

Pretty Curious with Jonathan Van Ness & Jessica Cruel

JVN: Hey, curious people, welcome back to Pretty Curious, our podcast on all things beauty. I'm Jonathan Van Ness. This week we're talking with none other than the Editor-in Chief of Allure Magazine, Jessica Cruel. But first it's time to get ready with me.

You guys, I'm beyond excited. I am going to this T-E-A spa. It's like one of those Japanese style hair washing spas. I'm going, I'm going to get the whole service. I cannot wait. I've seen this so much on Tik Tok and Instagram. Cannot wait to review it for you and let y'all know what the deal is was, what is happening with the Japanese style scalp places.

I went to a pool party last weekend at Antoni's house, and I jumped in the pool but then we didn't get home until seven or eight. And then when I woke up the next day, which was Monday, I needed to get my hair done in a hurry and I didn't feel like washing it, but I'd already worn it up for a few days before that. So my curls were just dry and in a state, you know, like when your hair is like, you really need to wash it and you shouldn't put it up another day, but you just didn't have time. So you have to. So I did this thing that I've never done. I took Instant Recovery Serum on dry hair and I coated it all throughout my hair. Then I took a paddle brush and I used the Instant Recovery Serum to detangle my hair. And I ended up using that Instant Recovery Serum as a base to pull my hair back into a slick bun. Then I took a little bit of Air Dry Cream just for my edges. I typically don't style my hair with Instant Recovery Serum on dry hair. I usually use it on wet hair for a really lightweight heat protection, blow dry. But I got to say this bun is snatched so shiny, so pretty. So if you need something to give your hair some oh and it's also double tasking because of the ingredients. It's also giving a leave in strengthening treatment. It has hemisqualene, it has niacinamide. Niacinamide is really beautiful and strengthening to the hair as is the hemisqualene. Then it also has charged lemon protein. So this is going to overall improve the integrity of your hair. I'm obsessed with it and I wish I would have thought of that use for it sooner. OK, I think I feel complete there.

Now we can go into our listener question. This person asks, "I moved from Phoenix to Minneapolis last year and I hate how pale my skin has become. Is there any way you can sunbed safely? What else can I do?" Well, recently there has been a lot of news around sun exposure and that maybe, you know, controlled amounts of sun has health benefits. And we were talking with Dr. Shahbaz, my dermatologist about this a few weeks ago on Pretty Curious. I think that when it comes to sun beds, I still think this isn't really something that you can do super safely because sunbeds are working with like specific high amounts of UVA and UVB or whichever UVA it is, it's like, it's like just very strong and it's not the same as the sun. And so I do think it's hard to do this, and keep your skin from - I just think sunbeds are really harsh on the skin. So I think moving to a place that has less sun exposure than Arizona, you're going to have to find that self tanning foam that works for you. There are so many that are great. And I think the biggest thing when you're working with self tanner is to- like exfoliation is key. Like, you have to exfoliate the ever living shit out of your hands, your elbows, your knees, your heels, just really do a good exfoliation. Speaking of exfoliation, we're still obsessed with dry brushing around here. I think Shannon from- the founder of Pursoma was so right. Exfoliating on wet skin just is, it doesn't go as far and this dry brushing has been making my skin so smooth. So I would say invest in a dry brush and then get a great self tanner that you like, and make sure to use those gloves, and- or just

embrace what you have would be my advice. But I do think sunbeds, it's going to give us the premature aging queen.

Now let's get our conversation with Jessica Cruel. Jessica Cruel is the Editor-in Chief of Allure where she leads the development of multi platform, editorial content for digital, social and video platforms, including the Readers Choice Awards and Best of Beauty Awards franchises. Jessica joined Allure in 2019 before becoming Editor-in Chief in 2021. That same year, she spearheaded The Melanin Edit, an allure platform exploring all things relating to Black beauty and wellness. Prior to joining Allure, Jessica has held editorial roles at Refinery29, Self and Pop Sugar. Welcome to the show, Jessica. How are you?

JESSICA CRUEL: I'm great. Thank you for having me.

JVN: You guys, I know that this is a podcast, but I just have to explain. I get to give you a description. Jessica comes to us today with my dogs barking so loud in the backyard, but they're going to calm down any minute now. But your red lip today, we need to know who made it. If you share your secrets because this red lip is just everything. And is that like, are you giving me a slightly darker liner? I just need to know what this lip story is. It's so pretty.

