

Episode 33 - Shit We Don't Talk About

Podcast Guest: Heather Fink – The Sexiest Beauty

Topic – Beauty & Cosmetic Industry Stigmas

Speaker: Mia 00:01

Hey, welcome to *Shit We Don't Talk About*, powered by Helix Interactive. My guest today is my good friend Heather Fink, founder of the Sexiest Beauty. She has been in the cosmetic industry since the late 80s and she's definitely qualified to dish on today's topic. We're going to dive into everything from the lack of inclusivity and diversity to the fact that some of the messaging needs to change. Hence, the term anti-aging has got to go. Tune in. It gets good. Here we go.

Speaker: Mia 00:36

Hi, Heather, also known as Fafa.

Speaker: Heather: 00:40

Hi Mia Fafa

Speaker: Mia 00:42

So y'all, Heather and I have known each other since 1989, 1990.

Speaker: Heather: 00:49

Yeah.

Speaker: Mia 00:51

And you've been in the cosmetic beauty industry since 1988. So you've seen some things. And we're gonna dish today, because, first of all, that means we've been wearing makeup now. I mean, we're 56. So going on about 40, 42 years, depending on when we started it. We want to blow the lid off of some of the shit

that's out there and that is shit we're not talking about. It's such a natural thing in this world of what we're going to be wearing and making sure we're judged up and how all that. One thing we can dive into today, as well as what the pandemic has done. We're changing up that paradigm of what you think your standards are that you need to meet.

Speaker: Heather: 01:34

For sure. That's a loaded topic, as well.

Speaker: Mia 01:38

It is and I'm springing this on you. I didn't prepare you for this, but it says, "*According to estimations, the global beauty market will have had a decline of 20 to 30%, due to the pandemic.*" And that makes a lot of sense. But what I love and we'll have some links to Heather's company, somehow you still have made your 'Lippy Lip Shade' company really make it during the pandemic. And that's because of zoom. We're both wearing some of your colors right now as well.

Speaker: Heather Fink 02:10

Absolutely. We've got to get zoom ready, right. We had to do that whole thing. And then we had to be safe and stay sexy and put our masks on. So we still

Speaker: Mia 02:20

...have that on there

Speaker: Heather Fink 02:22

...have a formula for that. I don't know whether it's had or have. We still have the formula whether we still need the mask or not

Speaker: Mia 02:28

...the mask proof. Well, then it'll turn back into sex proof like it originally was.

Speaker: Heather Fink 02:32

That's another loaded topic we could touch on.

Speaker: Mia 02:36

Yes, please do. So let's talk about all the things. But first up, like I said, you've been in it since 1988. We have, you've worked with a lot of different companies. Tell me about some of your experiences of being in the makeup in the cosmetic industry. Dish, please.

Speaker: Heather Fink 02:51

Yeah. Well, you and I were so lucky to meet each other. And that was at one of the, you know, I guess they were all fun but one of the funnest, for sure, times that I've ever had, and brands that I've ever worked on was, the Victoria's Secret. Victoria's Secret beauty and that was in the heyday, you know. Victoria's Secret in the late 80s and into the 90s and I was there till 2000. And really saw Victoria's Secret beauty off the ground from no beauty products at all, to, yeah, it was over a half a million, a half a billion, \$500,000,000 in sales at that point. And...

Speaker: Mia 03:40

And at that point too, it's interesting because that, when we look back that was just bras and underwear. And then they came out with the fragrances and the lipsticks. The company that we work for also produced bath and Bodyworks line, which again, this was back in the late 80s, early 90s when, 'warm sugar, vanilla, come on now', which they still have and then, so you worked there and helped launch that. So you've seen a lot of the ways that things come out, what the appeal is, products, the way that you even, what they put the products into. What are some of the other brands that you've worked with as well and some of the challenges you've run into? So everything's beeping. I'm waiting for my dog to start barking.

Speaker: Heather Fink 04:27

Yeah, exactly. Maybe he can. So yeah. And I want to will touch on sort of the dynamic of what was different in the 90s to versus today as all that aspirational beauty. And from there, I was so lucky to go over to Mac. I was hired to the marketing team at Mac cosmetics in 2000, taking over with Jennifer Balbier crew from friends, from the same mentor from Victoria's Secret beauty. And Jennifer was leading the product development team and they had just brought, Estee Lauder had just bought the Mac brand, from its original founders and moved the company down to New York. So I was part of that very first team and work directly and closely and still to this day, as they do with the makeup artists, to develop the product.

