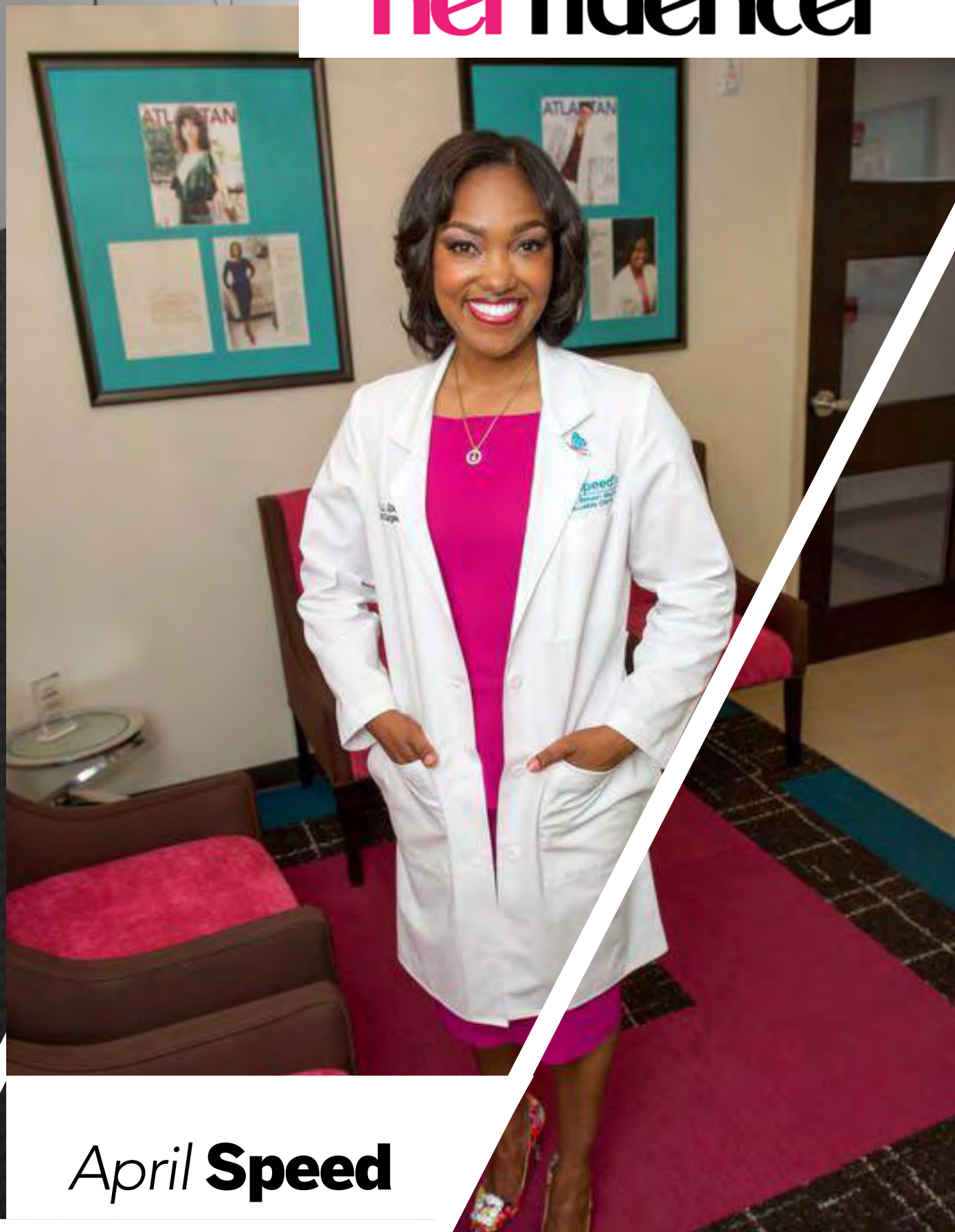


herfluencer



April **Speed**

Making a Beautiful Difference in Breast Cancer

BY DR. COURTNEY HAMMONDS

“The inspiration came as a whisper,” said Dr. April Speed about the launch of her cosmetic line Taylor Made Cosmetics.

A few years ago, when she was asked to write an article titled “Beauty and Breast Cancer,” she learned of the toxins in cosmetics. “While doing the research to write the article, I couldn’t believe what I learned: everyday beauty products contain an unacceptable amount of carcinogens,” she explained.

“Over the next few years, the whispers in my mind telling me I owe it to makeup lovers to act, got louder and louder. The readers as well as my patients began to inquire about non-carcinogenic makeup and skin care products. In 2017, I made the commitment to make my whispers a reality.”

Speed is a renowned board certified surgeon who specializes in breast reconstruction. She provides breast surgical services for women, men and adolescents. In developing her cosmetics line, she wanted to provide a “safe, sophisticated choice” in cosmetics and skin care for men, women and young girls.

“Quite frankly, there was not a line out there that was good enough,” she added, feeling that consumers desired beauty products that were clean with amazing colors. “I feel very passionately about breast cancer patients and all consumers having safe, beautiful make-up on the market. No one should have to choose between clean and color. When you deserve both. My line offers that.”

Named after her 8-year-old daughter Taylor, the products are phalate and paraben-free. Taylor Made Tweens products range from clean glosses to safe day creams with SPF for fun in the sun. “I am constantly in awe of my 8-year-old daughter’s strength and confidence in a world, where having either can be a challenge for young girls. I want to honor my admiration of her by continuing to empower her through my celebration of who she is and what is yet to come. Also, if Taylor does begin wearing make-up, I want to empower her to make wise consumer choices.”

She said, “Managing the beauty messaging was a prior-

ity.” Thus, the product have inspiring names, such as Orange U Smart, Clearly Clever, S.T.E.A.M. Sparkle, Ravenous Reader, and Awesome Athlete.

When asked to choose her favorite product from the line, she declared, “That’s so hard. I love so many of them. For my daytime look, I won’t go out of the house without our moisturizing SPF 50 Day Cream, Precision Eye Brow Pencil in Deep Brunette, Liquid Matte Lipstick, My Gurl and Luxury Matte, Buckhead Betty. For evenings, I wear Luxury Matte Lipstick, Madame Mayer topped with Liquid Luster, Decatur Dazzle. I end the day with our Exfoliating Enzyme Scrub and Vitamin C Night Cream.”

