bold and brash and vivid in colors that at the time weren't widely available.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:03:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Blacks and golds and purples and bright neon pinks, shades and colors that were expressive and strong and confident and most importantly, made for a whole category of women who weren't being served by the market, which?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:03:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Happened to be Melissa, cohort Black and Brown women who didn't feel like there was a makeup brand made with them in mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:03:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The story of how Melissa turned her kitchen stove project into a cosmetics brand that's now in hundreds of target stores across the country includes a cross country promotional tour in a retrofitted airport shuttle bus.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A disastrous appearance on Shark Tank and a decision to move the business from New York to her hometown of Detroit, where she grew up with her sister and her mom in the 1990s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My mom was a crane operator, which is really crazy to say right now because I'm 34 and I've never, ever met anyone else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was a crane operator, but basically she worked at a steel factory. You know, Detroit is automotive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She was at a steel company that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Created steel and and parts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[For the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so she would leave for work in the morning with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hard hat still boots.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Still toe boots that I would sometimes put on and they were heavy as hell, but I put on and like kind of wobble around the house with and so she would go to work at 11:00 PM.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And come home in the morning. And so I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:04:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I used to look at it as a disadvantage that I was raised in a one parent household because you know, everyone needs their dad and everyone needs both parents. You need that that nature and that nurture. You need that protector and that provider.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You need your mom to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Soft, or at least that's what I used to think, and as I've gotten older, I realized that it's probably one of my biggest advantages, because watching my mom do something and work in an industry that is so meal dominated, I think it was only.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Her and her best friend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They were the only two women in that entire steel factory.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She saw that that she had to live life for her and that no one was coming to save her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She taught us very early that we had to save ourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was like she directionally ingrained this pathway for both me and my sister.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was your mom?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No, my mom wasn't strict at all. Like my mom was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She was working all the time. I could have been a very wild kid, but I wasn't like I didn't sneak boys into the house. Like I remember growing up and like, you know, those curious teenage years where you may be interested in like, drinking or maybe you want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:05:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Smoke pot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[First time or even like 6 like I I wasn't interested in any of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I've never been a person to like, study.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I would never say that I was a good student, but I always got good grades.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I don't know Detroit super.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I've only been there briefly couple times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Tell me about your neighborhood.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean, your mom, I'm assuming. Was it like, was a union, was a union job and probably had a pretty solidly middle class income and and health insurance and those kinds of things that came with a job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What was your neighborhood like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Guy, my neighborhood was horrible, actually, and I'm from, like, one of the most dangerous neighborhoods in Detroit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But I never felt unsafe and even though we didn't have a lot, I never needed anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:06:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So like in high school for instance, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was one of the quote UN quote cool girls like who had, like, the designer clothes? But that was really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My mom doing her best to to provide for her for us what she felt like was satisfy us and and now when I talked to her, I remember maybe a year ago I was like mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were living way beyond.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And she's like, yeah, but I did it for you. And I'm like, that was irresponsible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We we kind of laugh about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But she was like, I just wanted you to be happy and I wanted to to be able to provide for you the life that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That I felt like you deserved.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you did well at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You got good grades and I guess you were able to test into this pretty competitive public high school in Detroit called Castec, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, it's it's right near downtown and it's it's essentially a college prep school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:07:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And it was probably 98% black students.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Now it's a little bit more diverse because the city of Detroit is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So right now there's a lot more investment in the city, whereas you know, 15 years ago, no one was downtown Detroit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:14](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So when I went to castec, it was surrounded by by people who were either homeless or drug addicts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's like this amazing school that's in the midst of all the blight.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So Detroit went through a really tough time and it hasn't been until maybe the last.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:28](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Delete.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, 10 years that it's, it's experienced, this renaissance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Remember, as a like as a high school kid thinking I I'm going to get out of this place like I am going to leave this place and I'm going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Make money and I'm going to do something really interesting with my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you remember having those thoughts?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I don't think that I thought about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:08:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Of course I thought about, you know, making money and girls are taught that that we should build fairy tales in our minds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Remember, as early as maybe 8 years old thinking like oh, when I'm 24, I'm going to get married.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Going to have children and I'm going to be rich.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was probably the fair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That, I told myself, not knowing what any of that meant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I never thought that I needed to leave Detroit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Even with me living in a not so nice neighborhood, I didn't think that there was anything wrong with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But I mean, soon after you graduated you, you would wind up leaving Detroit. In fact, I mean, you left Michigan, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. And I was like, well, if I'm gonna go to college, I'm gonna go away. And most of my really good friends actually stayed in Michigan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But I knew that I wanted to go to it, to HBCU.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:09:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I knew that I wanted to be around black people and so I didn't want to go to what we call a PWI, which is a predominantly white institution.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I knew that I didn't want to go to Michigan State or or Michigan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because I wanted to have some pride and really have the black experience right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I guess you start off at Alabama State.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Which is in Montgomery, AL, but then you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Decided to transfer to to Florida, to Florida.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And M in Tallahassee.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. And they were both two really great Hbcus and they both had really good business programs. Like, I knew that I wanted to get into business because in high school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I used to work at my cousins clothing shop, so my cousin is my first exposure to entrepreneurship like he had a store in the mall.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And he taught me everything about margin and pricing your product and hiring people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[He also gave me a lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And now that I say that, I think that was the theme of my child having independence and and being.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:10:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Given this room to be a free thinker and come up with with the answer for yourself because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'll never forget. It was probably Christmas Eve and he allowed me to count all of the money that we made that day and it was the most money I had ever seen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was insane and I think I counted maybe like $12,000 and I was just like, oh, my God, he's rich like I thought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was like, whoa, I couldn't believe that. Number one. He let me count the money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then #2 that we had made that much money that day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And my entire goal for going to college wasn't necessarily because I wanted to get a higher.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I didn't really care about it that much, but I went to college because I was like, this is how I can make money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So. So what was your plan?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How are you going to do that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So literally I switched my concentration and my focus to business finance and that's where I stayed. And I was like, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:11:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If I do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Financing. I'm going to go and work on Wall Street because you know, now I can be the wolf of Wall Street again, being being influenced by by pop culture.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like I didn't know anything about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like, again, my mom was a crane operator and I had a cousin who was an entrepreneur, but I didn't know that there were so many different paths to make money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you you wanted to get into finance, but but before you graduated, I read that you actually spent some time in China, like, like in Beijing learning Mandarin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. For six months. Yeah. And I had just been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh wow. Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And really fascinated with China and this idea that China was about to be the next superpower.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was like, that would make me valuable if I wanted to learn about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, if I'm this business girl, I should go to China and learn a little bit about their business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But it was a complete culture shock and I think I was sharing that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Literally my my entire life was black.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:12:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like I came from Black Detroit, you know, I went to a black all black high school in Detroit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Went to a black.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[College and now here I am. The only black woman, and I'm in the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Of Beijing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was so odd and I think they were also shocked. You know, people would come up to me and and touch my skin and everyone automatically assumed that I was, you know, from an African country because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If you had black skin, then you were automatically from Africa, and if you were from America, then you were blonde hair, blue eyes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[From Rafferty, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And why right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean, how would you like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Assess the whole experience. Was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was life changing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh my God. It was life changing like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I understood like how big and small the world was. I understood how a woman from Detroit could have such synergy and connection with a woman from Iceland, like one of my really good friends who I met there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was from Iceland and like she was my best friend when I was in the program.