So that was amazing. And talk about diversity and inclusion and they are a brand to really learn and be inspired by.

Speaker: Mia 05:42

I felt like that was one of the first really edgy brands back in the day that kind of came out from that. I mean Estee Lauder, you think that that's super traditional, and kind of your mom and your grandma's line, so to speak than to go to that fun, edgy brand.

Speaker: Heather Fink 06:02

Yeah. And what a great acquisition that was. That was really strategic, you know, obviously. They don't need me to mention that now, [Mia - but it truly was]. But yeah, I mean, what that brand, you know, I think it was around 400 million at the time. And I don't even know what it is today. I don't even know if they break it out publicly, but it has to be it's the multi billions. And really, based on that. That was really inspiring to me. I love that brand. That brand really stands out to me.

Speaker: Mia 06:37

Here's one thing I love and why I wanted to talk to you today as well. You embody to me, someone that sees the artistic piece and the artistic side of it. And you've brought that into your company, the sexiest beauty, which we'll get into as well. But seeing that, again, the empowerment piece to cosmetics, which is also tied to the fashion industry as well. And I know there's a lot of things, we're going to get into anti-aging as well. And the words that are being used, that can be weaponized against women. Everything from the expectations that we have of how we're supposed to look to the chemical piece of it as well. And we're going to give you some good information and some good links to how to keep an eye out of what you're putting in and on your body. Here's the here's a fun fact, I'm going to jump into it just for a second. The EU, which I know you said your company is compliant with, that's the European Union has banned or restricted more than 1400 ingredients used in cosmetics, whereas the United States Food and Drug Administration has only prohibited eight ingredients. Now these facts are from 2019. But I'm pretty sure they're still part of that. So that's a piece to talk about, as well, for sure. So you went from Mac and then where else did you go to after that?

Speaker: Heather Fink 08:02

When I left Mac, I had my own company for a while, I created products and brands for others. And then I went to SC nail polish, OSC that was before she was bought by L'Oreal. And so that was really amazing too. And that was probably, you know, there was a little bit of 'that was very sophisticated and very fashion forward'. And you know, and not that Mac wasn't, but it was a little even more into this. Well, in terms of the products and the themes and the names, we did a lot of around fashion. So I felt like that was a really great aspect of that brand and also at a pivotal time in their growth as well. They went direct to consumer, I took them direct to consumer versus just in the nail salon. And so that was a really cool time also to be at that brand. So that was SC nails. Another really fun category and all about color and fashion. Yeah, expressions itself, you could change in the Polish, you know, change your nail polish color, and in five minutes or less, I mean, well you gotta let it dry and that. But you know, boom, and you're like, you know, you're totally all fly.

Speaker: Mia 09:32

I do love that there are a lot more ease. There's a lot of ways that people can use nails. There's all the different patterns and all that type of thing too. And again, I think what really struck me about this topic is this combination again of either it can be a trap that you have to keep up with. And this pandemic has been interesting, the things that I thought were so, so important. You couldn't have caught me outside without any kind of lash extensions, and things like that. Now I've just been like, *'fuck it, you know, I'll put something on when I don't care, my lashes'* the whole thing. So I'm finding freedom in that. But I think there's something to be said also for choosing what your freedom is so that you don't feel like *"Oh my gosh! I'm not a whole person if I don't have this on"*.

Speaker: Heather Fink 10:22

Right. It's about having the freedom to express yourself and choose how you want to do that, how and when and doing it, you know, to a point, safely.

Speaker: Mia 10:32

Safely, yeah. Safely is a huge point, too. I know that Charlie's daughter, my boyfriend's daughter has really gotten into cosmetics as well. So we've really been trying to pay attention to, again, with these numbers

that only eight ingredients have been prohibited. And I know that some ingredients can also be endocrine disruptors. That's a big piece as well. So let's talk about that. And then a real quick, and sorry, you were also QVC. I want to finish up with your amazing pedigree of being in this industry and why you know so much about this. So you were also on QVC. And then you started your own company, another new company.

