

S B L S

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CHASING THE SUN



WISEUP

*MODEL, ACTRESS, PRODUCER, AND NOW SKINCARE
QUEEN MOLLY SIMS IN THE PINNACLE OF AGE-DEFYING
BEAUTY—BUT THAT’S NOT WHAT SHE’S CALLING IT.*

BY *Alexandra Lee*
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You may know of Molly Sims from her days spent gracing covers of *Sports Illustrated Swimsuit* (specifically, donning a \$30 million diamond bikini), or her role on NBC’s 2000s hit casino-crime drama *Las Vegas*. Or, maybe you’ve sipped on her Beauty Elixir smoothie at Erewhon market, which joins the likes of Hailey Bieber and Kendall Jenner as the new novelty in drinkable skin-food. With over 20 years of experience in the entertainment industry, the multihyphenate has decided it’s time to pursue another lane—and yes, it’s what’s responsible for her skin’s signature glass-like glow.

On an ideal day off, you might catch Molly binge-watching *The Bear*, taking her daughter to ride in Santa Barbara, eating some cake, and having her Morning Cocktail—not a bellini, but rather an expert concoction of Vitamin C, niacinamide, squalane, and hyaluronic acid from her very own skincare line, YSE Beauty.

YSE, pronounced “wise,” is more like a community than a brand, determined to represent all facets of women moving throughout all chapters of life. “There’s more than just the 20-year-olds,” Molly says. She is careful to eliminate phrases like “anti-aging” or messaging about turning back the clock from YSE’s vocabulary. “I don’t want to be spoken to like I’m dying,” she laughs. “That’s not me, that’s not how I look at this company.” Instead, *expert efficacy, radiant results* is always the goal.

The idea for YSE was born out of a meeting with a potential manager who forced Molly to hone in on her five-year plan, and what her next business steps could be. “They went through every part of my life,” she says, from her TikTok to her books and website, to see if there was any white space begging for attention. “At the end of the two weeks, I brought down 15 or 20 skincare products, and I said, ‘Why is everything that’s really strong and derm really ugly, and everything that’s not, there’s not any efficacy...but it’s really pretty! Why can’t we have both?’”

Thus, YSE was born, and is now bridging that gap. Molly describes her products as being “multifaceted, like a mom.” Doing three jobs at once while defying expectation—because nobody wants a 20-step skincare routine. “As much as our ingredients are incredible in terms of how they’re put together, there’s also the woman who’s multifaceted, just as our products are,” she says. With clever names like the “Your Favorite Ex” exfoliation pads, which just won a NewBeauty award, YSE’s skincare regimen is packed full of complexion-loving ingredients in flawlessly minimalist packaging that *actually* do their job. They have the efficacy of invasive treatments, without the pesky downtime. “The magic is in the consistency,” Molly says.

Her gorgeous skin can, in part, be attributed to her mother’s instrumental guidance in developing an appreciation for the beauty and wellness space from an early age. “The ethos [of YSE Beauty] ultimately came from my mom. Learning something that you didn’t know before and becoming *a little bit wiser*.” Another key part? Molly’s time spent living abroad in Europe. “I never met a French pharmacy I didn’t like,” she winks.

Though you may find it surprising, Molly’s flawless complexion is also a result of tireless trial and error, which she is refreshingly candid about. From cystic acne to hyperpigmentation after pregnancy, she had a roller coaster relationship with strong actives like hydroquinone for brightening, which would ultimately lead to flare ups again after being out in the sun. “More does not mean more, and more does not mean better. That’s the biggest thing I’ve learned in taking care of my skin barrier,” she remarks.

Molly is quick to remind her audience, though, that “the glow is not just outer, it’s inner. It’s how you’re taking care of your body, it’s also how you’re taking care of your mental health.” Through these transparent discussions, YSE has garnered a community of trust and like-mindedness that’s been nourished through parallel areas of Molly’s life—most notably, her podcast *Lipstick on the Rim*.

The podcast, which officially debuted in 2021, features honest conversations between Molly and her best friend Emese Gormley, anywhere from lighthearted beauty tips to discussions about endocrine health and breast cancer...all with a drink in hand. Iconic guests who have spilled their insider intel range from Victoria Beckham, Cameron Diaz, and Kate Upton to Bobbi Brown, Kate Bock, and social media stars such as Tinx. “Our women like to come away with knowledge,” Molly says. Her laid-back humor, signature candidness, and authenticity in featuring an array of diverse voices on topics relevant to women is what takes her audience from a cult following to a community of women who uplift each other. “Women walk away feeling that they’re part of something, that they’re part of a community, that they’re not being spoken *at*.”

YSE goes far beyond its range of products to study the core of its consumer base, finding out who the “YSE woman” really is. “Truly, I take onus in my customers. The personas, who are they, what do they want. I think that’s unique to where we’re going.” The *YSE Edit* is a Molly-approved blog curation of everything relevant to the YSE woman: celebrity esthetician insider tips, travel itineraries, fashion and beauty guides, you name it. It all goes back to Molly’s longform goal of further ingraining wellness into the culture at YSE, from exercise and mental health to letting loose and leaning into life.

Some of Molly’s favorite non-YSE wellness rituals? Magnesium from Moon Juice, protein smoothies, collagen, Vitamin D and B, infrared sauna, walking, HIIT...the list goes on. “Still figuring out adaptogens in my coffee,” she admits with a chuckle. One look at Molly, and it’s clear that she’s struck the right balance.

With a newborn beauty brand, self-founded production company, New York Times bestselling book, and three children, it begs the question: is there something Molly Sims can’t do? The multihyphenate is a big fan of chapters, knowing that with each end comes a new beginning. “I don’t think there’s one chapter. You’re just not defined in your 20s...there’s a chapter in your 30s, and 40s, and 50s, and 60s.” And while the plot and characters are still being developed, the chapter of YSE Beauty is sure to be a page turner.*

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