Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Hello everyone. Welcome to Motivational Mondays. I am Corey Andrew Powell, your host. We've got a special guest today, Andrea Lefkovits, the visionary founder of the Virgin Skin Skincare Line. Andrea has an inspiring journey, having spent over two decades as an early childhood educator and preschool administrator before launching her skincare brand. Now she's also a dedicated advocate for breast cancer patients, and she donates her products to help heal their surgical scars, which is so terrific. Andrea, welcome to Motivational Mondays.

Andrea Lefkovits ([00:33](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Corey, thank you so much for having me.

Corey Andrew Powell ([00:35](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Well, it's my pleasure. And as I mentioned, you are, uh, you have a background in education, and so I'm very curious to know how did you get interested in, uh, the, the field of education?

Andrea Lefkovits ([00:47](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

My mom was a teacher to start, and from a very young age, I had a passion for children and child psychology and understanding how children and people develop and what makes them tick and all that goes into that part of their schooling to help them become who they are.

Corey Andrew Powell ([01:08](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah. And that's so important because children who get that nurturing, they become better adults. I think people sometimes <laugh> are missing that piece of the puzzle. Right. Like, we kind of have to kind of start them off young to get them on the right path. Now, also though, I mean, when it comes to where you're, what you're doing now, it's a big transition now into the skincare line. And I love this part of your journey as well, because it has a lot to do with what you discovered during like the whole covid time and, you know, being innovative. So talk about the transition to now being a skincare mogul.

Andrea Lefkovits ([01:42](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So I was the educator and I literally had to become the student and be educated on this topic. Um, I had been using Virgin Kkin for many, many years. My father-in-Law was this amazing dermatologist in Manhattan. He had started the Park Avenue Center for dermatology. He was a professor at Mount Sinai Hospital, and he had formulated this fabulous cream called Virgin Skin that was originally made to be used post laser treatment. And it, he passed away six years ago, unfortunately. And at his funeral he had such a following, his patients were coming up to us. He had such a connection with them and they were asking if, if this legacy was going to continue, and we did not want this to die with him.

Corey Andrew Powell ([02:33](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Hmm.

Andrea Lefkovits ([02:34](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So I put on my educational hat and I surrounded myself with a lot of different people who knew a lot about this industry, and I forged forward into this new field.

Corey Andrew Powell ([02:47](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Wow. I mean, that's a big transition. So you really didn't know, I mean, you said you were a teacher, you had to become a student in this case, so you really didn't know where to begin. So was it something that you felt was, um, going to be successful the whole time or were you a little cautious? Like, what's it like to be a first time entrepreneur?

Andrea Lefkovits ([03:06](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Well, of course there were elements of it that, that I was super cautious about. Um, I really didn't want to kind of take a leap and make a mistake, but I would say through that journey, you know, you learn everything you can learn and you make those educated decisions along the way.

Corey Andrew Powell ([03:24](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([03:25](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So, you know, I tried to be thoughtful in, in the path I was taking. I tried to take a lot of advice and also go with my gut.

Corey Andrew Powell ([03:33](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah. And did you have to do any sort of like reformulation or like change it or are people getting exactly what it was? Or did you bring the product forward? How, what was that like to, I guess, balance with people with what, what they loved, but now trying to bring it forward to a new audience?

Andrea Lefkovits ([03:48](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So we kept the best and, and most efficacious elements of the formula, but we reformulated to take out, um, anything that wasn't clean.

Corey Andrew Powell ([03:59](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([04:00](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So, you know, this was originally formulated, Virgin skin was originally formulated in the early 1990s. And at that time, of course it had these powerful, amazing ingredients, but we wanted to also add new modern ingredients to just help it work the best that it could be. Could work.

