Build a Million-Dollar Brand in One Year with Alexis Eizinas - Episode 383

In this Episode:

- How Alexis Eizinas built a $1 million business in just one year by identifying an untapped market—women embracing their natural silver hair—and turning it into a thriving beauty brand.
- Her bold decision to leave a high-paying job and self-fund Silvering Beauty, taking a leap of faith to create products she believed in.
- The challenges of launching a beauty startup during COVID, from supply chain disruptions to formulating high-quality, non-toxic products while staying true to sustainability.
- How she strategically scaled Silvering Beauty, leveraging her deep industry experience, a powerful brand message, and a loyal community of women redefining beauty.
- The mindset, resilience, and business strategies that fueled her rapid success, proving that purpose-driven brands can achieve massive growth.
- Her mission beyond business—removing shame around silver hair, celebrating confidence at every age, and shaping a more inclusive beauty industry.

Notable Quotes:

“When women speak about their silvers, it's like you've earned every one of them.”

“The best walking billboards for women are women.”

“Having pictures of silver-haired women in the beauty aisles, would inspire younger generations.”

Pearl of Wisdom:

1. When you find meaning and purpose in your work, it makes the sloggy days easier.
2. There's more than one way to be successful and more than one way to measure success.
3. There is and always has been beauty in growing up.

Resources:

Alexis Eizinas is the founder of Silvering Beauty, a beauty brand dedicated to empowering women to embrace their natural silver hair. Born in Canada in 1973, Alexis was inspired by her silver-haired mother and her own decision to stop dyeing her hair during pregnancy in 2008. With over a decade as an international high-fashion model and 20+ years as a creative director in beauty marketing, she leveraged her industry expertise to launch Silvering in 2022. Leaving a high-paying job to self-fund her vision, Alexis is redefining beauty standards, helping women feel confident, radiant, and celebrated in their silvering hair.

Website: https://silveringbeauty.com/
Facebook: https://www.facebook.com/SilveringBeauty
Instagram: https://www.instagram.com/silvering_beauty/

Link to this show: https://www.kamiguildner.com/ewr-alexis-eizinas-eps-383/

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