JESSICA CRUEL: So I am red lip all the time. It's my go to classic and I actually recently went red lip to Korea. So I was in Seoul and one thing about me is even though I have a whole Sephora in my house, I'm gonna shop.

JVN: You have to.

JESSICA CRUEL: It's my job, right? That's my job. So this is actually a Korean brand. It's called Lilybyred- Lilybread? We don't know how to pronounce it, but that's what it's called and it's actually a stain. So that's why it gives kind of this hombre look, but it lasts forever. It's so comfortable, you know, because I'm usually a matte liquid lipstick girly. But this is my new favorite.

JVN: Jessica, I didn't know we were going to stumble here so quickly, but like lip stains, I'm really curious about. I really have never used them. I'm more of a clear lip girl, but I have just been way more into color, on my eyes on my face, than I've really ever been. And one thing that I just learned is that I actually do like a lip color that's like my natural lip color, but just a little more just like you can't totally tell. So, what's our go to tips and tricks for lip stains? Are we exfoliating first? Are we making sure that it's really moisturized first? Can it get crusty if you live in the desert? Like, what are the pits- because just because I'm in Vegas and I'm curious and that's one thing to Jessica about since I've been in Vegas for these last few months. I'm realizing like, climate affects everything for beauty.

JESSICA CRUEL: Your whole routine has to change.

JVN: Yes. Like everything. So, but, but what if someone's been curious about a lip stain? If they're just like, I don't want to have to run out of the house with this lip gloss anymore. What do people need to know to like really execute a lip stain flawlessly?

JESSICA CRUEL: So I love lip stains, but I will caveat that most of the ones from Korea because they get the texture so right because it's so watery, but the color payoff is good. Like if this is an American brand, it wouldn't be this bright, right? But I don't do liner with lip stains. You definitely can, but I feel like that hurts the wear off. And part of the beautiful thing about lip stains is they wear off very slowly, right? Like this will last for hours after I eat. I

don't have to worry about it being patchy or anything because it'll just slowly fade in a natural looking way. You do want to make sure you exfoliated because if the stain is under like lip cracks, then it's uneven and you don't want that. As far as moisturizing, I would say, actually, it's one thing where you don't need to worry so much about moisturizing beforehand because you want the stain to really sink in and you don't want there to be a barrier that keeps it too slippery. Right? The beauty of a stain is that it soaks into your skin and just stays,

JVN Got it.

JESSICA CRUEL That color that you want. They have so many of those colors. It's perfect for a person like you who maybe doesn't want a powerful color punch but just wants something subtle like just a flush of color, you know, like you just had a make out session with your husband. Kind of -

JVN: Love! We went on a hard right? But I love it. But we're going to have to stay on this whole Korean beauty moment a little longer, which was not planned, but it's not our fault. We're two beauty divas just having a chat.

JESSICA CRUEL Yeah.

JVN My TikTok has been overtaken with um what's that cushion foundation that's taken over our algorithm is like tren-tren?

JESSICA CRUEL Tear tear!

JVN Tirtir! Everyone's talking about tear tear. I just saw this other lady that was like y'all aren't using your like that thing on the side to blot it off first before you start putting it on. So between that and the spray on Derma planing like white powder spray on TikTok thing that shows all your little hairs what do you think makes their formulation different? Which is it, is this something that you think is going to change the makeup industry forever? Is this just like, is it a little bit of a moment? Is this one of those moments where where we're just finding out? But really they've been doing the damn thing for a long time, like what is going on with this gorgeous Korean beauty?

JESSICA CRUEL: So I would actually pick the latter like Korean Beauty was actually first really waving in the U.S. when I first started in the business 10 years ago. So a lot of the brands that are well known here have had their wave in Korea already. And when I go there, I think they just do the best when it comes to textures a lot, they just have the lightest fluffiest, just gooey. It's just I you can't everything blends and you know, penetrates so well, especially in the makeup category. But also when it comes to skin care, they're very innovative when it comes to formats. I would say when Korean Beauty first came out 10 years ago, it was all about - to the US rather, when Korea Beauty first came to the US 10 years ago - it was all about play. They just had a lot of cutsie, cartoon like things. But now I find in this really second wave that has come due to TikTok, it is more about the efficacy of the textures like the tear tear cushion compact, but that Korea's had cushion compact for decades. That's not new over there. That has been around. I mean, if you remember the whole BB, CC cream.

