

## Pretty Curious with Jonathan Van Ness & Ateh Jewel

JVN: Hey, curious people, welcome to Pretty Curious, our podcast on all things beauty. I'm Jonathan Van Ness. This week...well, actually, how are you guys doing? Welcome back to the show. We love you so much. This week we're talking to one of my literal faves. Um I got to meet her in the United Kingdom years ago. I've followed her ever since, I adore her. She's an award winning beauty journalist, broadcaster and diversity advocate: Ateh Jewel. But first before we talk to Ateh, let's get ready together!

You guys, I don't know if you were in the market uh for an electric toothbrush: Phillips toothbrush, I gotta say I've been using her for a long time, I love the portable case. I travel a lot and I feel like, you know, you're kind of hard on like your travel stuff. That little carry container keeps my toothbrush safe and I love the re-changeable bristle heads. Um I just, I really like it. I've used it for probably since like 2019; used it for a long time, maybe 2020. But it's been years and I just love my automatic toothbrush, so if you're in the market for one I do love that Phillips one. And then also just as long as we're like in bougie oral care land, um I'm gonna give you guys a twofer: Marvis toothpaste. You can get it online uh but it's not something that you can just like get anywhere. It's like it'll be like kind of like boutiquey, like beauty places. It, it has this like aluminum tin, like squeeze jar—at least it looks aluminum—maybe it's plastic but it looks like silver. The purple jasmine mint Marvis toothpaste is so gorgeous. I love it so much. It tastes so good. Um it's all I can do to chug it like to not just like drink the toothpaste. Uh so delicious. Okay, so now let's get to some listener questions.

So this listener asks, uh my hair gets, my hair gets in knots so easy since giving birth help. Also how to stop my hair from tangling in my necklace. You guys, a couple weeks ago, my cute little opal necklace that I love so much i... I realized I had like the biggest chunk of my hair like stuck in the clasp. So you, we have to figure this out. I don't know how to stop it. Ever since then, I've realized that I need to put my hair up in a clip when I'm putting on my necklaces and then like put my hair down. And since I've been doing that over the last few weeks, I have not regathered like that wad of hair that's like wrapped around like my necklace clasp. Um, but it was touch and go there for a minute. I was like, am I ever going to be able to get all these hairs out of there? It was really stressing me out. So it's a really valid question. I think it's about a claw clipping the hair up when you put your necklace on and then putting your necklace and then putting your hair back down. Like I think it all goes haywire when you try to put your necklace on around your hair, like put your hair up and then it's ok. Um now, as far as hair getting knotted really easily since giving birth, it's really important: first of all, when we're washing and conditioning our hair in the shower, well, not washing it, but when we're conditioning our hair in the shower that you're taking a wide tooth comb or a wet brush to actually distribute the conditioner throughout your hair in the shower. A lot of people will ask like, oh, I was told not to brush my hair wet. When you have conditioner in your hair or like a detangler or product in your hair, that's gonna buffer your hair from any wear and tear of the brush. I think it's much worse to develop big knots and like huge like unintentional locks underneath your hair um from not detangling it. So it's really important not only for detangling, but also to ensure even product distribution that you are combing or that you are wet brushing your hair or like...and when I say wet brushing the hair, there's an actual tool called a Wet Brush that I've, I've recommended on the pod before,

on Pretty Curious um that is, it's designed to be put in the hair when it's wet. So that's what I mean when I say or a white tooth comb, but I prefer a Wet Brush. It's like easier to detangle than like one wide tooth comb. Um so that's really important to prevent tangles. Then also when you sleep, that's another time when hair gets really tangled. And I think maybe since having the baby, if you're like up and down, up and down, like, you know, dealing with the baby where it like it, maybe when you used to sleep with your hair down, I'm just curious if you sleep with your hair down or not, if you do sleep with your hair down, try to gently put it on top of your head either like twist it on top of your head, um and then put like a little headscarf on or like a little like hair bonnet. Um and a silk pillowcase is also really helpful. Um Just because it doesn't get as warm, there's not as much friction. So it keeps like the outside of your hair smoother. So then it doesn't like catch on the hairs around it so much. Um so either sleep with your hair on top of your head in a loose twisted bun, very loose, no tension on the hairline or uh you could do a, I sometimes I'll do like pigtail braids because then I can like sleep flat on the back of my head or on my sides.

