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| BEAUTY BEST BETS Honoring Businesswomen for Women’s History Month by ELAINA GARCIAIt’s Women’s History Month! I would like to take the time to recognize some of the incredible ladies in the business world. While we might not have been recognized or acknowledged, we’ve always been present. For instance, Rebecca Lukens , above, became America’s first female industrialist following the sudden deaths of her father, son, and husband. The men had control over the family ironworks business; She transformed the small business into a corporation! Estée Lauder is a well-known name in many households. At the beginning of her career, Estée Lauder sold her uncle’s skin care products to beauty salons with her husband, Joseph. It wasn’t until 1947 that Mrs. Lauder got her first big break and hit the ground running. History is filled with strong, independent women who have accomplished and endured incredible feats. Here I talk about some fantastic ladies running businesses today, and feature an exclusive interview with founder Asli Samanci. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Reveka Skincare ~ Darlene Markeson Darlene Markeson was developing healthy, clean skincare products when she discovered the incredible benefits of topical magnesium. Shortly after this discovery, Reveka was born. Reveka is a new, women—and veteran-owned skincare business. Its products are all formulated using clean ingredients without preservatives or dye, and they’re made in the U.S. The rich lather of Reveka’s soap makes it perfect for soap, shampoo, and shaving cream.  |