Speaker: Heather Fink 11:08

That's right. QVC was really all about working with those other brand founders, and helping them to build their story and bring that to the customer. So I learned a lot there too. And we were talking before the show about the Corona, the pads. I mean, that was a brand I launched on QVC and it was at the time when naturals and that whole sort of, clean beauty was really taking a foothold. And we were at the forefront of that with QVC, almost ahead of its time.

Speaker: Mia 11:47

What year was that?

Speaker: Heather Finks 11:48

2010

Speaker: Mia 11:50

Okay, so yeah, I mean, we're talking 11 years ago that people are starting to at least pay attention to that, so that if we're gonna do that, at least it's gonna be healthy as well.

Speaker: Heather Fink 12:02

Yeah, so that was a great learning experience time for me as well and company and also seeing what people loved in real time you know. You literally could see as the sales were ticking and the testimonials were coming in, what people responded to, what people like, what they didn't, reviews you know. I read every single review, what they would write about every single product. People loved those little pads too by the way.

Speaker: Mia 12:31

Yes, I'm holding these up because they still make them. I was saying I was at my favorite place here, yes, in Denver called Wax and Lashes, where I get all my stuff and that's how I learned about our kind of and I would say, one piece of advice for men and women and with, you're all going to find the skincare products is, find somebody that either if you go to the salon that really can check out your skin and that you know what to wear, because I have a combination. I have our Connor, I buy your products as well, so I'm finding all the things that work for me but then also isn't a huge chore. Because fuck me, can make up and beauty a chore, which, let's dive into that. What are some of the darker sides, whatever you feel comfortable telling me about or sort of the shit we don't talk about from the beauty and cosmetic industry?

Speaker: Heather Fink 13:24

Well, I think the main topic, you know, on the table is the whole lack of diversity and sort of the aspirational aspect of what is portrayed as beautiful and it's evolved a lot. You know, we talked about Victoria's Secret beauty and back in the day and that was in the 90s when, at the height of the supermodel craze, you know the supermodels was our heyday, which you know, they were truly aspirational and inspirational. Truly, yeah. But that was really the era and the whole Victorian premise of the Victoria's Secret cosmetics line was based on the supermodel. Supermodel is the icon of beauty. And here's the, you know of the lipsticks and the products that we created were modeled by the supermodels. And that that was the line. So fast forward 20, 25 years today, what I think is, the sexiest beauty, what my brand stands for, is you. You're the sexiest beauty. It's the each individual person and impact and feeling empowered to embrace their own authentic beauty. And it's nothing that hasn't been said before. You know, it could sound a little like, *'yeah, okay, what's so new about that?'* But...

Speaker: Mia 15:13

It just hasn't been applied. It really been a lofty goal, but it hasn't been something that's really been embraced.

Speaker: Heather Fink 15:21

Yeah, I think so. And then and I also think to, on that note, you know, to take a brand that's been around for 20, 30, 40 years or less even, you know, and turn that ship around or get it kind of going in it, it's a lot harder than just starting a new brand from scratch and say, *'Hey, we're gonna do you know, this campaign, and it's gonna have a really balanced group of diversity and the whole brand is gonna stand for diversity'*

and inclusion'. Putting your money where your mouth is, as we like to say, it's a little easier with a new brand to do that. So I have that luxury of being, and also really, being heartfelt and being a passion of mine. That's passion, you know...

Speaker: Mia 16:15

Yeah, yeah. And I love that you've been able to put that out there. But when you think about it, again, going hand in hand with fashion and beauty and cosmetics, even that's been slow to change, again, we you and I grew up where we were at the age with the supermodels. So Naomi Campbell was a natural look for that. But she was pretty much the only one. And so fashion has been traditionally and especially 'oh my God in the 90s, nobody like her and she's super, super skinny, when Kate Moss came up and in there, there was some variants at the time. But it's they do mirror each other of diversity and runways were not unless it was a brand that was a little edgy. They didn't really have a lot of diversity as well. That's been pretty frustrating to see over the years.