Um when I do like one braid, it kind of creates like a little like mound on my occipital bone. So I like, I can't lay my head flat which annoys me, but I do like a a pigtail braids sometimes too, to sleep. I mean, then your hair is like cute in the morning. But typically I do softly tied like a top bun and that is gonna help preserve your hair overnight and prevent tangles. Now, uh if your hair is still getting tangled after those maintenance things, what you could do, you could take a detangler of your choosing. I do love our conditioning mist. Um spray that on a brush or on your wet brush or spray that on your hair that's tangled and just gently detangle the hair and then let it either re-air dry or restyled your hair afterwards. Um I'm not sure if your hair is curly or straight, but I'm guessing it's got some wave or some curl to it. Um So some detangler in there. Uh and on day two and day three when you're wearing your hair curly or like in its natural texture...if I'm wearing my hair down and curly and it's day two or day three, I will like fully wet my hair down with the water bottle and my conditioning mist mix together like water bottle sprays, conditioning mist sprays until my hair is fully all the way wet again before I either let it air dry or diffuse it.

Um If I'm gonna just put my hair half up, half down or in a ponytail, then I won't fully wet it like I'll just put some air dry cream on my hair while it's wet and then put it up uh because like that like will control like the frizz and stuff and, and you know, make my style like hold and look good. Um but yeah, if your hair is curly/wavy and it's getting really tangled on day two and day three, that's gonna kind of happen anyway. It could also be that you need a little trim. It could also be too—I, I'm sorry, I'm giving you such a long answer but it's just, there's a lot to hair—there's a lot of factors with me not seeing like a picture of you. Oh my God. We should start asking for selfies when people send these questions to you guys. Um You know, because when you have a baby it's like your body just literally grew up a whole ass other human like a whole ass and a human, a human with an ass, a whole baby. Um and so it could be like pre-baby that like, whatever, like highlights and like chemical services that you did to your hair, your hair could tolerate it better. But then like, once you've had the baby, you're like a little, like just the body is kind of like, wow, that was a lot. So then like, when you get like the same highlights that you would have gotten or it's not the same highlights. Exactly because oh my God, it's such a long answer, you guys, I'm sorry, but like, let's say that like you've had the baby and before having the baby, you've only had your hair highlighted like two or three times and it was always okay. Um And you know, you didn't really have breakage and so it was OK, it could be that when you get that next set of highlights, like your hair is just kind of like no fuck off. It could also be that like if your hair

could tolerate a little bit, a little bit of overlap pre baby, but sometimes post baby, it's just like the hair altogether is just a little bit more fragile. And because of the nature of your hair, it's like once you've gotten like enough highlights and enough stuff done to it, sometimes it can just become more brittle and then like having a baby on top of it, it's just like aging can make the hair like just not as strong as it once was. So that's another thing too. So it could just be that you need to like up your conditioner up like your, your um product usage. So like, you know, put a little bit of like serum in there or some sort of like cream in there to like give your hair some um buffer and some shape so it can like retain its shape and not tangle so much. So that was a long answer. Um sorry, not sorry. Uh It's, you know, very layered, our hair is...

And as long as I'm talking about JVN Hair, the Sephora Savings Event—which only ever happens twice a year—starts this Friday on April 5th and it goes through Monday, April 14th. Sephora never does sales. So if you wanna like go pick up some JVN hair, get your air dry cream, get into our nurture mask, it's stunning. Our prewash scalp oil's back. If you want to get some sales, it is your time to do that at the Sephora Savings Event and it's not only JVN Hair, you could check out Saie; I'm loving their makeup right now. You could check out Haus Labs. I'm loving their makeup right now. I'm loving Ilia's makeup, but everything is on sale there. Um it really is a good opportunity to get some savings. So Sephora Savings event, get it while the getting's hot and let's keep talking about beauty.