Corey Andrew Powell ([04:18](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Yeah. And, you know, we talk a lot about servant leadership here at the NSLS, which is obviously when you really put forth your efforts to just make society better. So I love the correlation between you helping people who have had surgery, um, and, and utilizing your product. How did that come about? Was that something that just seemed natural because it was actually used as a post sort of, uh, procedural product to begin with? So how'd you make that connection?

Andrea Lefkovits ([04:47](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So, as we've mentioned, Virgin skin was originally formulated to be used post laser treatment and post-treatment to help soothe and heal the skin barrier.

Corey Andrew Powell ([04:58](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([04:59](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

And after my father-in-Law passed away, two people in my family simultaneously were diagnosed with breast cancer, went through surgery, um, and treatment and after that treatment, and of course every person needs that go ahead from their doctor. I always like to highlight that part of things. But after that treatment, um, virgin skin was used on those radiation burns and the doctor could not believe the results, how it really did heal the skin in a way that they hadn't seen before. Um, and this was with two different people.

Corey Andrew Powell ([05:41](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Hmm.

Andrea Lefkovits ([05:41](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So after that, they realized, obviously this wasn't just a one time situation, that it just happened to work that way. So, um, we started donating this product to the Dubin Breast Center where they can use it on their patients during and after radiation, as well as on their scars depending on the doctor's, you know, say so and direction.

Corey Andrew Powell ([06:06](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Wow. That is really terrific. And I mean, it's one of those things too where I think people have, like, what they have call happy accidents in many ways where you find out these wonderful things that kind of sometimes even evolve during difficult times. And so the, the pandemic for you, if I'm not mistaken, was a time when you really were working in on this. Correct?

Andrea Lefkovits ([06:26](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yes. Uh, so as, as many, many, many people were home and kind of in isolation or not in an office setting. Um, I use this time as well as the other people on my team. We all were trying virgin skin in different iterations, adding ingredients, taking ingredients away to help come up with the best formula possible.

Corey Andrew Powell ([06:50](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([06:50](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

And this was all being done remotely.

Corey Andrew Powell ([06:54](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah. A lot of innovation happened <laugh>, during Covid, which a lot of people, um, I guess, you know, it's of course it was a very dark negative time for us going through that. But I do believe that through that time, you're prime example, um, new ideas, innovation happened. And I think it's interesting 'cause do you think you would've had, would've done this if the pandemic was not happening? Would you have found that time to have done it?

Andrea Lefkovits ([07:22](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

I would like to say yes, <laugh>, but I, I do feel that I had a lot of time to try and reflect and do it in a very methodical and careful way.

Corey Andrew Powell ([07:34](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([07:34](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Um, and not feel rushed because the pandemic was happening.

Corey Andrew Powell ([07:39](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. And now you have a whole line of other products, so it's not just, so Virgin Skin's become the brand, but you have other products as well.

Andrea Lefkovits ([07:46](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So at the moment, we have the one sku, the Daily Glow Active Hydrator. We have a full size and a travel size. Um, and it's also refillable. So we also have the refill and, um, we are have other products that are in the pipeline as we speak.

Corey Andrew Powell ([08:05](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. I think for you too, what's great, you were in like a really terrific position because being an entrepreneur with a brand new product must be terrifying. I mean, we all watch Shark Tank clearly, so <laugh>, we know what that could be like. But you had the best of both worlds, sort of, you know, you had this time to develop, um, to bring something that already was beloved. So, and that respect, I guess you might have had a little easier, but I'm sure it wasn't a cakewalk. So what was something that surprised you, uh, on the scary side of being an entrepreneur, just for anyone's who's listening who wants to start a business, something that kind of scared you, you're like, oh, I don't wanna know about this. Or was there anything at all?

Andrea Lefkovits ([08:44](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yes, there, I <laugh>. Absolutely. I would say the, the needing to educate myself and also during the process take risks.

Corey Andrew Powell ([08:55](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Hmm.

Andrea Lefkovits ([08:56](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

That was the part that was scary to me because in my past career, that was not something that I did a lot of.