Speaker: Heather Fink 17:09

Yeah, you're right. I mean, there are some brands and some errors that kind of stand out. I'm watching the 'Halston retail'. (Heather –Yeah). He's really embraced diversity in his models and point with Naomi and some of the other supermodels and some brands that really. But also, you briefly touched on that whole heroine 'she can' and I don't, you know, until recently, body positivity hasn't really ever been embraced by fashion. No, not in relation about beauty. But you know, in the sexiest beauty stands not just for diversity, well, its diversity and everything, and that includes age, positivity and body positivity and gender neutral equality. So, diversity really means a lot more than just skin tone. Diversity means being diverse in everything in terms of showing, representing what the fabric of humanity looks like, right?

Speaker: Mia 18:17

I mean, that's, you know, I dive into this so much in my personal life, as well as the podcast of representation, obviously, so. And that's a hard thing for all of us that look like you and me, which are hetero-cis white, right, that we see a lot of us out there in the world. And it that's pretty normalized. But that means that there are this huge swath of the population much more than what we look like. They don't see themselves. They don't see themselves either different size, I mean, I don't even think Band Aid came

up with anything that wasn't that nude white skin tone until recently. So you know, even cosmetics, I was listening to some actors talk about getting their hair and makeup done, that were bi-POC and how frustrating that was even to walk into the makeup room. And there was nothing that was made for them, unless they looked like you and I did. So that's a diverse difference.

Speaker: Heather Fink 19:21

And as we were talking about earlier, it's about calling the beauty industry out and that means me, that means when there was an article that you and I were reading, and I was quoted along with many other brand founders in beauty independent about what word or words do you feel should be excised from the beauty industry? Lexicon, I guess of, verbiage and a lot of people, myself included picked anti-aging

Speaker: Mia 20:06

It's so baked into the right and the verbiage of the goal that you really want to do. Anti-aging can mean dead, people. Come on! Like that's the ultimate. Like I don't want to age. I'm pro aging love. You know, that's one of the reasons why we even came up with this topic or even talking about this, is the ridiculousness of that word. And this is a joke that I tell about aging was from about 25 years ago, Nora Ephron came up with a book called *'I felt bad about my neck'*. And other stories of aging, and right. And what was literally, on the cover of the book, it's a cold cream jar, right? Yeah, this came out when I was probably about 30. And I remember seeing that and going, *"What the fuck does that mean?"* I didn't get it.

Speaker: Heather Finks 21:04

What are we talking about? What's happening here?

Speaker: Mia 21:07

And now, as anybody who knows me really well, but like, *"Oh, sorry, about my neck"*, you know, felt feel badly about my neck. And now I get it. Like, that's this aging piece. It's so interesting. But we also know too, that we've seen ads where the product is geared towards someone our age or older, but the model is a 25 year old.

Speaker: Heather Finks 21:30

Oh, well, it's completely unacceptable.

Speaker: Mia 21:34

It is. So that's also changing and calling it out to saying, *'Hey, I don't want that to represent me'*. And I have seen some people that, sorry, that had been called out lately, and I love it. Yeah, like, 'let's just start speaking on that', which, as you know, my brand with my being a brand ambassador, and a lifestyle blogger is about female buying power. But again, shit we don't talk about, a lot of that even though we're making the buying decisions, it's not necessarily geared towards us. It's in some ways almost geared to alienating, which I think the phrase 'anti-aging' is as well.

Speaker: Heather Fink 22:10

Right. I think there's almost a history of shaming a person into feeling as though they need the product or, there's something wrong with that condition or that occurrence. You know, okay, we're getting older, we have wrinkles, right? It's almost about normalizing it, and to your point, using models that are actually of that age and actually represent. And also doing it in a way that's positive I feel. In all of my marketing, I tried to do things that are pro, you know, pro radiance as opposed to anti-aging. I want to be radiant. You know, I don't want to have wrinkles and, you know. Okay, fine, I have wrinkles, but, I want to minimize them or mitigate them, you know. I don't see any shame in that.

Speaker: Mia 23:12

So and I think the danger of the shaming is that, some of the things that could be seen as positive are also unhealthy. So weight, right? So what people would consider certain things that like, *'Oh, well, that doesn't look healthy'*. Well, we're all different body shapes. So if you start getting into that dialogue of *"Okay, this is what the picture of healthy is"*, it may not necessarily be. So opening up, I think that idea of what is healthy is also part of the diversity conversation.

