

57 JM

Mon, 4/18 9:58AM • 48:49

SUMMARY KEYWORDS

life, women, midlife, kids, day, husband, makeup, started, job, happy, thought, people, grateful, christina, book, friends, makeup artist, important, sharing, work

SPEAKERS

Jen Marples, Christina Flach

00:00

worrying is such a waste of time. Worrying is basically praying for bad things to happen, that might happen that probably won't. So focus on the outcome that you want out of every situation. And that usually manifests itself into happening. If we can focus on just being happy, being positive and focusing on all the great blessings and miracles that are in the world, you're I think we'll have a happier normal life.

Jen Marples 00:38

Hello, and welcome to the Jen Marple Show. I'm your host Jen Marples, a former public relations agency owner turned business a life coach and motivational speaker dedicated to helping female entrepreneurs achieve the business and life they desire in their 40s 50s and beyond. Each week, I'll be bringing you conversations with incredible women who are rocking entrepreneurship and taking courageous action while also dealing with all that midlife entails. I'll also be dropping in solo to share thoughts, advice, tips and tricks that will help you live your best life. If you are thinking about pivoting in your career, starting a new business are looking for a second act. Stick around as I guarantee you will be inspired. And know this. You are not too fucking old. Hello, everyone, and welcome to the Jen Marple show today I have a beautiful guest, a very gorgeous guest that I had to gussy myself up for because she is the CEO of a makeup company. Her name is Christina flax. And she is a celebrity makeup artist and she is the CEO of pretty girl makeup. She is a mother of five, and a fabulous badass warrior woman. Christina, welcome to the show. Thank you so much for being here.

01:53

Well, thank you for having me. It's so interesting that it's fun to get interviewed my friend. So it's very rare that I have someone that I know in my personal life that is interviewing me. So this is extra fun,

Jen Marples 02:05

extra fun. So of course, you know, we are both in Myrin. So of course we all go to the same yoga studios. And another fun fact is I know you've heard me talk about this with another one of my guests, Lizzie Bermudez but we actually Christina was part of this whole group that tried out for this reality

show 100 million years ago, and we were just joking. Before we got on, like it probably saved us a lot of money in therapy, it probably saved my marriage that that actually didn't happen. So it's just fun. It's fun to connect the dots and to be yes, in the same orbit. Yes, it makes life more interesting and fun. So you have been an entrepreneur for quite some time. So I'd love it if you just shared your entrepreneurial journey. Tell us how you got started, what you did before and what you're up to right now.

02:49

Okay, well, yes, I am the creator and CEO of pretty cool makeup. I started it in 1999 a very long time ago. I have been self funded up until now are like right at the beginning of COVID I got a new business partner. His name is Jordan Hall, and we are expanding our lines. So we're super excited. Our new company is going to be called to busy and this is the first time I'm announcing this publicly so it's pretty excited it's gonna be called to busy cosmetics will still have pretty girl but it kind of suits my life right now as it is very busy. I'm Yes, as we said, I am a celebrity makeup artist and I just got home from six weeks on the road with Tyler Florence. I'm his makeup artist. And we were doing a TV show in Los Angeles called the Great Food Truck Race. So we've been running around doing all that. So it's very nice to be home after being away for so long.

Jen Marples 03:44

I think when you're saying too busy, I think probably every single person could relate. Like, does that mean it's gonna go on in five seconds? Because hopefully that's about all I can a lot to make up these days and probably everybody listening. That's true. So what did you do before have you always been in I'm assuming you always have been sort of the beauty industry but what made you kind of go out on your own?

04:08

Well, I have agents that represent me and so they booked me my you know big jobs like Gucci Louis baton, Tyler, all these different amaze I did a Time magazine with Condoleezza Rice. I just did read Marino's makeup and hair for People Magazine last month, which was super exciting. So I've been a makeup artist for 20 years doing all kinds of different fun projects and I love it and I started pretty girl because as a mother running around Marin County and my suburban I was having a battle between my lip gloss and my water. It was just constant and so I couldn't find a lip gloss that would stay on in between five sips and the ones that I found that were long lasting were super matte and drying out. So I thought well, it can't be that hard. I can create my own so I found a chemist, beauty chemist and formulated the lip OS and it took significantly longer than I had anticipated, I thought it was going to be like a month project and it would be out in the world. And I was very mistaken, it was an interesting process, it took all a little over a year, because you've when you're formulating it, it's not just a lip gloss, you formulate the texture. And then once that is exactly how you want it, then you go into selecting, you know, the coloring, so the different colors that you want. And since I have been self funded, I didn't have an endless supply of money, and I came up with seven colors. Now those seven colors, as you know, all our friends are all different shades of the rainbow, and I wanted them to all be able to wear my lip gloss. And so I would test it on all my friends and my family. And then I would send notes to the chemist. And then that's how I went about but I have always told my kids, figure out what you love doing so much that you don't mind getting paid, and then figure out how to get paid. Because starting a company, as you know, you don't get paid that first day, it's lots of hours, lots of time not getting money.