Corey Andrew Powell ([09:03](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Right.

Andrea Lefkovits ([09:04](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

You know, I had a textbook. Um, I could go back to what I had already learned, um, speak with specialists if there was something that was in unchartered territory for me. But here I was, I was literally jumping into a whole new field.

Corey Andrew Powell ([09:23](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. And I think that speaks to something else we discuss here a lot. When I talk to successful CEOs, people who are just, who've done things in life that have really turned out well, very often there is a common thread of an obstacle, a fear that they faced. They said, you know what, I'm gonna face this head on and, and get through it and rely on my own, uh, ingenuity, my own abilities to, to get through it. So did you find that you had to really sort of get to this place of trusting yourself in a very new way that you've ever done before?

Andrea Lefkovits ([09:59](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Absolutely. I did need to learn to trust myself. And it's something that I do each and every day kind of relearning that.

Corey Andrew Powell ([10:05](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([10:06](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Um, I also surrounded myself with a wonderful team of people that I trust and that I could look to. So while I was kind of navigating that ship, I also had people that I could draw trust from.

Corey Andrew Powell ([10:20](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah. No, and that's another big one. Uh, no one does it alone. Typically we find people who are very successful. It is because they got some really smart people around them. And if you had to say that there was like this one most challenging though component to starting your own business, like what would that one thing that was like, oh my gosh, I don't know how I got through that, but I did.

Andrea Lefkovits ([10:46](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So I would say learning about the different elements of starting a business, because it's not just one singular thing that has to happen to really cultivate a successful business, you have to di uh, for, for my business, I had to learn about the scope of social media. I had to venture into the PR world while also getting this formulation. Right.

Corey Andrew Powell ([11:13](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah. Yeah. I mean, that's why it comes into play to be able to bring other people to the table with you as well. And I know also sustainability is a big part of what you do, especially when it comes to the packaging. So share a little bit about why you, why that was important to you and some of the ways in which you deliver a sustainable product.

Andrea Lefkovits ([11:35](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So I am so mortified with the direction that the environment is going in at this time. And I think there are things that we can all be doing to help sustain the environment and take care of it in a better way. So the packaging was super important to me.

Corey Andrew Powell ([11:53](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([11:53](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Um, to really get that right. And there are so many elements that go into that that I didn't realize. Even certain colors, if you use silver on your packaging, that's not always falling into the bucket of sustainability.

Corey Andrew Powell ([12:06](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([12:07](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So there are lots of different elements that you need to be very aware of while navigating this. See,

Corey Andrew Powell ([12:14](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

I didn't even think about that because now I'm thinking of like, when I'm walking through Sephora and there's like metallics everywhere on every box. So you're saying in order for them to get that there's some stuff that's going on environmentally <laugh> that might not be the best for the planet.

Andrea Lefkovits ([12:27](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Some of the time, unless they know something I don't. Absolutely. Because yes, yes. There everything from color to material, all of these different things play into being able to recycle and for it to be sustainable.

Corey Andrew Powell ([12:43](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Right. And so, and also refillable packaging for you too, right? So you're using a product of which you can buy a refill and then refill your original containers.

Andrea Lefkovits ([12:52](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Absolutely. You just unscrew, um, the old one, take it out, you can recycle it and then you replace it with the new refill.

Corey Andrew Powell ([13:00](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Okay. I love that. People who put their money where their mouth is, they don't just, you know, talk to talk, they walk it as well. And it makes me wonder though, when I hear all this stuff about we don't do animal testing on our products, but then now I'm gonna look at their packaging too, because <laugh> that and realize till this moment that, you know, the product itself is one thing, packaging is a whole other part of that when you're trying to be a socially conscious company.

Andrea Lefkovits ([13:25](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([13:25](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So, wow, that's really great. Now, what are the future plans for Virgin Skin? Anything going on that's like kind of new? You wanna give us a little look into the future?