Ok. Here's our last question. Which is how do I keep my under eye skin silky smooth. Ok, great question. This person is in their late twenties. Obviously, uh eye cream is essential. It's we love a gorgeous eye cream. Um also though I do love eye patches and I also I've had these on as our product recommendation, the Dieux Skin reusable eye patches. I'm obsessed with those, especially if you have sensitive skin. Um I have really like reactive eye skin. Like if I touch my eye like on the outside of my eye or like what I'm putting on makeup, it can just get really red. Um so I really like those reusable Dieux eye patches because like you can just use whatever eye cream you use every day and it's holding that closer to make like more absorption happen and like make the delivery of the ingredients into the skin as effective as possible. Um whereas when you're using those eye patches that are like, you know, like five different eye patches and like a box of eye patches or if you just have like a drawer full of those little disposable eye patches, it's always like different ingredients in there. And for me with sensitive skin, like I need consistency like sometimes it can cause like a little psoriasis flare up or just like contact dermatitis from switching the ingredients up all the time. So, so consistency is important. Um so I that's why I like those but also eye patches will help too. And if your skin isn't particularly sensitive, um you know, any eye patch is gonna help to increase the hydration by holding that serum really close to the skin. So I do love the eye patch.

Um I think those and then also ultimately sunscreen and like limiting sun exposure is gonna be the best thing that you can do long term to keeping your under eye as smooth as possible. Um and then I also think makeup application is the last thing I would say like I, I've learned so much on Pretty Curious from some of our um guests like Gigi Goode or even or Sasha um about makeup application. And I've noticed like, if I do too much, I like my skin is still at a place where like a little bit of translucent coating powder is nice to absorb excess oil without accentuating fine lines and pressed powder is nice to kind of like brighten like the inner under eye. And uh it has its, it has its place, but I was going through this phase where I was doing like pressed powder on top of my foundation all over my face um for my show or like just for on tour. And at the end of the night, I just was giving you like 2 a.m. 18 wheeler

diner waitress who totally was developing laryngitis and was on her like 17th pot of coffee. Um it's also about like understanding like where your skin is and like what the best makeup application is to be the most seamless on your under eye is the other thing and that really is kind of different for everybody. Love you guys. Let's, let's talk to Ateh and see... Let, let's check in with Ateh. Ateh Jewel is a multi-award winning journalist, producer, director, influencer and diversity advocate. She has been in the industry for 20 years specializing in beauty, social commentary and campaigning for more diversity in the beauty industry. She was also awarded the CEW 2020 Achiever Award to honor her diversity work for the past 20 years in the beauty industry. Ateh, I, I feel like I don't know if people know this yet, but I'm gonna tell them. We, I got to meet you in London in 2022.

ATEH JEWEL: Yes in Londontown. It was so magical!

JVN: And we got to meet at that gorgeous little recording booth in that little like recording studio. It was, they had and they had like a coffee, they have really good coffee there. I was mainlining flat whites. I was just what those flat whites really got me when I first discovered the flat whites... WOAH!

ATEH JEWEL: I'm all about the flat whites. I...it was so nice.

JVN: I think I have to like, I can't do flat whites when I go to England anymore. I get long black with a little bit of...because the flat whites were it. I don't know why a long black doesn't give me heart palpitations the same way that a flat white does. Is there like more espresso? And it's an off topic question.

ATEH JEWEL: I feel it, I feel it's a bit more juicy. Like I can't do it anymore. I have to do decaf. I used to do eight double espressos a day because I'm a more is more person. And so I've had all the, I know I used to get the shakes and so I've had all the coffee I've had in my life. So I'm, I'm renegated to decaf and it's terrible. But yeah.

JVN: Because you just need the warmth like you like the warmth that you just can't do the caffeine.

ATEH JEWEL: Cozy. I want to feel cozy.

JVN: I love the cozy. I love that fucking cozy vibe. Okay, so 20 years Ateh, I feel like, wow, so it's 2024 that's 2004. That was like, I mean, Jesus Christ, like wasn't Tony Blair still in office? It was like the Bush administration and like...

ATEH JEWEL: II I actually started in 2001 like millennium baby. It was like, you know, I remember getting an email and saying this will never catch on. That's how when I started my career, we had just been given emails and I thought it will never, this will never email. Yeah, like literally an email. We didn't have emails. Everything was like fax and telephones and you'd have physical bikers biking things around London. It was ridiculous. So, yeah, I, my career has spanned such a huge jump in time in social media and everything. And it was just a different landscape. You know, *The Devil Wears Prada* was a documentary for me. It was a documentary. It was the golden age of magazines. It was just such a glamorous, fabulous time, but very, very different. And I'd always be the only, you know, person who looked like me in the room. You know, when I started in the industry, there were, people weren't even brunette was just lots of blonde ladies and me.