JVN How could we forget?

JESSICA CRUEL OK, we was getting to ee it was, we was getting a little drastic over there, but that came out of Korea and they had cushion compacts back then. I think the only problem with cushion compacts uh is that they don't have a high shade range, the shade range isn't great. Which is why I don't use them in particular. I mean, but for those who it does work for, it's very beloved and it can be just similar like that glass skin effect that also came out of Korea. Those are things they have a lot of them has SPF in them which we know is a huge category in Korea. Sunscreen is the best in Korea.

JVN: What's on your beauty algo at the moment? Like what has taken your algo over? What are you seeing nonstop? Is there? Is there a product that you're just like, I have not gotten my hands on this yet. And also how many times have you been to South Korea? Was this like your 15th time? First time? Tell us everything.

JESSICA CRUEL: It was my second time going to Korea. And this time I got to do all the things I got to do. Like the color analysis. So.

JVN You did?!

JESSICA CRUEL Yes, I'm a winter bright.

JVN: So what are your like, hot colors then? Is that like bright purple? Like bright blue?

JESSICA CRUEL: No, it's like hot pink is my color and then like a true red similar to what I'm wearing on my lips. And, what was the other? A true red? A bright pink and I could do like a purple. Purple anything works for me. But those are the colors that tend to really just pop on me. I was surprised to be a winter because I thought winter was gonna be a little bit more like cool tones, but I am, I'm a cool tone which I was very surprised by because I think when I'm, you know, I'm brown, I automatically thought that meant warm. Not true, not true.

JVN: For anyone who hasn't been a beauty aficionado or otherwise, what is something that like we must do when we go to Seoul?

JESSICA CRUEL: Definitely say the color analysis because it also includes makeup. So she, that's why I love a true blue red lip. It makes sense with my whole winter break scheme. Also they have the best. Obviously, you'll go to a place like Olive Young, which is their kind of Sephora Ulta there.

JVN I was gonna ask you.

JESSICA CRUEL Yeah, so and Young is their big beauty shopping destination. But I would also say go to some of the fashion stores because shopping in Korea is a- an experience they have like activations in the stores where you can, it's like artwork but it's technology. I went into Gentle Mobster, which is a glasses place and they had like virtual faces that were larger than life and they were like blinking at me. You know, it's like stuff like that is really popular in Korean shopping.

JVN: Last Korean question. I swear to God. Best food that you had while you were there, like best meal. And then we are going to get into our list of questions, which we just had to go on this little detour. We will get to them. But what was like the best thing you had to eat while you were there?

JESSICA CRUEL: So I love rice. I mean, so and Kimchi and all those things like I eat Kimchi. I go to H Mart all the time to get my own Korean food. My favorite thing was actually

seaweed soup. And personally, I'm in a big K drama phase right now. And seaweed soup is the thing that is traditional on birthdays, you know, usually on birthday, you have seaweed soup. But in the hotel, I was in, they had it on the menu and so I had it for breakfast one day. It was so good with all the little sides with all the like, the kimchi and the like vegetables that are steamed. It was so good.

JVN: What is the broth of the seaweed soup?

JESSICA CRUEL: Mine was had a little bit of pork in it but I think, you know, there's different broth that they use. I was with the gochujong. I mean, I just, I mean, even flying to Korea, which is a very long flight, it's, you know, like 17 hours there, I think. My biggest excitement was like, I'm about - I'm about to have my ramen. Like I wake up midway like, excuse me, I ready for my ramen.

JVN: So you became the Editor in chief of Allure in 2021. This is like, what a massive accomplishment. Congratulations. And it's been so what part of 2021? What is it? Was it the beginning? Are you about to have your three year? So you're approaching, approaching our three year anniversary. How has it been uh has it been everything you thought it would be?