So you really do have to enjoy it or it's going to be a unpleasant and B, I don't think it will be successful because you're going to be so frustrated and resentful and not enjoy it.

Jen Marples 06:17

That's a really good little bit of advice. So I know ladies listening, Christina has five children. So I'm curious to know as you're building your business, and also creating pretty girl makeup. How did you balance all that? I'm sure there were some challenges thrown in there managing five kids plus a business and a new product line?

06:36

Yes. Well, I was very blessed that I had nannies that helped with my kids. Obviously, I worked from home. So that was very helpful. I had an office in my house. So when my kids were little, I was able to be home. But as they got older, and they needed to get picked up at school and carpool and all their activities. It was great having a nanny to be able to stay home with whoever was having an app. And I had a very helpful husband and ex husband. And so I had two husbands that were helping on top of the nanny. So it was definitely a village to help with everyone. But because I am a very active mother and helping out in school and doing everything I wanted my kids to know I was there not just off at work. So it was a lot but it was it all worked out. But no, my kids are old now My oldest is going to be 29 and Melania is 29 and she's a fashion designer. She lived in London and went to Central Saint Martins for four years. And my daughter Rose graduated from NYU and she is a screenwriter in Los Angeles. Nikolai is in college playing collegiate golf. And my youngest is a freshman in high school, very competitive golfer he left today with his dad to go to North Carolina to a tournament so they're very busy people.

Jen Marples 07:55

Wow. And your kids really do span and age. And I often Marvel because you know women at midlife, our kids really do vary greatly in age. So we're at while you have an almost 30 year old, there are folks out there who are still dealing with a lot younger children like I myself have teens, but then there's the ones who's still having a preteens or maybe kids in grade school. So we kind of span at all depending on when we had our kids. So it's it's really interesting hearing everyone's story because it's not a one size fits all at midlife of exactly what we're dealing with.

08:24

Not at all. It's interesting, and especially in my case that my kids are my first two are 23 months apart. And then another one was born five years later. And then my twins were born a lot later when I was 40. So yeah,

Jen Marples 08:39

the let me ask you this, and I know we talked about this before we got on so I know you're very recently widowed, you know, your second husband passed away in 2018. How was that for you navigating that hole? I mean, obviously probably one of the saddest times in your life, and also being a business owner because I know there are a lot of women right now dealing with something very similar.

09:03

Yes, it was incredibly hard and very fast. My husband, his name was Ken flax. He was the former number one doubles player in the world with his partner, Rob seguso. He got bronchitis that turned into pneumonia, and was not seen by his doctors at Kaiser Permanente and got sepsis. And he died in four days. And it was shocking. I couldn't even believe it happened that he could get big, strong, healthy man could get sick and then die in four days. It was crazy. So because he passed from sepsis, the Sepsis Alliance contacted me because of his past career and set asked if I would be willing to raise awareness for sepsis. And I said yes, I would. I would do that because I don't want any one and I didn't want anyone to feel what we feel my family feels and the loss of can is just it's so it's enormous and It's been four years, but it's still very, very painful.

Jen Marples 10:03

I'm very, very sorry for your loss to, by the way, because it's just I know that's very devastating. Like we were chatting about before we got online here. I know personally, a couple of women who are dealing with what you're dealing with right now, the exact sort of same circumstance, not the exact same circumstance, spouse, one was completely taken unawares. One was like a slow, but it never it doesn't matter what it is. It's a loss. And I know a lot of women, it's a challenge. And they're dealing with young children and trying to keep the families together and work and do all of that. Do you have any pieces of advice for the women out there? Who might be listening? who either have lost a husband and or maybe have somebody who's very sick? Is there a couple of top pieces of advice you could give to them?

10:45

Well, I think at the beginning stages of grieving, the first thing I remember is that I couldn't sleep without my husband, he was my Ambien, I would kiss him, goodnight, smell him and fall asleep. And then when he wasn't there, I couldn't sleep. It was such a challenge. And I know that everything seemed worse. When I was tired, if I was too tired, too hungry, didn't exercise, didn't get out and get some fresh air. So I think my son, as you know, my son, Bo passed away four and a half months old on Christmas Day. And so I went through a very dark time after that. And so I knew that when can pass that I couldn't go down that deep dark hole again, because if I did, I wouldn't get out. And my children's happiness really depends on me being stable. And together. I'm not saying they didn't see me cry, and sad and depressed. They absolutely did. I didn't try and hide it. But I had to keep as much at least on my normal path as possible with my work with my charity work. And so I started exercising twice a day. And it wasn't like to Susan house or yoga classes, it was maybe one Susan house or go to class or go for a hike up Mount tam or go to Pilates or ride my horse. It was just getting outside. Because if I could work out my anxiety, it was easier for me to stay calm. Everything was worse when I was hungry or tired. So I really tried at the beginning to make sure that I had my green juice in the morning, had my supplements said what I was grateful for prayed and just tried to stay on my path. It was very, very hard dealing with the loss of of my of my person, my everything, my best friend, it was, I couldn't even believe it was happening. I was really angry. I was scared. And my daughter Melania came home from London. And she came into my office and I was like just so fell, I wanted to stab someone in the eye. She just said, Mommy, you have to be grateful for the time you had with daddy, and not for what you don't have. Most people don't even have that kind of love that you guys have. So, and I just thought my gosh, how did my daughter gets so wise. But she was right. I was very blessed and lucky to be married to him. He was amazing. And I do have to be grateful for the time even that I had with my son Beau and all the other things that I have that I'm so grateful for i i was on the Dr. Channel in the greenroom waiting to get

