

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