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:13:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Sort of thing and we would just talk about a lot of the same things, even though we had a completely different life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I think for the first time in my life, I understood that we were all human and it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[White, Asian it was just humans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow. She come back to the US and you decide to go work on Wall Street for Barclays Bank. And when you got to New York, what was that like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were you just like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were you just kind of blown away by it or were you sort of? Was it unnerving to be in this kind of corporate environment?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was your. What's your memory of starting out at Barclays as an analyst?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I thought, and I still think that New York is the most magical city on the planet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was awestruck by all the big buildings, and I remember my first time like being in in like the financial district or, you know, our first office that I worked in was in Jersey City.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:45 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:14:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Being like a banker girl, I was like, whoa, this is crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I started very quickly meeting other people who like worked at JP Morgan Chase or worked at Goldman Sachs. And. And it was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Whole world but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I remember, you know, my first week being really excited and like expressing that I wanted to learn and like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wanted to learn as much as possible and I wanted to be good and like one of my managers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Get over it, kid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Give \*\*\*\* bonuses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I was like, wait.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I didn't know what that that really meant.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Didn't know what a good bonus was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A bad bonus was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I just knew that he was unhappy and a lot of my team members weren't were unhappy so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think very quickly like I learned that I wasn't going to learn that much. But then also that if I stayed there that I would be in this environment where no one likes their job and like from my perspective, I'm like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hell, I just got all these student loans I had wrapped up like $50,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:15:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Gotta pay them back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So like I didn't do all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I didn't go to college and get these student loans and and go to China for six months to be in a career that I hate. And then from what you're telling me, isn't necessarily even a career path.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That's desirable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I was disheartened. If I'm going to be honest, it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mostly white men.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And you know, they ask me questions about my hair because I would, as a black woman, like one of your superpowers, is that you get to change your hair all the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do whatever you want to do and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like asked about your my hair or my clothes, or if something happened in the media with a black person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This is oftentimes the the plight of a black person working in corporate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You're never able to be an individual like, so every day I had to answer for the entire black race and and it was exhausting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh, working at Barclays was exhausting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Fair enough, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It sounds like the most boring job on the planet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Be honest, just sounds so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Anyway, you make up tons of money if you stick with it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:16:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes, not bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you're doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You're clearly this is not like what you want to devote your life to, but you need the job. You need the money, and you're kind of working and earning your paycheck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But I guess on the side you were kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Just looking for different creative outlets and I read that one of them was making soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. So I had gotten really into this soap that was sold at Whole Foods.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was so expensive. My mom thought that I was crazy because I tried to call her like Mom. I found this soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And she's like, what is?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm like, well, first of all, it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's like $6 a bar and she's like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[$6. So I grew up where my mom would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[About like you know, the the six pack or 8 pack of like Dove or Dial and that whole thing was $6.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like you're buying one bar of soap for $6.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She's like, I don't want to know about it, so I'm buying these expensive soaps and as a hobby because also I I'm now listening to my mom, like, wow, I am spending a lot of money on soap. And I'm like, well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:17:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This soap is so great because it's natural and it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Then why can't I make it so I first started making soap for my own personal use?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And by the way, how you're just like going online and looking up like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[There were tons of like forums.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Took a soap making.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm buying all sorts of ingredients.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm on YouTube learning how to make soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm like reading books on soap making like I'm I'm literally going in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's insane.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How do you and by the way, and what did you learn about how to make a bar soap like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like I'm assuming was like gliss.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Glycerin or vegetable oil.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. What would you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[To and like I don't melt it down and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Stove on your stove top, like in a pot and then melt it, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, basically in a pot with a Pyrex.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A double boiler, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. Oh, OK, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:18:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You could make soap with glycerin, which was more moisturizing, but I didn't think that it it cleansed you as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The old fashioned way of making soap and this is the way that I typically made them was with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lye, which is dangerous.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And it can burn you. And I definitely got burned.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like Borax, right? Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And you had to handle it very carefully.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Then soap goes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Curing process?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So it could take, you know, three months for your your soap to cure or you can put it in the oven to cure that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then I came up with this idea because I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was really getting into like the creative component of making the soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I was thinking like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, what are all the different flavors that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Can make like I was making a strawberry bar and I put like dried strawberry in it and I'll.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:39](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like uh, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Don't think that's really clean or sanitary because also I'm not a chemist and I don't really know what I'm doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so when I'm coming out with these outlandish ideas, I don't have anyone to say like, hey, that's actually not good for pH balance or this is going to like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Cause bacteria and mold to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I'm trying all these different soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:19:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I'm trying to make it look all cool and, you know, have a gradient with the soap bar like creating ombre soap bars like I spent so much time making soap and honestly so much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[By the way, I I have to confess it sometimes when I'm at Whole Foods and I buy that soap area, you know where they've got like those beautiful translucent bars of soap, like with things like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Suspended in the soap. I kind of want to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Looks delicious, like part of me wants to just take a big bite out of it sometimes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You're beautiful, and oftentimes they are all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Just being honest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I mean, it's not going to taste good, but it won't kill you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We did lush on the show. We we did the whole episode on Lush and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And that stuff looks is beautiful too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That you know the sliced.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, loaf of soap that you can get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:20:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So here's the thing. I was obsessed with, with lush and lush, is really like, actually don't think I've had this full circle moment, but in in my soap making I was like, I want to be lush and I think that's what made me say like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want to start a soap business actually because I was obsessed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And clearly you start thinking, I mean, sounds like the gears in your head returning and you're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wait.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Minute. There's lush. There's all these.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like maybe this is the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Maybe maybe I should do this as a business like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Start to think about this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, I'm like, maybe I should start a soap business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like this is it this is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Is my way out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm going to create a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's going to be called the soap bar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I love.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Very creative so far.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And all of right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm surprised that that name didn't exist, that it wasn't taken.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Nope, it didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And the concept was that all of the soaps would be named after drinks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:38](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I have a Margarita bar that was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lemon and lime, basically with sea salt on top.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I had all these really fun ideas and all these grand plans and and ultimately one day I was calling a supplier and I was looking for, you know, more pigments for my soaps because I was trying to get really funky and fancy with my colors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, well, ombre colors are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:21:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That's very challenging.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, yeah, it takes a little work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Takes takes some time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Braid design, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And he's like, wait, slow down slow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you want lip gloss, pigments, or do you want soap pigments?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I was like, lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I knew nothing about lipstick, but I couldn't believe that I could buy lipstick pigments, and that was it for me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wait, you just call the supplier to ask for more pigments and they're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lipstick or soap? And you're like, wait lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, and it was a split second it it was so crazy because I paused.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Knowing good and well, I was like looking for soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was almost something that I felt like like I shouldn't have been doing, like I shouldn't have access to it. So when?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Said lipstick. I'm like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I can make lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh, I'm done with this soap business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[When we come back in just a moment, how Melissa spends down all of her savings to launch a lipstick business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:22:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And why? After she's flat broke, she goes one step further and quits her day job.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Stay with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm Guy Raz, and you're listening to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[From NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hey everyone, just a quick thanks to our sponsor Invesco.