Andrea Lefkovits ([13:35](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So we have a few different things happening right now. We're working on a few new products that we will add to our repertoire to kind of be used in addition to Virgin skin. Virgin skin is really going to be our hero sku. Um, you know, I, I feel in my regimen it is the one product that I need. You can use it with other things, but it is really all that you need. You can put it on, put on your sunscreen and go.

Corey Andrew Powell ([14:02](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([14:02](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

And then you can use it in the evening as well. Um, but we, so we are really being thoughtful and intentional in what we're building around this sku.

Corey Andrew Powell ([14:13](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. Yeah. That's wonderful. I think also when it comes to today we talk a lot about Gen Z, um, as one of the most important new generations that's on the rise, I guess, if you will, economically. And that is a generation that really, really cares about social consciousness from, from brands. They almost demand it. So do you have a particular demographic that you're going after or are you just kind of anyone who loves us, loves us, or what's your, what's your target audience look like?

Andrea Lefkovits ([14:43](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Our target audience is anyone who appreciates quality, luxury skincare. Our, one of our lines that I tr that I really take to heart is it's dermatologist skincare without the prescription. So it could be somebody in their twenties and it could be somebody in their eighties who were just looking for wonderful quality skincare that is going to help to repair, heal, and support your skin barrier at any age.

Corey Andrew Powell ([15:12](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah. That's wonderful. And when it comes to that too, you know, talking about the different stages of life and of course you dealing with the product, um, to help people who have surgery. Is it specifically breast cancer that you said you work with or you work with any various forms of surgical processes when it comes to where your, where your product is applied medically?

Andrea Lefkovits ([15:34](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So again, this has to of course be directed by a doctor in terms of post-surgery.

Corey Andrew Powell ([15:39](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm.

Andrea Lefkovits ([15:40](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

But, um, you know, people have, have written, have written into our, um, into, you know, hello@virginskin.com into our customer service. And, um, they are giving great feedback. And this was originally can be used for this too, post sunburn. So it again, helps to heal your skin post sunburn. It can be after a scar. Um, people are buying it for that as well.

Corey Andrew Powell ([16:07](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah.

Andrea Lefkovits ([16:08](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Um, again, it, it is super important that a doctor weighs in, but I know, like, so I, I was cooking the other night and had got a little burn on my hand and I put virgin skin on, and the next morning that burn was gone.

Corey Andrew Powell ([16:20](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm.

Andrea Lefkovits ([16:20](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So each situation is different, but again, it really does soothe and, and heal and protect.

Corey Andrew Powell ([16:26](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Well, I'm excited because I love skincare products. And so, uh, they get all my money. <laugh> Saks Fifth Avenue gets all, and I used to sell that stuff at Saks, actually.

Andrea Lefkovits ([16:37](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Oh.

Corey Andrew Powell ([16:38](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Years ago. Uh, and another life. But yeah, I just love skincare products. And so I, and what I like is when they are mission driven and there's a product that actually does something other than just, uh, it moisturizes makes your skin. I mean, I, you can get that anywhere that you are definitely in a very unique position as a, as a game changer in a very, um, a congested space. So I love that you've kind of carved out this, this place for yourself. Do you have any fears about, uh, or not fears, but are you have concerns about maintaining in such a big industry where there's like so much competition of various brands?

Andrea Lefkovits ([17:21](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Well, um, I, we are getting great feedback from dermatologists, which to me is a great nod and a great sign. Um, Dr. Hadley King in Manhattan, and Dr. Dendy Engelman and Dr. Ellen Gendler, all of them have given great feedback already on the product as well as dermatologists across the country.

Corey Andrew Powell ([17:41](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Hmm.

Andrea Lefkovits ([17:42](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So in lots of different places. So again, I just wanna be very methodical, go ver I'm building this brand slowly, but I do feel it is something that can really help people and make a difference.

Corey Andrew Powell ([17:54](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>. Excellent.

