

INSPIRATION



International Women's Day: 9 female leaders making moves in the West

LINDSAY TIGAR MARCH 8, 2019

To celebrate International Women's Day, we present 9 female entrepreneurs making moves in the West.



In March we wear green, make brackets and count down the days until spring can officially begin. And most importantly, on International Women's Day, we celebrate the history and the feats of women who continue to radically challenge gender biases and disparities, unapologetically and with passion.

One fascinating sector is female entrepreneurship, which continues to grow across all industries, ethnicities and age groups. It's estimated 849 new businesses are started by women every single day in the United States. And over the past two decades, female-owned firms have grown by an impressive 114%. Even with this hopeful numbers, women only take home a small portion of the seed money available, regardless of the fact they're more likely to turn a revenue than their male counterparts.

To celebrate International Women's Day and the brave and smart ladies who went out on a whim to be their own #girlboss — we're excited to announce and present the female entrepreneurs to watch in every state (and Washington D.C.) from New York to West Virginia to Ohio to Texas to California. These powerhouses are fashion designers, master chefs, marketing leaders, philanthropic badasses — and so much more.

We've divided our list of the [52 female leaders making moves in the United States](#) into five geographical regions. This article will feature women from the West.

Get inspired — and make sure you follow-up with these women. They're just getting started:

Nevada: Heather Marianna from Beauty Kitchen

Founded in 2012 in Boulder City, Nevada



Why the company is cool: The clean beauty market is one that continues to expand, as more and more consumers become aware of the damaging, harsh effects of chemicals. One line that's becoming a household name with a cult following is Beauty Kitchen, who makes vegan, paraben-free pampering products. From collagen eye gel pads and red wine lip masks to sheet masks, bath bombs and scrubs, what many customers love is the vibrant smells, trusted ingredients — and fun social presence.

Where the idea came from: When Marianna realized she could cause common beauty or skin issues with things she already had at home, she did what most Millennials do: she posted about it online. Her videos struck a chord with many people worldwide, especially since in just a few months, each clip average more than three million views. Seeing the need for this formula, she launched her line — and created an empire.

How it's growing: Who loves the brand? Lots of people — and a few uber-famous ones you'll probably recognize, including Christina Milian, Dascha Polanco, Lisa Vanderpump and Viola Davis. Because of this, her products have been gifted at many award shows, including the Emmys, the Golden Globes, the Oscars and the Grammys. She opened a new retail location at the end of last year and was joined by Gina Kirschenheiter and Emily Simpson. Sales — as you might expect in a million-dollar business venture — remain steady.

How she became successful: Work. And by that, we mean 10 to 12 hour days, six days a week — all while being there for her staff, celebrities, influencers, journalists and beyond. Those who know her best say she's always forward thinking and strategizing how to take her brand to the next level. Considering she owns two factories, a showroom, an online shopping portal, and a retail store — it's safe to say she's doing it all. And then some.

What's next: She's opening up another retail store this year. And she's working with a few celebrities to develop their all-natural clean skincare lines, too.

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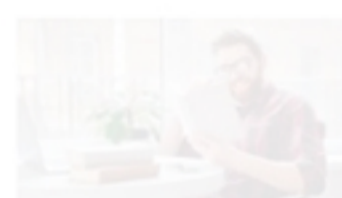
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