Speaker: Heather Fink 23:43

That's a really good point. I'm glad you mentioned. It was another image that I had received pushback on early on was a body positivity. Someone had said, *"Oh, that's not a healthy representation of an aspirational."* In other words, someone that was heavier set, they were telling me to, should not represent a healthy aspiration of a human body. That's what I was told by, again, it was a professional. I'm not

talking about just, you know, someone who had a comment on Instagram. This was a professional feedback that I received along with my branding being too ethnic and looking too urban and...

Speaker: Mia 24:39

Right and we'll post a picture of it. There's an image or a collage of images behind you that you're saying that I love that this is what you wanted your product to be, to appeal to. And if anybody follows you on Instagram, they're going to see that diversity in that as well. But not a, "*Okay, this is the one Model. We're just going to try and fit into whatever,*" but he's saying what we should do right now. This is infused in your brand. And do think that that's becoming more mainstream hun?

Speaker: Heather Fink 25:12

I definitely do. I definitely see progress. I do see some of these bigger, you know, the behemoths trying to turn the boat around and you know, move in the right direction. Some have been doing it all along, but those who have who may be needed to make some progress, I think are definitely working on it. I think it is due to the customer, you know, the consumer of 'Pushback', and also trying to keep up with the brands who are doing it. So yeah, and, you know, you mentioned about Fenty beauty, which actually launched before Fenty. But obviously, she could make a really big impact to Rihanna with her brand and the diversity that's also baked into that brand. And she was the first brand that, you know, and the backers behind her with that company were the first to bring 40 shades of foundation to the market. And that's a really hard thing to do. I don't say that lightly. I could never 40 shades of Foundation, which is why I won't have foundation in my life. Right? If I'm not gonna do it, and now I think they have 50 shades. If I'm not going to do it, right, I'm not gonna do it. And with minimums, that's really hard to do. So I'm not suggesting that it's an easy thing to do. But I think it's a necessary thing to do. You can produce 40 shades of foundation. But again, that's you know, if it's more opaque, maybe you could get away with less, if it's a little more. I'm not trying to like blast on brands that have 36 shades of foundation or whatever the case, but

Speaker: Mia 26:53

Let's set some goals first. Let's set some goals, you know

Speaker: Heather Finks 26:56

Yeah, I think brands are doing a better job of it. But I think they're also being led by brands like that who are forcing that. I actually went on Clinique the other day to see how many shades of foundation they had. And they did a really nice job.

Speaker: Mia 27:15

Good. Yeah, we're gonna give you a little shot out on that too. But this is a long time coming, incredibly overdue, as well, because it's gotten into that with all of these different, who they cater to was very, very limited. And that's not the way the world ever was, ever has been. So I think that Rihanna has been really successful at not only asking for a seat at that table, she's burned that shit down and built her own goddamn table. That's right. I'm here for all of that.

Speaker: Heather Fink 27:49

Yeah, yeah, absolutely. There's a really good Instagram. It's like beauty industry insiders. Anonymous called Estee laundry, and

Speaker: Heather Fink 28:05

... I think it's like really cute and fun. But they're always calling out all kinds of stuff. So it's really kind of like what we're talking about. There's an account for it. Yeah, they're always posting these brands that still come out with, like, some name brands that I won't name, you can go check them out on Estee laundry, where they have 12 shades of concealer or foundation and 11 of them look like or like they could be called ivory. Right?

<https://www.instagram.com/esteelaundry>

Speaker: Mia 28:40

Yeah. I agree.