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The world is propelled forward by the ideas of inventors, scientists and engineers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So they created a way for ordinary people to invest in the innovation of the future.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[With Invesco qq.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Consumers have the opportunity to access 100 of the largest non financial companies on the NASDAQ.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[In the last four months, companies and investors Qqq fund have used algorithms to help doctors understand the coronavirus and implemented a low contact airline experience to learn more, visit invesco.com/qqq.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:41](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:52 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[There are risks involved with investing in ETFs, including possible loss of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:54](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:23:58 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Are subject to risks similar to those of stock.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:01 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[An investment cannot be made directly into an index before investing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Consider the funds, investment objectives, risks, charges and expenses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Visit investco.com for prospectus with this information.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:13 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Read carefully before investing Investco Distributors Inc.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Since the 1980s, hip hop and America's prisons have grown side by side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:25 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we're going to investigate this connection to see how it lifts us up and holds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Just down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:30 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hip hop is talking about where we live. Trying to live the American dream Fellin at the American dream.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm Rodney Carmichael.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:39 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Listen now to the louder than a riot podcast from NPR Music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Will we?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Chase the collision. A rhyme and punishment in America.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:24:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm Guy Raz. So it's right around 2010. And Melissa had just had one of those life changing phone calls with a supplier who asked just kind of randomly if she was looking to buy products to make soap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:09](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Or lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[In that moment, she decided lipstick, for one thing, lipstick was actually one of the few kinds of makeup she.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[War.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[At the time, I think that I was into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:24](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Ribs, oranges and purples, and part of it like part of the reason why when we launched the lip bar, we had such crazy colors is because I remember it being so difficult to find purple lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:38](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Play music.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like I wanted purple so bad, but it's like only a couple brands sold purple at the time, and it was hard to find.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was wasn't in stock and I'm like, why is it so difficult for me to like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Had this bit of self-expression.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm trying to think about like, what's the next step like. Then you're going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A A box of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:25:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Powder pigment powder for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But how do you make lipstick?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like what do we do? Learn about how.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Make a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Did you did you like go online and type?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lipstick recipes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, pretty much.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I probably Google how to make lipstick and there wasn't that much out there at the time, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And said I found a lot of lip balm and lip balm is the cousin to lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:25](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, maybe I should start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Maybe I should start making lip balm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And maybe I should start making lip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so I started looking for other suppliers to see if they had other things or recipes or other formula basis that I could use to start making my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Own product and I just started experimenting and I probably made. I don't know, 1000 batches of lipstick and none of them worked before I found one that was like it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:41 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[1st of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Will you melt together to just get the, you know, the the base for lipstick?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:26:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, this is the way I've I've explained it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[All lipstick is basically the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It has its same like core ingredients.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[All of it has.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[All of it has oil and all of it has a pigment. Now, depending on the waxes, depending on the oils and the other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Additions that's going to impact the amount of color that's going to impact the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If it's soft, it's creamy. If it's moisturizing, if it's long lasting. Now all of those other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Things are optional.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Right. And then depending on the proportions, like that's going to affect the texture. Like when you apply it to your lips, how that is sort of spread onto the surface of your skin, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A thinner coat or a thicker coat, things like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. So if you have too much oil, it's gonna be soft and it's gonna feel luxurious on your lips.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:46 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That lipstick probably is gonna break if you have too much wax, then it's not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Spread on her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:27:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lips in a nice silky and creamy way. If you don't have enough pigment then you can have this beautiful color like the actual lipstick. Could be a bright pink, but when you actually put it on your lip, no color shows up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It has to be a really delicate balance of pigment, oil and wax.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's like a really luxurious and expensive crayon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That's exactly what it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And when you had all the ingredients and you started to like melt?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What did you put?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Are they're like, I mean, can you just go online and get like lipstick molds?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes and no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So most companies, like the huge companies, the loreals of the world, they pretty much had a monopoly on the molds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So there was from my understanding, and this is in 2012, there were only a couple of suppliers in the US who made molds and the biggest 1 was Kavala and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was able to buy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Maybe 4 used molds and trust me they were not cheap.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Think I've spent like a whole paycheck on them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like thousands of dollars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:28:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, the molds were maybe $1500 apiece.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What are they made out of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like metal steel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So they were also very heavy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:07](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I bet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So yeah, I probably bought maybe 6 or $8000 in molds and how I bought them and how I had access to them is I found.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A lab that was going out of business and I think they were in Louisiana and this guy was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Selling them and I found them on Craigslist, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[To imagine you in your apartment like after working on the weekends, melting down all this stuff and experimenting with different colors and pouring it carefully into the mold and probably getting like lipstick material all over your kitchen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, it ruins grout like there have been so many times where I would drop the pigment and you can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Stressing out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Impossible to to clean it up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Die it's literal die, that is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[In the makeup and in the lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know everyone stoves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:29:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I've lost security deposits when people came to my house like it was literally a lab.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I definitely didn't have an.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I had a lab and so you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Whole table.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Be spread out with all of my different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Ingredients that I kept in these airtight jars and after I made like let's say I melted down this perfect lipstick and I poured it into the mold. I really wanted it to the lipstick to cure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I put.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:24 Speaker 5](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[App.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Freezer. So people would come over my house and want ice and I have no ice because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My freezer is filled with lipstick molds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm like, oh, if you want ice, you're barking up the wrong tree.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Don't have ice. Have a lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You and you are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Presumably working like 60 hour weeks at Barclays.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh yeah, absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I was so committed. I I started looking for suppliers in China for packaging.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I started like out come home.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I would maybe get home and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know seven 8:00 PM and then I would stay up until 3:30, you know, working on the recipe. I have no idea how I functioned. And then I would get back up at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:30:56 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And go to work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And did you tell anybody about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were you, like, talking to friends? Like I'm making lipstick?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Just really excited about this thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh, absolutely. They were all my first.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like every single time I made a product like I never wanted to drink my own kool-aid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I would invite people over to try on the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What do you think about this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you think about this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Who are you inviting over? Friends that you met in New York, or people that you've known from college or?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, both people had known from college who were also in New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[People I met at work, anyone who would try it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I remember taking lipstick to work, actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hey I made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Can you try it out? And people were like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No. Is it going to break me out?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Made.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No, I don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How do you know it works?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That's why I want you to try it out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We don't trust our animals just on just on Barclays.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Just not humans.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:53](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And blaze.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, we test our finance people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:31:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So in your kind of experimenting and teaching yourself again and again, and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[At what point did you land on a recipe that you thought?