

## **Pretty Curious with Jonathan Van Ness, Jill Dunn, & Carlene Higgins**

JVN: Hey, curious people. Welcome to Pretty Curious, our podcast on all things beauty. happy Monday girls and theys and guys, I guess? Happy morning to everybody. Ok. Anyway, this week we're talking with two of beauty podcasting's crown jewels. The diamonds of the season are sisters from the North, Jill Dunn and Carlene Higgins from Breaking Beauty. They are incredible. I love them. But first of all, it's time to get ready with me. I just, uh, so we just got back from the Emmys and it was gorgeous. I did the Creative Arts Emmys, then I did the parties for the primetime Emmys. Uh I had so much fun. I met this founder whose name escapes me, but I will link this in this episode. Um, this cream contour and cream blush. They're called Reeson r-e-e-s-o-n. And I have been loving their contour. I've been using it a lot. Um, and, and I think the other thing I would say is that lately when I've been doing my makeup, I've been into this under painting thing. So I'm going and with my cream bronzer first, my cream blush first, then I'm doing um, concealer and foundation like the concealer kind of like around that. And then, then I put the foundation on top of that and I blend the foundation on top of the bronzer and um blush. And then what I do as I set it with powder because Gigi Good told me to – then I do my uh powder bronzer and powder blush on top of that. And it's giving me this like really beautiful contour that's like not cake face and it's not too much, it's just really pretty. So that's what I did there. Um I and if you want more BTS on, on the Emmy weekend, you should listen to Ask JVN. I don't talk about that that much right here. I'm not trying to cross from a pro, promote, but I should just say that we did it into some Emmy's tea and more of my glam tea on Ask JVN. If you want to go listen to that with me and Chris, we really delved deep. Um but I, I am really loving that reason. Um and now it's time for us to do an audio question which I love an audio question. You guys leave us a voicemail! I love a voicemail. So let's let's roll our first question, Chris. I'm so excited to hear it. *\*Phone rings\** Voicemail question?

MISHAYLA: Hi Jonathan. This is Mishayla from California and I am wondering what you think of spray and lighteners for blonde hair. Um I live in California and I'm naturally blonde but my roots always come in dark and especially during winter and spring, I tend to get very two toned looking and I'd like the option to be able to use a, the spray in lighteners, um, just to get some highlights in there, but I've heard that it can make your hair brassy. Um, I also just don't always wanna go to the salon just because of the money and the time for maintenance. So if you have any suggestions on how to help, kind of lighten up the roots for a natural blonde before summer or before the summer effects can kick in. I would appreciate it! Thank you.

JVN: Oh my God, Mishayla, what a good question. And I am so ready to answer it. So here's the thing. I am a way bigger proponent of going in with a highlight than an overall color. And this is why when you color all of your roots, you're going to get that line of demarcation like a, a harsh line. When you go in with foils, it's going to be, you know, more blended, it's going to grow out more softly. So if, unless someone really, unless someone has a lot of silver hair and they hate having silver hair and they don't want a blend. They want like a, a full tight, like I compare a semi permanent color to panty hose and a permanent color to like full tights like that you can't see through unless someone wants that fully opaque you know, no silver shining through coverage. I always go for a semi permanent because it's a softer grow out. Now. I think the thing that I'm scared of about like a sun in or a spray and lighter is that the amount of lift is going to change based off of how hot you are. So, if you do it out in the sun,

if you're sweating, if you're how long you leave it on the spray ins, like they typically don't have a toner in them. They're only lightening the hair and that's why they can look brassy because a hair color is gonna have pigment in the hair color. So it can control that brassiness. There will literally be like violet or blue pigments that on the color wheel are opposite of orange or opposite of orange, yellow, they will neutralize it. Whereas when you spray those suns in there, it's an uncontrolled lift. You only have the lift, you don't have any tone. Um, and so, and, and I would say that because I heard in your question that money is, you know, I get that salons are expensive. I get the prices have gone up. But the problem is is that if you make your roots orange or you have something go awry with a spray in, you're going to end up with a way more expensive corrective color than you would have if you would have just gone in for like a frame of highlights just I think what it is is there's so many like hair schools, there are so many like younger stylists that have just moved that are not charging, you know, such high prices. I'm sure you could find someone in California that would do a face frame, you know, for 125 or like a partial for like 125 or something. Um and, and maybe that's out of your budget. If that is, then I would say go to a hair school. There's, there's models that you can do at hair school where you can have like one of the teachers do your highlights as a model. Um, there are ways that you can get some highlights and they're short of um a sun in and I just, I think the sun ins are really risky because of that brassiness and they can absolutely get brassy. Now, there will be other people if, if your hair is really, really, really, really, really, really blonde, like if you're naturally like one of those like Nordic, like very blonde, but it just gets platinum blonde in the summer. Um, you probably will get away with the sun in because it's only, you only need to lift your hair like one shade, maybe two or you only need to lift your hair like one level, maybe two levels. But if you have like that number two color pencil, like graphite kind of blonde, like that dirty dishwasher kind of blonde, just like that darker blonde. It's going to be blorange, it's going to be yellow or it's going to be an uncontrolled lift and it's not going to look good. And I would just say like find someone where you can afford a highlight, like go to like an Ulta or like a cost cutters or something. Like you can get a good highlight for not \$300. You just got to like do a couple consultations and try to look at that person's work. Mishayla, I love your question. So much fun. I think we should get more hair color questions. I fucking love hair color. So I love you guys. It's time for a conversation with our *\*Scottish accent\* gorgeous sisters from the North*. I don't know why I roll my R like, or I don't know why I said it like that. I don't know what that was. I don't know what Scottish accent just came over me *the north*. I don't know what that is.

