Episode 42 Transcript

The Chemistry of Beauty with Ginger King

**SUMMARY KEYWORDS**

beauty, people, celebrity crush, lips, brand, nice, cosmetic chemist, cosmetics, passion, products, business, lip balm, mango, obstacles, ginger, moisturizer, women, fearlessly, path

**SPEAKERS**

Janelle Anderson, Ginger King

**Janelle Anderson**

Hello ladies, you are listening to Women Emerging Fearlessly. Did you know that four out of five women struggle with confidence and knowing who they are. This show is dedicated to helping women lead their lives with fearless confidence and to know how amazing they truly are. In this show, you will hear from women who are emerging fearlessly who have overcome many obstacles to pursue their dreams and passions. And they will inspire you and encourage you to stand up, step out and speak up. Be your authentic self and bring your true gifts to the world. My name is Janelle Anderson, and I am your host. If you enjoy this podcast, please leave a great review, and subscribe and share it with your friends. Enjoy the show. Welcome, everyone to Women Emerging Fearlessly. Another episode is upon us today. I have a guest with me today, who is going to be sharing her very unique little brand, not little, I should say but her unique brand in the world around beauty. And it's very interesting the path that she took to get where she is. I think you guys will find this extremely fascinating. So let me introduce you to Ginger King. She's a cosmetic chemist, and beauty business entrepreneur who helps you to build your beauty business from concept to launch. And that's fantastic. I know there's a lot of women out there doing like beauty business types of things. So what you do is is very interesting, and I love the chemists part of it. So I can't wait to get into that. So welcome to the call to the podcast Ginger. It's so great to have you.

**Ginger King**

Thank you, Janelle.

**Janelle Anderson**

So why did you start your brand Fan Love Beauty.

**Ginger King**

Why did I start my brand? Actually, if you wish, I want to give you a little bit background, so you know how the whole story comes together. So I actually grew up in beauty. My mom was a first woman bra she said your boutique from Japan to Taiwan. And when I came to America, I was always fascinated by people wearing makeup. So I was like, Okay, I'm gonna become a makeup artist one day because it's really enjoyable. However, because of my Asian background, I was pushed to go to college, if you don't get a PhD, at least get a master's degree. Because like a science degree, a law degree, a medicine degree is a regarded very highly in Asian society. So I was like, Okay, if I cannot be in makeup, why don't I learn chemistry and make cosmetics myself. This is a reason why I become a cosmetic chemist. While I was in school, I was also working at Estee Lauder beauty counter in department store to fulfill my makeup artists dream. So I always have this cosmetics in me since day one.

**Janelle Anderson**

Nice. Well, I love how you took your passion for what you wanted to do. And because of the pressure of family and culture, which you know, a lot of us do deal with that. And we think, well if I pursue my passion, I can't make a living or I'm told that I can't make a living and I need to do this over here. But you combine the two and you found a path that was good for you to also pursue your passion. But still, you know, make a living doing it and satisfy you know, the, the culture that you were in. And I love that because I'm often talking to women about how can you create your own path to do what you want with what you have and what you've been doing. There is always a way to make it possible. So you have shown us that that's, that's really really inspirational. Your brand Fan Love Beauty from what you had sent to me earlier was you said that it empowers confidence through beauty. Talk to me a little bit about that.

**Ginger King**

After I mean I got my degree in everything. So I've been to many different positions and I was doing consulting for others. So I help people to build their own beauty brands from concept to launch because I'm a cosmetic chemist, I know formulations. So last year, last March of 2019 I was with my celebrity crush, and friend Sham Peng Damon Jong, so he took out a lip balm in front of me and applied. I was like Damon ever something that's close to you, it's in your pocket, on your lips. It has to be mine. So I was looking at what he was using. I was like Damon, you are so passionate about health. Because you always say, a healthy person can have 1000 dreams, a sick person can only have one, I'm going to make you the healthiest ever lip balm possible. And because he's a speaker, he talked like he have at least 300 gigs out of, you know, a year. So he's constantly talking. So I decided to make this lip balm as lip balm for speakers, or people who talk a lot. Because they share, they share that same common concern I have the dry lips, you need to have like moisturized lips in order for you to talk smoothly. So that's the whole idea. And I say I want to empower confidence through beauty is because if you know this lip balm is created for motivational speakers, if you use this you're gonna have confidence because you know, this is somebody great using this lip balm to empower the society and you can be aspire to be them. So my marketing message I actually say use this before your meetings, before your pitch competition, before your interviews, before your negotiations, because smooth lips give smooth talk so you can talk like a shark.