JESSICA CRUEL: It is better than I thought it would be actually, which is very rare in the world. You know, I wasn't quite - being Editor in chief, was a childhood dream of mine and I kind of given up on that dream just from being in the industry and to have the opportunity to become Editor in chief, come to me, felt a little unexpected and honestly, a little bit out of my reach. I was like, I'm not ready for that, I don't think, but I went for it and it has been so rewarding, so fun. I've gotten to see and meet people that have really changed and opened up my perspective about beauty. But it's also hard, I think a lot of people think that I spend my day editing and interviewing and that's not the case. I run a business, you know, it's my job to run the business of Allure. And so it has taught me a lot of things about owning a business. I'm sure as, you know, with owning a lot of different businesses. So, but I've enjoyed that, I've enjoyed learning about PNL

JVN: Oh, the PNLs, honey.

JESSICA CRUEL: You know, as soon as they opened that document, I was like the parentheses be negative? How, how that works?

JVN: No, that's the profit and loss statements or like the profit and loss margins. It's, that is it's not a very fun place to be, but it's a place I've had to get more comfortable in and I was like, I'm sure someone else knows how to do this. No, you really got to know, you really got to know what's going on.

JESSICA CRUEL: Yeah, you have to know. And so I have a great team of journalists and you know, writers, and all these development, people who helped me in a lot of different realms, video, people, creatives, photographers. So I think it's been really great to be able to take this very beloved brand and, you know, bring it to social in a bigger way and bring it to live events. And so that's been a really good time. So

JVN: What does a day in the life of an Editor in chief look like in 2024?

JESSICA CRUEL: Yeah, so for me, it can vary greatly, you know, but for the most part I wake up in the morning, I peruse the Gram. And me and my news editor and our team are dropping ideas from what is happening from the day. You know, what is popular, what is

popping? I may respond to that and make sure that they've got my thoughts if they need to, then I go to email. I spend hours in email, don't we all? I might be, then it's meetings. I spend a lot of time in meetings. You know, being Editor in chief means a lot that I'm just weighing in on things, weighing in on: Ok, you've done this project here are my thoughts and my sign off or we're gonna do this project. What do you think? These are our stories. What do you think? What do you think? What do you think? So, decision fatigue is real but I have a lot of meetings where I weigh in on things. Then me and my assistant might be shooting some social media, doing some videos or, you know, we giving feedback on videos and posting on social media and then I have an event like - tonight I have a gala I have to go to. So I've got my shoes, my nice shoes in the back and or I'll change clothes completely and I'll go to a Gala, which means, you know, networking and chit chatting through the night. And that's a day in the life.

JVN: In the beauty industry. Now, when you're a digital platform, you, you are the head of this company, you are, you're giving Editor in chief vibes. How does someone like Allure cover, grow and move through the beauty industry now? What does that look like?

JESSICA CRUEL: It's all hands on deck mission. Like we're covering it from the perspective of we're looking at TikTok, we're looking at social media, we're talking to founders, we're going to events, we're going to labs, we're talking to we're constantly testing all the products that come out. We're looking in the news to see if topics are being covered. We're covering celebrities. It's a very expansive job, but the team does it so well. And I think that is the important thing. It's - we have our ear to the ground and we're at the end of the day trying to answer beauty lovers questions, right? We're trying to serve them, make sure they're shopping, they're shopping for things that they are going to love and know are worth their money. We are also just giving commentary on things in the world that have to do with beauty.

JVN: If you were to try to pull out your fortune telling ball and be like, where do you see the beauty industry and like 2025? What do you think consumer- like at this time next year - what do you think consumers are looking for? Because I feel like consumers are looking for kind of more out of their beauty industry investments than ever.

JESSICA CRUEL: I think people are going to be looking for a more personalized approach. If you think about where we've gotten to, it's people watching people and trying to copy what they do. Right. Oh, I see. Even myself, people see me. They're like, I want that exact red lipstick. I love it, but maybe the red isn't right for you. Maybe you need the same product but you need it in the pink. And so I think what we are going towards is going to be a place that gets back to personalization. We used to be in a time when I grew up where when I wanted beauty advice, I would do this lawn for my hair, for example, I would just long and I said hairdresser who's been working on my hair for 10 years, what should I use at home? Because she knows my hair. She knows everything that I've done to my hair. She takes care of my hair and that is the way that I, I know I trust her. I think we're gonna get to a place where people are gonna be checking receipts to see. Ok, you're telling me this but how do you know is it because you just tried it one time or is it because somebody's paying you or like what, why, why have you recommended this to me?