on this show. And I heard this woman, you know, speaking about me saying, Oh, we've got this guest on she's talking about me. And then she goes, Oh, and she's had the most tragic life. And I thought, what I was so shocked to hear that someone would think that my life was tragic. So when I went on, I just said, I'm sorry, I have to respectfully disagree with you about my life being tragic. I've had tragedies. But my life is far from tragic. I have a very blessed life. I've had so many amazing miracles and things I'm grateful for. And I really try to focus upon that. And and that's kind of when it started. These podcasts and things started segwaying into grieving in a positive way. You're not honoring your loved one that's passed by being miserable. You're not because one day I was on a hike on Mount Tam and I spoke to you about this earlier, and I could hear my husband in my head because we have these conversations and hidden saying like I can't bear watching you laying in bed at night crying and I can't comfort you the way I normally would. And I thought about it from that perspective. How would I feel looking down on him or my kids and they are so inconsolable and miserable, and I couldn't so I'm not honoring him. I'm making him feel even awful. I'm assuming up there as well that he can't come from me because I'm constantly you know, crying or depressed. So I have tried to be as happy and positive as I can. No one wants to be any around anyone with a negative attitude. I have been raising awareness for sepsis. Speaking about grieving in a positive way. I started a an Educational Fund at the Northern Lights school. In Oakland, for my son Bo called the baby bow fund. And then we started one for Ken after he passed called the ken flax Educational Fund. And at the end of McGuire school in Mill Valley, there is an outdoor classroom and garden that is named after my son Beau that I'm incredibly proud of nutrition and education are very important to me. And so if I can help children, have a better life, eat better and be educated. I'm very grateful for that. My son, Ben, Beau's twin, who's 15, last October, and for the past five years, has been playing in a celebrity golf tournament for the school. And he raised \$36,000 Last October, which enables three children to go to private school for a year. And I was telling him like, Ben, you're just so amazing. And he's like, Mom, I play golf today, like, who cares. And I'm like, those three kids and their families care, they are getting to go to a private school. And they're going to move on to go to you know, high school on a scholarship in college. And that really does change lives. And I feel really proud of my all my kids, because they have all helped in some way, at the school, and then the golf tournaments. So I just think you can honor your loved one, by doing good for doing too good array. That's my word, doing do good for others. And it does bring joy to you, even if you're not at the, you know, completely feeling joyful all the time. But helping other people be happy does help ease the pain.

Jen Marples 16:33

Thank you for sharing that so much. And obviously, what your kids are experienced is testament to how you raised them and just sort of the tone you're setting like you're saying of trying to put Joy first remember all the good things and what your daughter said that was absolutely beautiful. Because it's just the truth, right? The truth it is, yes. And it's just, it's just important. So I'm really glad I know, just by you, you know, saying this out loud, that it's going to change people's lives just by hearing that because one of my missions is always to get all of us women to share our deepest truths. Because when we do that we feel more connected and less alone. So that's why I'm out here like sharing my truth when whether people want to hear it or not, or they think it's an overshare. I think by all of us, speaking our truth, we can navigate life so much better. And you know, learn and I'm just I've learned from you just from chatting with you for five minutes. So I think thank you so much for sharing that. It's just really important. And I think at midlife, there's no time for a lot of fluff. And I'm not saying we don't have fun,

but it's like we've got to get to the meat because there's a lot of ways that we can be supporting each other as women. And by doing by speaking our truth, just like you just did. That's helping and supporting your so your fellow woman, because we all are, there's a lot of loss happening. There's a lot of opportunity, a lot of joy and ladies out there, we are going to get to all of that. But this is a very important point because it isn't all bells and whistles at midlife. And it's just not. And so we got to talk about all of it.

17:57

It's true. And it's also it's so funny people think they see someone they see me, they see my life and they're like, Oh, you have such a in your life is so amazing. It's so it's so funny how people can look at someone at a yoga class or in our world. And they think they know you and they think they know what's going on. And they really don't. I love my career. I love having my company. I love doing what I do. And my kids are great, but it's not easy. It's not easy being single, at our age, and especially here in Marin, I don't want to be dating a guy that's dated every girl my yoga class. And that's a lot of the reality here. So it's, it's hard to start over at our age trying to find you know, a mate, a friend, partner, because our community is small. And so you look elsewhere because you know, it's it's hard. It's just not an easy thing.

