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## BEAUTY STALKER

### Stacey Schieffelin, ybf Founder

A former Ford model, makeup guru and entrepreneur, Stacey Schieffelin is full of knowledge and inspiring energy to help women become the very best they can be in the form of her very own makeup line ybf, which stands for your best friend. Beauty Blitz got to follow her for a day preparing for a 24-hour day at HSN!

#### time: 5:30 AM

I wake up in our home to my beautiful family - two gorgeous daughters and husband David. Before the girls get up for school I put myself together as best as I can. I like to call this my 5 minutes to fabulous beauty routine. Then the whirlwind begins - breakfast is served, the girls get dressed, lunches, backpacks and sports gear are packed and we're all out the door.

#### time: 8:00 AM

David is the best chauffer and an amazing partner! While I'm getting a jumpstart on e-mails from overseas, he's braving the commuter traffic from Connecticut to Manhattan. We have suppliers for all over the world - Europe, Asia, and North America - so we have emails coming in 24/7. We have product set to arrive at the warehouse this week - going to be a crazy week! In my 14 years of being in the beauty business I've done it all. I used to pick up goods at the port, deliver them to our warehouse then work the assembly line team to pack, wrap and strap every skid and load the goods via fork lift and drive them to the network in my own 53' semi tractor/trailer. I still continue every day to learn, guide and handle new procedures!



**time: 8:15 AM**

I make a quick stop at Starbucks for a sugar-free vanilla extra foamy latte with two sugar in the raw. It's like dessert in a cup an ultimate pick-me-up, and to think I just started drinking coffee this year - never knew what I was missing girlfriends!

**time: 9:00 AM**

I arrive at the ybf NYC headquarters. We just moved into our dream office, a loft with wooden floors, exposed brick and white walls. We have a ton of products to approve and go over that come via FedEx. Kristin, Amanda and Allison, the ybf team, are buzzing with excitement. A sample of our pewter (the same metal used in space shuttles) and Swarovski crystal stone adorned lipstick has arrived. This is one of my all time favorites and we've been working so hard to make it perfect. We can't wait to re-launch in January.

**time: 10:08 AM**

I close my office door, light a candle and spend at least thirty minutes reading and listening to messages from our ybf girlfriends. In the midst of all the craziness, this reminds me why we work so hard. At the HSN launch of ybf, our girlfriends let us know that they loved our line and we set numerous records with our premiere.

**time: 11:00 AM**

I head to the airport with Kristin to fly down to HSN in Florida for our live shows. We have a Today's Special, which means we're on every couple of hours straight for 24 hours, starting at midnight. It's going to be crazy, but I love it!

**time: 11:15 AM**

Emergency! It's monsoon season in Asia and we receive an email telling us that the black lacquer in our crown compact isn't drying because it's too humid at the factory, and the red and clear Swarovski crystals are not adhering to our compacts. Kristin is frantically trying to get these compacts on a freighter and sent by sea so we can have our assembly team take care of them in the USA. Our team will have to work for a week straight to hand place each crystal into the decorative crown pin that is floating in black lacquer.

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**time: 1:00 PM**

We made our Virgin Atlantic flight and we take advantage of Wi-Fi - my lifeline - and plan our July 2011 cruise out of Miami. This is our first USA cruise and we could never pull off such a huge event without Mina our cruise director who we absolutely love. We've been cruising, recharging and reconnecting with thousands of girlfriends once a year for the past five years. There's makeover madness, brows by the pool, mimosas, vision boards, PaJammin' parties at sea. It's such a special time and I am inspired each year!

**time: 2:30 PM**

I just found out one of our suppliers forgot to put our ybf smart active complex into the face primer formula. Production has to be put on hold immediately as no products can be made without our complex. We worked hard to develop the ybf Color Care System, offering paraben-free formulas and our ybf smart active complex with emollients, Vitamin E & extracts from the earth delivering cosmetics that care for the skin. Erin goes to the factory in New Jersey to get production back on track.

**time: 4:00 PM**

We land in Florida. Tweeting from the tarmac - so excited about tonight's shows!

**time: 4:30 PM**

Time for a snack. Every time we're in Tampa, we stop at Krispy Kreme for some fresh donuts. Hey, a girl's gotta indulge once in a while!

**time: 5:00 PM**

We arrive at a local news station and shoot a 5-minute interview for an "In the Know" segment. Can't wait to share the tricks, tips and trade secrets of our universal eyebrow pencil and trio concealers that help a girlfriend look fresh in a flash!

**time: 6:00 PM**

We jet to the HSN studios for a meeting with the production team to review our shows starting at midnight.

**time: 7:00 PM**

There's a quick dinner with the HSN marketing team to review an amazing segment I starred in as a guest beauty advisor on Kelly Ripa's new show *Homemade Millionaire* on TLC - I feel so honored!

**time: 8:00 PM**

Setting up the greenroom for all the shows. Outfit changes, jewelry, and my materials to prep before the shows are all mapped out. I have been using the same product cards with all the information on our products since we launched ybf. Even though my sweet husband says I don't need the cards, I keep them with me at all times during my shows for good luck.

**time: 9:30 PM**

I call home to check in with my beloved family and hear about their day. David and the kids wish me luck - our pre-show ritual. I love and miss them so much - they're my world!

**time: 10:30 PM**

It's the first time all day that I sit down to relax and unwind before the shows. Kristin runs out to get emergency Starbucks. We won't sleep for another 24 hours until we're done with our Today's Special at HSN aka our second home!

**time: 12:00 AM**

Midnight is always amazing at HSN as it's the start of the new day and a new Today's Special and it's very exciting. We're unveiling eight months of preparation, our new ybf collection. We know our girlfriends are going to love it!