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because you said there's oil, there's wax and there's color, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so those are the basic ingredients, but you want to get a certain type of wax and a certain type of oil and a certain type of color right to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That speaks to you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So when did you know that you found that right formula?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, I mean my parameters for me were they were just crystal clear.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was like it needs to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I don't want any animal products or any animal byproducts and I want it to be as natural as possible without compromising the color.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I knew that I wanted to create wild and crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Things that you really didn't see on the market at that time and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want it to feel good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So what's something that feels really good and creamy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was like Shea butter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm gonna put Shea butter on the lipstick and that was that. Was it? Like I just started then, looking for ways to source Shea butter or coconut oil. And I think I tried a ton of different natural ingredients to add to, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:32:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That baseline.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But really, you know, I found out that it was working when people started saying like, hey, can I get a little bit more of that and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:11 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It and did any of your, like colleagues or colleagues or friends, were they assuming that this was something that you might like sell at a farmers market on a weekend or like, was that what they assumed?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They even asking you what you were going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do with this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think I made it very clear that it was going to be a website and I don't think anyone took me serious until I got a shipment of our packaging and here I am with 30 boxes, 30 boxes like they're on the couch, they're on the floor, they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:29 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And here I am just kind of waiting like you remember that company I said I was going to start.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's my living room.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And one side is all boxes and one side is all of my lab materials.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think that's when they took me seriously.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:33:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you were presumably making the sticks in your kitchen, and then you were putting them into the the container, the tubes. OK. And you found a factory in China to to make that packaging.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Into the lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yep, into the lipstick tubes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And the inspiration behind the packaging because our packaging really stands out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's intricately designed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And the inspiration was a birdcage like I love, like the old school Victorian bird cages that are just like, super intricate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like the idea of birds in cages. But I I love the beautiful craftsmanship. And so I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No, we don't like that, yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want it to kind of look like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want something that doesn't look like a traditional tube because I'm building a nontraditional company and I have been asking a lot of friends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, what do you think about makeup?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oftentimes, especially for black women, what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was they felt like beauty wasn't for them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That it was made for, not for their skin or their complexion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:34:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That it wasn't for their complexion, that they they never saw themselves within the industry, that marketing didn't cater to them unless they were, you know, putting something in a brown bottle and then they're like, hey, this is for black people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So here I am friends with a lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[People who are now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[For the first time in their lives, they have disposable income, you know, because we were all fresh out of college basically, and and making a pretty solid salary. And I was just like, there's a huge gap in terms of like what my generation wants and what's readily avail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The market.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean, you look at your website today and clearly your products and your brand, they're designed for for every kind of person, every skin tone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Every racial and ethnic background and group, when you were initially coming up with the idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were you saying you know, to your friends who you were kind of asking for feedback were?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:35:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were you sort of saying, look, no one is is surveying us, you know, we are consumers and we spent a lot of money on fashion and beauty and we don't feel like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Products are being made for us and so I want to make products for us was that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was that how you thought about it initially?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, I think the goal was to create a brand where black women could be the default.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So we create products like you said, for every single skin.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like, it literally doesn't matter what complexion you are. We have something for you, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And when we first launched in 2012, I was just like, I don't want black and brown women to feel like they have to fit in to the lip bar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want them to know that they are the lip bar and they're not the default anywhere else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My brand is going to be where that starts.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:51](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you come up with a really cool packaging design that that looks kind of like a birdcage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:36:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And you've got this factory in China that can make the boxes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you remember how many packages like lipstick dispensers you had to order?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, I think the minimum order quantity was 12,000 units.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow, you had 12,000 units like it's stacked up in boxes in your kitchen and you had to pack each one by hand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Came my kitchen. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Had to take the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The actual lipstick and pack it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[In every single.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I hand poured it into the mole and our my molds held.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want to say one hilt 48 units.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[One Hill, 72 units and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This is going to take a while to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Could take a couple of weeks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, this is this is serious, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think I launched with 12.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Dates and the goal was to have 500 of each mate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So the good thing about being your own manufacturer is you control it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I didn't have to use all 12,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Certainly wasn't the goal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was like, OK, I'm going to invest in this 12,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Maybe the goal would be to sell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[All of this in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:37:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Year, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Now the soap idea was going to be called the soap bar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so this was going to be called the lip bar, was that name as a business available?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The business name was available the lip bar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I really wanted it to just be lip bar, but lip bar wasn't available.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:15](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Right. I didn't think too much about the name. If I'm going to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I just took the whole concept of the soap bar and I was like this is a really cool concept that I like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm going to apply it to this different product and boom. I have a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And with the soap bar you were going to name each soap like the Margarita or the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The lime Ricky or the gin and tonic. Were you going to do that with the lipsticks too?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so we have Cosmo. You know, that was one of our colors and gin and tonic is still one of our colors actually. But we had things like fuzzy navel and all these like crazy names.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Sour apple.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was literally a green lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:38:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Navy, I think was like a light orange like coral lipstick. And because it had that bar tie in, my concept was that whenever you bought a lipstick, you actually also got a recipe card for that drink.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[By the way, do you remember?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mean you must.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm assuming you got 12,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[These tubes, right? The packaging for the lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Spend a lot of your money on this, with any part of you nervous about doing that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm not even just like a lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think I spent all of my money, guy. I spent my entire savings.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because the thing that I didn't take into consideration was you buy it. But then you also have to get it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I I learned a whole new skill set about like ocean freight and like duties and tariffs and taxes and all that jazz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think buying the the units and then actually getting them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[To my Brooklyn apartment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:39:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It may have cost me $13,000, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then on top of that, I have to buy all the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lot of cash left.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm planning a launch party. I have to have pictures taken so the startup costs for the business was probably around $30,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:16](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so as you were getting ready to launch, this is still pretty much you doing everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And were you turning to to friends for help at all?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. Umm my friends ended up being my my founding team because I didn't know anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Didn't know any.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So Roscoe, who's our creative director? She moved to New York like she moved to New York 3 weeks before we launched.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And you know, some of my other friends and finance my can you do our sales?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You do our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Can you do it like I had a team of six people? None of us were making any money. It was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And Roscoe was Roscoe. Somebody you knew from from high school. She's from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:40:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. Roscoe had been one of my really good friends from high school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Both went to cast together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And you basically said, hey, Ross, I think her last name is Spears, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So she wanted to start a career in fashion.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[New York was attractive to her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And all of my friends, they just kind of like, what's what's the lobar I told them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Then they were like, OK, cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so now here we are, where we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so I remember at our launch party, the very first person who showed up, we weren't even finished setting up yet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Came like 30 minutes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was a beauty editor from Team Vogue, and I think we were all stunned like, wait, people care.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[People are listening, and so it was a really fun event and we got a lot of people to come, which was really interesting because we didn't really have a big budget and we didn't really know anyone in New York.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we had gotten the attention of some beauty editors so that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Super.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we were so proud.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:41:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[At a certain point, you were going to have to make the decision of whether to quit your.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Now I should make the caveat here that you were one of the biggest advantages. I think you had was that you were young.