Jen Marples 18:54

There's actually a woman who is out there who is she's built a successful business anything she's a dating coach or a matchmaker, I feel like I need to have her on. Just not only to hear her story from entrepreneurship, of course, but maybe there's some some great bits of advice because that is the other thing at midlife and just statistics will show half of us are either divorced or widowed at this point in time. That's the reality. So you're not the first and you will not be the last single mom that I interview. And so that is a very real reality. But we all deserve love. And so I'm going to have positive vibes out there for everyone.

19:28

It's interesting because it's different when you're divorced than when you're widowed. It's different. You're in a different place because I didn't choose this. I was perfectly happy married to my husband. And so you know, I think people that are have lost a partner or a husband or a wife, you're in a different mental place than someone that's divorced. I don't have any negative. I don't have bad divorce with him or anything like that. You know? So it is a little it is a little bit different.

Jen Marples 19:57

Thank you for bringing that out because For sure, just from you saying that because yeah, you're you don't have the years of the trauma and the drama that a lot of other women might have. So but it's also different because of course, that sudden loss. So regarding your business, then when everything happened, did you have anybody supporting you at that time? Did you pull back on work? Or were you did that was that the thing that sort of kept you going?

Christina Flach 20:20

So it was so funny, my agent called, like, the day she knew what was going on, and called, like, the day after a few days after my husband passed, and said, like, what can I do for you? And I just said, book

me a shoot. Because in my head, I'm always happiest when I'm on set. So I said, just booked me anything. And she goes, Ken just died like three days ago. I'm like, I don't care. Just get me on a set, because I kept feeling this is. So this is what's different. When you're widowed, you just want to feel normal. I kept saying that over and over, I just want to feel normal. And I kept thinking, well, if I get on set, I kept thinking I couldn't wait, she booked me seven days after he passed a job with a lingerie company here in the Bay Area. And I remember getting there going, Oh, God, I can't wait to get there. As soon as I get there, everything's gonna be fine. And then it got there. And it wasn't fine. I was just as miserable and messed up as I was. So I thought, Oh, boy. So what I learned was, what my old normal was no longer exists. And it took a long time to create a new normal. Right? I started working a lot, because I kept thinking it was a good distraction. My kids were most of them were in college. And so it was not an easy time. And I I'm very grateful that I have supportive friends and family. I did an extra consulting work. I did anything to keep busy.

Jen Marples 21:47

Thank you for sharing that I kind of I kind of figured probably. And I'm glad you said it was a new normal, because obviously there isn't that an old normal didn't exist anymore. Right? And I think what you're saying too, it's also embracing that new reality. And then giving yourself the time and the space to embrace it.

22:05

It's true. I kept thinking like, I didn't know when I'd start failing. It really is just time you have to be kind to yourself. One of my girlfriends said this to me, she said, you would never treat anyone, the way you beat the crap out of yourself. You know, you're so kind and generous to everyone. Why can't you do that to yourself, and I thought about it, I thought, oh my gosh, you're right. I am so hard on myself. My husband just died my worlds turned upside down I so I have learned to be kinder to myself and gentler. I started working with energy healer, in Canada, her name is Diane and I work with her still she clears energies. And she also taught me to take better care of myself because she said you're you can't give it orange unless you have a basket of oranges to give. And we as a culture, we pride ourselves on not sleeping enough, working a million hours and not taking time for ourselves. And I really learned that I do need to go to Susan Houser yoga, we're gonna have to get free classes after this because I've set her class.

Jen Marples 23:09

But mental note,

23:12

I want a free membership this month, it was really important for me to learn to go for the hike, take care to eat well. And when I got too overly tired to lay down for a minute, do a little meditation and just calm myself down. I've had I had to learn to kind of self soothe myself, which I never ever had to do before. And once I started doing that things started little by little falling into place and life got a lot gentler and things got better little by little.

Jen Marples 23:42

And thank you for sharing that because that that's just great advice for anyone, no matter what stage in life you are. It's that self care piece. I know I can attest to it, too. If you're, you know, hungry, tired, just not exercising, there's good you can't pour from an empty cup, we can go down through all those like pithy little sayings, but it's there all the truth, oranges, it's all the same, like, it's all the same. It's like if mom goes down or you go down as a woman like nothing, nothing good is gonna come from it. And I know a lot of women feel like it's self indulgent, to take a rest to take a nap to stop. And so that's if there's anything we need to really bang a drum about at midlife, it's really that self care piece. Because by putting yourself first you're also putting everybody else first because you're going to be a better mom a better everything a better Boss, you're going to run that company better. You're going to be through colleagues wherever whoever's in your life, they're all going to benefit and they're also going to see that it's okay. Like your kids are going to see my kids are going to see that it's okay to put yourself first that we don't have to be a slave to something no matter what that is. It can be a slave to your schedule to all the activities, whatever it is that we actually are in control, and it's number one, I think most important piece of advice that anyone can get right now.