**Janelle Anderson**

Oh, I love it. That is awesome. Smooth lips make smooth talk, makes smooth talk. Yeah. You know, I never really thought about that. I'm a speaker and workshop leader and a podcast host and coach. So I'm talking all the time. And I'm always putting on lip gloss because you're right, your lips get dry. So that's a beautiful concept. And I noticed it says behind you 100% natural.

**Ginger King**

Yes, it's 100% natural and vegan. I'll tell you a little bit. Why is this different? I know there are so many lip balms out there from 99 cents all the way to $26. So how is mine different? Every single ingredient I use have a story behind it. For example, I use superfoods like flax seed that contains omega three and six and let's go for chapped lips. I have coconut, I have mango, I have avocado. And I have this super ingredient that's clinically proven to boost hydration by up to 6,000%. So not only give you instant hydration, it gives you long term moisturization. This ingredient alone the sea asparagus is very expensive. It's $1,000 a kilo. I'm willing to use it because it's going on to Damon Jong's lips.

**Janelle Anderson**

Yeah, that's your brand going on his lips.

**Ginger King**

Yes. And the reason why I use mango is because I have a social cause for my brand. And it's nice that we're having this conversation right now because September is National Suicide Prevention Month and September 10 is national National Suicide Awareness Day. Mango, have like an ability to help with depression. And a lot of entrepreneurs, a lot of those people who inspire, educate and entertain the society, a lot of times they go down the path of suicide like Kate Spade, like Robin Williams. So my social cause is to donate part of my proceeds to Suicide Prevention Foundation. And this is the reason why I put mango in there because mango helps with depression as well as psychologically doing that. But mango butter is a nice moisturizer as well. So I don't use just any ingredients. Every ingredient has a meaning behind it.

**Janelle Anderson**

Wow that is fantastic. So you put a lot of thought in your chemistry, your education, your talent, plus your love for cosmetics and empowering people. Yeah, I love it and then donating to suicide prevention. That is so cool. That makes it very, very unique. Tell me a little bit about how you help in your consult the consulting side of your business. How do you help other people that are in the beauty industry?

**Ginger King**

Well, a lot of people always aspire to have their own brand because a lot of time they say I cannot find something like it's really suitable for them for that kind of customer actually for any consumers who any customer who come to me the first question I asked them is why? Why are you doing this? Because don't tell me you cannot find it. If you look hard enough you will find it. Okay, this world doesn't need another beauty product. You really need to know why you want to develop it developing this otherwise when you hit obstacles you just gonna give up. You need to have a very strong why, very strong passion to push you forward. So that's the first question I asked is, why. And if are you telling me you got to be making money, I'll tell you prepare for the first three years to be in the red.

**Janelle Anderson**

Yeah, this is true. of any business. Yes. And I really agree with you about the why I think that for any business endeavor, anybody that's an entrepreneur, or even if you're in a company, you've got to know your why. Otherwise, you'll lose motivation, you'll lose the passion to do it, you'll lose your fire, you know, and you'll just, you can get stuck. But you're why keeps you going, even when things get tough, even if there's an obstacle. If you know your why you will keep going. Because your why is so important. And it's kept me going for sure. Many, many, many times. You know, life as an entrepreneur is, you know, is up and down. And you've got to keep on going. You got to be persistent. Not ever give up!

**Ginger King**

Yes. Uh huh.

**Janelle Anderson**

So, we have these obstacles as entrepreneurs, and we have that up and down and knowing your why is super important. So what kind of ups and downs have you had? Or what obstacles have you had to overcome in your business? You know, everything that led up to you starting a brand.