JVN: How much has the industry changed over time? And, and what was your first job? Like, who were you writing for? Like, what were you like, what were you covering?

ATEH JEWEL: So, I mean, I studied history at university and people always go what? History, beauty, history, beauty. But for me, I love history because it's all about people, politics, power, status, identity. I was learning about medieval uh culture where only, if you were only rich you could wear color and if you were poor, you could only wear browns. I mean, it's just fascinating and all these themes that really interested me. And then after I finished university or college, I didn't know what I wanted to do. My mom who's quite fabulous, she said to me, make your hobby your job and you never feel like you're working. I was like, oh, I can write, I love beauty, I can write, I love beauty and I put them together. I politely stalked my way onto InStyle magazine which had just launched in the UK. I called them every day for two weeks. They're like, please stop calling, come in and just shut up. I came in. My interview was Chanel makeup: discuss. I felt seen, I knew these were my people. We had a half an hour chat. I went home. I was kind of depressed because I thought they're never gonna call me. They called me because the whole office was down with the cold and I stayed for a year. Boom. That's how I got into beauty. Thank you...

JVN: Thank you who?

ATEH JEWEL: Carmel Allen. She was my very first beauty director who got me in the door and I love her and we're still friends and um she's just been a big part of my journey. Yeah so InStyle in the UK 2001.

JVN: We love her...What's her name again?

ATEH JEWEL: Caramel Allen. She's very fabulous.

JVN: The second that I heard you say caramel, all I wanted, all I could hear was apple like caramel apple. I was like, oh my God, I love that her name is caramel because in America we have like, I feel like you guys don't have caramel apples. We have these like caramel apples here with like these like apples covered in caramel and they do, do you have those?

ATEH JEWEL: We have them but they're like Halloweeny, right? Like, yeah. Yeah. Yeah. Yeah. Yeah. Yeah. But she, yeah, she thought she, she got me through the front door and then after that I went to Tatler at the Vogue House and I spent the, that was just wild and I went, I spent a year there and that was, uh, Kathleen Bird Murray who's fabulous. And then I went freelance when I was about 23,24 because I knew that I would never be a beauty director. My body didn't fit, my hair didn't fit my face, my skin. I just knew those were the rules that I would never be front of house. Do you know what I mean? So, I was like, I just twirled away and went freelance and did my own thing and it was really, it was heartbreaking but it made me, do you know what I mean? I was like, I'm not gonna play this game. I'm not gonna be someone's number two for the rest of my life. And so I went freelance.

JVN: Wow. Wow. So that was like, more like 2004.

ATEH JEWEL: Yeah. Yeah. And so I started writing for everybody. I was writing for the Times and Daily Mail and, uh, you know, Marie Claire and just like glossies and newspapers. And I wrote for everybody like Men's Health, Women's Health. And it was a, I really did that to prove to myself it wasn't me. It was them, it's like, you know what, look at all the people I'm writing for, look at the awards I'm winning. I know I'll never be on the inside. I always felt like on the inside looking out with the beauty industry. It's kind of been like a prison and pleasure.

That's been the relationship. Things have changed so much. But at the time I was, you know, I had to work 10 times harder, just be on the same playing field. And I think a lot of people can relate to that feeling where you have to be even more extraordinary just to be at the, the starting line. So it was, it was hard.

JVN: How much has things changed in that time?

ATEH JEWEL: I mean, it's shocking, it's shocking. So in the beginning of my career, I'd go to a beauty launch. They'd say, "Wow, we've got six shades of foundation so, so broad," and the darkest color would be Beyoncé shade and I'd be like, excuse me, what about me? And I'm quoting, I would have beauty executives say to me, "Well, we don't really know if there's a market for deeper skin tones. Well, we don't really know if like Black people can afford a luxury price point." This is things people have still said to me like only a year ago when I was fundraising for my brand; shocking, but six colors was a big deal. Then you have Rihanna God bless you, Riri. She came out with Fenty Beauty; 2017 changed the beauty game. The fact that she made 100 million in media value in one month, queues around the block and Harvey Nichols, she proved a point that there was this thirsty hungry, underserved market. And I think that was from only 2017, people were like, "Oh, maybe we should be a little bit more inclusive. So it's been a battle and I've just been pushing and waving that flag for 20 years."

