

**Pretty Curious with Jonathan Van Ness, Nina LaBruna,  
& Aliett Buttelman**

JVN: Hey, curious people. I'm Jonathan Van Ness and welcome back to another episode of Pretty Curious you guys. It's Thanksgiving week and we're going to talk about fun. We're going to talk about glitter. We're going to talk about sparkle because we need a little glitter and we need a little sparkle to get through Thanksgiving week this year. But what does Emma Stone, Rashida Jones, Pippi Longstocking all have in common? Freckles! They all have gorgeous freckles, honey. And this year freckles took on a whole new life when they got launched in a whole new zeitgeist and stratosphere when Taylor. So it was photographed wearing the glitter freckles to a Kansas City game. Yes, we know you've seen them. They are glitter freckles. They are amazing. They took over the world, they're still taking over the world and now I need to learn more. That's why today on the pod, we are welcoming the co-founders of Fazit Beauty, Nina LaBruna and Aliett Buttelman. Fazit Beauty is best known for their innovative skin patches that address common skin issues with an approach centered in loving your skin in any condition. And they make these gorgeous glitter freckles that have taken the world by storm. We're going to be talking about their journey as founders, how they develop their products, entrepreneurship and what it's like when one of the most famous people in the world without warning starts to sport your product. That was, that must have been the most surreal thing ever. I love our chat that we have uh with Fazit Beauty. I also have to tell you a really funny story really quick. So I, when we interviewed the girls from Fazit, I put the glitter patches on my nose before we started and I put them on like a Bioré strip. And then afterwards, after we recorded with them, my husband was like, I think you put those on backwards because or upside down because you see how like they like hug the eye and go up. But you see how yours is like a Bioré strip. And then I realized that I did put it on upside down and interviewed them with them upside down the entire time. And so then I had to send the girls a video being like, thanks for being so cool and not making fun of me about my Bioré strip. Glitter freckles placement. You guys are great. I was feeling so boomer. Um, but we had so much fun. These girls are amazing. I love their story. Um They're incredible. So let's get to that conversation. But first it's time to get ready with me, you guys, Jeremiah's birthday party was last night. We had so much fun. Um, I felt that my glam was giving like the best glam of my life. And Kosis sent me such a big package and I started using this instead of white lining my water line on my lower lash. I'm doing this like nude color and it makes my eyes look so big and so pretty and I'm just obsessed with these like Kosis liquid liners. Also, I saw Caroline Hirons and she hooked me up with her new cleansing balm from Skin Rocks. If you're a cleansing balm person, I cannot tell you how it kind of was giving me like that Rose Elemis cleansing balm that um Bethany Frankel was talking about on her tiktok but this Caroline Hirons Skin Rocks one get it run, don't walk. I love her line. It is so good. Um, and I, and then I do just want to address really quick that I I I've been joking that I was diagnosed with blush blindness, which is true, but I do feel like I'm getting, I'm getting the blend, I'm getting, I'm starting to get it together and it's, it's starting to take shape also, like I'm really obsessed with putting a little bit of blush like up on my eyelids. I feel like it pulls everything together in this really pretty way. Um, so that's kind of my getting ready with me this week. Oh, Face Yoga then Fumiko sent me some stuff from her Face Yoga line and that there's like this toning spray you guys that is so beautiful on your face. I've been spraying it on like my collarbone area, like my shoulders, my arms. It is just giving me the most hydrated beautiful skin. I love Fumiko and that toning spray is what's up and I like

to support small brands and small businesses. That is the truth, that stuff is fucking gorgeous. So get her toning mist. In fact, I think we might link it in this episode because it's so good and go Fumiko, we love you. But now it's time to get to our conversation with Aliette and Nina. And let's listen to their bios with over a decade of experience in the modeling industry. Aliette understands the unattainable beauty standards set up by pop culture, beauty and fashion industries, your lips to God's ears, honey. This awareness ignited a passionate determination to redefine such narratives. Nina grew up with cosmetic doctor parents. And over the past six years, she has dedicated herself to the beauty space while pursuing her master's degree in nutrition. Her strong background in chemistry and scientific principles has greatly contributed in her experience and product innovation and the intricate world of skincare product development. Together, they founded Face Beauty, a skincare brand focused on addressing our skin issues with love. Nina Aliett, how are you?

NINA LABRUNA: We're good.

ALIETT BUTTELMAN: Fabulous, how are you?

JVN: You know, we are thriving we are, you know, I feel like we're just into this new era of, well, a familiar era of making lemonade out of lemons and that's just what we're doing on the bright side. I'm wearing your gorgeous glitter freckles and I feel so pretty and I feel so much more myself. I literally feel like I'm giving you full Taylor. So let's start there. Where were you both when you got the news that Taylor was rocking your glitter freckles?

