



NO STUPID QUESTIONS

What It's Like For Indie Beauty Brand Founders To Work With Their Fathers



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JUNE 18, 2020

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In this edition of Beauty Independent's ongoing series posing questions to beauty entrepreneurs, we ask 10 founders and executives: How has your father inspired your brand, and what's it been like working with him?



PAAYAL MAHAJAN

Founder, Essential Body

My father taught me to believe in myself. He has mentored me for my entire professional existence. My values and ethics come from him. He leads by example. I have learned to courageously speak up for what's right because of my parents. I'm a female in a culture that makes it very difficult to be independent. My father never let me believe that I couldn't achieve anything I wanted to. Everything was within my sights. I just had to be true to myself, be an ethical and good human being, and do the right thing. He is my greatest supporter in every way.

Having a supportive father who has always stood by my side remains an infinite source of strength for me. I follow his example in life. There are no shortcuts. Nobody owes you anything. Do the work. Be good. Be ethical. Speak up when facing injustice. Do the right thing. Don't worry about rewards or outcomes. My parents raised me with these values and I always keep in mind. When I step into the world, I am representing generations of my family who passed down the same values. It is my honor to carry them forward and be my father's daughter.

If you have a question you'd like Beauty Independent to ask beauty entrepreneurs, please send it to editor@beautyindependent.com.