JVN: It's like social media, I know how important social media is in terms of like marketing, public perception. Um but how is social media impacted the beauty industry? Um how do you think it's helped us? How do you think it's hurt us? How do you think consumers can like navigate social media to get like good information because there's so much not good beauty information. Um so that was a lot of questions...

ATEH JEWEL: So well. I, well, first of all, thank you because when we spoke a couple of years ago, I was on the beginning of my founder journey and you gave me the best advice you said, look after yourself. And I always have that in the back of my head because it takes everything from your soul to do this. It's pushing that boulder up a mountain and it is really a lot of effort and it's a lot, it just takes everything from you and it's worth it. But it's a lot. But social media I think has been a blessing. I know some people think it's a curse. But I think it's a blessing because it took away a lot of gatekeeping. So as a freelance beauty journalist, I'd go to magazines and I'd say, can I please talk about curls and coils? And I would be told no, it's not luxurious. It's not uh no one wants to look like that. It's not aspirational. I mean, if I say out loud the things I had to soak up, it's insane. Like after Black Lives Matter, I had a few commissioning editors apologize to me saying how they realized how problematic they were and I really appreciated that. But so many people would say no, no, no, there's no market. Black doesn't sell; the amount of times I've been told Black doesn't sell by commissioning editors, horrific. Social media comes and there's waves and millions and millions of people's voices saying this is what we want to see. This is what we want to buy. You know, it was for me personally, I went natural with my hair: 2015. And as a beauty journalist, I got so much information. I was looking at women in Texas, in like the deep South, you know, with like deep conditioning and making shea butter masks. And I was like, it just blew my mind. It was so beautiful and it was very healing to see that. And I didn't have a gatekeeper saying no, this is not for you. We don't want to see this. We're not going to write about this. So it was access to information. So 2015 natural movement, you know, Bernon Francois, who I love, he was doing the most beautiful thing from Lupita and putting on Instagram or the red carpet.

It just made things accessible and this could be me and having my natural hair is glamorous and red carpet ready and all the things I was taught it wasn't. So it was for me, social media has been amazing. It's removed the old gatekeepers so that the market is there, people are there and people can share information.

JVN: Another thing about you that I love is that you mix like history, politics, power, beauty, like all that's together. And I think that one thing I notice is I feel like 2018, 19,20 really up until Bud Light Gate here in the U.S. like with, you know, our friend Dylan and, and everything that happened with her and that fucking... I mean that started like I just feel like that really started like a lot of like so much there already was a lot of anti-trans vitriol but she really became like the person that so many people just kicked on and spat on and and she became this like figure that people just gave so much hate to and she's like one of the most loving, sweet, interesting, beautiful, like just genuine, like great people. But I feel like I see like Rishi Sunak, I see these like ministers of Rishi Sunak, I see all of these like Republicans in the U.S. like really demonizing, really anti-trans rhetoric. And I feel like I see that in campaigns, I see it in endorsements. I see it like with who brands will work with and who they won't work with. I feel like I see way less trans representation, way less queer representation and beauty and just in media generally because people are afraid to like work with queer people in this climate. Do you notice that?

ATEH JEWEL: I do. People don't want to, they don't want to be wrong. They don't want to be canceled, they don't want to get it wrong. So instead of just going, just being open and asking questions and moving the dial forward, they'd rather not go there, which I think is really backward and sinister...towards backward and sometimes sinister. People, I mean, I love history. There has not been a time, a culture that have not revered trans people like, like literally like uh if you look in India, if you look in like Polynesia, people who are trans were like shamans or like people who are wise like the wisdom and you can see different...It's so interesting that why now we are, we're, we're, we're thinking like this, it doesn't make sense. None of it makes sense. Prejudice doesn't really make sense; when you try and explain it to Children...you, it just doesn't make sense. But I do feel people are frightened to be wrong and so they rather do nothing and they don't ask positive questions. They don't educate themselves. And so it's just like a stalemate. And II, I don't get it. I don't get it.