24:55

I totally agree with you also. I think for me Are my kids seeing that I was in a really happy marriage? I think the greatest gift that you can give your kids, regardless of how old they are, is for them to see you in a healthy, happy loving relationship. Because if they don't see you in one, how are they going to have one. So if you really care about your kids at all, put effort into your, your marriage, or if you're not in a healthy, happy relationship, figure out what you need to do to be in one. So I think my kids, I It's so funny. As we all do, give our kids the Don't do drugs and don't drink and all these things. My daughter Rose had said to me, after can pass she said, you know, Mom, your lectures were so lame. I know. I'm like, what they were award winning. But she said the way you conduct yourself during this time, your work ethic, the way you're kind and generous to people all the time when people don't even know it or who you are, what you're doing. But you are we we've seen that our whole life. And I thought, wow, I How are you? 25 years old? And I'm just like, I had no idea. So our kids really do watch everything we're doing, you know, we can't do as I say, not as I do. That's really hypocritical. And I think it's super important to conduct once you know, our kids see if we're drinking too much, or how we're yelling at people, when we drive or whatever icky things that we do in our everyday life, our kids are watching and they really remember everything

Jen Marples 26:35

they do, yeah, then we need to model obviously, we're not gonna always be perfect. And then there's also a lesson in that too. I remember having a conversation with my kids, my husband, we're fighting about something and like, are you gonna get divorced? I'm like, No, we're just having an argument. And then they get to see the words like, I'm gonna say, the reconstruction, the makeup, the makeup effects, makeup part of it. And that, you know, you're not going to always agree with anybody, no matter who it is a mom or dad or brother or sister. Certainly you kids fight a lot. But then there's also that that makeup piece, and then they see you working through something and not just storming out the door, and they see a commitment. So I'm glad you brought that up.

27:10

That is really important. So I think one of the greatest things, my husband and I were married for eight years. And I'm really grateful that my kids saw what a different relationship that I had with him than then I had had with their dad. And it also actually improved my relationship with my kids, Dad, when I was in a happier place in my life. He and I inevitably got along so much better. So everything kind of flows positively, I think.

Jen Marples 27:41

I think so too. So I'm going to flip this a little bit. Okay, and ask you a question. What do you think some of the biggest challenges are for women at midlife,

27:51

I guess let's just start with how we look. I think it's hard to grow old gracefully, to grow old, except how we look to realize that we have wrinkles and a little bit more fat or whatever. But we're still beautiful. And I think just accepting how we look and not trying to have so much filler and botox in our face that we don't even look like ourselves anymore. At some point, we have to just accept what we look like. And I speak about this a lot with beauty. For me, beauty is from the inside out. And obviously it means you know, being positive and happy and loving and kind, obviously, but it actually means what you're ingesting in your diet, whether it be enough water, whether it be green juice, different supplements, not a lot of alcohol, staying out of the sun, I think that you're going to age more gracefully if you take good care of yourself from the inside out.

Jen Marples 28:51

I think that's great. And it's probably it's interesting, too. There's the there's always studies of you know what the number one gripe is for women, and so I think it's the inevitable and also I love what you're saying those the acceptance because I really do feel especially after turning 50 You get to a point and I you know, I wish I could have gotten to that point a little bit earlier. And hope we hopefully with all of us talking about people can you just reach a point where you're like, Okay, I'm happy with the BOD I'm in like, nothing's gonna happen with new wrinkles. I spent my life in the sun and 52 like, right there there who gives a shit like Why waste time thinking about that stuff anymore? Well, you can just be living your life and just enjoying the time of the sun going swimming and whatever, totally. But there is a lot of wasted time.

29:35

It's, you know, another thing I have learned, going through all of this, that worrying is such a waste of time, that worrying is basically praying for bad things to happen, that might happen that probably won't. So focus on the outcome that you want out of every situation and that usually manifests itself into happening. So if we can focus on just being happy by being positive and focusing on all the great blessings and miracles that are in the world, you're I think we'll have a happier normal life.

Jen Marples 30:09

I happen to agree with you. I don't know if you're into Abraham Hicks, but I'm totally into that. So it's focusing on what you want instead of everything that's wrong, because you're just going to get more of what's wrong. under percent. It's a beautiful day. And God, my I'm so blessed, my kids are here, or whatever the heck it is, or I'm focusing on the future of, you know, this is where I see my business

going, then it's just gonna naturally manifest versus thinking about the negative. So totally agree with you on that one?

30:35

Yes.

Jen Marples 30:36

Do you think women can be successful in their second half of life?