Speaker: Mia 28:44

And I'm like, "*Seriously? That's all you got?*"

Speaker: Mia 28:48

I love that. I see that this is what I like to about conversations like this. And then following accounts like that, in addition to that account, there's 'mamavation'. <https://www.mamavation.com/>

It is a company that I follow M a m a v a t i o n, they are all about safe products, and calling shit out. I mean it's my friend, Leah that runs that. And they spend a lot of time you know, calling things out because the FDA really is pretty loose on a lot of these things. You can put the cute little baby face on something and that's it. And so you know, in your mind, you see that as healthy. So I think really empowering people to take a look at become a detective, quite frankly, a detective for what they stand for. Their diversity, their message as well as their products. I just think that's something that women are moving towards. We were certainly not raised by that. I mean, we were raised with Revlon. What we're probably you know, Maybelline and again now busted on y'all, don't at me, because I know I'm not here for that. Or even Mary Kay. And these things were that, these were industries that were so male dominated. And also ironic. But we're creating products and telling us what we thought they were all about. You know, speaking of diversity, another thing that I love, we have some accounts that we follow, and one is David Lopez, I'll put links in here. I'm so gunning David, if you're listening, I'm going to tag you on this. It's David Lopez with two 'Z's. This man, I just got

Speaker: Heather Finks 30:27

...addressed to send him some lippies

<https://www.instagram.com/davidlopezzz>

Speaker: Mia 30:29

We do. He would look so beautiful in that just he and that he's full beard and wears so much beautiful makeup and does his hair and I just, my mind comes in glued when I see this beautiful marrying of all these different things and I'm sure he gets hate now. I mean, I know the lovely person that you sent me the headband from. He does the same thing. Terrence.

<https://www.instagram.com/terrancewilliamsdesigns>

Speaker: Heather Fink 31:04

Yeah. And I met Terrence when I went to beauty con one year and I was walking around. And he's the only person. I went up and introduced myself to him. I was like, *'Oh my gosh, I love your outfit.'* He was wearing a gold toga. It was a, he made which I didn't know, you know, I realize before he informed me

but it was a gold head piece. Like with the gold leaves. And he was with a friend of his. Khadija and the two of them, I'm still really good friends with the two of them today. Khadija has her own beauty line. We're always cross promoting and loving yourself about that. And you and I were talking about this whole men and makeup thing in this industry webinar that I was on.

It was at a presentation and kind of progressive beauty industry leader said something that totally shocked me. When I heard the words come out of their mouth that they were predicting that in 50 years, men makeup would be normalized. And you're like,

Speaker: Mia 32:26

...an extra zero on that, like

Speaker: Heather Fink 32:31

Whoa, what about today? I mean to me today, it's already, I mean, in my mind, it's already happened. Maybe there's a little catching up to be done. Maybe we'll give it a year or two for the rest of the world to catch up with us.

Speaker: Mia 32:50

You told me that before we started out, like 50 years, I'm gonna be dead, we are really old ladies. So come on, people.

Speaker: Heather Fink 33:00

Like, 'hello chop chop!' Yes, I love represent, you know, I love posting pictures with Terrence and by a beautiful friend, Sammy was with one of the fabulous speaker sexy influencers, brand ambassadors from the shoot that we did that day. I think it's really important.

Speaker: Mia 33:21

The representation piece on that too. Absolutely. But at that another word we can throw in here too is the normalization. Because again and I mentioned briefly, I have there's one gentleman and I cannot remember his name for the life of me, just delightful and lovely. And he has that same look with the full facial hair, and clearly masculine and the look that he wears this to life full make up in these beautiful colors. And he has even said like, *"I know you're going to come at me for this but I think it's part of this normalization"*

which quite frankly needs to start or is happening with kids, say for instance, your daughter's age or with this younger generation that they're being normalized to that as well of it not just being only for here. I think that's where it's gonna really a lot of the progress is going to happen, not in the makers of it necessarily, but in the implementation.

Speaker: Heather Fink 34:16

For sure. And I think that's why it's important for people like us to do everything that we can, to lead by example, to be there for our daughters that you know as you are and I am with a 12 year old daughter of my own, to show that this is what beauty looks like, beauty is diverse. The world is beauty. Beauty is in as you behold it, you know. There'll be hold this (Mia - Yeah, Hey, how am I supposed to behold this?) Yeah, it's not just, you know, I always say this the skinny white check, you know, skinny white check.