**Ginger King**

Of course, a lot of obstacles. The reason why I'm a consultant today wasn't because I want to do consulting. It was primarily because before Fan Love Beauty, I had another skincare business with a partner, and sometimes having a good partner is good. But sometimes having a partner is not so good. Because unless you can, like, you know, be on the same wavelength, you're gonna have struggles because if one person is not willing to do it, the whole brand just collapsed. So as mentioned earlier, you need to be prepared to be in red for like at least three years. But some people may not want to do it. So in order to have some sort of income, I decided to use my same set of skills. I know chemistry, I know how to do formulation, I've been doing brands, why don't I use the same set of skill, helping other people. And this is how I started my consulting business. On the side while I was doing my skincare business, and now it's kind of flipped the other way. My consulting business actually brings me the income why I building my small little baby, Fan Love Beauty, that I launched this year, February 20 of this year, right before COVID.

**Janelle Anderson**

Wow, congratulations, right before COVID?

**Ginger King**

Right before COVID. Yes.

**Janelle Anderson**

Oh, my goodness, a big hurdle there.

**Ginger King**

So how I pivot is also, I'm actually lucky enough that there was one retailer in California, they took my, my product in all three stores. So, I am in retail, I do have a partner in whatnot, really proud about our distributors in Las Vegas helping me sell as well. And I'm also thinking, How can I get my brand out there? Because people's, it's harder to get your speakers now? Yes, everybody's on podcasts. Right? But not all the speakers are shopping, I did a lot of Facebook Ads is not biting anywhere.

**Janelle Anderson**

Yes, it's tough out there.

**Ginger King**

So I'm even thinking about why don't I target some dentists? Because if your client is taking care of inside of their mouth, why don't they take care of outside of their mouth? So, that's how I kind of change a little bit on my marketing strategy as well.

**Janelle Anderson**

That is cool. I love how you pivot. You know, you're you're looking, you're running up against a problem or a challenge. But then you're looking at, okay, how can I make this an opportunity? Where can I find the path around or through or over? How can I get creative, you know, and think outside the box, and find another way to do this. And that's what you're doing. That's what you need to do, right? That's how you make it. You can't just say, Oh, well, that didn't work, I'm gonna give up. And you You are so cool, because you stay aligned with your passion for cosmetics. And you found another way to create an income and still have that love of creating your brand and creating cosmetics. And you just, you're just are the whole package here. You know, you've taken your brains and your education and your passion and put it all together. Very, very inspiring. That's awesome. You said in here that people can enlist your help to co-create products for their celebrity crush.

**Ginger King**

Yes, because how I started this brand is because of my celebrity crush to have Damon Jong, and I figure everybody has their celebrity crush at some point in time and my actually, my earliest celebrity crush is an Hong Kong singer, he committed suicide. This is also the reason why I want to donate to Suicide Prevention Foundation. He has been passed away for 15 years. But you know why on my Instagram or my Facebook, I see his friends still posting his pictures, his videos every single day. So, this kind of celebrity crush is very hard to explain, you just have that love for them. It's kind of eternal. I mean, it's been 15 years, there were people becoming his friend after he passed away. So, you know, I, there's something there. And this is why I say Okay, the first collection of product I develop is for my celebrity crush. I'm sure you have your celebrity crush, as long as the person they inspire, educate or entertain the society have some sort of contribution to the society, I am willing to do we can co-create products for this particular group. For example, if like you like certain ballet dancer group, you like certain ethnic group, we're not talking really about like big, big stars, you know, Kim Kardashian, those kind of people that can come up with their own brand, that's fine, you know, but for people who really have contribution to the society, we can do a little bit something different, something special, you know, to them. And if they like it, they use it, then hey, if so and so is using this, why wouldn't you use that to?

**Janelle Anderson**

That's very clever. Clever marketing right there. So as a cosmetic chemist, right, is that the right term? What advice would you give women who are looking for the right cosmetic, and you know, especially like older women, my audience is a lot of older women. You know, they're trying to find products for the wrinkles and the dry skin and all of that. And there's so many products out there, so many lines, so many people trying to sell you this and that, you know, what would you say would be some tips maybe for looking for good, healthy cosmetic products?