JVN: Welcome, Carlene and Jill. How are you? Welcome to Pretty Curious!

CARLENE HIGGINS: We're fantastic dialing in from Toronto. Nice to see you again.

JVN: You guys, you're both giving me so much shine on this hair. I am like everything is just so shiny, I'm obsessed, Jill –

JILL DUNN: This – this might be a new record for a product plug .45 seconds in. I just put this on, JVN Shine Drops.

JVN: You guys, that was like fully an accident. It was, that was fully an accident. I that was like, truthfully and like on fucking gay Bible that was not pre-produced like, but your hair is so fucking shiny –

JILL DUNN: Yes.

CARLENE HIGGINS: Yes!

JVN: I was just like, wow, you just give me so much reflection and then she held up the nourishing shine drops.

JILL DUNN: You know it.

JVN: Yes! So just with the people who may be like, I don't know if, if some, if some of our beauty listeners weren't, because some of our Pretty Curious listeners are like Getting Curious folks who didn't, weren't even in the like beauty pod space. So can you just like, tell us a little teeny because I, I'm obsessed with your POV. I love your guys' podcasts. I love Breaking Beauty. Um, can you tell for our listeners what your origin story is and how you came into this gorgeous beauty podcast space?

CARLENE HIGGINS: It's so sweet of you to ask. And so anybody who hasn't listened to our show, Jonathan was a guest on our show. So you can go back into our archives and hear that fantastic episode.

JVN: What year was that you guys?

CARLENE HIGGINS: Oh my gosh, that was during COVID, right?

JILL DUNN: It was 2020. I do believe.

JVN: Wow.

CARLENE HIGGINS: Yeah. Yeah, we will, we will dig that up um from the archives. But Jill and I came from the magazine world. So we're based in Toronto, we're with the Dear Media Network in LA. Um, but when we launched this podcast seven years ago, we were one of the first, like probably within the first five beauty podcasts ever in Apple Podcast. So we were really early to the space. So off the hop, we kind of established ourselves as a North American beauty podcast. We never considered ourselves Canadian specifically and we've kind of gone from there. Um, in our magazine lives Jill and I work down the hall from each other at different magazines. So we would always go to beauty events together. Um, we would kind of, we always say we would shut down the lobby bar at press events, you know, like fabulous uh –

JVN: I knew saw you guys somewhere!

CARLENE HIGGINS: Right? That's how we bond. So, you know, we really did bond on those press trips that happens to a lot of beauty editors, they become friends. Um, and so, yeah, we just took all of this experience of reporting backstage at Fashion Week, you know, interviewing the Pat McGrath's of the world producing photo shoots with Charlotte Tilbury. Um all of that experience and when we left our magazine jobs and Jill started doing uh broadcasting as a beauty expert on TV, um I and I left, I was like, what are we gonna do? And we just really both loved podcasts. This was seven years ago and we were like, let's start a beauty podcast. So we took all of the skills that we had brought it to the podcast space and um used all of the connections that we have and that's why we've had amazing guests from Haley Bieber, Victoria Beckham, you know, the founder of, of Glossier, the founder of Mac Cosmetics, um to really unearth these to even the founder of The Ordinary who sadly has passed now. So we really created this almost like an encyclopedia for people of beauty brands with founders where they can dig in and understand why they had this passion to create their products. What the hero product to jump in with is and what makes it

so special. And really our overarching goal is always to help people edit on what we say is hashtag damn good and you know, to kind of cut through the clutter and not waste your money. So that's kind of what we're about.

JVN: OK. So we are very excited to drink from this wealth of knowledge.

