

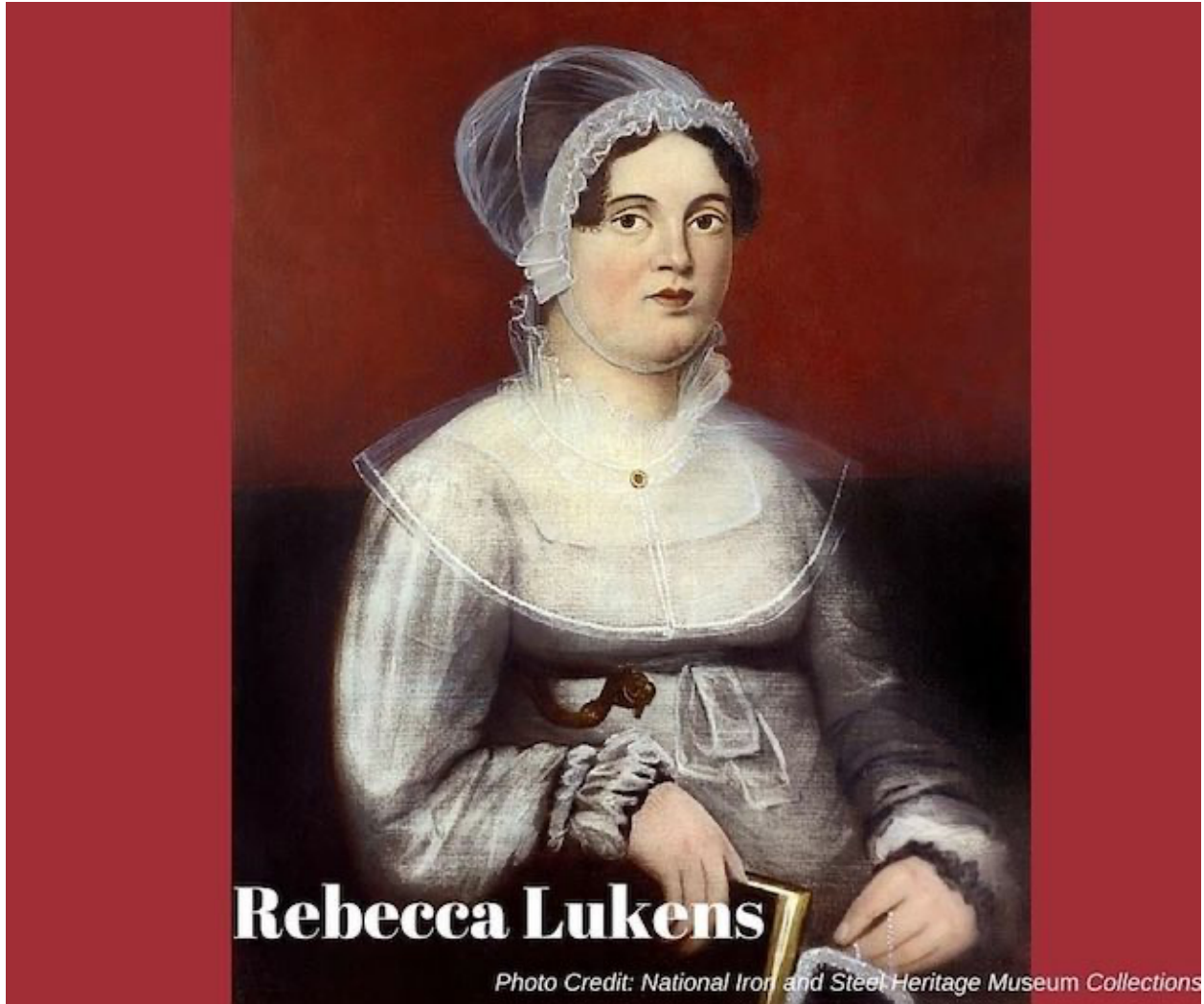
- **BEAUTY**
- **FASHION & ACCESSORIES**
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BEAUTY BEST BETS

Honoring Businesswomen for Women's History Month

by **ELAINA GARCIA**

It'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.



CEO Active ~ Victoria My Nguyen

Victoria My Nguyen is a well-known social media star, model, and the founder of the L.A.-based brand **CEO Active**. Victoria founded the company as a movement of empowerment.



The activewear brand beautifully blends functionality and fashion. Hit the yoga studio, go shopping, and have dinner with the ladies. Active women with taste know what active women want and need!