Speaker: Mia 34:56

It is. And I am. I embrace having the responsibility of just really disabusing a lot of the world of that just with how I look like, Yeah, I know how like, yes, this could seem to be an advantage, but I'm going to start speaking up about it because that can't be the normalization of 'this is a safe suit, 'this is a safe look,' if it's a, you know, a man in a dress, and I would love to see that for the fashion industry as well, of the freedom of that. We were driving around in our neighborhood the other day, and this guy was walking his dog and he's in a kilt. And I was like, Charlie said something like, he said, and I said, '*Dude, look how freeing that looks,*' like that looks to me, if I were a guy, I would think that is an amazing look. So I'm really hoping that again, we can drop that zero off that 50 years of progress for that and let people kind of express it, because that's what I love even with Terrence, that's about his fashion. I mean, he's designing things that are the super flowy and feminine. He just looks fucking amazing.

Speaker: Heather Fink 36:02

Yes. And he wears them with you know, cut off jean shorts, or you know, a lipstick or a beard.

Speaker: Mia 36:13

Yeah. That's it some pushback from some of the images you said as well, from some of the things you've done of men modeling your lipsticks.

Speaker: Heather Fink 36:21

Yeah, I was told again, and this is by another professional colleague, that they found certain images of the men that in makeup that I posted. I forget the exact word, repulsive or exotic,

Speaker: Mia 36:42

Not just off putting but like, like they were really? Wow.

Speaker: Heather Fink 36:49

Offended, yeah.

Speaker: Mia 36:52

What did you do something to get offended about?

Speaker: Heather Fink 36:55

Like, I don't know why these things don't stop me. (Mia – Yeah), it Oh, and again, I can't back down. I can't, you know, *“okay, well, I'm sorry that you feel that way. But this is what my brand stands for.”* Right?

Speaker: Mia 37:09

Yeah, that's the perfect use of the good old, the best use of *“I'm sorry, you feel that way.”* Because it really is like, that's sad for you, for you as a person that I'm shocked that you're shocked.

Speaker: Heather Fink 37:22

And how I see such beauty in something that someone else doesn't. I mean, I get it. Like we don't all have the same opinion of beauty. But don't say that what I see is beauty isn't beauty.

Speaker: Mia 37:35

That is I mean, but we've been saying beauty is in the eye of the beholder forever and ever and ever. So you know, it's there for a reason. (Mia - Yeah, exactly). What are some of the other things you want to see on your wish list as we start to wrap this up of what you would like to see move faster in this industry, and that you're obviously doing a part to implement?

Speaker: Heather Fink 37:58

Oh, gosh, I think we touched on a lot of them. You know, we touched on the diversity and the inclusion at all levels, not just skin tone, but body positivity. Positivity, which, you know, the whole anti-aging thing, we want to turn it on its head, it's pro aging. It's embracing radiance. It's embracing that.

Speaker: Mia 38:24

Safety and products too. I know, you'd really, I mean, that's something that it's not cheap and it's not easy. And I appreciate you being forthcoming and forthright about that, about how difficult it can be to put out all these different lines or how to make your lines diverse, like you said with foundation. So safety as well. That's not necessarily a cheap thing either for things, safe and healthy.

Speaker: Heather Fink 38:49

It's not such a cheap thing or an easy thing. And I'm glad you brought it up because the other thing that I didn't I never did was jump on the bandwagon of clean beauty, where clean beauty will work. Clean beauty to what we're green and clean. And that, you know, I chose to use the word toxin free because I feel like and I felt like this from a few years ago. What is clean beauty even mean? You know, and to your point about it's hard to make proud, you know, clean beauty I think in its truest essence, would have very little, well I don't even know. The point being you know the whole thing with the EU compliant and the ingredients that are on the EU list. And I call our brand and our products toxin free because I feel like that's saying something that's meaningful. I don't know what clean beauty...

Speaker: Mia 39:50

It's a blanket phrase

Speaker: Heather Finks 39:53

...consumer I think it's important to be toxin free and clean and green and sustainable and we do all those things. But I also am starting to see pushback on that too, because what does it really mean? You know,

and just slapping the word 'clean beauty' on your brand or your product, I think is losing some meaning. So, to your point, if you have, if you can be toxin free, were all made in the USA, I think it's important to know where your products are made sure, our products are all made in the USA at all the top labs, well, two of the top labs. They were only made in two labs, but with all the top products and brands in the industry, and I think it's important to know that as well, to your point about being about being safe.