CARLENE HIGGINS: *\*Laughs\**

JVN: Um, we are um uh but, but uh so, but we really can't talk about uh what it is to be a beauty consumer in 2024 without talking about TikTok shop.

JILL DUNN: I mean, I think TikTok shop, it's just inevitable. We were going to end up here. Everything was hashtag TikTok made me buy it. I believe that has like a million views a week or a million uses a week on that hashtag alone around the world. So it's like it was selling out products anyway, it only makes sense that Tik Tok came out with TikTok shop. They want to keep people active on the app and you, you're native in the app, you're familiar with the app, you don't want to click through to some random website and it all makes sense. It's kind of like the new QVC in a way and it all is. It's, it's all very familiar and I think that it makes a ton of sense that brands are on there. Why wouldn't you take all of those commissions versus selling it through a drugstore or selling it through another retail partner?

JVN: We're trying to figure it out for us as we, as we speak!

CARLENE HIGGINS: Yeah, I mean, it sounds kind of like a dream for a brand because you know, you can, you can avoid all that shelf space, the cost associated with that, which I'm sure, you know, um and do the drop shipping and it, it's like getting people when they're hot. The QVC idea is, is that people are ready to buy instantly. So it's capturing them in that moment and I know that there was another app, I forget what it's called, but I feel like TikTok just sort of adopted that, but like Macy's uses it right now where they'll get, let's say a Mac makeup artist to come on and so you can tune in on their website and they'll start talking about a product. They're doing a live demo and people can shop it on the side, like right through Macy's. So this is kind of what TikTok has adopted and it's like get them while they're hot, you know?

JILL DUNN: Yup, yup.

JVN: It is.

JILL DUNN: I also think it is, I also think it's entered or it kind of presents an, an interesting not choice but a bit of a control over the virality of a product. So let's say somebody made a NYX blush go viral like two years ago. Well, or if you were an indie brand and your product went viral, in essence, you think that's amazing. That's such a great problem to have. But often it was a supply and demand issue and then they'd order all of this product and then they end up with it stuck in the warehouse because the moment is passed by the time that they've caught up to the interest in the product. So this allows brands to be like, ok, we're gonna have this incredible discount. We're selling this blush for \$2 we're gonna stock this product and we're gonna have enough supply for the demand. And I think that also factors into it. Why brands are putting it as part of their marketing strategy now.

CARLENE HIGGINS: Mmmhmm.

JVN: Fuck. *\*Everyone laughs\**

CARLENE HIGGINS: You've got this, Jonathan. You've got this.

JVN: Shit, we've got to get it together!

JILL DUNN: I'll model for you. I'll model for you. No problem.

JVN: Please!

CARLENE HIGGINS: She makes it sound so easy.

JVN: I'm going to come up there. I'm going to come out there and give you a great blow dry, honey. We're going to do it.

JILL DUNN: Yes!

JVN: We're going to get together.

JILL DUNN: I mean, I would buy anything you're selling. Are you kidding?

JVN: No, I know that you guys don't fashion yourselves as a strictly Canadian podcast –

CARLENE HIGGINS: YES.

JVN: We just so happen to be based in Toronto, but I also was reading that. Why has a TikTok shop launched in fucking Canada? Honey? Is it, is it, what is it? Is it, what is it, why, why, why are we out there? That's, that's anti Canadian!

JILL DUNN: It is. I am very offended. And to be honest, there's a bigger problem we need to solve first with TikTok and that is Canadians are not eligible for the Creator Fund. So let's say Logan cucumber guy, you know, you know what I'm talking about?

JVN: I'm obsessed with him! I have been eating so many cucumbers on my man – I know how to not slice my fingers open!

JILL DUNN: Logan? I am obsessed, I am obsessed, I love him. He is Canadian. So he has not made a dime off of any videos he made unless a brand paid him for a partnership. Whereas some of his videos have 30 like millions and millions and millions of views. So if he was based in LA or something, he would be cashing in.

JVN: But I read Jill, I read that he like does that Amazon affiliate thing where he's just like if you order the thing off the thing, then he –

JILL DUNN: Yup.

JVN: Because that's so sad if he's like full on not capitalizing honey, I mean I literally –

JILL DUNN: Well he's getting the – yes, correction. Yes, he's getting the money from his affiliate links if he plays those cards, right –

JVN: But not on TikTok?

