

[A Chat With The Fabulous Stephanie White of Become Skin Care](#)

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Stephanie White is the Founder & CEO of [Become](#), A skincare line that offers women an opportunity to take part in their interest for the beauty industry and make it a career. Stephanie has over 25 years experience in the beauty, health and wellness industries. Stephanie has brought to [Become](#) her energetic passion for helping people and their businesses to excel, as well as developing and marketing new products across the globe with leading international brands including Estee Lauder, Tommy Hilfiger, Aramis, L'Oreal and The Body Shop. She is a little more than fabulous! I had the pleasure to have a chat with this beauty queen. Here's what she had to say.

M: What difference did you want to make in the beauty industry when you created the become beauty line?

S: First off I wanted to give the average woman who loves luxurious and effective skin care, Neiman Marcus [quality] products at Macy's prices. Secondly, [Become](#) is an entrepreneurial opportunity for women to build a business while enjoying what they do and also be guided each step of the way by the Become team.

M: How would you compare the British beauty industry to the American?

S: While living in London for several years I noticed that British women tend to find spa treatments like facials to be an indulgence while their American counterparts see them as bare necessities. But, I must say, in the past few years British beauty companies like Jo Malone and Espa have become very successful in the UK do to more women seeing the benefits of these treatments and products.

M: Your favorite beauty tips?

S: Don't drink 8 glasses of water drink 12. Also never underestimate the power of touch. Get a massage whenever possible or if you can't do that you can get the same effect from hugs.

M: What is the one beauty mistake women tend to make?

S: Applying eye cream to their lids. Eye cream is meant for the eye area not the eye. By applying eye cream directly on your lids you are creating puffiness and irritation. To get the proper effect of your eye cream apply it around your eyes in circular motions.

M: The Become product you cannot live without?

S: [The Hydration Serum](#)

It was a pleasure having a beauty chat with Stephanie, She's an incredible woman with so much knowledge and tons of sparkle and pizzazz. I'm personally a huge fan of [Become](#) products and I know you will be too. Check out the [Become](#) Beauty line today and stay flawless. xx [Mimi](#)