30:39

Oh, my gosh, absolutely. Definitely. I'm more successful now than 20 years ago, the hands down my career, my makeup career as a makeup artist, I'm, you know, just this past month, I had Tyler Florence that I did this TV show. And then I did Rita Moreno. And then I've had like amazing jobs with all my with my agents have been booking me and I'm so grateful. Like, I didn't have these 20 years ago, these opportunities. So yes, I do agree. And I don't think age is a factor. I wouldn't use my age as an excuse of not trying to do something I speak about this all the time, when someone asked me oh, well, are you scared of failure, and I'm not scared of failure, I am scared of not trying. That, to me is failing, trying and there's going to inevitably be bumps and things are not going to always go perfect. But that just means you need to shift it into something else. Okay, that didn't work. But I learned whatever it was from that. And now I'm gonna go this way. And I'm gonna try something else that is not failing, failing is being stuck in a shitty marriage, in a job that you hate. In a body that you don't like and doing nothing about complaining and just being negative without making change. That is failure. But if you are everyday waking up, and telling the universe, you're gonna have a positive, great day, and exercising and eating well, and, you know, figuring out what it is you want to do for work, you're going to have a happy life.

Jen Marples 32:12

I love that. That's great advice. Because the onus really is on each and every one of us, nobody's going to come in and bestow something on you and be like, boom, this is going to be your career, your life, your body, whatever it is, we have to commit to that. And there is an I with you, too. There is really no failure, the failure, the failure is not trying, because then you'll never know. And then if you're if something like your said doesn't work out, right, it's just a redirection, absolutely nothing ventured, nothing gained, like no one knows anything, unless you start going in, that's I bang that drum all the time, you just gotta go.

32:44

And you also have to think that, you know, these things are always happening. I know, we always say, Oh, this is happening to me, this happened to me, this happened to me. But sometimes it's happening for you. Sometimes these things that we think are really bad that are happening to us are actually a blessing. And so what our job is to figure out what the blessing is my husband dying, it's very hard for me to see that as a blessing. Okay. But what I do see is that, you know, I've had post traumatic shock, but I have turned that into Post Traumatic Growth, of raising awareness for sepsis. I wouldn't I never expect it to be doing that grieving in a positive way. These are all things that I am doing to try and make the world a better place and make these very sour, yucky lemons into some kickass yummy, Sweet Lemonade. So I think I just am trying to do like, whatever. Whatever way you know, the life's waves and

we have to learn to ride the waves. I went to a grief camp at Canyon Ranch. And there was a rabbi, a female rabbi named Sherry hers from Los Angeles. And she had written a book that I recommend so much to anybody. You don't have to have lost someone. But it's called me plan and God laughs And for me, I married the love of my life. I had this amazing career. My kids were great. My access was great. I live in Marin, go to Susan Houser yoga, everything's great. And then everything wasn't. And so I had to learn to figure out what is going to be great again and how to make my life great again. So I'm doing that every day. It's, you know, I'm doing better every day. It's hard. Some days, I will say that I gave the ATP the Tennis Association was had a tournament at Indian Wells. Last month. They gave out they have a golf tournament named after my husband called the ken flag golf tournament that they have for all the players and X players. And so I flew down and gave a speech and gave out a trophy to the winner and you know, all these things that I can do to honor my husband and keep his memory alive are our blessings and that keeps me having him connected to me and close. So I think of that as a blessing. I love

Jen Marples 35:01

that you shared that because there are always the blessings. And I think you said like make the turn the sour crappy lemons and some some really, really sweet, yummy, delicious lemonade. I love that we'll have to like plaster that all over the place. Yeah. Now what would you tell the woman who's out there who is wanting to make a change, maybe she's in a corporate job that she doesn't like, and or she's been maybe staying at home to take care of kids and is ready to get back to work but does not know where to begin? What would you tell those women,

35:29

okay, so if you're in a job in a corporate job, that you're not really loving, and want to do something creative, I'm just using that as an example, I would probably start, not everyone has the ability, or financial means to be able to just say, I'm gonna quit my job tomorrow and start a flower shop. So what I would probably do is start figuring out what it is you love to do that you're not gonna get paid at first, and then figure out again, how to get paid, but do it on in evenings or weekends. I mean, as a makeup artist, that's kind of what I do, I run my company during the week before I would do weddings, or photoshoots. Or I take a day off from that. So I think if you can learn to just, you can make it a little easier, have a segue if you just start doing it part time, and then it hopefully will turn into full time. And then I think I just feel that, you know, we all have to work and to feel fulfilled and happy and just figuring out what is it that brings you joy, and do it. It's scarier to me just being in this job that you despise, and dread going to everyday like who wants like your life is not, you're not going to get to heaven faster by being miserable, or doing a job that you

Jen Marples 36:42

hate. I would agree. And I know there's there are a lot of women who are because I talk to a lot of these women on a daily basis, they're just afraid. If they haven't been working for a while, they feel like they're too old, they missed the boat, they don't want to do the career that they used to have, and they don't know where to begin.