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:10 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Replay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If it didn't work out, you know you could maybe go back to to finance or something like that. But but it sounds like you kind of just got to a point where, like, Yep, I'm ready. I'm going to quit my job and do this. And I I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It happened like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[In 2013.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were you nervous at all?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[About about quitting your this job in finance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No, I wasn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think you're absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think one of the like magical things about being a first time founder, especially in an industry that you don't know anything about. You're completely naive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:49](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Thank you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:42:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And and you think that everything is going to work like I didn't have a plan, but I knew that it was going to work somehow. And our first year in business, we launched in 2012. I think we made $26,000, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was mostly from friends and family. Who would?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes, absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You told them and you and your small group of friends were packing all the stuff you were like, making the lipstick and packaging them yourselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No, that was actually all me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was all you OK?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, I I was still making.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And packing all of the products and and my friends were like, you know, maybe doing social media or helping with PR or, you know, Roscoe was planning the photo shoots.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lane has always been like she's the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Visual person, but that $26,000, even though it's not a ton of money, I was so proud to make that $26,000. I couldn't believe it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:41](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was like, wait, what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:43:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think I think my job at Barclays, you know, I think I had been making like $70,000 or something at that time. And so like to make you know essentially 1/4 of my salary, I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This is a thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[All right. So in a quiz, Barclays and does anybody in here I mean?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Your mom, like, you know, she could work really hard to, you know, to make a living, to support you, and then you go off to college. And I'm sure so many people are so proud of you. And you had relatives in Detroit who were like, Oh my gosh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If I'm your mom, I'm like my daughters at Barclays.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She's working at on Wall Street.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Know I'm. I'm so proud.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then you call me and you say mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm starting a lipstick company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What did people in your family say?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh, they thought I was crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mom, she was like what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then I remember her literally explicitly saying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Who's gonna pay your bills?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I was like, well, I'm gonna pay my bills. I think I saved up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:44:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I I tried to save up what I thought would be a years worth of my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I ran out in like 6 months but my my family thought I was crazy when I quit and my feeling was just like look.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I am more comfortable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[With the idea of failure than I am with regret.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That's what made me say I can do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And now you are the CEO of like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:23 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The lip bar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you have?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm assuming you have no money, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No. How are you financing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:29](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Frick, \*\*\*\* grow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. How are you financing this business?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh my goodness. We're literally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Broke me and Roscoe ended up like Airbnb being her bedroom and she moved into my room so that we could, like, cover our expenses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, if the first year we made 26,000, then I think the next year we may have made like 56,000 which?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Great, we're doubling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes, that's gross.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yep.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, we're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:45:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Growing, but but ultimately we're not really making money, we're not really profitable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And Roscoe was doing freelance work on the side.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yep, she's doing freelance work sometimes, and I'm I'm full time and I say full time with like air quotes because it's not like I had any benefits or a salary. But I'm I'm giving this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:13](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Full attention, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Full.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I was still making the product to my kitchen, so I was I was focusing on on innovation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Making new colors and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Thinking of new marketing ideas because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, Roscoe is handling the the creative in terms of our photo shoots, but basically I'm handling every single thing else because like my first team of friends, that first team had all fizzled out, probably within the 1st.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm on social.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm documenting the process of me making lipstick and people are really intrigued by that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Can't believe that I'm actually making lipstick in my kitchen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you are grinding away Roscoe's grinding way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:46:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Trying to get this off the ground.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Doing this in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I guess around 2013, maybe 2014, you decide to move it to Detroit?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[To go back to where you grew up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Why in New York right is the global center of fashion, one of the global centers of fashion?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Certainly the center of like the fashion industry in the US, the big make up brands I think are headquartered there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So why did you decide to leave New York?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, number one, I was running out of money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We weren't making much money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I had been thinking about it like should I stay in New York?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We had already made a lot of connections with beauty editors. We had been getting pressed, so I felt like we made a mark and and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We could still grow without being there and on top of that, I saw the narrative of Detroit changing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:47:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Around 2013.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So, you know, in 2012 when I first started the company, it was all about Detroit and and Detroit ruins.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And in 2014, the narrative was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Shinola had just come to Detroit and and people were investing in Detroit and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Downtown was becoming cooler.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I was like, wait.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Bakeries and vegan restaurants. And right there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. I was like, maybe it's time for me to go home to to build this business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Number one, I can be a part of this renaissance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Can make sure that people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Who look like me are part of this renaissance. Because, you know, I had been experiencing first hand with gentrification. Looks like because I was living in Brooklyn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so I'm like, I knew that New York didn't need me and that I could do a lot more in my hometown, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I never thought that Detroit, really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:48:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Deserved the bad reputation that it had gotten, and I wanted to be a part of like this new thing and and to meet the movers and shakers that that were were making it happen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I was excited for the city. I just wanted to make sure that black people were a part of the resurgence.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[When we come back in just a moment, how Melissa and Roscoe spread the word about the lip bar first on a nationwide tour in a retro fitted airport shuttle bus, and then with an appearance on Shark Tank, which.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Does not go particularly well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:28](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hey everyone, just a quick thanks to our sponsor, Microsoft Windows technology can't tell a story, start a business or express an idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Only you can do that, and with Windows you'll have the tools you need to do it your way from anywhere, whether it's in tablet mode or laptop mode, or whether.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:49:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[On your laptop or phone, whatever you do, make it you with windows.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Seehow@windows.com/ten.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And one more thing, the New York Times best selling book, how I built this is now available.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's a great read and a great gift for anyone looking for ideas, inspiration, wisdom, and encouragement to have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Courage.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Put out an idea into the world.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's filled with tons of stories you haven't heard about how some of the greatest entrepreneurs you know and respect started out at the very bottom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Check out how I built this. The book available wherever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You buy your books.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hey, welcome back to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:50:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm Guy Raz. So it's around 2014. And Melissa Butler has left New York and moved the business to her hometown of Detroit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And she knows that if women could just try her lipstick could just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The colors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They love it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I knew that I wanted to be in retail, but I knew that we also weren't ready, so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I decided that in order to get our product in front of customers that we would instead of trying to figure out what counter can we get behind, how do we bring the counter to our customers? And so we built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The lip bar truck, which was what we we deemed the most glamorous beauty experience wheels and we went on a tour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A. A truck that was decorated with your logo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Full of like a like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[An ice cream truck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So my ex-boyfriend built party buses like from his bare hands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Ah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:51:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I had the idea I was like, I want you to build me basically a beauty store on wheels where people could come in, sit down, try on their product. We have music and we really make it into an experience so that I can get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[In front of more people basically like a shuttle bus, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you know, he took out the old funky seats and, you know, built a countertop like wrapped around the entire bus, built a cash register in the back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because the goal was always we're going to build this truck and then we're going to go on this tour.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we're going to go across the country spreading our message about, you know, these vegan cruelty, free and inclusive lip colors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's like park on the street in the city.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So the plan, the initial plan was that I was just going to go to different cities and park on the street.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:45](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But then when I what I learned is that you're supposed to have a permit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This was like the major plot twist because I didn't have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:52:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I planned this so that I could go on tour once it was done and we had already been talking about it. I think on our social media and but the the responsible part of me, said Okay.