Speaker: Mia 40:42

It is and then being a label detective, and again, the thing I love that has come out of the beauty industry and then with the changes in the world, especially in the last two years. And then especially in the last year. People have had more time as being a label detective and finding out what these companies stand for. And that's everything, folks, I'm going to exhort you on that. That is everything. So we're gonna have some links in the show notes. So just go to also the **Sexiest Beauty** right now I am wearing because I wear them on my shows all the time. Right now I'm wearing *Fab fuchsia*, and you're wearing *Eat cake*. And (Heather –Fuchsia), yeah, they are fuchsia. Oh, can we just talk real quick about how you bet your brand? You had to get away from some of the saucy of the titles, which I love, having some of the labels that you had the name. So talk about that and then we're gonna wrap up and I've got one more question for you.

Speaker: Heather Fink 41:44

Well, thanks, Fafa. And yeah, that was one thing that I meant to touch on it. And I'm glad you brought it up the whole thing about you know, 'we're the sexiest beauty.' So, what names haven't I done? And all these years, I even worked on Agent Provocateur, which is a high end British lingerie, you know, super, super, super, super sexy, like to the edge of sexy. So, how much sexier could we get? You know, we're the sexiest beauty, so I thought let's be cheeky and do a sex proof lipstick.

Speaker: Mia 42:14

Yes, Queen. Yes, you did. Yes.

Speaker: Heather Fink 42:22

Sex proof. It had sex proof qualities, but I had to change it to S-proof because certain retailers wouldn't carry it under that name. You know, the nice melons your favorite.

Speaker: Mia 42:38

Oh damn. Nice, because I'm the queen of double entendre anyway, so it's stuff like that. I mean, if you had something called, just the tip, I would die because I just think that's the funniest, you know. The funniest phrase to say, we got our wings clipped a little bit with the Lipstick "Nice Melons" Is it called "cha cha" now?

Speaker: Heather

Cha Cha.

Speaker: Mia 43:00

Yes. I mean, this is the melons. I mean it's so perfect. I think, yes, Miss New Booty would also be really perfect. What color is that? "Miss New Booty" What? You heard me? I said Miss New Booty and nice melons, baby. Right? Here's my parting question for you. What's your favorite swear word or saucy phrase to use? It can be a combination. I've had some good, some good combinations of things. Let me warm you up. I think twat waffle was really funny and somebody said twat waffle and sent me an image of like waffles that were shaped like a hoe, and I was dying. You're such like, but there'll be a twat waffle.

Speaker: Heather Fink 43:51

Oh my gosh, that is a good one. Now I'm really warmed up Yeah, gosh, yeah, I don't know. I don't I think I just go for the basics. Like, *'What did I just say a minute ago? Like, damn it'* or we're sex group, dammit. Like I just, yeah. Pretty big. Damn it.

Speaker: Mia 44:09

Now you know what it's emphatic. And I like that little. Like you also know that shit got real if you're swearing because you really don't and I like that. So my friends that saved them for a rainy day for super special and you know, whoo boy. You better hold her personal earrings. She's getting ready to go off so

Speaker: Heather Finks 44:32

Especially the F word, if I roll that out.

Speaker: Mia 44:36

Yeah, you better clear the decks, folks. That's what she said. Word for word. Thank you for being with me today and having this discussion. Super important, shit we don't talk about, love you honey.

Speaker: Heather Finks 44:54

Love you, baby. Thank you for having me.

Speaker: Mia 44:56

Absolutely and everything's in. Yes, everything's in the show notes.

Thank you for tuning in. Well, here's to some of those changes happening in my lifetime. I'd love to see the definition of beauty evolve at a quicker pace. You definitely need to get yourself some of those amazing lip colors and beauty products at www.thesexiestbeauty.com. Make sure to use the code **mia20** at checkout so you can save some money while you look fabulous. If you liked this episode, please do other things. Like, share with your friends subscribe and leave me a review, especially if it's a good one. If you really like the podcast and you want to show it, head on over to www.shitwedonttalkaboutpodcast.com, click on the patrons button and become a full time supporter of the podcast. And if you want your very own podcast but you don't know where to start, go to www.helix-interactive.com and get yourself some. Thanks for tuning in. I'll see you next time. Bye, bye.