JVN: Tell us about Ateh Jewel Beauty, honey. I love that you have like started this. You've chased after your dreams. You've done it. Tell us about your line. Tell us about how it works. Who is it for? Where can we get it?

ATEH JEWEL: Thank you so much. This has been a 5 to 10 year journey. I have, well, I've something I've always wanted to do, but I always thought not for me. I was always told it's not for me this you can't do this. Is it for you? And when the pandemic came and I thought we're in a bad Netflix film, the world is ending. I give zero fucks. Let's go. I really did saddle up and just went for it and I'm really proud of the fact I did. So I wanted to, I've got 20 shades of foundation which look beautiful. And I went for where I was trying to fix the problems. I was trying to fix all those ashy tones. So I literally went to factories. I went to chemists. I had such a tough time because people said to me, it's not worth the R & D to reformulate for deeper skin tones. They said, why don't you get something off the shelf, if it sells, then we'll do something bespoke. And I'm like, what's the point? I see there's a gap in the market. I've been in the industry for 23 years. I've created the foundation and blushes of my dreams; full of pigment, clean ingredients that pop on all skin tones. Everyone should have fun and be

invited to the party. I was told by a chemist who has formulated for all the big beauty brands that when he was doing foundations for darker skins in the past, he was told to create colors for deeper skin tones, which he thought looked nice on the shelf, not based on real people. Thank you, Jonathan. And I was like what? He said, yeah, make colors, which he thought looked nice on the shelf. I said thank you for the gift of truth because when I go into beauty halls all my life and I see these terracotta clay greeny brown nonsense colors, it's because it's the imagination of you and your chemist in your, in your lab in a basement somewhere and people, not people. So all my shades are based on real people I love and respect. I've got twin mixed heritage, twin girls, they've got a color reach. Um like Alison Hammond, my co presenter has got her shade like Gary Plastic boy, amazing influencer here. Like it's just based on real people and my growing up, chestnut and espresso—those names are problematic to me—were always the deepest shades and then there was nothing in between. So it's all about getting colors all in between. I spent so long mixing shades. I was told you can't do this. This is not how it's done. I don't know if you know, but 99.9% of all foundations have white in the base. Even if it's my shade and black to make it go darker, that's why it always looks a bit wrong. And I'm like, I have no white in my skin. I have no black in my skin.

But factories were like, but this is how we do it. And I was like, I'm disrupting it. So I literally went to pigment houses. I was in my attic blending. I feel I am a chemist now because I had to hack the system and say it's not good enough. And one woman was so sweet to me and said, "Ateh no one's ever asked us every everything. It was always all right. Just take it's good enough. It was always good enough." But I went and just pushed the ma uh bespoke formula. I have two angel investors who are amazing who really believed in me and I wanted to launch with the foundation. But as you know, these things are so expensive and so I was like, what can I do? What can I do? And I had my blushes ready which are just divine and delicious and it's my desert island product. And I went to Harrods. And I said, listen, I've had a nightmare with investment with the foundation. Can I launch with a blush? They said to me, we've never launched a brand with just a blush and we've never launched with just three shades. And I said, well, that is what being disruptive and being an ally and an advocate is. It's like, I'm a Black female founder, I went to so many venture capitalist investors and they all said the same thing to me: "We love your brand, but you Black people have money to spend at a luxury price point. Who will really be running your company because it can't be you. You're just gonna be the face, right? Who's going to be your CEO?" Like the misogyny, the racism was eye watering like eye watering.

Uh I was asked: do Black people care about natural ingredients? It was, it was crazy. So Harrods were incredible. I said that this is how we disrupt the system. They were like, let's go for it. So I launched with Harrods in July, but we've only been out for like 6,7 months. I've won three beauty awards: British Vogue has named it one of the best products of 2023. It's just smashing it. Um Vivika A. Fox wore it on a red carpet, the Beyonce Renaissance red carpet. I mean, my wildest dreams and people, it's just gone absolutely wildfire. And I'm just so so proud. And then I'm gonna get bring the foundations to market. But it's just been a wild ride because everyone like pinks, pink never used to show up on my skin. It's too ashy or tinny because of the white. And this is a pink that looks great on me. Looks great on you. And pink is a really power color for me. And blush is actually a power thing because when I was 15, I went to a beauty hall and a beauty consultant said to me, I said to her, can I please have a pink blush? And she said to me, Black girls don't wear pink and Black girls don't do blush. And I was 15 and it broke my heart. And you know, and she went, go to the back of