36:59

Well, I would not use that as an excuse. And just focus on what you want to have happen. And I think they're scared. Those are things that you say when you're scared and you don't know, I would I wouldn't use those just don't use that as an excuse, figure out what you brings you joy, start doing it. Maybe you want to go to school and learn another thing. It but just I think taking not feeling like you have to change everything. 100% start with one little thing, find out maybe you're going to take a class, or maybe you're going to go if you're a makeup artist, you're going to go intern for someone or watch them and see if you even like that job, or assist. I've had people come and help me on photo shoots or during weddings and and then they figure out whether, you know, this life that I lead is not for everyone, I'm kind of a gypsy, I'm very blessed that I have my makeup company, but when I don't, and let's just take that out of the equation, I have a weird job. I never know when I'm going to work. It's kind of like being an actress, I am always like, oh God Is that the last job I'm gonna have, I'm gonna be somewhere different. I may work three or four days in a row, or I was very blessed to have six weeks of work. That is not normal for someone that does what I do. So not everyone, like my sister has a corporate job. She's an executive at Costco, she has a heart attack, thinking about what I do for a living. She's like, how can you plan? Like, how do you know? And it's like, how do you live like that. And she goes, it stresses me out. And I just let what I always know I'm gonna work. It all works itself out. But not everyone would be comfortable having such uncertainty, especially if you don't have a partner that has a normal job and an income and doing what I do would be kindness, I could understand it be very scary for people.

Jen Marples 38:48

I'm glad you brought that up. Because that's just I think also just entrepreneurship in general where it does take a little bit of extra toughness and maybe an extra little bit of a thick skin. But then there are all the benefits of it, especially at midlife, you can start your own thing and you can be in control and all of that. And we could talk for hours just about that. But it's just a really important point. Like with your sister, I experienced that all the time. Both my husband and I are entrepreneurs. We have been both for 20 years. So two in the family and my own mom, like how do you guys do it? It would give me a heart attack and like I don't really make it work. We make it work. We just make it work. We focus on the positive like you said, I've said too, they'll always be something there so it's

39:26

not always gonna have enough food to eat. We are we're gonna be able to make dinner our mortgage is gonna get paid. I don't know I just think enjoying what you like doing is so important. And here's another thing. I never ever st like when my agent calls. It's I never it's so funny. He always laughs I'm like yes. So I say yes to pretty much every job. I don't turn down things. Sometimes I don't my pay scale is so bizarre my day rate it's it fluctuates. And sometimes, if I really am excited about a project, like for People magazine, I did this big thing. It's 90 days you don't get paid. Let's start with that. And you know, when you do editorial work like a magazine, I did, Lars Ulrich for Wired Magazine, Condoleezza Rice, Time Magazine, People Magazine, you get for under \$50. But you don't care because you're in a magazine, and you get to work with someone that's truly exceptional. So I think it's important to just as you know, there's always a sliding scale, if I need to work, then I'll lower my rate a bit. You know, if it's something I you know, then I keep my day rate where it should be, because it's high now, because I've worked really hard to get it to that point.

Jen Marples 40:42

That's really great advice being flexible. And it's not, there isn't one sort of it's really great entrepreneurial advice. Actually, it just, there's not a one size fits all, no, and you got to navigate what that all means. And you know, the benefits, the pros and cons and all of that. So that's really great advice that you just brought up. Now, let me ask you this, what do you think women can do better to support each other,

41:04

be kind to each other, don't gossip, don't sit, don't get into that little chatty, yucky thing that I don't want to say women can do men and women do it, where they're just being negative, and gossiping, just don't even go into that area, don't start something, there won't be something, I just think, you know, anything we can do to support each other. And I always I find it mostly with the people that aren't satisfied with their own lives, they are the most negative. It's not like you and I that are like each other's biggest cheerleaders. And I think that probably is most of you know, I did an interview yesterday. And they were saying, like, it really shows you who you are, by who your friends are. Most of my friends, all of my friends are super successful, high powered, badass women. And that's who I'm comfortable being around. So none of us have time for being negative. Or, I mean, I'm not saying we're not negative sometimes, but not just sitting there needlessly trashing some other woman. And I think the women that do that need to go find something to do. Sorry, I said it. Get off your phone, stop looking at Instagram and Facebook and texting and go do something you're not going to be happy by. I don't think it doesn't matter how much money you have. It's you need to feel good about yourself and what you're contributing to the world and showing your kids a good work ethic and that you have passion and joy in life.

Jen Marples 42:29

I would agree with you. I do I do feel one of my mantras is, you know, the activated midlife woman could create a revolution. Because if we're all activated and living in our purpose in our power, it's all positivity. There's not going to be room for negativity. And it's our job to like, grab those next to us and those behind us. And let's let's all do this together. And we're not going to get to where we all want to go collectively as a society. If we don't stop with the BS. I mean, we just have to stop. And it starts I've you know, counseled my girls who are almost 15. And it starts when they're young, and just that thing that women do an exclusion and this and that, and it's like, there's no time for that. What does that added to it's a woman who's busy and building something isn't going to have time to look back, you know, we're gonna just how are we going forward? And how are we all supporting each other? Actually, our mutual friend Lizzie just posted a great meme today was sort of like the let's, let's be obsessively proud of our friends who are doing great things and not have that be weird. Let's have that be the norm.