ALIETT BUTTELMAN: Oh my gosh. I mean, like in retrospect, it definitely blacked out, but I walked into my apartment in New York had just like, zenned out during a hot yoga class, opened up the Face Beauty Instagram account and a content creator wrote to us was like, I think Taylor is wearing your glitter freckles at the Chiefs game right now. And I think that's the moment I black out. I sit down and before I can even like turn the TV on or look at the TV. I go on my Instagram explore page and it's like Dave Portnoy from Barstool Sports has like a close up of her Taylor at the Chiefs game page six. I was writing about it. So I it's totally not sinking in yet. And then my fiance turns on the TV. We see her walk into the stadium. I pick up the phone and call Nina and she's not answering and I'm like texting her –

JVN: Nina!

NINA LABRUNA: I know –

ALIETT BUTTELMAN: And I'm like, bitch it's time to get to work!

JVN: Also, I kind of put the cart before the horse. So Aliett, you're joining us from New York at the moment?

ALIETT BUTTELMAN: I'm joining from South Florida, but I'm usually in New York. Ok.

JVN: So you're in New York? Queen? And then Nina, where do you live?

NINA LABRUNA: I'm in Los Angeles. Um, but also in New York a lot too, we bounce around.

JVN: So, bicoastal Queen. So that was like a, was that like, I mean, not to sound like someone who knows about football. So what was that? Like a Monday night was like Monday night football or something?

ALIETT BUTTELMAN: Yeah, I'm new to the sports thing too, but uh my fiance always has Monday night football on. I like only tune in like the rest of the girlies when we know like Taylor is about to do like her runway, walk into the stadium and we're getting, you know, all of the angles of her and her outfit and lucky for us, a part of her outfit was Fazit's best selling gold stardust speckle makeup patches and it was insane. I called Nina and uh I cried. It was like bawling and my fiance has like been a part of the journey. So he like the content queen knows when to show up and take the shot for Tik Tok and posted. It goes viral. And I mean, this whole thing has been viral.

JVN: Isn't that so weird how like you just never could have known like waking up that morning that your career was gonna change that night. That's like, it just not to quote Joel Osteen. But it just reminds you like, you only ever really need like one big yes and it's like one big yes from the universe can really, like, change things sometimes. Like you guys are already playing, but like having arguably one of the most famous people in the world, like rocking your rocking something that you created is just like a whole other level of pinch me. So Nina, what did you just have like 97 missed calls from Aliett when on that Monday night?

NINA LABRUNA: Oh my gosh. So I was like, I'm glued to my phone. I'm pretty addicted to my phone. Like we all are. And I was told myself like, I'm gonna have this little tea ritual with my friend tonight. We're gonna meditate. I'm gonna put my phone away like I'm gonna be a healthy person for tonight. And of course, like that's the night that this all happens. So luckily it was only like 30 minutes, but in that, in that headspace, that's a lot of time. Like I'm sure Aliett was freaking out during those 30 minutes. Like, why isn't Nina answering? So I, when I come out of my meditation, look at my phone, I have like 100 missed calls. 100 texts. My whole family is texting me. Aliett's texting me and my first instinct was like, did something bad happen. Like did somebody die because like, why else am I getting all of these notifications? But within, you know, a, a second of scrolling on my phone, I am seeing headlines, I'm seeing Taylor's name, I'm seeing like article links and I'm just processing it all in that microsecond and then it kind of hits me like, wait, did Taylor Swift just wear the glitter freckles because Aliett and I have been manifesting this and we've been like working really hard for that and if this is the case and then as I'm thinking that Aliett calls me again and I pick up and she goes, Nina, like, do you see what's happening right now? And I'm like, I, I don't know. I think so. She's like Taylor Swift wore our freckles, whatever you're doing, forget it, drop it. We gotta work, we got work to do. So I look at my friend who I was supposed to get dinner with and I'm like, I'm sorry, but I gotta go and I felt like I was in a movie scene like slow motion running to my car getting home as soon as possible to get to my computer. And yeah, it was um it was pretty insane. Uh, one of the most surreal few minutes of my life I'd say.

JVN: And I wanna like, I almost feel like I'm gonna like go off, uh go off in the order of my questions because I wanna come back to like how that ended up and like how it's been since you saw Taylor rocking your favorite beauty, gorgeous glitter freckles. But I wanna go back to where it started because I think one thing about the two of you that I love is that we have a co-founded brand with two women. And so often there's like just negativity around like female founded brands, two females. It's like we just saw like a whole country like give you like misogynistic like tendencies from this result. So what like, how is, what is your like, advice for women who are starting a business? Who are, who are starting a business with another woman or another friend? Like what are your guys' tips and tricks to like keeping it going, keeping it working and like just growing together?