JVN: I love a personalized routine. I think that's so important.

JESSICA CRUEL: Yeah. Yeah. And it's something we're thinking a lot about for lo you know, how can we take the advice that we spent years learning? You know, I think sometimes people don't realize that I have spent the last, you know, 15 years of my life talking to dermatologists, talking to scientists, talking to brand founders trying products. And so when you see something with the seal on it, it's all of that experience that we're bringing to the table, uh we're asking questions like, is this marketing true? Ok. Well, this isn't really how that ingredient works. So that's not gonna be very efficacious. Is it over for multiple skin tones? If not, we probably should recommend it. You know, those are the things that we're kind of negating, going through before we recommend products on our site. And I think that level of detail is something that people are gonna start to crave.

JVN: Best [of] Beauty awards. When, when because Best [of] Beauty what it's like, I feel like you just did your awards, didn't you?

JESSICA CRUEL: So Best of Beauty actually happens in September.

JVN September.

JESSICA CRUEL We just did Readers Choice Award.

JVN Readers Choice Award, get it together.

JESSICA CRUEL Reader decides what product that they love. And this year we had nearly 600,000 people vote. So the readers are like very gung ho about the products that they love.

JVN: So it's readers choice is like kind of the first half of the year and the best in beauty is like your last half of the year vibes?

JESSICA CRUEL: Yes Best of beauty is September. And then we have a big event in October.

JVN: With the team in creating the your best of beauty awards. Is there ever like inner turmoil and conflict? Because the one person's like, I really like this one and then the other three are like, no, mine was like dry or like that. I didn't like that packaging or it didn't work on me and then someone else's, but it's really good. Like, do you ever have to be like give like Judge Judy of the Allure team like as Editor in chief where you're like, now, now, now, I will be the tiebreaking vote here. Like what happens?

JESSICA CRUEL: We do actually have some pretty knock down, drag out fights over Best of Beauty. And you know, I think a lot of people don't know, it's a year long process for us. So we have the event in October. The list comes out in September, September. We have our Best of Beauty live event in October and then literally in November, we started taking, taking submissions for the next year. So we test November, December, January, February, March, April. And you know, we just are continuing to like test everything. So I would say that we do get in some fights and I have been known to put my foot on the scale and be like, no, I believe this. But I think it's also one of the reasons why we have the, you know, the list is usually over 300 products and it's because we're getting very specific, you know, we talk about personalization. So when we award certain categories, sometimes we're saying, OK, this is the best shampoo for dry hair. This is the best shampoo for curly hair. This is best shampoo for thin hair. We try to get that specific because we recognize that some things don't work for everybody. You know, a universal product is very rare. And so that is why the list is expanded to very much so accommodate those differences in need state.

JVN: Who are the people who we have not tried in our lives that we need to try.

JESSICA CRUEL: So I am obsessed with it. Won best beauty world last year, Shani Darden's Lactic Acid peel. It is one that is beloved on the team. And Shani is an aesthetician celebrity, aesthetician out in LA. She does amazing facials. But every time I use this treatment, it's a two step treatment. It's like my face gets a reset. I always say like it's like the beauty jumps out. It's like, oh, hey.

JVN: Jessica, is it a physical peel like that about the body where you peel off?

JESSICA CRUEL: No, it's one step is like a, a gel kind of that you put on your face and then you put a clay mask over it to neutralize. So it's a traditional peel two step with a neutralizer. Let me tell you. Mm mm mm mm. It is. It does good work it does really good work.

JVN: That sounds stunning. Who else? What other things have we not?

JESSICA CRUEL: Alice asked me is the Dyson Airwrap worth it because it's very expensive. She's worth it.

JVN: Yea, I think so too.

JESSICA CRUEL: One, it's the one tool I'm like, you know, you will get your money's worth. And now they have all the attachments for different hair types. They have the comb attachment, which is something as a natural hair girly. I was asking for, for years from blow dryer companies. I was like sitting in death sides being like, but what about the comb attachment? And Dyson has one even for the air wrap. So I definitely think the Dyson Airwrap is something that is like one of my favorite splurge items. As far as on the, you know, drugstore side, I'm a huge fan of the Ole Super Serum, which is also Best of Beauty Award winner. It's kind of a multitasking serum. You know, I think sometimes people get very overwhelmed by serum because there are so many options. And if you're looking, if you're a serum beginner and you just want one thing that's gonna click above a bunch of boxes, but the Ole Super Serum is a good one. It has a little bit of vitamin C, a little bit. It's got Mica in it. So it like gives a little bit of a brightness uh automatically. So those are a few things that I, I've kept an invitation for the last year since last year.