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Why don't we?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Find stores that we can park in front of and partner with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because if you park in front of the store and it's kind of like an event in conjunction with that space because technically you know the brick and mortar store, they kind of own their sidewalk.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So if we parked in front of a store that we had a relationship with, then we could do it without the permit. So I started finding.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Partners and in all these different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Cities that I wanted to go to and our most impressive partnership is that we got Urban Outfitters to agree.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And this is the Urban Outfitters in DC to agree to partner with us, and they they brought in like water and drinks, and they allowed us to park in front and they kind of rolled a red carpet so that it was clearly like a part of urban out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[For the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:53:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. So we were able to open up the side doors and we put ATV, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So that if people are just walking by, they can kind of see our messages like flashing and display.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[People would naturally stop because they're like this truck looks cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So many people thought that it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like drinks, naturally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So they would come up, guys would come up and say what do you got in there?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Got beer?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We're like, no, we have lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[On up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Bring your wife and we. And then like, oftentimes the woman would come up because she was so intrigued.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like you have a lipstick on there and she would come up and the whole.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was mirrors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And and she would come on. And she would try on the product. And, you know, she would more often than not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Love the product and make a purchase.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And how long did this tour last?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We went on two different tours and I want to say the first one, which was the largest one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Maybe six weeks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Were you able to finance the trip through sales?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, yeah, absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:54:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[First tour was wonderful and that inspired us to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[On a second tour, and that's when we went on this like Black College.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So we went back to my alma mater and to drive from Detroit to Florida is crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A truck that's not so great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so a guy on the way back from this, like Black College tour that we did and we actually made a lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we were really excited about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The truck started breaking down and like I remember, we were maybe 4 hours away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we just kind of stopped the truck and we parked it and we were like, OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She just needs a rest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Maybe if we just give her some time off and I think we just let it sit for an hour and then she took us home and and that was the last time we really drove it, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. I'm so emotional about the truck, so I can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Rid of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It you know, it's so interesting because the kind of the playbook you use is very similar to what Whitney Wolf did when she launched Bumble. She went to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:55:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She went to like Southern Methodist University, and she basically hosted these parties where she got people to learn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She she taught people how to use Bumble and started with college students. And you went to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Black colleges and I'm assuming you went to probably a lot of delta chapters, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

['Cause you were in that sorority?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, there are tons of influential women who are a member of of Delta Sigma Theta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And when you join the sorority like it's all about sisterhood and it's all about support, and it's all all about, you know, building up your community. So by leaning on them and making sure that they were super aware of what I was doing, I was also.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Baking in a business model essentially, and I think that's part of the reason why the lip bar has been able to grow because it's just been this strong community of people who look at me and say, wow, she's she's doing something for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:55](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:56:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And mean time you still need to get some visibility.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so you decide to do something that is really smart but also really risky, which is to apply to be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[On Shark Tank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Which is a great idea, but you know lots of people apply to Shark Tank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How did it happen that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They picked you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, I think Shark Tank picked us because we were fun and we were being ourselves so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We submitted a video where we were talking about the product, but also we were hula hooping.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And and I think we were talking about the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hula.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So it was kind of gimmicky, but enough to like make you pay attention to what we were saying.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And they want people who are going to be good on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And fun, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. And maybe a month after we submitted that video.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They reached out and they were like you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We're the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Of Shark Tank and we're interested in in your business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We ask you a bunch of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:57:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So I think we went back and forth for maybe six weeks of them just collecting a ton of paperwork and asking us a ton of questions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And the next thing you know, we're in California filming.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:05 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Welcome to the Shark Tank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We had Jamie Siminoff founded a ring on the show a couple months ago.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[He described his experience that it was really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, because you don't meet them until you actually walk out and pitch your product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hi, I'm Melissa Butler. And I'm Moscow Spears and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:22](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We live in Brooklyn, NY.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we were kind of nervous and they were so cool to us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My goodness.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:28 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This is a new innovation. I can see a massive market share in the clown market.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They told Roscoe that that she looked dead.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That she looked dead.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:38](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because of the color of her lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:41 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So, Roscoe, aren't you worried if you walked into a bar?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:43 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That color lip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:44](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:44 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[When you try resuscitate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yep, she had on green and I think I had on purple.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:58:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's difficult for women up all these different complexions and undertones to find colors that are perfect for them, which you end up seeing is probably 7 or 8 minutes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Recording for maybe an hour, so I'm explaining to them that that the industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Is changing and that the bigger companies are slow to change where this smaller company and we're fast to change and that's that's our strength.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And they were like, well, if the big companies wanted to do it, they just would and they would crush you like the colorful cockroaches you are is exactly what they said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:23 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You like to call for cockroaches.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:25 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:26 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You only have so many minutes on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:27 Speaker 6](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Don't waste them trying to sell lipstick. I'm out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know there's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Click there. The kind of that that mean kind of stick. And that's part of what they do. But but I think I think Kevin O'Leary said, hey, the chances of this business will succeed are 0 practically 0.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:39](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Totally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What they didn't show on air is that when he said, like, don't waste your time trying to sell lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They then went into this whole internal debate on like what we actually should be doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[00:59:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like, listen, you're beautiful girls. Your dresses are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Why don't you go into the fashion business, which is so offensive and and I had been so prepared to talk numbers because I here I am like a former finance girl and like I I'm ready to talk business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh my God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think the most disappointing thing for us wasn't that they called us colorful cockroaches like I actually didn't even care about that statement at the time. I think that it was more offensive that they did not even consider us as business women.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Did you walk out of that out of that recording like angry?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Or just sad or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No, I wasn't angry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was just sad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:37 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was sad that that we had that I felt so strongly that we had something special and that they didn't see it. And what we're doing is representing that population.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Not a part of, you know, the fine line that you have established and that the country.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Decided is beautiful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And and we're here for that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:00:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We're here for for the woman with a low haircut and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We're here for the woman who's plus sized and who had at that time not been used in beauty campaigns.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Here for the the black women.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Here for the brown.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We're here for the Asian women like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[There has to be increased representation, so I was like, I'm not stopping.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you you come out of there, but it sounds like it sounds like even though you felt like they were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Not so kind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That it forced you to refine the story you were telling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Lip bar about the lip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Bar it did and it forced me to start thinking more so about how we market the company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mark Cuban was really adamant around me being at the forefront of the brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[He was like, look, your story is really cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Need to step into into your brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You need to be your storyteller.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[At this time, I was not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:01:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[At the the forefront of the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Didn't want.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Butler to be the lip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I wanted the lip bar to be the lip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And for Melissa Butler to be Melissa Butler.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so over time, I did realize that that was hurting the company with me not being at the forefront because today.