the beauty hall. Maybe they have something for you at Fashion Fair. And then I kind of looked at her and I skulked away and then she sprayed the counter where I touched and wiped it as if I was dirty and I was like sent to the back of the beauty bus. It was like it was like the deep South beauty segregation and that really scared me. So to come out with a pink blush is the biggest fuck you I can do. Uh to come out with these blushes was very healing, blushes for everybody blushes for you, for me. It's to, to be vibrant and healthy and express yourself and be playful. So it was, it was probably meant to be this way that I launched from a blush. It's just so that's part of my journey. You can't make it up Jonathan and that's part of my journey.

JVN: The, the, the parts about it where you experienced racism and just heartbreak. I hate that part. But how you transmuted the pain and the injustice into your purpose and your passion. Come on, that is gorgeous, Ateh, that is gorgeous.

ATEH JEWEL: Thank you. This is like, and that's why it's power pink. Like pink, for me is such a like everyone can wear pink. It's the state of mind. It's joy. It's joyful.

JVN: Okay so now, but I also need to know about the Doctor Ateh Jewel Education Foundation. What's that?

ATEH JEWEL: So I have an honorary doctorate for to from Solent University. Thank you very much. They were really kind and gave me a doctorate to honor my media career over my 20 years. And so I'm super proud. So I'm officially Doctor Ateh Jewel on the media. And I started an education foundation because for me, education, education, education, if you want to change your life, if you want to change your community, if you want to change the world, you educate. Because the minute you have people who are more diverse finding checks, being the gatekeepers, that's how we change the world. And over the 5 to 10 year journey, formulating my brand, my products. It was so challenging and I had so many people help me along the way. Uh Trinny Woodall shoutout to her. Trinny is literally hashtag women supporting women. She phoned up her factory and went sort Ateh out, let's go and she like opened doors. So God bless you, Trinny. I love her. Um But you know, it's a, it's about passing it on love and pass on. So for me, I started this uh education foundation. I have had incredible support, PNG, Evader, Little Light PR, Space NK and Cantu, who have all donated. I've raised over £100,000 and I've basically, I'm helping Black and mixed heritage students in higher education at Oxford University, um UAL, London College of Fashion, Solent and it just makes me so proud. So I've got lawyers and mathematicians and um at UAL, I'm supporting cosmetic scientists pumping out into the world. And so you have people who are formulating, who don't say stupid shit like, oh I just, you know, this color is from my imagination. It's gonna be like I'm formulating things because this is what my grandma needed or this is what I did and that's how you change the world. So I'm really proud of that. So anyone who wants to donate, hook me up, um we need to change the world by educating people and making the gatekeepers, CEO's of the future more diverse. That's how we get it done.

JVN: That's fucking everything. Um are you ready for our, for our final segment, our rapid buyer segment. Ok. Ok. Right. So what is your go to budget beauty recommendation under 10 bucks or £10?

ATEH JEWEL: Um I mean, not just because they're paying me but Olay, I do love, I do love Olay and it's something I've grown up with and you, it's very trustworthy. The science is

amazing. I love it. NYX Cosmetics, if you love color. L'Oreal Paris, you can't go wrong because the pigments are a poppin. Um just I love Solista, which is a skincare brand. They do amazing masks like lots of things.

JVN: You get those six answers. That was so fucking good. OK. What's your, what's your favorite splurge recommendation? It can be beauty or otherwise just like you want to get boujee, you wanna like treat yourself. How do you, how does Ateh treat herself?

ATEH JEWEL: I have a Mariah Carey style bath every night. I have whale music and candles. My children know to leave me alone and I just, I'm in the bath. So it's all about bath salts, bath oils. I love mirror water, Estée Lalonde. I love like decadent body oils Esbar. They have a soothing oil. So anything kind of where I can drape my body and just feel like a queen.

JVN: That's fucking hot. What about a product that you never leave home without?

ATEH JEWEL: Never leave home without? Well, when I'm traveling, I always have something from Ren on me. I'm a huge Ren fan. So I love their skin care. I love their body care. Um I love their balm. So or like so like or hand creams. I have it. I always have something from Ren in my bag.

