

MOUJESH

N°66
2019

STRONG FORM

Game-changing fashion for the independent woman



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WARRIORS

The women changing the beauty game, one eco-friendly step at a time



Janine at Dubai concept store Comptoir 102, where Muse & Heroine's clean beauty products are stocked

Words: Dina Kabbani. Photography: Borna Ahadi

JANINE KNIZIA

German, founder of Muse & Heroine

As global demand for a cleaner, healthier and eco-conscious way of living grows, the beauty industry has slowly transformed, in order to satisfy the appetite of its sustainability-savvy consumers. “I think it happened because of the food revolution: we realised how we nourish our body is very important,” says Janine Knizia, founder of Muse & Heroine, a ‘clean’ beauty agency. “We are spending so much money on organic healthy food, detoxes and spa retreats that it’s very natural that the next step would be what we put on our skin.”

The German-born, Milan-based entrepreneur left behind 15 years in the fashion industry to start up her concept of bringing clean beauty products from all over the world to Europe and the Middle East. Her mission, to start a green revolution in a region that is slowly taking interest in what is now a billion-dollar industry. “I spent a lot of time in Los Angeles, and when I came back home to Europe I could never find all the amazing toxic-free and environmentally-friendly products I was using back on the East Coast,” she explains as to why she decided to start her own business. “I realised that it couldn’t go on this way; that something had to change.” With the name for her concept already in mind, Janine left for New York, where she studied to become a certified holistic health coach, something she felt was necessary as she “didn’t want to just speak about sustainable beauty products, but be able to educate and teach people how to treat themselves every day.” And she would soon lead Muse & Heroine to be just that, an educational platform where she could communicate to others everything they did not know, and needed to, about ‘clean’ beauty. “I had this vision, where I wanted to bring these amazing eco-friendly and vegan brands here. But then slowly I understood that it’s not only about bringing the brands here, it’s a 360-degree job that involves everything from events, to going to stores, to making speeches about sustainability in beauty.” And all the travelling to share this knowledge has paid off – Muse & Heroine now holds some of the world’s top pioneering clean beauty brands, covering a region that stems from the heart of Europe, all the way to the Middle East. Not a small feat, especially for a woman who had to spend months in LA trying to convince niche green brands to trust her to take their products outside of the US – something she fought hard for.

Janine’s business success demonstrates just how much she has achieved in an industry she once knew very little of. “I’ve met so many incredible, powerful and inspiring women that, just for that, I’m so happy I started Muse & Heroine,” she says. “The clean beauty business is like a community, everyone knows everyone and they all support each other – it’s unbelievable.” It is also an industry that is overwhelmed with beauty products, from toxic-free to vegan and organic, making it difficult for some to decide upon what to invest in. “The brands that I choose to represent have to be 100 per cent clean. Meaning no harmful

ingredients that can damage your body, skin or bloodstream,” explains Janine on her cherry-picked selection. “I try and test every single product on myself. It’s a sort of a personal guarantee that I give to clients.” Products that have made it into her own beauty routine include Julisis Contour Hydra Serum and Le Prunier’s award-winning Plum Beauty Oil. “The oil has changed my life! They’ve been using it in Japan and Korea for over 600 years, and its effects are eight times more efficient than argan oil,” she tells us. And change is something high on Janine’s agenda, with her plan for the future of clean beauty even more revolutionary than her agency. “I want to build an online platform for our side of the world that covers the best beauty spas, healthy food places and travel escapes, an online store and booking service – a one-stop-shop for all beauty needs.”



Le Prunier's Plum Beauty Oil



Activist Raw Manuka Honey

TAYLOR & JENNY FRANKEL

Canadian, co-founders of Nudestix

When it comes to beauty, sometimes it can get downright overwhelming trying to find the right products for our skin. An industry made up of an untraceable amount of formulas and ingredients to achieve the best version of our complexion, beauty does not have a good record when it comes to sustainability – in part due to excess packaging. But thankfully, there are some brands making it their mission to reduce our eco worries.

Nudestix is a Canadian-born make-up brand offering a range of multi-functional products for the eyes, lips and face, that not only make looking good, naturally, very easy, but the brand's sustainable approach promises to leave us feeling good about our beauty choices, too. "All of our products come in a beautiful black matte tin," explains 22-year-old Taylor Frankel, one of the founders of Nudestix. "We created our tins because we wanted no packaging to be thrown away. Our best-selling products are our pencils, and they are all created by sustainable forestry." Instead of using a twist-up pencil, each tin comes complete with a sharpener because, Taylor explains, "once you sharpen your pencils all the way down, there's less to throw away. It becomes this really eco-friendly stick, and you're not ruining the environment either."

The eight-year-old make-up brand, which officially launched in the Middle East in 2018 and is available at Sephora, is the family success story of mother Jenny, and her two daughters, Taylor and Ally. Captivated by a slew of offerings that promised skin a natural finish, the trio wanted to create a range that was authentic, appealing and approachable. "My sister [Ally] and I, wanted beauty that was real, easy, fast and effortless," says Taylor. "We felt that the beauty industry had amazing artistry brands and skincare brands but, there was a missing piece for a beauty brand that was speaking to the modern-day woman." With her daughters' desires at the forefront of her mind, mum Jenny saw a business opportunity. While she experienced her own *Eat, Pray, Love* moment after leaving her post as a product developer for MAC Cosmetics, Jenny, now 47, was determined to create a revolutionary story that was "inspired by Ally and Taylor". With a common goal of creating make-up that enhanced natural features, the trio got to work. Drawing on her background in chemical engineering, Jenny positioned the business to become one of today's top 'clean' beauty brands. "All of our products are cruelty-free. Anything that is manufactured as of 2019 is 100 percent vegan," assures Jenny. "When we developed Nudestix, it was never an option that we wouldn't have cruelty-free products. When we talk about luxury formulations, it's not just the way it feels and goes on to the skin, but also which ingredients are in the products." The brand has resonated not only with consumers across



Nudestix Magnetic Nude Glimmers at Sephora



Nudestix Nudies Matte Blush at Sephora

the globe, but also with a handful of celebrity heavyweights. Recently, the Nudestix women collaborated with legendary make-up artist, Mary Phillips, who created her own Nudies Matte bronze shade, Sunkissed. "Mary loves real skin, and the shade was really inspired by her go-to make-up look for her clients, including Kim Kardashian, Kendall Jenner and Bella Hadid," Taylor explains. And when it comes to a superstar breaking the norm in beauty, both Jenny and Taylor single out Cara Delevingne. "If there's one celebrity we would love to see wear our products, it would have to be Cara. She's been our inspiration since we launched Nudestix and she's a groundbreaking woman, who is challenging the norms of fashion and beauty," says Taylor. "When Instagram launched in 2011, Cara was keeping things so real and authentic. She was a role model and she may not have realised the impact she had," Jenny concludes.