JVN: Love. And now I got to get to this question because it's really important. So, one of your major endeavors as Editor in chief has been creating The Melanin Edit. I love this. Can you tell us more about it? Where did the idea come from? How's it going?

JESSICA CRUEL: Yeah. So The Melanin Edit are vertical specifically for Black hair, skin and beauty wellness. And the idea was really a passion project. You know, before I became editor in chief, I was already at a lo and I really felt that I wanted to speak to my friends who never really read a lo because they didn't feel that they were seen all lo and so I wanted to create something that let them know that we were having those conversations at all lore. And sometimes it requires creating a completely new space for a group because they want to know that we are taking you into account now in a serious manner. And so it's meant to be our place where we can talk about beauty in a way that is unwatered down. So many Black beauty journalists come to me and like, yeah, the editor tore up my story and made me do a parenthesis about, you know, what is Afro hair and how like I just had to explain everything and that really changed the whole vibe of the piece. And so this is a place where we don't have to do that and it's going great. It, I think our Black audience loves it. There's more

engagement on that and some of our other sections on the site. So I'm really proud of what we created.

JVN: I love that you had the courage and the vision to know that that was a goal, create space for your goal and then achieve your goal because that's not an easy thing to do, especially and like, I mean, I know Allure is amazing and I love Allure, but any company where you're creating a new space, it's like I know that there was a lot that went into that and I'm glad that you did that because that is so important. Rapid fire. We are rounding third base. This is all very quick. What is your and you already did some of these things? So you can repeat if you need to. What is your favorite go to budget beauty recommendation?

JESSICA CRUEL: So I'm actually going to pick a readers' Choice Award winner. The Elf Power Grip Primer.

JVN: I've heard of this, I've heard of this. Getting it.

JESSICA CRUEL: Yea, Tik Tok Loves. I love, I mean, because I don't like a matte I'm not a matte girly. I like to shine. I like to be dewy. And so that Power Grip primer really lets me be Dey.

JVN: What's your favorite splurge recommendation? And actually for this, I'm going to be a little more specific because you already said Dyson. I'm sorry. It was your fault. You did it. Not me, it's not my fault. What's your favorite splurge makeup recommendation or skincare? Skincare or makeup? I just didn't want to hair because we did our Dyson.

JESSICA CRUEL: Yeah. Yeah. Ok. So skincare I can do because I splurge on skincare. The Skin C E Ferulic serum. Dermatologists love it. It's one of those things that, I mean, I've been in the beauty industry for over a decade. It was one of the first things I tried and I keep going back to it. It's pretty pricey. But, uh, one of my favorites also. Same SK-II Essence. The treatment essence love both of those are favorites all time favorites that I keep going back to.

JVN: Do you have a favorite, like hand moisturizer? Like cuticle vibe? Like what do you love for? Like finger tippy cuticles? Like I have the driest hands.

JESSICA CRUEL: Yeah, I like the, uh, evolved together. Has a hand cream. That's really good. Touchland hand sanitizer. Always in the bag.

JVN: Oh, just so good. I can't stand it. Tell me more. I know there was another coming out. I'm not cutting you off again.

JESSICA CRUEL: But those are my, my hand care things like I, I use those for hands.

JVN: Um I OK. And then what is your favorite, most inspiring vintage beauty look? It could be runway like a red carpet. It could be like something that your mom wears. Like a really inspiring vintage beauty look.

JESSICA CRUEL: I think Cicly Tyson Jet magazine with the braids in the seventies. So good. Oh, good. Or Diana Ross.

JVN: What a good, such a, such a classic here for days. I love her more than you think. OK, Meh or Major - subscription boxes?

JESSICA CRUEL: Major subscription boxes, major, I will say I'm biased because allure has a subscription box, the Allure Beauty Box. But I think it's a great way to try things because we spending less money, right? Because if you're a big experimenter, you love to test, you, love to try things. It's a great way to get new things without having to like pay full price.