JILL DUNN: But he's not, he's not getting any money from TikTok and that goes for so many creators that are based here and it's very, it's not very motivating to create content if you're a big, big creator. So a lot of the big, big creators are switching over to YouTube shorts or reels. They're finding those are easier to monetize. So that's my biggest beef with TikTok at the moment. But TikTok shop, there's some wild stuff going on on the ba – we wanna talk about back end but here we go, they are. There's because to sell in the US on TikTok shop,

you have to have a business based in the US. So there are black markets going on all around the world where the people are buying Tik Tok shops that are based in the US so they can sell to a US customer base. And it is fascinating. And if you go on TikTok, there's tons of videos of people from Canada, from other countries that are using all these loopholes and trying to get, um you know, hide their VPN to get TikTok shops going –

CARLENE HIGGINS: That's what I was thinking, get a US SIM card in his phone when he's creating content, I mean –

JVN: But it's probably going to be, I mean, honestly, I think one aspect of this election that's not getting that much attention is like, I really think, I mean, where does Trump stand on? I mean, he's, I guess he's on TikTok but like TikTok safety with the Republican House, Senate, and presidency.

JILL DUNN: Yeah.

JVN: I just don't, I don't know how safe it is –

JILL DUNN: Mmmhmm, I know.

JVN: And I mean, they're currently fighting for their existence in the courts. Like I just, it's –

JILL DUNN: Yup. I think there's enough lobbying going on behind the scenes. There's too much money to be made by American companies. Therefore it is staying, it's not going anywhere. My humble opinion.

JVN: I mean, that's what we said about abortion too and then – *\*everyone laughs\**

JILL DUNN: True, true.

JVN: Now the TikTok world and the viral beauty things changes really fast.

JILL DUNN: Yup.

JVN: Um, for a long time, it was the whipped cream sunscreen, then it was cushion foundation. Then it, then it was Dermaplaning those little razors with the white spray derma plane.

CARLENE HIGGINS: Mmmhmm.

JVN: That was all over my shit. That has kind of been the most of that's I haven't had a new beauty one really take over my fyp since then –

JILL DUNN: Not the peel, not the peel off lip stain?

JVN: OH YOU'RE SO FUCKING RIGHT! Ahh!

JILL DUNN: You can't escape that.

JVN: It is the lip peel stain and the curl bounce brush. You are so right. I had selective memory amnesia. You are so right. And you were so fucking right about that. It went from the dermaplane to the curl bounce. Now it's on the fucking lip stain. You are so right. Oh You are so right.

JILL DUNN: It just looks like a mess. It just looks like a mess. I don't even, I have zero interest in trying it. But anyway, people buy it, say it's good.

JVN: I'm into the ones that use it as the lip liner though.

JILL DUNN: OK yes, that is interesting.

JVN: I like it when they do it as the lip liner and then peel it off. Yeah, I like the, any sort of the bronzer as, like the, the, the sunless tanner as permanent foundation, like all those sorts of hacks, I'm here. I, I do like that even though do you guys have a sunless tan?

JILL DUNN: Yes. On occasion.

JVN: You know how, like when it comes off it looks like puzzle pieces, kind of like it, like, it dissipates and it's like, I guess it's just like, or at least for me, like, no matter how much I moisturize and exfoliate beforehand –

JILL DUNN: Spotty.

JVN: And during it just, it fades off in such a way where you can just, especially on my, I guess it is on the drier areas.

JILL DUNN: Mmmhmm.

JVN: But um but I wouldn't want that on my face. I just feel like the fade off isn't worth the initial impact. Like, just put some fucking cream bronzer and under paint and then do some bronzer on top if you're really married to such a bronzed contour is what I think.

CARLENE HIGGINS: Yeah, I agree. I agree that one's not, that one's not a great idea, but I do like the new gradual tanners and I don't have one here. But do you remember that brand James Reed?

JVN: James Reed?

CARLENE HIGGINS: Yeah, remember James Reed tan?

JVN: No? But I wish I did.

CARLENE HIGGINS: He was like a big celebrity tan –

JILL DUNN: He's a big British celebrity –

CARLENE HIGGINS: Celebrity tanner –

JVN: I feel like Britain is more of your guys' first cousin –

CARLENE HIGGINS: Yes, that's true.

JVN: But they're more of our second cousin –

CARLENE HIGGINS: Once removed?

JVN: Yeah.

CARLENE HIGGINS: Um, anyway, he, totally, some of your listeners will know James Reed Tan. It used to look kind of Tom Ford esque like white and gold and he dumped his line a few years ago and he is just relaunching it. He relaunched it in the UK. Now it's coming into Canada, soon it'll be the US. It's called endless summer, the whole thing. And he's bringing back the whole gradual tan, really skin care like ingredients. And um, I love the gradual tan for body. It really goes on white, just like a cream, a moisturizing cream and it's like easy

does it, you know? You can use it every day, every other day and it's not like bam in your face, you're orange and then the next day you've got the spottiness. You know, it's like that slow build, the old Jergens –

JVN: Do you remember when Jergens did that? *\*Screams\**

CARLENE HIGGINS: I was just gonna say, I was just gonna say, it's like the Jergens but it's like now –

JILL DUNN: It's more skin care. It's more skin care.