ALIETT BUTTELMAN: Yeah, I think the difference between Nina and, and I is how we started our business relationship was we were not best friends and I think you tend to see a lot of co-founder dynamics happening from the same network or a group of friends wanting to start a company together and I the 1st 3, 4 years of our business relationship and we were working on another company together. It was completely professional. We'd come and have our little meetings together and finally, you know, we're spending every day on the phone and it's like you wanna like go get a drink. Uh, so the friendship came out of starting businesses together and I could not imagine doing it solo, I think, oh, my advice to other people is pick the right founder co-founder and make sure that you're splitting up the difference, like your strengths. Nina and I have two different skill sets and I think that the perfect way of not butting heads is because you just like own your own territories. Um, but I, I think doing it with somebody helps in the early days, especially with the highs and lows and emotional journey you go through a feeling like I can keep doing this. I have someone like cheering me on the way and like when I have a low, Nina is there to like pick me up and say like, you know, there's so much more to do like we're so we're winning. Like, don't worry.

JVN: Because you both have like a really interesting because how did Fazit, so how did you guys find, how did you guys found Fazit together? Like, what was the story?

NINA LABRUNA: Yeah. So um, it kind of goes back years ago. It's been like 6, 7 years now. Aliett and I have been working together and um I had started a cosmetic skin care line when I graduated NYU and it was like a topical high end luxury natural skincare line. I was connected to Aliett through a mutual friend and Aliett had started her own consulting agency and he said, OK, you two are my only friends postgrad, starting your own businesses. And I think you could actually be mutually beneficial and helpful to each other. So we started on that venture together, Aliett, like a marketing queen and helped take that brand to another level. We, you know, elevated, it, got it into retail. And through that process, like learned so much like that was the brand that we learned a lot of mistakes with. We learned how to work together. We learned how we would divide and conquer and delegate tasks between each other um, and create those foundations. And then we came together and decided, hey, like now that we've learned all these lessons and we love this brand. Why, but we, you know, know that we have so much more growth to do and we have all these other ideas. Why don't we like go 50/50 let's become full partners and let's create a new idea together. Um that we know is gonna grow really quickly and will be super exciting and can be like our visions coming to life and that's how we decided to, to start Fazit. And that's been about a year and a half now.

ALIETT BUTTELMAN: Yeah. So we started to phase it at the end of 2022. It was kind of like our COVID creative project and we were really focused on creating a new format of applying skincare first and now makeup and using patches as a basis to do so.

JVN: so you're what was like p its first offering?

ALIETT BUTTELMAN: We were the, we were the first company to launch the first extra large and multi shaped acne patches. So at the time, like pimple patches hadn't really blown up yet. And we were noticing that like the really small dots didn't cover, you know, one breakout. We wanted to help people, you know, had more cluster breakouts or cystic acne. So we first came out with that, we launched the first nose port patch using hydroiod. And beyond that, we started innovating in the patch space. We made the first ingrown hair bikini line patch –

JVN: Ooo!

ALIETT BUTTELMAN: That was infused with ingredients to help with hyperpigmentation and exfoliating –

JVN: Wait what was it because I said ooo over you? But that sounds fun. What was it in with the?

NINA LABRUNA: Vitamin C? Uh, lactic acid, azelaic acid um, glycerin, I think that's it yeah.

JVN: I love that because it's just like it scars more down there and like the skin's more sensitive. So it like helps like with discoloration, like fading with those acids.

NINA LABRUNA: That's right.

JVN: And then the glycerin is like, keep it like hydrated and like keep it healing.

NINA LABRUNA: Yeah, exactly.

ALIETT BUTTELMAN: Exactly, um and then uh we launched our, which I thought was super innovative was our silicone acne scar patch. So, silicone patch that will uh flatten and raise scars old or new, focusing on keloid scars. And we were kind of revolutionizing that patch space beyond the traditional pimple patches. And then Nina had this wild idea of, you know, people are like loving these like patch peels and before and afters and showing this content on short form video on tiktok, maybe there was a way to do some type of like patch for cosmetics.

NINA LABRUNA: Yeah. So I really wanted to get into like makeup because our customers already loved makeup and I personally love makeup. Like it's just such a fun way of expressing yourself and it gives that instant glam like very instantly satisfying. And so I started thinking of ideas for um makeup patches and putting it in that, that form. Um, and I was looking at trends on tiktok and if anyone uses tiktok, like we know the broccoli trend, the freckle trend, people using broccoli on henna and like dabbing it on their nose. Um, and I actually tried all of them. I was like doing it with the eyeliner too. I'm like, ok, this is great, but it's kind of messy and it's like a little annoying and takes, it's tedious, so –

JVN: Plus wasteful of broccoli. I mean, broccoli just takes so much water, you know? To rub it all over your face.