**Ginger King**

Yes, yes, so many so many competitions out there. So you want to keep down to the basic, you know, you need to have a nice cleanser, a nice exfoliator. Exfoliation is very important because if you put nice moisturizer on the desking cell, you're really wasting your money. So you do need to exfoliate and then you follow up a moisturizer and wear sunscreen. Those are like the basic regimen that you should have. And since I am doing my lip balm, I totally get myself even more educated about lip balm. Just as I mentioned earlier, if you brush your teeth twice a day, why wouldn't you want to put on something nice for your lips and your lips is very different from your skin because lips does not have oil gland, does not have sweat glands. They are very sensitive, they need your protection. If you don't put a moisturizer because you have sebum on your face, your face actually can self-generate some oil from the sebum. Your lips cannot.The grease from the food is not good enough. It's actually very bad. So you don't need to use a nice lip balm.

**Janelle Anderson**

Nice very good. Okay ladies, so there you go, you got you got a good regimen, you need to look for products that are natural, right or there's certain chemicals that to watch out for that you've seen?

**Ginger King**

Natural doesn't really necessarily mean better. The reason why my product is 100% natural and vegan, is because I need to cater to whoever may be buying it rather than enough just for myself. Because I'm a cosmetic chemist I have to be very objective. Not all the chemicals are bad and everything is a chemical. Water is a chemical. So what you're really looking is looking for clean beauty. A lot of retailers that put this clean beauty like Sephora has a clean beauty in order cater to detox market, you know this stores that have clean beauty. So you usually clean beauty just make people to feel safer. But it doesn't necessarily mean they're better. So if it's a skincare product, I want to see some sort of clinical pictures then before and after. Usually the bigger brand do that because clinical is very expensive. And at the end of the day, it's whatever suits your skin. Don't listen to what other people say you know, try this and that because whatever is good for me may not be good for you. We have different skin types.

**Janelle Anderson**

Right. Right. So that's really skincare. Do you deal a lot with other than your lip balm with makeup types?

**Ginger King**

Yes, as I deal with every day. I was color manager for Avon cosmetics. I was a skincare director for free 24 seven and I was a joy called salon hair care. So I run through the whole category sell beauty.

**Janelle Anderson**

Yes, you do. Wow, you have a lot of expertise, a lot of experience. So you have an offer for my audience. If they say podcast 10 for 10% off

**Ginger King**

Go to FanLoveBeauty.com And at check out put in the code podcast10 for 10% off.

**Janelle Anderson**

I'll have that link in my show notes. And let people know that they can get 10% off of your products. I'm I'm really curious about your lip balm. I think I might have to check that out. And if anybody is building a beauty brand they can reach out to you if they would love to have a consult with you about that?

**Ginger King**

Yes, yes. Aha, they can. Probably the easiest way for them is follow me on my Instagram handle is the beauty shark ginger.

**Janelle Anderson**

Okay, beauty shark ginger. Nice. Awesome. So anything else that you'd like to share with my audience about what you do or advice for them?

**Ginger King**

Oh, basically, any questions if they have, they can reach out to me, I get contacted by editors every day. I've been quoted by over 30 magazines. I'm also the Allura Award judge three years in a row now. And also the brand judge for New Beauty Magazine. So if people have questions, see if it's simple questions, I can answer them. It's more in depth then we can do consulting. Yeah. Okay, well, I love that. You've got a lot of great stuff out in the world. And you're giving back through, you know, helping with the suicide prevention. And you're just an inspiration to women who are trying to go after something they love and maybe have felt stuck in a career that they didn't love. But, you know, they can take a lesson out of your book and just say, Hey, what's the path I can create for myself here, doing what I love, but also taking what I've learned in life so far. Well, thank you so much for being a guest on my show today, Ginger, it's been a pleasure getting to know you. Thank you.

**Janelle Anderson**

And ladies, jump on Ginger's website, FanLoveBeauty.com and make sure you use that code podcast10 and get 10% off. It's been great. Until next time, ladies, be confident, be real and be you. I hope you enjoyed that episode and got a lot out of it that will help you on your journey to becoming fearlessly confident. If you would like to know how to work with me. To help you to become fearlessly confident, just email me, janelle@emerginglifecoaching.com. You can also go to my website, there's lots of great resources on there, including a free mini course called Be Confident, Be Real, Be You. It's a three video course with downloadable action guides that will definitely help you to get on this journey to becoming fearlessly confident. My website is emerginglifecoaching.com. Thanks for listening and until next time, be fearless, be confident and be you.