CARLENE HIGGINS: It's like now it's all skincare. It's got the Hyaluronic acid. It's got this botanical and that –

JVN: Ooh I fucking love Hyaluronic acid.

CARLENE HIGGINS: Yes, we do. And like, it just looks so chic now. So endless summer. James Reed. That's gonna be a big, I think that's gonna be a big hit next year when it comes to the US.

JVN: I can't wait to try. What else do you think if we had to just go full future predictions? What do you think is going to happen?

JILL DUNN: Hmm, oh my gosh.

CARLENE HIGGINS: That's a good question.

JILL DUNN: Um in terms of 2025 trends, I think it's going to –

JVN: Can we also do winter trends this year and also next year I want to do it for the whole future. Immediate and far.

CARLENE HIGGINS: You want your astrology read in beauty terms.

JVN: Please.

CARLENE HIGGINS: Um, yeah, I mean, it's interesting because um the biggest thing that needs to go away, we were just talking about tanning. So I'm just going to start there, but there is a trend of tanning beds that is back and it is like problematic because I think the whole thing with TikTok's influence is that so many of the users are so young and they're discovering things for the first time. You know, listen, we've been there and we've done that when it comes to the gradual tanner when it comes like with TikTok Jill and I say it –

JVN: I went to the tanning bed when I was doing my perf, my interpreted ballet dance and my high school talent show.

CARLENE HIGGINS: Right? Yeah. Yup.

JVN: You know, Mrs. Dooley from Queer Eye told me that I would look better with a little bit of a tan. I went to the tanning bed back then and then we learned.

CARLENE HIGGINS: And then we learned. But this is it every time old is new again when it comes to TikTok. But like I was just reading the other day, this poor gal came on and she was looking for advice, which is I think always like a very tricky thing to do on TikTok. And she had a lot of acne all over her face and she was like, guys, I'm getting married in seven days and it was just like full throttle dermatologist required.



JILL DUNN: Awe.

CARLENE HIGGINS: And she's like, what, what can I do? What am I supposed to do? And it was like all these people chiming in, you know, get to a tanning bed immediately. I'm telling you tanning bed, benzoyl peroxide that's going to do it. And I'm just like the advice that this poor young woman is getting and I couldn't believe the number of people that said tanning and I just felt like, are we back in 1987? Um, so, you know –

JILL DUNN: Well, there was that whole Washington post story, that's the headline was Gen Z would rather die hot than live ugly. And it was all in reference to them tanning.

CARLENE HIGGINS: Yup, exactly.

JILL DUNN: And they just, it's just, it's, it's having a moment and you see a lot of big name people and uh that are very influential with Gen Z and you see them on Instagram and you see the tan lines and it's like that's not a beach. They're not wearing SPF, like you just know the telltale signs –

CARLENE HIGGINS: Yeah, or a tanning bed. I can always, I'm like, because they don't have the tan lines –

JILL DUNN: Right.

CARLENE HIGGINS: Which makes you think it could be a good full body faux tan job. But it's like, I can kind of tell on certain influencers who have millions of followers. It's like they're 20 in their early twenties and I can spot it because it's like the shade of the tan. And also, you know, when you get kind of dry from the sun, you get those little wrinkles and it's like, girl, I know that that is not a faux tan. That is a real, real dark tan and it's like that, it is just not safe. But anyway, we don't, I'm sure you've covered this on your show before. But that is kind of, I think the tanning is not going to go away whether it's faux or whether it's real for a while. And then K Beauty is something that again, like you would know like us that we've been, this has been 10 years that it's been riding high. I remember first writing stories about the whole 10 step routine like 10 years ago in the magazine days –

JILL DUNN: BB creams, CC creams –

CARLENE HIGGINS: Yeah, but today it's like –

JVN: Yass, the BB, the CC –

CARLENE HIGGINS: The TikTokers are just discovering it for the first time, you know, and I know um Jill had a fun one that just launched Tier Tier the foundation. And I think there's a good story and a learning there about shade inclusivity that we weren't seeing the first time around. That's interesting the TikTok influence. Now, I'll let Jill explain that one.

JILL DUNN: Yeah. Tier tier. It's a brand that is uh K beauty brand, but they always say they're the number one brand in Japan. So I always get very confused about that, but it's K beauty brand. It stands for Trust and Radiance Tir and they have this red cushion compact. It was everywhere on your for your page.