JVN: Yes, that's so true. Natural products being like not natural hair care but like just doing things like all natural, meh or major? Meh

JESSICA CRUEL: I agree isn't natural isn't a thing. It's not regulated. It could mean anything.

JVN: Uranium is natural. That's what I always say. Skin flooding. What is this? Is this, is this like the new slugging or is it like an 85 step skincare routine?

JESSICA CRUEL: It's more along the 85 step situation. So it is skin layering, right? You layer on moisture and it's just this belief that obviously you go lightest to heaviest when you lay your skincare products. But I found that it's the way to get the best like bouncy moisturized skin with that like wet dewy look. So I'll start with a watery essence like the SK-II and then go to like a thicker essence like the road milky toner. And then I'll just keep on serum moisturizer oil. Just keep, keep layering until I'm just hydrated to the mat.

JVN: Like just hundreds of dollars of skin care. Just a per application. We are doing it, honey. I'm obsessed. What about fancy candles?

JESSICA CRUEL: Major? They smell so good. I have a candle right here next to me. I just, I love candles.

JVN Baths.

JESSICA CRUEL I'm a meh on baths.

JVN: We just covered up. I'm Pretty Curious.

JESSICA CRUEL: I wish I could be a major but it's a little nasty. Um But I get it for the vibe. I get it for the like I need to relax Epsom salt. You know all of that.

JVN: We're obsessed with Pursoma in this house. If you guys haven't tried that over at Allure, we're obsessed. It's a really good bath soap. We love it here. OK. What about over lining lips? No, we're not doing it. What about hombre lips?

JESSICA CRUEL: I could go back on that one. That was, that was a 20 tens moment I go back there. I was, I could, I could do it.

JVN: Jessica Queen. So where do you think the beauty industry is going? Do you, where do you see allure in one year? Five year, 10 years? Where do you think the beauty industry as a whole is going?

JESSICA CRUEL: I do think we're going to get more into personalization. I think, you know, those are gonna be things that everyone is going to be looking for. Just what's right for me, specifically for me. I think that's gonna be popular. I also have been seeing some great movement towards diversity in age. I think that was one of the, you know, there's a long list of things that beauty can be better about. And I think serving those with disabilities is one of them, but also serving people of different ages. I think for years, we have tried to sell skincare based on how a 17 year old looks wearing skin care. And now, I mean, in part, thanks to social media and in part what other brands are doing. We're finally saying like, yo

wrinkles are, are sexy, they're cute, they're beautiful, that's life like, you know, that's good. We should be showing that on our ads and in our magazine, not just the cute model who is just out of high school to sell the anti aging cream. You know, we actually don't use the term anti aging in our coverage. But, you know, I think that is something that I'm very excited about, especially as I get to that point where I'm like, OK.

JVN: I love a pro age.

JESSICA CRUEL: Getting some things, you know, we got a pro age, right?

JVN: Other than do you have your own ig where people can follow you if they've just been listening to this? Like I fell in love with Jessa Cruel. So do we need to follow there? Where can people stay in touch with you? Where are you the most active? So

JESSICA CRUEL: I'm on Instagram @jcruel j-c-r-u-e-l is me. Um And also obviously follow at allure all the time to get your beauty information,

JVN: Jessica. Thank you so much for coming up. Pretty curious. We appreciate you so much. Thank you so much.

JESSICA CRUEL: So good to see you.

JVN: Thank you so much for coming on the show. We appreciate you so much. Bye, honey,

JESSICA CRUEL: Bye!

JVN: 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 and follow us on Instagram and tiktok @CuriousWithJVN. Pretty Curious drops every Monday wherever you get your podcasts and make sure to tune in every Wednesday for Getting Curious. Still can't get enough? Honey. You're insatiable. Subscribe to Extra Curious on Apple Podcasts for commercial free listening. And our subscription only show, Ask JVN where we're talking all about sex relationships or really just whatever's on my mind. That week, our theme music is composed by Nathanael McClure. Come on, Nathanael, our editor and engineer is also Nathanael McClure. Yes. Getting Curious is produced by me, Chris McClure and Julia Melfi with production support from Julie Carrillo, Anne Currie and Chad Hall.