43:31

Well, that's also in Think about this, what we spoke about earlier about our kids, if you want your kids to be gossipy and negative, well, if that's what they're seeing in the car, ride home, that's what they're learning. So be really mindful of the things that you're putting out into the universe. But what how you're conducting yourself in front of your kids, because they learn from us and the negativity and the hatred and the yuckiness is a learned thing. It's not in them naturally.

Jen Marples 44:01

You're exactly right. So we are going to everyone, let's all turn it around. Alright, turn it around. We are turning around. So a couple of final questions for you. Do you have a favorite book or resource you would like to share with our listeners?

44:15

Oh, my gosh, I read so many books. I just finished the book *The gentleman in Paris*. I mean, not read me, Moscow. Sorry, I'm Russian. So it's not the most time it's not the best time right now to say you're Russian. But I just read that book. *The Alchemist* is a book that comes to mind is something that I really love for agreements. Fantastic book.

Jen Marples 44:35

That's a great book. That is a great, very simple in the message but so, so impactful. Yes. Do you have a ritual or a practice that you do every day that sort of sets you up for success?

44:46

Yes, I wake up every day and say good morning, Christina. I love you. I did a book with a woman from here in Marin, and she's a writer about being positive and loving yourself and it just sets the tone I tell Oh, the universe, I'm gonna have a great day today. I said, Oh, I'm going to chat with my friend Jen. Today, I'm gonna go work out I'm gonna have a great day. And, and that's what I put out before I start anything I do a comm app and do the daily calm. The daily Jay do that. What else do I do? I don't know, I read every day. And I think of things that I'm grateful for at the beginning of the day. And at the end of the day, what I'm grateful for.

Jen Marples 45:26

That's amazing. I love your very first one, telling yourself that you love yourself. That's incredible. I'm going to steal that one. Oh, please do I'm going to steal that one.

45:35

I give that to you. You don't have to kill it. I give that to you.

Jen Marples 45:38

Yay. My final question. What do you think the best thing is about being at midlife,

45:45

that all the stuff that you thought was important. You don't give a shit about. You don't care as much like I like now like if someone says something or does something like whatever, I don't care. It's so nice kind of not to give a crap about stuff that doesn't matter. I accept myself a lot better now. I like myself, I'm nicer to myself now than I was 15 years ago, 20 years ago.

Jen Marples 46:11

I love that. I absolutely love that. Not giving a shit. And being nice to yourself. If we could just do those two things. I think we're going to be really

46:22

we could treat. We spoke about this earlier. treat ourselves the way we treat others. We're always really nice to each other. Typically, most of our friends that we know everyone's kind and we would never treat anyone as harshly as we do to ourselves.

Jen Marples 46:41

I know we have to stop the self flagellation. Ladies, we have to stop it and we have to nurturing ourselves

46:46

not doing good. I mean, I remember I forget who it was it said it to me but it's just think about what you got accomplished today and not what you didn't get accomplished. tomorrow's a new day you got it done as much as that you could or as much as was humanly possible and be okay with that accepting yourself and what you do. That is really a good one too.

Jen Marples 47:07

I love that and what a great way to end. So my final final final question for you is where can we find you find out more about what you do pretty girl makeup? find you on the socials? Let us know.

47:17

So if you want to look at my portfolio, you can go to Christina flack.com If you want to look at my makeup products go to pretty girl makeup.com Jordan and I are offering a 25% discount with discount code pretty girl. And on Instagram, Christina flax makeup and pretty girl makeup is PR e TT YG IRL MK up, and we're on Facebook, Twitter Tiktok. Where else I guess that's what we're out there in the world.

Jen Marples 47:45

Sounds like you're everywhere. And we're gonna link all of that in the show notes. Christina, it has been an absolute joy speaking with you today. And thank you for going really deep and opening up your heart because I know it's really going to help so many women listening out there. And again, the more we share all these stories, the better we all are, and we feel less alone. So thank you so much. It's been a joy.

48:06

Thank you for having me, it was so much fun. It was so comfortable to you know, chat with someone that I know. And it's a lot easier to open up because these things aren't always easy. And I also feel that sometimes we look at people, I think that's one thing I would say also is, you know, you see someone in your yoga class or whatever and you think, Oh, her life's so perfect. And we don't know what someone's going through. So we do really need to be kind when we really don't know what the other person is going through. I think having empathy and compassion for others at a higher level would really make the world a better place.

Jen Marples 48:41

I'm just gonna leave that right there. Thank you, Christina.

48:46

Thank you