

Bringing Beauty to the Masses

With soap-making, beard balm and a beauty kitchen, local entrepreneurs are making their mark.

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The emerging class of Las Vegas beauty entrepreneurs—beautypreneurs, if you will—is here. And they’re ready to stake their claim in the \$60 billion-plus cosmetics market. Here are three making a splash locally and beyond.

Beauty Kitchen

As an MBA graduate and consultant, Heather Marianna spent her life in airplanes, questioning her disenchantment with the corporate grind. She was craving social outlets. Life in her high-rise and her hobby of creating handcrafted skincare baskets for friends become an outlet. And then what was once a hobby became the catalyst for a career change.



Beauty Kitchen's Bye Bye Cellulite Scrub. Credit: Beauty Kitchen



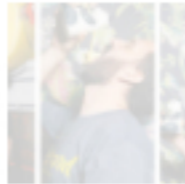

Marianna started Beauty Kitchen as an adventure. She inducted herself into social media, took television hosting classes, mixed concoctions in her garage, and eventually she launched a YouTube DIY series in July 2012.

“People kept asking me to mail things, so I thought, ‘Maybe I should do a product line,’” Marianna says. “I started with sugar scrubs and bath bombs, which broke every time I shipped them. It was trial and error.” The kinks were fixed, and her social media presence grew.





Some of her best sellers include the eye and facial masks, which are packets of gel infused with luxury ingredients such as red wine and nano gold. Then there’s the favorite Bye-Bye Cellulite Scrub, which includes a zingy blend of grapefruit and orange as well as Sea-Buckthorn for fat-melting effects. Despite the career change, Marianna still racks up frequent-flyer miles, but now she treks for Beauty Kitchen.

Her advice to aspiring entrepreneurs: “I admit at first I was like the little girl in *Willy Wonka*, Veruca, who wanted it all and wanted it now. You have to realize the universe has a plan for you; you have to work putting everything in line.” heathermarianna.tv

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