JVN: Yes, we talked to Jessica Cruel about it. We had a, was it maybe April or May? But we talked about that. I saw the one where they were like, girl, like, you don't have a good

fucking shade range in here then was like, our bad and they sent to that one lady. It was gorgeous.

JILL DUNN: They really improved upon the shade ranges and like, are actually asking for consulting help and paying these people, I think in a lot of cases, or at least, you know, hearing from them and learning from them and uh –

JVN: Rhode just had that similar experience too.

JILL DUNN: Yes.

CARLENE HIGGINS: With their pocket blush.

JVN: Yeah.

CARLENE HIGGINS: I hope Gloria, who is the, uh, the influencer, I hope she's just like raking in bank because she, she just like every other day, I feel like she pops up on my page. She's like not cutting it and then these brands are turning around and, you know, using her to consult, which I think is, it's great. It's great to be gracious and correct the wrongs, you know?

JILL DUNN: Just take accountability.

CARLENE HIGGINS: Yeah.

JILL DUNN: Exactly.

JVN: OK but wait wait wait, let's go rapid fire segment. It's our most fun thing. I'm Pretty Curious and it's unique to Pretty Curious because we don't do it on Getting Curious.

JILL DUNN: Ok.

JVN: It's time for our damn good product reviews, Carlene and Jill on your show, you give us the good Intel on the best budget finds. So I wanted to toss the mic your way for this edition of our Rapid Fire segment. What are the five damn good musts that everyone needs to get their hands on this fall all less than \$20?

JILL DUNN: Oh yeah, we're gonna, we're coming in hot. So these are, have proven to be our most popular episodes. By the way, we do them once a month, we sort of survey the market and tell you what's hashtag damn good. What's worth the money. So, first up, I want to talk about these incredible NYX Cosmetics butter melt blushes, there's 12 shades. They're 10 bucks each and these will rival really any professional makeup that's out there. I'm obsessed with the packaging. It kind of looks like an old school LG flip phone for those that are listening and it's just as satisfying to hold. Um, the colors are absolutely gorgeous. They have these like apricoty ones. They really thought to be inclusive and I they have like darker berry tones –

JVN: Is it cream to powder, powder cream. How does it work?

JILL DUNN: It feels like a cream when you put it on, but it is a powder but it's very and a little bit goes a long way. It is very, very, very pigmented. I don't know if you can see it.

JVN: Ordering it. We got to get it for a product review. Chris write it down. I need it.

JILL DUNN: I'm obsessed with these and \$10. Come on.

JVN: Can't go wrong.

CARLENE HIGGINS: That's a deal.

JILL DUNN: And blush is just everywhere right now. It's like the boyfriend blush, the sunburnt blush.

JVN: I'm fucking obsessed with blush. So obsessed with it. I'm wearing it all the time.

JILL DUNN: It's just like want to look alive and like you're with the season? Get one of these

CARLENE HIGGINS: Instant wake me up. Um, now on the complexion front, everybody needs to know about the Elf Cosmetics, soft glam satin foundation. This is it here, it is \$8 in the US \$10 in Canada. And it's like everybody is saying, I don't know if you're familiar with this classic. Everybody's saying it's a copycat of the Giorgio Armani Lumen Silk Foundation, which is probably around \$75 or something like that.

JILL DUNN: It's \$85 in Canada. I know, because I buy it.

CARLENE HIGGINS: Now again, back in our magazine days, every, I can't say every but most makeup artists would always have this in their kit. The Armani luminous Silk because it's just, it's like a refreshing medium build foundation that you can kind of wear, not as a tinted moisturizer, but something that's not going to look cakey at all, but you can actually build it up and it has a natural finish. So Elf went and kind of created this satin foundation that is also buildable. I can't believe it's \$10. It has I think 40 shades to it. So it's just like a steal. Everybody needs to know about it.

JVN: What's the next one?

CARLENE HIGGINS: Ok. Prequel. This is one of my favorite skincare brands of the moment. It's created by Dr. Sam Ellis, who is a board certified dermatologist. This giant gleanser is what it's called, which is in this really pretty silver bottle. It's 13.5 ounces 400 mils and this is \$18. This is a non drying cleanser again, created by a dermatologist. It's fragrance free. It is super hydrating because it has 50% glycerin in it. It also has allantoin. It's like just not going to strip your ph, it's not going to strip your barrier. So this is great going into fall. This is like a must.

JILL DUNN: It just launched a target.

JVN: That. The bottle looks so satisfying

CARLENE HIGGINS: And it's safe for eczema skin, uh, rosacea.