NINA LABRUNA: A good piece of broccoli.

JVN: Yes. Save the fucking broccoli. So then what happened?

NINA LABRUNA: So then I thought, OK, let's make like a freckle patch. Let's do a one patch, peel easy transfer, like more efficient um freckle patch. And that idea started forming in my head. But before we, we, you know, went down that line, I thought, OK, let's like, let's be bold, let's do something really different. Like why not make sparkly freckles, like, why not make them, you know, metallic and cool and, and, and just stand out and like, be like a little shocking. So it was kind of a crazy idea. Um, and I remember pitching it to Aliett and to our team and everyone was like, I don't know, but, but basically, like, once I got the samples and started wearing them, it was just pretty iconic and it just, it, it's hard to explain. But then when you see it, it just makes sense.

ALIETT BUTTELMAN: No, it was insane. I was like, you know, like, I really don't know about this whole idea. Like, you know, we're doing like serious skin care stuff and she's like, no, you don't understand. I'm walking on the streets of L A and like I get hit on all the time. I go to a bar, I get a free drink. Like I have a groupies around me. She's like, I walk my dog and people are stopping me like we have to do this. It says like, ok, fine, fine. It's like if everyone is reacting in the same way, like let's just test it out there. So we launched the weekend two of Coachella. So that was like the end of April of 2024.

NINA LABRUNA: Yeah, and it immediately blew up. I mean, we had a ton of virality that weekend. Um and like sales already tripled that month. Like it was immediate change in our business when we launched these.

JVN: Ok. So then it's just like we're selling out your, in urban outfitters, things are all on the up and up. Then we come back. It's Taylor Rocks the patches at Kansas City Chiefs game. It's October. But that means that like Era's tour still at the time it had, like, because she still has some dates ahead of her, doesn't she, isn't she like finishing up in, like, Canada coming up?

ALIETT BUTTELMAN: Exactly. So she wore, I mean, honestly, like, no one could have dreamed of like a better situation and a better timing with the best person because she wore it two weeks before she starts the North American tour up again. So it gives everyone enough time to order their products to get to them in time and gives us like enough time of like, ok, how are we going to activate in all of these cities and so proud of our team for just like pulling this all up. Miami happens, Nina and um our social media manager fly down to Miami. We're doing a partnership with Soul Cycle doing a pop up at Urban, Nina is there. She's seeing the patches and I'm getting text messages from friends being like it is on every other person at this tour, which is –

NINA LABRUNA: Yeah, that was probably the most surreal moment for me, like looking around the stadium and seeing half the people in there wearing this product that I developed and like that we came up with, and that we created for Fazit. Like it was just surreal. I mean –

JVN: I'm sure this like, created like a, I mean, I know you guys are already doing well and you already created virality. But I'm sure this like took it to like a financial and just like success level that was like a whole new place. What did that feel like to be kind of just fully embraced and accepted and celebrated by like the entire beauty space?

ALIETT BUTTELMAN: You know, it was amazing because as a lot of like media likes to like have these like clickbait headlines of like this overnight small business, I mean, as you know, with your own brand, it, we've been working on this for about two years and you know, there have been viral moments and we had goals and we were planning on hitting certain milestones by the end of 24 2024. But she obviously escalated and amplified our brand to the next level. The opportunities that she wearing our product have given us is what we probably feel most grateful for. I think it's one, it's voice as a female founder of being able to open your own doors now and asking for what you want. I called another female founder friend 48 hours after this all happens. And I was like, what do I do with this? She was like, you go secure your dream retailer. Um and this is going to plateau. So you need to do as much as you can just to amplify this moment. And that's exactly what we did. We hired a publicist and we locked down our dream retailer. Um but it really her Swifties supporting us

in the digital community to, you know, go on there and their words of support men and the buying the product. And you know, if there were any like Chinese knockoff, counterfeits trying to be sold, they're on Tik Tok like telling them off and just to have these warriors surrounded by us, like it's just been such a special experience because other than Swifties, I don't know if this exists out in the world.

JVN: That is just so cool. Now, did you notice like, has there ever been like other parts of basic that were like, I feel like this about our embody shampoo and conditioner when people are like going on about like air dry cream or blow up milk, which like, I love air dry cream and blow up milk. But I'm like, but it's about embody shampoo and conditioner. They're like the unsung hero. Was there something that like the glitter freckles like really popped off from your other offerings that you've just seen like a huge lift for or like other things within phase that the people are like, oh, I need to try this too.

ALIETT BUTTELMAN: Yeah, you know there's definitely been a lift with the other products and I think specifically with retailers they're wanting to like bring on like the whole line now, which has been amazing. But um we're most excited about this makeup patches and really excited to keep innovating in this very new space that we created.