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[People are looking for brands that are going to be more transparent and they want to know who's behind this business, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Who is a person?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you come back to you, come back to Detroit, and eventually this this Shark Tank episode airs because I think they they end up airing like six or seven months after they're actually filmed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. And we had no idea they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Really warn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[They don't tell you, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We we found out maybe 10 days in advance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And even though you've got kind of pilloried by them, that must have helped your visibility.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh, it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh, our website crashed that night.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want to say we had like 40,000 hits to the website within just a couple of minutes. We had all this stuff on like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Ow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We couldn't, like, maintain the orders.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:02:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I was still shipping the orders, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And Shark Tank? Really like fast tracked us into like hiring people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[By the way, you were still, this is just being financed entirely through cash flow that you had not not raised any money or anything?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Completely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You're hiring people and paying them, probably small salary and offering them some equity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Really just paying them a small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So and we're hiring entry level people basically like hourly workers to just help us ship the orders.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we had just started transitioning into getting the product manufacturer. So that was my goal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, Melissa, you need to get your product manufactured so that you can then launch into retail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So that was the goal for 2015.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Find a manufacturing partner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then it was time. I was like, I'm going to find a retailer and target. It was our.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Target was your goal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Target was the only people we pitched.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And now target. Everybody wants to be in target, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mean. That's like the top place to get into.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:54](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Get pitched a million times a day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:03:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Did you even have any connections like?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Who did you? Who did you know to call?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I had no connections and I I so I couldn't call anyone.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But I'm gonna just start reaching out to the buyers. And so I went on LinkedIn and I started searching for target buyers like color cosmetics buyers. Like, I was searching everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I love that, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Beauty buyer color cosmetics. Buyer target buyer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I think I was like emailing like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[12 different people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So this is probably an 8 month 8 month process of me stalking people at Target.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow. And so after eight months of stalking people, you eventually do connect with a target buyer. I think a makeup buyer and and I'm. I'm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes, what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What did you say in your e-mail to her? Because, I mean, I'm sure that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That this buyer was getting lots of emails and you had to stand out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[What did you write?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:04:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh, I mean, I threw the whole kitchen sink and I told her a little bit about the story and about our truck and how cool we are and how, you know, I think we had maybe 40,000 followers on social media or something. I told her that every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was vegan and cruelty.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I talked about how cool our packaging was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But I think that the real thing that stood out was that I talked more than anything about what we could do for target instead of what target could do for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Huh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm like my customer shopping there and she's not shopping for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Makeup.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And it's because you don't have me, basically. And so on. My second follow up, she came back and was like, oh, wait, your packaging actually is really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You send me some samples and I probably screamed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A new strength.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I screamed and I probably took a lap around my house, so that's what I do and I'm really excited.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then we had a call.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And she was like, look, I think that your brand is really cool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But also I know that your brand is really small and like maybe too small for target.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:05:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And she was like, but I'm willing to take a chance and allow you to drop \*\*\*\* on target.com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you want a long term target.com? I'm like absolutely.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And So what we did was we launched a brand new color and we blasted it to our audience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But you couldn't get it on our website.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Could only get it on target dot.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But how did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean, there's thousands, 10s of thousands of products on target.com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How did you gain visibility on the website initially?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So the thing about launching in a retailer is it's not their job to sell your product. It's your job to sell your product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So we literally pushed all of our like our emails, our social media followers, all our friends and family.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was like a brand new launch, like, Oh my God, we're in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We were so excited. We shared it with our community in a way where it was a win for all of us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Can you believe that the lip bar is now on target.com?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Thank you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And and they they bought that color.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And it sold out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And she was like, OK, I want to introduce you to the store buyer essentially.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:06:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we pitched it and we were launching in target nine months later.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, I think a lot of people will walk into a target and think, oh, all the products here, the people who make them are probably multi millionaires, but it's actually not that simple because there's lots of products at Target and you got to sell them. But I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[To imagine that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Being on the shelves of target.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Meant that you started to generate some revenue that started to make your business sustainable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. So we launched and we went into 44 stores.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Was the test that was offered.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We didn't have a marketing budget, but we had a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We hired a publicist to really promote and push out this idea that, you know this small business that's vegan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Think we were one of the only vegan brands in target.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And the reality is the makeup aisle didn't really have any small businesses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:07:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So the fact that we have shelf space in target as this really small brand was like an anomaly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So we had this huge PR campaign and I don't know, we must have gotten like 10 billion impressions in like a week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow, what you got this for this PR person?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:13](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You guys coverage in like beauty magazines and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[She got us placed in maybe 22.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think Allure was 1 and I don't remember the other, but everyone shared it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Everyone shared.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then you know, a lot of people started talking about it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[29 talked about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Team Vogue talked about it and we we had like the number one selling lipstick for the first month of our launch with no marketing budget.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:34 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And Target was like, whoa, we weren't expecting this of this brand until we grew very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So we went from 40 stores to I think 144 stores and then we went into like 400 stores.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:08:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And now we're in about 500 stores about to expand again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You I think in 2018, for the first time you you brought in some outside.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You got an outside investment. Did you ever, I mean, think about pitching to VCs and to venture, you know, to to investors or did did that investment kind of do they kind of come to you and say, hey, we want to we want to invest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, to make sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So now we're in target stores, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we're growing in target and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We needed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We needed money for. Yeah, 'cause. This is inventory and the beauty industry is not necessarily replenishable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[To finance the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So the average woman in May take her eight months to even use her favorite lipstick.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I remember having calls with investors and and pitching people, and they would all say like Melissa, you're so impressive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You're such an impressive founder, but we're not gonna. We're not gonna invest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The reality is guy black women are starting businesses faster than any other group of people in this country, but we're not getting funding.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:09:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Also, because we're not getting funding, we can't really grow our idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If we really want to like reduce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The wealth gap in this country, we're going to have to start giving opportunities to to women who look like me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Tristan Walker was on the show last.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Founder of Walker and Company, Bevel is his best known product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And he pointed on the show that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[At the beauty industry and consumers by far, far and away, on a proportional basis, black consumers spend more money on beauty products than any other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Group in the United States.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, it's my reported that we spend 9 times. Anyone else?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[On beauty. But meanwhile, you know, black businesses, black beauty businesses aren't well funded. So for a smaller company, it's like we have to fight tooth and nail.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[To get a little funding, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:10:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. And I should say you were able to finally get some money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[From a fund that was started by the beauty entrepreneur Richard Dennis, which is a fund, I think he started 4 Black women founder.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:08 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[In 2018 and then in 2019, you decided to actually open a brick and mortar store in Detroit, which is I think, really close to the Shinola store, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, we're right behind the Shinola store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Basically in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Their alley and I had never even wanted a store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Just because, like no, I don't want to maintain a store or think about a store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We were already in target.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But the thing about Detroit is, even with its resurgence, there's still very little within the city limits like we actually don't have a target, for instance, in the entire city of Detroit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Not within the city limits.