

I've never thought of myself as this super tough person.

Even though I came from really rough circumstances.

And it wasn't until I left Detroit that I came back and I saw that this was kind of a bleak environment.

But that was also part of the reason why I came back and so when I saw it changing so quickly I was like, this is something that I have to be a part of.

And it's really just an exciting time to be in Detroit right now.

If you want to open or start any business, this is the place to do it because there's so much opportunity, there's so much room for growth.

Even if I don't personally stay in Detroit, this will always be The Lip Bar's home because there's no other place I would rather my business be.

I am Melissa Butler, the founder and CEO of The Lip Bar. The Lip Bar is a vegan and cruelty free beauty brand that exists to challenge the beauty standard.

So I started The Lip Bar in 2012 making lipstick in my kitchen when I was working on Wall Street.

At the time I was deciding to read all the labels on the foods that I was eating, on the products that I was using, and when it came to make up, it was very difficult to find like natural and vegan options, whereas food and body and skin care it was a breeze.

I just, I had enough, so I started making it. I decided to create a solution and I started making lipstick in my kitchen, which is insane.

We seek to be the authority on multi-cultural beauty and what that essentially means is we validate these women who are outside of traditional beauty standards because the media never gives them representation and so The Lip Bar is constantly producing jarring imagery just to say, "Hey, this is you and you are enough."