JVN: I want rainbow freckles for pride you guys just, but I'm sure you're already on that already but like a metallic rainbow moment. I like need this.

ALIETT BUTTELMAN: Coming soon!

NINA LABRUNA: Stay tuned!

JVN: Also, like letters so that we could spell things would be fun. What would you spell like hot slut on my forehead or, or, or just kiss me or just your initials or just something cute?

BOTH: I love it.

NINA LABRUNA: That's actually a good idea.

JVN: They're tiny little tiny. I'm obsessed because also when I press this on my skin, you guys because obviously you can't see but you can hear but I pressed this, I pressed the glitter freckles over my makeup and it didn't like move any of my makeup. It was like perfect.

NINA LABRUNA: No, it looks amazing.

JVN: I didn't like, I didn't move anything. It's like so cool when you get in front of that many more eyeballs and you do get to like the next level which you guys just did what's your advice for other entrepreneurs? Like it sounds funny but it's so true. It's like being perceived is really stressful, like just having your stuff being in front of like so many more people, it can just feel really exposing, it's really like scary. Um, how do you handle that? Stress each one of you and and how would you encourage other entrepreneurs? Uh to like, proceed with courage?

ALIETT BUTTELMAN: I don't know how you do it because every time I send out like a mass marketing email, I like have a little freak attack of like, oh my God, oh my God. Like what if I said something wrong? Like this is so scary now. Like I, I think I find myself like overthinking everything we do now just because we weren't on this global scale before that everyone is waiting for you to make a mistake, unfortunately. So it's really having your team a lot more organized and your efforts streamlined and making sure there's a review process because

we can't afford to make those mistakes anymore. But I think thinking back to where we were six months ago before all of this happened, we're taking legal precautions before and I think like no one can anticipate a viral moment like this to happen, but you can, I don't know, do the work to protect yourself. So seeking legal counsel beforehand, get all those trademarks in if you can get a patent and get a patent, just really protect yourself as much as possible because now we're doing a lot of reverse work um with being on this global stage.

JVN: That's really good advice.

NINA LABRUNA: Yeah, and I haven't really figured out the stress component yet, but I would, I would say definitely the the biggest aid for, for me in this process has been expanding our team and just delegating more. So that Aliett and I have more bandwidth and headspace to focus on bigger picture and focus on the retailers and the product expansion and like the things are that are gonna keep our business growing. Um, so I'd say like, probably for me, the most important piece of advice would be when you're in this point, know that now your job has to change a little bit and you have to transfer some of your tasks over so that you can continue um propelling this growth because otherwise it is gonna plateau if you're still like doing the mundane, like brunt work tasks. Um and then that does take and alleviate some stress from you and just remind yourself like these are all good problems to have. Yes, they're new problems but better this than, than it not happening in the first place. And like that kind of gives me some peace of mind as well. Like, well, I, I want these problems, you know, these are all good problems to have.

JVN: Side bar Nina. I love that you because didn't you grow up with your parents? Like weren't your parents like in giving? Let me just make sure I'm reading this right. I want to make sure we get to where I was, where I was. I'm getting there. I'm getting there. Everybody settle down. Yeah. Yeah. Doctor parents because you have cosmetic. You have, I just, first of all, I'm so proud of you because if my parents were cosmetic doctor parents. I would, even if they did the best work of all time, I would be the cat lady by 18 or I would have been put in one of those like, um, like naughty camps for teenagers because if they wouldn't have given me like this stuff, I would like, I would have been such a bad naughty teenager. It's like give me my, I want my lower third. So I just, I just, you, I'm just proud of you queen. I would have like really gone all. And, but so, but that means you grew up in LA. Yeah, Nina or was it New York?

NINA LABRUNA: Actually, New York, yeah.

JVN: It was?

NINA LABRUNA: Yeah. My dad never let me do anything though. I tried to go into his office sometimes and be like, can I get a little botox here and he'd be like no. Leave.

JVN: Ok wait, what about I really want a lower bleph and an upper bleph. Does your dad do that? Like the lower, lower, lower, upper –

NINA LABRUNA: That's literally like his trademark –

JVN: It is?!

NINA LABRUNA: Yeah, he's an ENT. Yeah, he's an ENT. So like his specialty is that. He's Yeah, he's like known for that.