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Fish.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We also don't have a national.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like a chain movie theater in the city of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:11:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So, you know, I felt like this was my opportunity to really like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Again, be a part of that Renaissance and and really give people the opportunity to shop high quality makeup. And it really warmed my heart guy because you know, we open in the dead of winter. We opened on our on our birthday essentially.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we opened to a line of maybe 200 people in the in the dead of winter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's freezing, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because people were just so excited about that about this opening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And people were so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This is a city where there frankly isn't a lot of opportunity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Unity and so typically people have to leave to build something you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I am a person who.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[But then I came back and I think that they're really proud about that and and they've they've shown me so much love like the lip bar has grown.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:12:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Since we've come back, like with five extra business since I've moved back to Detroit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Of course, then 2020.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[COVID shutdown the retail business really gets hit. Parts of the beauty industry do okay, but there is a slowdown. Did did you guys see?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A pretty significant slowdown, you know, once Covad became a reality in in March and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah, what's crazy is like February was such a good month for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[February was unprecedented, but you know, I think it was just preparing us for what was next.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It was so crazy because then in March, I think we we officially closed the store on on March 15th and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And that was our worst month in probably a year. You know, people always talk about the lipstick effect, which is this idea that even in an economic recession or even a depression, women will still rely on those small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:13:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Novelties that make them feel good. But.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You typically only put on makeup when you're leaving the house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And no one was leaving.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And we were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We were really concerned if I'm going to be just completely honest. I was like, I don't know how we're going to survive this business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The goal and the approach was really to just do the things that we had always done, which is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like just continuously connect with our customers and meet them where they are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Our relationship with our customer is so strong because we actually are our customer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So you know I'm not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm on online dates right now and so I'm looking, you know, how do I update my profile?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do I look cute for my FaceTime date?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do I instill confidence to my team?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[For me, that was like very.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Silly lip color. I was like by putting on this lip color like I look a little bit more alive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Look more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:14:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I look like I'm ready for the day and we pivoted our message.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And then very quickly, our sales.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So while March was a tough month, April was we had grown back to like our norm. And then June with the whole Black Lives Matter and this this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[More apparent need to support small businesses and particularly small black-owned businesses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Had our best month ever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So throughout this pandemic, even though it is uncertain, still we've been able to grow the business 80% this year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. I mean, in May and June, there was, you know, a lot of growing awareness and and desire among many people who are watching the and taking part in the protests against racial injustice, to support black businesses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And a lot of black entrepreneurs you had on the show talked about those months as being they were just overwhelmed with the with what happened to their businesses and and the attention that they received during that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Does that continue for you? Has it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:15:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It been sustained.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Um, our sales have sustained, but that level of support, no, I think that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I didn't expect it to, so I remember when it was happening I call an all hands meeting with my team and I said look, we're getting flooded right now and it's our goal and it's our job to make sure that these aren't charity dollars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And that's the thing. Like we don't as as a black business owner, I don't want you to support my business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I want you to shop my products because you think that this is exactly because we make it easy for you to understand what products work for your company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The product 'cause it's great, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:33](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Complexion. Not because you feel bad about something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Because if you shop with that intention in mind, then it doesn't actually allow us to build.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[A relationship with you and like our goal is to have lifetime value. You know with our customer and have this this more than transactional.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Relationship with our customer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:16:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I mean, you guys have have branched out into all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Kinds of makeup like you do eyeshadow and foundation and concealer and and even like the lipstick colors that you're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Doing now, I guess you're offering I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You would say.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like more sort of mainstream colors as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So overtime we've, I mean we've of course.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You know, when we first launched, we were really just trying to make a statement and we had to introduce some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So now we have, you know, we have everything we have like over 16 nudes because again, we're really driving that whole like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Beauty for every single complexion and we have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Best.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like Michelle Obama, just wore our red, which is our best seller in the whole company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:38 Speaker 4](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Watch my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Crazy, but we we stayed true to who we are.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Still have a black?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We still have a blue.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We have tons of purple, so it's it's a balance between like, how do we leave something for people to get creative or, you know, reimagine themselves, even if it's just for one night.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:17:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you think you can become? Because right now you're still growing and probably sort of on the cusp of?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm assuming that on the cusp of sort of, you know transforming from a a small business to a medium sized business is that, is that fair to say?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Well, actually I don't know what a medium sized business means.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[It's it's roughly 25,000,000 in in in annual sales right there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[We'll we'll get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[No, no doubt about that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[So let's say you're.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean, you are obviously growing and growing fast and your brand awareness is growing really fast.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean, Can you imagine?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you think you can grow to, you know, at scale to become a huge brand?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Independently. Or do you think eventually, like other cosmetics brands like benefit or you know, other brands that eventually became huge that you would have to be purchased or partnered, you know with a bigger company a loreal or Revlon or LV MH or you know one of these huge?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:18:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Do you think that?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I mean, could you see a world where you would partner or you would, you know, become part of their portfolio if it meant that you would become like, you know, ubiquitous?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Everywhere around the world, in airports and duty free shops and so on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yeah. I mean, I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[As an entrepreneur, when you build something, you want it to fly as high as it possibly can.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And what you see within the beauty space is like typically small businesses end up selling because there's a constant need for money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And to out compete these bigger brands and the reality is like I can't out market Maybelline in dollars you know I can be more creative than them but that creativity only goes so far because I can only reach so many people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:19:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[If we had the opportunity to really become like this world renowned brand, then I I think that that would be the perfect way to like submit the legacy and all of the hard work that that myself and my team has been doing over the last eight years because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Having all of these high and low moments, you know they've come at the expense of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Of of of lots of things, there have been times where I've been, you know, a bad sister or a bad friend or a bad girlfriend or a bad daughter, because I've been sacrificing for for the business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think the ultimate way to to say this was worth it is having this brand that that really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Makes makeup more inclusive and makes makeup easier and and really has this like landmark in this. This leaves its mark on the beauty industry.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[When you think of your journey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How much of your success do you think has to do with the hard work that you put in and your intelligence?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And how much do you think is because you just?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:20:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You got lucky at times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And of course I know this question is coming, but it's a really tough question.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I think I think earlier on it was all hard work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I think that hard work is still, you know, I'm still receiving the fruits of that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And nowadays I'm thinking it's luck, so I don't think any anyone can fully take credit. I think that sometimes the universe is just in alignment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And right now I really feel good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[That's Melissa Butler, founder and CEO of the Lip Bar. And by the way, after nearly a decade in the beauty business, Melissa says when it comes to putting on her own make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:32](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yep, she still struggles to get it right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes, I'm a beauty founder, but no, I don't know how to do makeup and people who I would meet, they would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You shouldn't say that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[And I'm like why it's?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I don't know how to do my makeup and like and I've tried to do a YouTube video and I came out looking like a fool.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:21:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I looked nothing like that tutorial.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Thanks so much for listening to the show this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[You can subscribe wherever you get your podcasts. You can also write to us at hibbett@npr.org and if you want to follow us on Twitter, we're at how I built this, or at Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[My Instagram is at Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This episode was produced by James Delahousse, with music composed by Ramtin Arabloue.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Thanks also to Liz Metzger, Darren Gales, JC Howard, Julia Carney, Neva Grant and Jeff Rogers.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Our intern is Farah Safari.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[I'm Guy Raz, and you've been listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[How I built this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:37](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[01:22:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gV8)