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**THE
MILLENNIAL
SPECIAL**

Inside
their lives,
minds and
wardrobes

ADITI RAO HYDARI

* we'll have what she's having

FOCUS

made for millennials

How four women translated their vision and love for beauty into millennial-approved lipsticks, lotions and liners.

By SNEHA MANKANI

She's ordinarily idiosyncratic, eats her veggies, applies her sunscreen (mineral-based only!) and prefers lunges over lounging. This isn't to say she's perfect—but she sure knows who she is, what she wants and how to get it.

And when it comes to her beauty arsenal, only the stuff that can cater to her multi-dimensional personality will do. She is but the average millennial woman. And here, the ladies who took it upon themselves to create what they could not find, the brains who combined their passion for beauty and business and are successfully meeting the millennial woman's very specific demands.



◀ THE NATURAL-MOVEMENT CRUSADER: COLETTE AUSTIN, THE SKIN PANTRY

She used to whip up the creamiest moisturiser, using kitchen ingredients, for herself, fill the rest in little jars and hand them out to friends and family. "In no time I was besieged with requests for more products, which was when I decided to take it seriously and create a

brand," says Mumbai-based Colette Austin. The Skin Pantry prides itself over its no-preservative blends and doesn't just throw in the words for effect. "I had a few health setbacks in 2015, which forced me to reevaluate my food and skincare choices. My search

for organic skincare came up empty. I found the term 'natural' to be a very blurred word, often used in an industry with very little regulation." This is when Austin decided to formulate her own emulsions and creams by using raw, certified organic ingredients

that come from around the world—vanilla bean from Madagascar, shea butter from Ghana—and are only blended on order. "As no preservatives are used, the products have a shelf life of only three months. So when an order is placed, it is hand-whipped and dispatched the next day. The customer gets to use the product



THE NEXT BIG THING:
Liquid Set Lipsticks. "We took our time developing the formula for each individual shade and pigment so that you get the long wear you expect from a liquid without sucking the moisture out of your lips." Available at www.meltcosmetics.com

THE MAKE-UP QUEENS: DANA BOMAR AND LORA ARELLANO, MELT COSMETICS



"One day over brunch we decided to make them." "Them" became the cult-favourite crazy-coloured ultra-matte lipsticks that two girls behind adjacent make-up counters at Nordstrom dreamed of. "We shared the same vision for the perfect lipstick but could never find it. We constantly talked about what this imaginary lipstick would look and feel like." A look through their Instagram proves their passion for innovative and fearless make-

up. "We break the rules. We are rebellious and do things corporate brands are scared to do. We have a marijuana-themed make-up collection, controversial shade

names [like Nudist and Shady Lady]; we aren't afraid to push the envelope. We've always received a great response from our customers because everything is authentically us."

The millennial mark:

- ✓ Make-up without boundaries, made for absolute self-expression.
- ✓ Convenience: Stackable eyeshadow pigments encased in magnetic disks with a mirror on top that you can mix and match to make your custom stack.
- ✓ Keeping clients a top priority. "Every year we throw a launch party for our supporters, where they get the first look at new products. It's so rewarding to watch Melt fans play with new products knowing they get the first peek."

when the ingredient nutrients are at their most potent stage."

The millennial mark:

- ✓ Blends can be customised to suit skin problems.
- ✓ The phthalate-, sulphate- and paraben-free products are only made to order.
- ✓ The range targets the biggest millennial concerns—from sensitive skin to adult acne—with multi-action formulations. "The Skin Smoothie Non Soap Mineral Based Face Wash range is a unique formulation of precious carrier and essential oils, minerals and clays whipped into an aloe vera base. Aside from cleansing, it deposits minerals and oils on the skin, thereby balancing the skin's own oils while moisturising it."

THE NEXT BIG THING:

A multitasking wonder. **The Breakfast Scrub**, that triples up as a mask, scrub and daily cleanser, all rolled into one. Available on email order at theskinpantry@gmail.com



THE LIPSTICK INNOVATOR: NATASHA MOOR, NATASHA MOOR COSMETICS

The story: A make-up artist based in Hong Kong, Natasha Moor's endless hunt for that precise lip colour for Indian skin led her to create her magnum opus. "My first product was born out of necessity. I found that with every client I had, whether it was a bride, a shoot or a masterclass, it was extremely difficult to find the perfect shade that was beautifully pigmented, long-lasting and hydrating at the same time," says Moor. The demand for liquid mattes, specifically for

Indian skin tones, is what inspired her first collection. "I would mix different brands together on the job, then have my clients calling me to mix the shades for them so they could keep it in a container for daily use. This is when I started to think: why not start

my own brand? It took me two years to develop and finalise my perfect formula and shades and I have never been happier!" Moor started off with 11 liquid mattes and 10 lipsticks and will now be adding 12 summer shades to the collection. ■

The millennial mark:

- ✓ The liquid mattes come with a 14-hour staying power (we've tried: the colour will not budge—it will stay through burgers and bicep curls)
- ✓ The lipstick comes with a mirror on the case to ensure your on-the-go application never goes astray.
- ✓ A percentage of their profit goes to an organisation that supports victims of domestic abuse and human trafficking.



THE NEXT BIG THING: Concealers that will conceal every line and imperfection. "I've got you covered!" Available at Natashamoor.com

VIKRAM PATHAK, JIGNESH JHAVERI, SHUTTERSTOCK.COM