JVN: I am so fucking happy I went off script and asked that. So he's known for like upper lower fat trick because I, because on my tiktok, can I tell you the last two weeks you guys all I'm getting on my tiktok now is people getting lower bleph, upper bleph and fat transfer into their cheek. And it is like the prettiest thing I've ever seen in my life, whatever. My brains escaping me. Ok, wait, I have to tell you guys I just been diagnosed with this. It's so upsetting because I already have so many diseases, but I just got diagnosed with blush blindness at 37 and it's like no because like I literally have like the most raging like multi-layered like I am like I'm doing like seven different blush colors like every day like I'm highlighting with blush I'm putting on my eyes, my fucking cheeks. I mean like a darker one up to like a lighter one. I love blush so fucking much. I'm talking about a lot on Pretty Curious but I'm just like really I'm going hard for blush right now. I didn't see it coming at 37 but like yes blush.

ALIETT BUTTELMAN: Wait, what are your favorite blush brands right now?

JVN: Patrick Ta number one like majorly number one right there at number two is Cheekbone Beauty mixed with House Labs mixed with Reason which is a British only brand.

NINA LABRUNA: Love.

JVN: Um but her stuff reason is like Major but Cheekbone Beauty they have my favorite. They have these like bronzing blush duos um that are so nice that I because like the bronzer I can use them like my eyelid and I love that little like that thing that everyone's in like when you mix like bronzer and blush like blonzing or whatever. It's like it's a thing on tiktok the last two weeks, I'm really into this, it happens like right here like where I do like my bronzer and then like my blush, you know, so it like creates like a little like it's like where those two colors like marry. Ok. I'm really excited for this with you guys specifically because you, you're really giving me like top of the market taste, top of the market like you guys are giving me luxury. Ok, so this is gonna be really fun. It's rapid fire segments. And when I say rapid fire, like everyone always wants to go into like a four sentence explanation. I need it's fucking rapid fire in these streets. Are you ready?

NINA LABRUNA: Yes.

ALIETT BUTTELMAN: Wait, are we doing this like one on one or are we like each taking a rapid?

JVN: Yes, and only because of we're going one on one, I need both of your opinions and I think we're just gonna go alphabetical order. So Alliot, it's gonna go first, Nina's gonna go second, which is your first name. Um, and also Nina, I was going to try to hook you up if that ever happens and I was going to go by your last names, but Aliett also beat you on the last name alphabetical thing. So I'm sorry about that. Ok, so rapid fire, what is your go to budget beauty recommendation under \$10?

ALIETT BUTTELMAN: The NYX or NYX lip liners.

JVN: Nina?

NINA LABRUNA: Mine is Elf Beauty

JVN: Ooh, what at Elf Beauty?

NINA LABRUNA: Halo Glow the Halo Glow Foundation.

JVN: Splurge recommendation Aliett?

ALIETT BUTTELMAN: Oh shit –

JVN: Beauty bags or otherwise?

ALIETT BUTTELMAN: Oh beauty bags are otherwise uh splurge. Uh sorry, this is going to be a plug for LaBruna skincare like even though we might not make anymore her like nourishing face oils, liquid gold and I can't live without it. So she always has to keep that product.

JVN: Ok, I also do need a bag though just because I realize I want to know what kind of bags you like but for a splurge.

ALIETT BUTTELMAN: I'm, uh, Chanel.

JVN: A bad bitch, Chanel. Ok, Nina, what about you for? I also need, I'm gonna need your bag and your beauty splurge. I need both because you both just give me like good bag taste. You just are.

NINA LABRUNA: Um, Chantecaille tinted moisturizer is my splurge. Um and bag, I like a good Prada bag.

JVN: I love a good Prada bag too. I do and you just can't go wrong because they're just classic and they're gorgeous.

NINA LABRUNA: Yeah, they're just classic. Yeah.

JVN: They just don't let you down and they're really well made. A product you never leave home without Aliett?

ALIETT BUTTELMAN: Oh I'm holding it now, the Summer Fridays, whatever this lip gloss is.

JVN: I fuck with that hard, I fuck with that hard. It's really gorgeous. Nina, you?

NINA LABRUNA: Um, Anastasia Beverly Hills brow brush because I swear my eyebrows are going bald. I need to get them like micro bladed.

JVN: Kelly Baker makes this um It's like brow lam. It's like this brow gel that she's I'm obsessed with it. I'll do, I'll tell you like it's really cool. It's like brow. It's like, it's like a little bit of pigment. Just like, I just really like, it's like my favorite brow thing. What's your favorite vintage beauty memory? Could be like a photo shoot, a cover of a magazine. Something like your grandma did.

ALIETT BUTTELMAN: Oh, I love that. Oh, sorry. So, my grandmother is from Cuba. So she was obsessed with, um, it was like, it, it literally looks like rubbing alcohol but it was like this like perfume that you could buy at like Latin American drug stores. And I remember I would just like douse myself in it as a kid. And in Florida we would go to the butterfly world. It's like Disney world for butterflies and it was like, ok, if I put this all over my body, all the butterflies will land on me and they did. So that's core memory for me.