JILL DUNN: When you see this product, when you see this product, everybody just like CeraVe and Cetaphil who?

CARLENE HIGGINS: Yeah.

JILL DUNN: Like it's just the modern version of what we want in our Instagrams.

CARLENE HIGGINS: Exactly.

JILL DUNN: And it's really, really good.

JVN: What's the next one? Oh my god, I got to calm down. What's the next one? *\*Everyone laughs\**

JILL DUNN: Ok. This is from the ordinary. This is a toner. It's called the Sacro –

JVN: Ah! Ooo!

JILL DUNN: Saccharomyces ferment 30% milky toner. So it's all milky looking –

JVN: Uh, yes, oh my god, I think I'm aroused right now.

JILL DUNN: Wait till you hear the price.

CARLENE HIGGINS: Listen, it's \$14.14 bucks and it's an exfoliating toner that's amazing for sensitive skin. And I'll tell you why it has an ingredient in there. A non-acid exfoliating ingredient called the short form is nag, n-a-g. Um and it stands for like an acetylglucosamine, something like that. And because it's a non acid exfoliator, it actually prevents your dead skin cells from sticking together. And that's the magic. That's how you have the glowy glass skin. Its milky toners are very huge in um Korea. They're beautiful. They feel very hydrating and moisturizing on the skin, never stripping and it's great for barrier function as well. And 14 bucks from The Ordinary.

JVN: Also sidebar, just speaking of um milky toners because we love it. If you've ever had um David Yi from the Good Light, their milky toner is gorgeous and we love David Yi.

CARLENE HIGGINS: Uh, my favorite!

JILL DUNN: Oh, I love him. Yes. Yes. I love that too.

JVN: OK, we love them.

CARLENE HIGGINS: If you want to support an actual K beauty brand because it really is that K beauty kind of luxury. The Good Light is so good.

JVN: love the good light and I love David so much. It's amazing. I love him so much in this.

JILL DUNN: Yeah. Yeah, we love that.

CARLENE HIGGINS: OK. There's a last one gel for, for body. Why don't you jump in with that one?

JILL DUNN: This is a, this is a two in one. This is from the brand Naturium. It is the perfect perfecter salicylic acid body wash. It's also giant. It's 500 MLS. It's uh 16 ounces and it is \$18 and this has gone completely viral. Why I love it is very gently exfoliating and you can also use it as a face wash. That's official. So if you're oily skin or you feel like you break out or you just want to have um –

CARLENE HIGGINS: Backny, bumny.

JILL DUNN: Backny or gentle exfoliation when you're in the shower. If you're too lazy to put on an exfoliating body lotion, get this does the job.

JVN: Yes girl. Like if you're, if someone you know is on roids, they need it for their back honey. But also it's not even just roids. I went through this phase when I used to wax my torso and then when I would like do yoga, I would get like cystic acne like where my hair was –

JILL DUNN: Totally!

JVN: So that would have been really helpful. Back then. I think salicylic acid into a body wash is so smart.

JILL DUNN: Absolutely.

CARLENE HIGGINS: It's just a huge trend of like face care ingredients ending up in body products because 90% of our skin is from the neck down. We forget that sometimes.

JVN: It's so true. I love that. I love that trend. OK. Wait. Oh OK. OK. Now, uh here's one question from our, from our usual Pretty Curious rabbit buyer that we love to ask our experts. I think it would just be too. I have to ask you guys this, what is your favorite, like vintage beauty style or iconic look?

JILL DUNN: Well, right now, right now, what's top of mind? I have to say it is, I'm watching Vogue The Nineties on Hulu. Anyone else watching this?

JVN: Not right now, but I bet it's so good.

JILL DUNN: It's so good. And I was reminded once more of the Linda Evangelista moment when she cut off her hair and when she truly became an iconic supermodel and she's, she doesn't say in that documentary, but it is part of the story. Uh uh uh the part of the story is about her short hair and I've heard her say before though, when she cut her hair off, Peter Lindberg had told her to do it and she showed up to Milan, she was booked for 20 shows and like 15 of the shows said, no, we don't want you anymore. What is this haircut? But the right person saw it and then she was on the cover of Italian Vogue and then it went from there. But it's just like when I think of iconic people and iconic beauty moments for me, that's just like incredible.

JVN: Ugh, such a good one. What about you, Carlene?