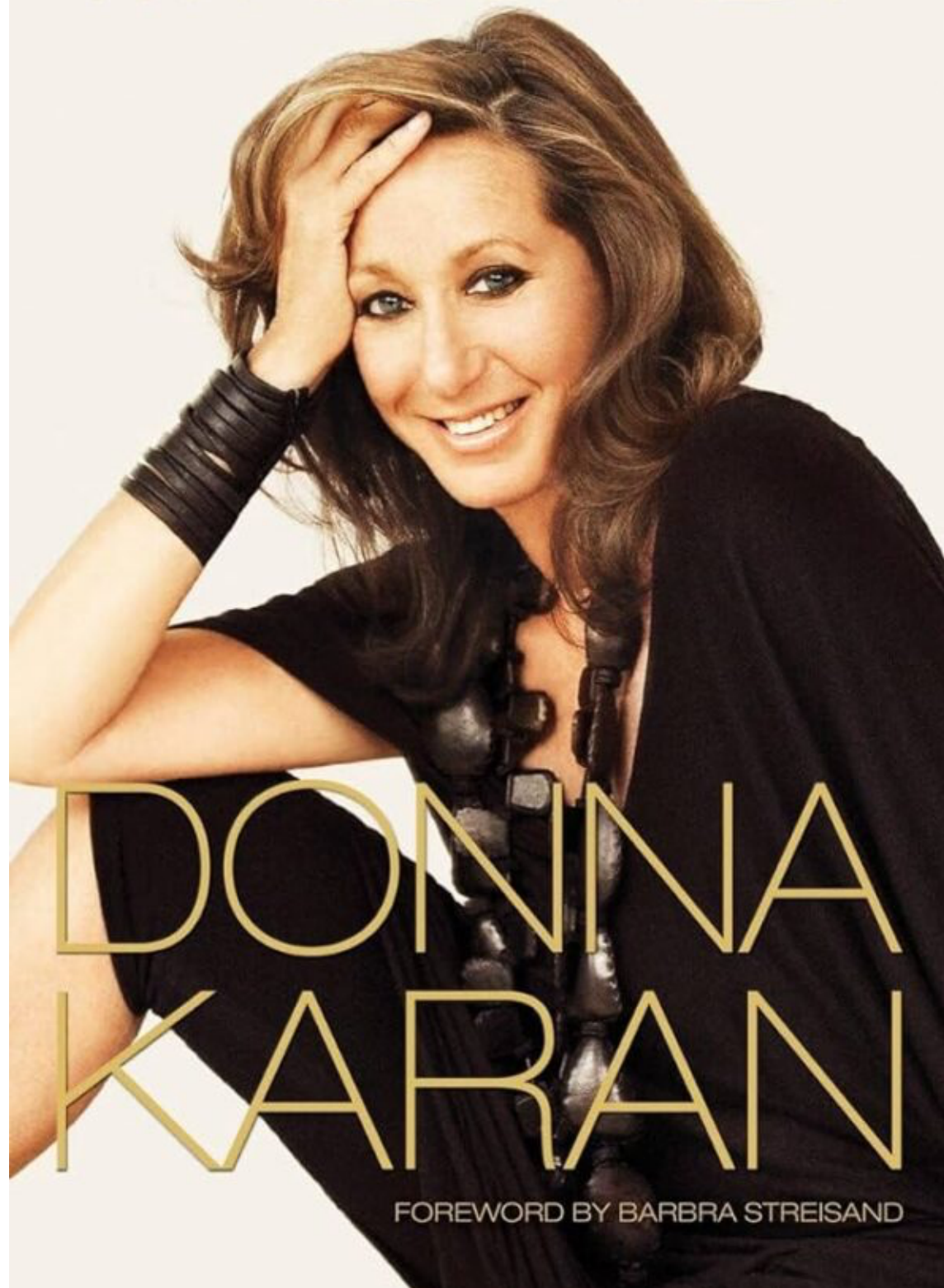
Tree Frog ~ Lisa Kelechava

The piece published on Knoxville News & Weather's Positively Tennessee, "From Christmas Ornaments To Tree Frogs," takes an in-depth look at how **Lisa Kelechav**, founder of **Joy To The World** Christmas ornaments, ventured into the business of natural pain relief.



Lisa was eager to find clean alternatives to help alleviate the minor aches and pains of living an active lifestyle. When she couldn't find anything suitable on the market, she decided to take action. The world always needs problem solvers and doers like Lisa.

MY JOURNEY



DONNINA
KARAN

FOREWORD BY BARBRA STREISAND

DKNY Donna Karan

If you're reading this and don't know who **Donna Karan** is, you might want to check her out! In 1985, Donna Karan's first collection debuted, and it didn't take long before she became one of the most influential American designers. A woman designing for women made sense, and still does.