JVN: Awe, that was cute Nina or Aliett. Ok, Nina?

NINA LABRUNA: Oh my gosh, you're making me think. Now I remember my grandma's secret is oatmeal baths for her. She has amazing skin.

JVN: How do you apply like oatmeal and water there?

NINA LABRUNA: It would come in pouches if I did this when I was like five. But I remember it was like a pouch and there was coagulated like dried oatmeal in there and you pour in the bath and you like rub it on your skin. I loved it but like from a magazine like more uh I don't know. Uh not like as personal of a thought probably like Playboy magazine covers like those vintage ones Aliett and I really use that as inspiration for Fazit.

JVN: Ooo, I love that Nina. Come on. That's, fun.

NINA LABRUNA: That's Aliett. But it can be one of mine too.

JVN: I really love that Aliett like sex appeal. And actually now that you say that I can kind of like, I kind of really know what you mean. It's giving me like really glam seventies sexy. Like I see that's like really beautiful and the packaging is just next level.

ALIETT BUTTELMAN: Thank you.

JVN: I was really doing this before you guys joined. I had so much fun putting this on my face.

NINA LABRUNA: totally came up with all the branding for it. It was amazing and so it looks amazing.

ALIETT BUTTELMAN: Thank you. Thank you. No, we like, I love those like New York City magazine stands and just like that was the inspiration behind between all of it. Like we just like, want to like personalize beauty a little bit more and like, let's throw a face on there and each girl kind of represents a different decade. So you're like, not just stuck in like one nostalgic period of time. So, no, we've had so much fun with it.

JVN: I love that. How often do you redo your packaging? Just like when it sells out?

ALIETT BUTTELMAN: Um we, for every new product, we have like a different model on there. We kind of give it a different decade vibe. Like our campaign images around a new product. Like, you know, I'm thinking like vintage holidays coming out soon –

JVN: Ah!

ALIETT BUTTELMAN: Like Lucy. What was her name from the Grinch? Lucy? Woo

NINA LABRUNA: Yeah, it's Loo hoo *\*all laughing.\**

JVN: You're like her. Ok. We're sliding in the home. You guys. This is super fast. We're going to switch the order this time. Nina, you go first, Aliett, second, super fast. Favorite perfume or favorite perfume. Nina, go!

NINA LABRUNA: Oh, Nina Richie or Malan and Goetz leather.

JVN: I love me. I love them. Uh, Aliett your turn.

ALIETT BUTTELMAN: Um, don't wear perfume. So old spice deodorant.

JVN: Oh, I did not see it coming. Nina, moisturizer?

NINA LABRUNA: Um, Mixsoon soy pads. Aliett. And I discovered that product recently and they're so good.

JVN: I didn't see that coming either. Aliett?

ALIETT BUTTELMAN: Oh, yeah, we have the same skincare routine.

JVN: Ok, so same products. What about fave candle?

NINA LABRUNA: Oh, I just, hm. I love candles. I love Nest holiday candles. I think. Like I just smelled one recently and it's so nostalgic for me. I love it.

JVN: I love Nest too. How about you Aliett?

ALIETT BUTTELMAN: Uh, Palo Santo, wood burning sticks. We keep it natural.

JVN: Yes. You're giving me clean beauty over there. Aliett. What about favorite accessory ring bracelet shoe?

NINA LABRUNA: Oh, well, Aliett and I just got engaged. So I think like our rings are probably our favorite accessories.

ALIETT BUTTELMAN: Not to each other, not to each other, but we probably should have just got engaged to each other.

JVN: Double, congratulations. That's exciting. How about favorite hairspray?

ALIETT BUTTELMAN: Well, I don't know if you have a hairspray. So we haven't tried yours yet.

JVN: We don't have one yet.

ALIETT BUTTELMAN: All right. Good. Um, so then we can cheat on you.

JVN: Yes.

ALIETT BUTTELMAN: Um, the l'oreal Professional will always be like number one –

JVN: The gold can Elnett. It's like such a classic.

ALIETT BUTTELMAN: Yeah. Or, Orbie just because it smells good –

JVN: I love Orbie hairspray as well. How about for you, Nina?

NINA LABRUNA: I really don't use much hairspray but I use this Christophe Robin hair mist that I'm like obsessed with. I use it almost every day.

JVN: Is it, is it, is it for hold or is it like a dry shampoo or is it?

NINA LABRUNA: No, it's like just like to give your hair extra hydration. You need to try it. It's Christophe Robin.

JVN: Oh I love that, it's almost like a reviver –

NINA LABRUNA: Yes, it's a reviver

JVN: Ok, that sounds gorgeous.

NINA LABRUNA: It's like every time I use it, I feel like my hair gets an extra life like the frizz goes down. It feels it just looks healthier for the next few hours.