CARLENE HIGGINS: Oh my gosh. I mean, I guess because we're Canadian as well. I think it's funny, Jill through to the Canadian Linda Evangelista and I always got the magazine I worked at was called Flare and it was like the Vogue of the North and um I worshiped it when I was a kid. It was around for like over 40 years and she was a regular cover star. Um, but I also like, I'm so here for the nostalgia and Mac Cosmetics is such a point of pride for us as Canadians for us as beauty editors in this industry. Um, you know, we interviewed Frank Toskan in his condo here in Toronto and he's just like, I want to cry just thinking about it because of what he created um with Mac, all ages, all races, all I can't remember the exact taglines –

JILL DUNN: All sexes back then, yeah.

CARLENE HIGGINS: All sexes, and it was just like now this is something we see in the beauty industry so much. But I think the best way to put it is like everybody is standing on the shoulders of that giant, you know, he, that brand took all the risks, that brand took all the risk fighting in um –

JILL DUNN: To have trans people in the campaign –

CARLENE HIGGINS: At cosmetic counters to have to have like to have people of all sexes, trans people to be able to work in those stores. And um the faces that Mac has had as their, as their in their campaign. I think about RuPaul, I think about, oh my god –

JVN That is so true though! So many of my queer friends and trans friends, gender, non conforming friends grew up at Mac –

CARLENE HIGGINS: Yeah, absolutely!

JVN: Like working at Mac. That is so true. They were like one of the only really welcoming, welcoming places that is so true. I never thought about it like that, but that is so, so true.

CARLENE HIGGINS: It was a safe space. Absolutely. so true. It was so not just iconic but important.

JVN: And their Viva La Glam or what –

CARLENE HIGGINS: Exactly! With Viva Glam. And he told us that story. So I do want to say anyone listening. If you want to just like go into our archives, check out that episode with Frank Tos and when he goes back and tells a story, he talks about how he created that. Why he created Viva Glam. It was for a friend who had died of AIDS and like, it's just incredibly powerful and we owe so much to Mac Cosmetics and so that I think, I think about all of those campaigns for Viva Glam, all the stars like, you know, RuPaul and everyone from to Miley Cyrus –

JVN: Pamela Anderson,

CARLENE HIGGINS: Yes! Right!

JILL DUNN: KD Lang, hello.

JVN: Yes, I remember that. That was iconic.

CARLENE HIGGINS: KD Lang, yeah, it was so nostalgic. It was so, such a part of our growing up wearing, you know, whether it was the Twig lipstick or the Studio Fix or whatever it was and growing up in the club land and, um, going to house music parties and that's what we always had in our little purse. And like, yeah. Forever Mac.

JVN: Oh, we love Mac.

JILL DUNN: 40 years old this year. which is amazing.

JVN: That is incredible. That is incredible. And I'm almost as old as Mac. We're right there.

JILL DUNN: Get your Russian red lipstick out baby and celebrate.

JVN: I, I, let's do a touch base on yours and I have to have you back on mine. I just love talking to you guys. I adore you guys so much.

CARLENE HIGGINS: You're so sweet. It was so great to see you in person and we loved having this chat with you today and I, you probably talked about this a lot on your show already. But I'm so curious about, you know, this could open a Pandora box, but your whole journey with your brand and how it's switched hands and all the, you know, ups and downs of all of that. So definitely uh more to chat about and –

JVN: Yes, I would love, I, I would love to come on and tell you guys about it. I've learned so much. Teresa always jokes with me that it's like the NBA I never wanted. Um I've learned –

JILL DUNN: I, I can imagine

JVN: You know, but I mean, just like on this, here's my biggest takeaway from being a founder and a business owner. It's that you can't really pick and choose what parts of the business you want to be passionate about.

CARLENE HIGGINS: Right.

JVN: You really have to kind of understand everything. And if you don't have an understanding of everything, that's where you can get in a world of hurt.

CARLENE HIGGINS: Yeah, yup!

JVN: I thought I could just do like formulation and like social and casting and just more of like front of office things.

CARLENE HIGGINS: Creative, yeah.

JVN: Yeah, and, and like functional like formulaic like packaging. I was really into that, but I was like, oh, like supply fulfillment operations, you know, you know, teams owner shit, I don't even know about all that, you know. Yes, you do. And that what I wish I would have known. I also, if I do it all over again, I would have started so much smaller, but that just wasn't the culture of where I came from.

JILL DUNN: Yeah, right.

JVN: It was go as fast as possible and as big as possible. And if you didn't do that, then you were doing it wrong. And I just wish that I, you know, if I could have started smaller and slower, I would have but talk about it more on yours. I'd love talking to you guys. Thank you so much for coming on Pretty Curious. I love you so much. Thank you. Thank you. You guys are the best.

JILL DUNN: Thank you. Thank you. So much and so fun!

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 with production support from Julie Carrillo, Anne Currie and Chad Hall.