Andrea Lefkovits ([17:55](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So that's the approach I'm taking

Corey Andrew Powell ([17:56](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

<laugh>. Yeah. Well, again, uh, another leadership lesson. You know, slow and steady wins the race, as they say, a lot of people wanna jump into, um, being a business owner or entrepreneur, and they're not doing the work, they're not processing the steps, they're not being strategic. I had, um, chef Robert Irvine on the show who's from, uh, Restaurant Impossible, and he talked about every friend he knows wants to be a chef. And he asked him, oh, why do you wanna be a chef? Well, my mom says I make great meat, great meatballs. You know, he's like, well, that's not really, is that your strategy <laugh>? Like your mom says you make great meatballs. Like people don't realize the work that goes into the, the building of a business and a brand. So I love that your message is, you know, be methodical. Take your time and don't rush the progress or the process.

Andrea Lefkovits ([18:46](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yes. And during this time, it's also important to me as a person, as well as, as a our brand to also give back.

Corey Andrew Powell ([18:54](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([18:54](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So while we're building this brand, we're also, um, I actually am very excited about this. We're working with Dress For Success. I don't know if you're familiar with that charity?

Corey Andrew Powell ([19:05](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

I think so. Let me just see. Is that the one where they women who are entering back into the workforce or something like that? Uh,

Andrea Lefkovits ([19:09](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yes, exactly.

Corey Andrew Powell ([19:10](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yes. I love that.

Andrea Lefkovits ([19:11](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

And they're literally, they have a global presence. They are penetrating this, this group all over the world, which is so important, but literally helping to clothe them, to educate women who want to reenter the workforce.

Corey Andrew Powell ([19:25](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([19:26](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

For various reasons.

Corey Andrew Powell ([19:27](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yes.

Andrea Lefkovits ([19:27](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

And where there are obstacles in front of them.

Corey Andrew Powell ([19:29](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Andrea Lefkovits ([19:30](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

So while we're building this brand, it's also important to me that we're giving back to women and children.

Corey Andrew Powell ([19:37](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Yeah.

Andrea Lefkovits ([19:37](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Everywhere.

Corey Andrew Powell ([19:38](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

That's wonderful. And that's, um, I'm, I'm so happy to hear you say that because we love to highlight guests like yourself who are doing things like that for the community because we talk a lot about community-based leadership as well, helping globally when you can. And we have guests on the show like, um, Dana Marlow who, uh, educated me and our, a lot of our guests about a period of poverty. I didn't know what that was. Women who need, uh, you know, feminine hygiene products in a crisis, whether they be women in the shelters or people who are in a natural disaster. And society doesn't think about women in that regard about, well, women need specific things. So I love to now be able to add what you're doing to that list when we highlight brands and women doing great work like that. So thank you for sharing that. That's really important for us.

Andrea Lefkovits ([20:28](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

And thank you for highlighting that because it is so important. And I'm so grateful to people like you who shed a spotlight on that.

Corey Andrew Powell ([20:35](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Well, thank you again for all you do, and I'm so glad, again, to know that you are out there and that you're doing this wonderful work. And congrats on the business. And thank you for being a guest today here, Andrea Lefkovits, visionary founder of the Virginskin Skincare Line. Thanks for being here today on Motivational Mondays.

Andrea Lefkovits ([20:53](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Thank you, Corey.

Corey Andrew Powell ([20:55](https://www.temi.com/editor/t/cAVU9ObNW1c_E3AA53HVt5NXQEGuFjg_ZDD3XM8io7l2E7WhspNnXLAWTtIzQfQtzqMKq1HYgirFnZ6ITlsulZlqdSI?loadFrom=DocumentDeeplink)):

Thank you for listening to Motivational Mondays, presented by the National Society of Leadership and Success, and available wherever you listen to your favorite podcast. I'm Corey Andrew Powell, and I'll see you again here next week.