JVN: Coat.

NINA LABRUNA: Yes.

JVN: Favorite coat, like not type of coat but brand is it The Row? Is it like, who is it like if we're gonna like go all in on a coat?

NINA LABRUNA: My favorite coat is like Theory. I just have this like like gray trench coat that I bought probably 10 years ago or got as a Christmas gift 10 years ago and I still wear it almost every week and it's in perfect condition. Um, so yeah, that's probably my staple coat.

JVN: You guys are hitting me with really good answers. Aliett. Go for it.

ALIETT BUTTELMAN: All right. So I like refuse to buy anything full price. So I'm a vintage girly. So, um my favorite vintage coat was um Michael's consignment Upper East Side. It's like, must go there because all the Upper East Side ladies are like consigning all the good stuff, but it is. I got bright plant purple coat in the pockets look kind of like, they look like you have like two ferrets living in your pond and they're like furry and it's like purple and like camo colored fur and they always get the most compliments on that.

JVN: Ok. What about foundation?

NINA LABRUNA: I use Giorgio Armani –

JVN: Can't go wrong.

NINA LABRUNA: When I'm feeling special, but I actually don't use much foundation. What I do do is I use that the Elf Halo glow like right on my cheekbones to almost give me like a highlighter, highlighter look.

JVN: Yes.

ALIETT BUTTELMAN: I'm like a foundation ho I'm like, not loyal whatsoever. So like the most recently it's, and I, I feel like I don't love anything enough to like stick with it, which is sad but it's been on the Hourglass uh veil tint um that I've been using but it's, it's good. I feel like I only listen to like the tiktok like and the celebs of like what they're using and I'll like go out and try it out myself.

JVN: Favorite movie?

NINA LABRUNA: Oh, this is such a hard question.

ALIETT BUTTELMAN: Ok. Mine is The Dreamers. It's like half in French, half in English. Um It's with Eva Green who was a Bond girl, super sexy. Um but it's super excited to see Wicked.

JVN: Oh my god, it was really good. I saw it already, it was really good. You guys can't even stand it. It was so good. I saw an early screening, it was the next level. Nina, favorite movie?

NINA LABRUNA: I think I have to pick, I'm just gonna say Talented Mr. Ripley because I've seen it a million times and I can see it a million times more. I just love that movie.

JVN: Like one of the reasons that I like, I mean, I kind of already knew I was gay. But then after I saw that movie, I was like, oh my God, what are gay people? Like scary and like naughty and like, oh my God, like they're so hot but like why did you kill him? But um OK, final question and it wasn't even on the script. So we're going for it. Favorite beach or like best beach in the world you've ever been to like favorite beach? Final question.

ALIETT BUTTELMAN: Oh, that's so good. Um, alright. I grew up in West Palm Beach so I have to say I like to not travel very far. Like we have like beaches that look like the Bahamas. So gonna go local.

JVN: So I didn't know that Florida had that pretty beaches. But I did just discover this, that you guys do have like these like really transparent Caribbean ass beaches.

ALIETT BUTTELMAN: Yeah. Yeah. Not very far but I mean, probably should just go to the Bahamas if you're gonna find the beach anyway.

NINA LABRUNA: I love a good beach. This is also a hard, a very good question.

ALIETT BUTTELMAN: Ok. Yours is like Italy. I feel like you're like on an Italian beach.

NINA LABRUNA: Yes. That would make sense because I am Italian. But I actually was going for Formentera. I had this like little when I graduated college, my friend and I went on a little Euro trip and we ended up in Formentera, which is a little island off Ibiza that like not everyone knows of. And it is the most beautiful place like one of the most beautiful places I've ever been and she had a little staycation honeymoon –

JVN: Formentera!

NINA LABRUNA: Yeah, that was –

JVN: Adding that to our list!

NINA LABRUNA: Formentera.

JVN: Nina, Aliett. Thank you so much for coming on Pretty Curious. We had so much fun. We love you guys so much. What's next for you guys? And where can people follow along? Where are you guys the most active on social each of you?

ALIETT BUTTELMAN: Um, Fazit Beauty for all channels. And then personally I'm most active on Tik Tok at AliettButts.

JVN: Yes.

NINA LABRUNA: Yeah, same for me. I'm at NinaFounderBeauty TikTok.

JVN: Ok. Love it. So we'll include links to those on whatever episode that you guys are listening to this on and Nina and Aliettt, thank you so much for coming on. Thank you for my gorgeous glitter patches. I love you guys so much and thank you for creating such gorgeous products and thanks for coming on Pretty Curious!

NINA LABRUNA: Oh thank you.

ALIETT BUTTELMAN: Thank you for having us. This was so fun.

JVN: Pleasure! 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.