JVN: Ok. It's a look: what is your like favorite vintage beauty muse or like beauty memory? Like just someone walking a carpet or a premiere where you were like holy shit. That is everything to me.

ATEH JEWEL: I have a few, can I say a few? For like growing up, obviously, Grace Jones was everything. She had deep, beautiful skin. She, I related to her even though I've got huge boobs but like she was just beautiful and just elegant. So for me, and she was also a warrior. She wasn't passive, she wasn't a maid or a prostitute or a slave, which was what everyone who looked like me growing up was she was a badass warrior. So Grace Jones in Conan the Destroyer was what I grew up wanting to be like with that pole in some kind of leather bondage. I was that, I was that kid Jonathan.

JVN: What about your, what's like, what's like 1-3 Roman Empire movies for you? Like movies that you think about frequently preferably from the '80s or '90s that are kind of like random. But you're like, I do think about these?

ATEH JEWEL: Um there's a movie called *Loren Margot* which is, yeah, 1600 decadent sexy bosomy, like politics, like very, very cool with Isabella Jarni. I love that film. Um I like *Terminator Two*. I'm very random. I like any Terminator Two. I like anything Jane Austen. Like, like the Jane Austen series with Colin Firth um 1995. I had that on repeat and my children watch that with me. So like it is either something, it's either something really like Arnold Schwarzenegger or Jane Austen. And I think that is the two sides of my personality.

JVN: Okay this is our last thing, meh or major. I already know the answer to this one. Headbands.

ATEH JEWEL: Major.

JVN: Lip, lip oil

ATEH JEWEL: I mean. Yeah, major but a soft major. I know. You know what a soft major. I'd rather do a lip balm and then my blush on top or just a lip gloss. Let's go for it. Lip gloss. I'd rather do.

JVN: Yeah. But what about a lip gloss? Is that a major then?

ATEH JEWEL: Major! Especially like that kind of Lancome Juicy juicy tube '90s moment. Yes.

JVN: What about colorful mascara?

ATEH JEWEL: You know what, I love a burgundy mascara. Don't underestimate it. A burgundy, a navy. It's good.

JVN: I love a color. OK. What about high shine glassy skin?

ATEH JEWEL: Yes. Um What did Pat McGrath do with that kind of like, oh, just beautiful. Also my girl Katie Jane Hughes has come up with this like high glass highlighter kit and beautiful. Yes. Yes. Yes. Yes.

JVN: What about cloud finish makeup?

ATEH JEWEL: Uhhhh major.

JVN: OK. We love that.

ATEH JEWEL: Whatever floats your boat

JVN: '90s dark nude lipstick.

ATEH JEWEL: I am. And you know, I spent my, my '90s at the Mac counter in Knightsbridge, Harvey Nichols. So I say hell to the yay.

JVN: Okay I think that wraps up our meh or major. Ateh, thank you so much for coming on Pretty Curious. And where can people follow you and stand up with your work?

ATEH JEWEL: Please say hello on my Instagram @AtehJewel and my TikyToks Ateh Jewel. Everything's at Ateh Jewel on my website [www.atehjewelbeauty.com](http://www.atehjewelbeauty.com). Play. Have fun. Follow, join the party and thank you so much, Jonathan. I am so overexcited. I can't tell you.

JVN: Uh you're the best Ateh. Thank you so much for coming on Pretty Curious. We love you and congratulations on your line.

ATEH JEWEL: Oh, thank you and you too. And Jonathan just stay being fabulous and thank you for everything you're doing. You are a shining star and I am obsessed with you. Thank you.

JVN: I love you Ateh. You've been listening to Pretty Curious with me, Jonathan Van Ness. You can learn more about this week's guest in the episode description of whatever you're listening to the show on, and follow us on Instagram @CuriousWithJVN. Come on, Curious Universe! Still can't get enough? Subscribe to Extra Curious on Apple Podcasts for commercial free listening and our subscription only show, Ask JVN, where we're talking sex relationships and so much more. Our engineer is Nathanael McClure. Our theme music is also composed by Nathanael McClure. Pretty Curious is produced by me, Chris McClure,

Julia Melfi and Allison Weiss with production support from Julie Carrillo, Anne Currie and Chad Hall.