



# 50 OVER 50: LIFESTYLE

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Over 50. Lifestyle isn't about just publishing books, making music or selling food; they're shaping our culture.

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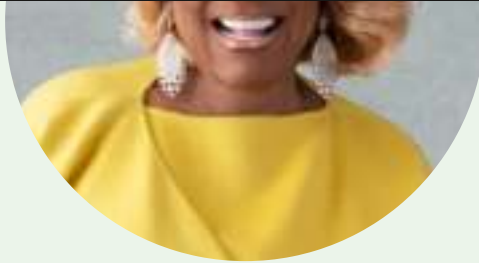
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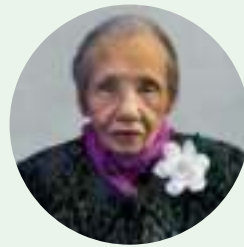
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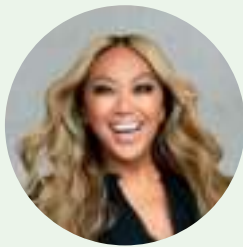
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JUDGES



## Bobbi Brown

Makeup artist-entrepreneur Brown launched her eponymous cosmetics brand in 1991, which she sold to Estee Lauder in 1995 for a reported \$74.5 million. At the time, she signed a 25-year non-compete agreement and stayed on to run the brand under its new corporate umbrella. When that non-compete ended in 2020, Brown launched her second beauty brand, Jones Road, which reportedly saw \$20 million in revenue in its first year.

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## Miyoko Schinner

In 2014, then 57-year-old Schinner founded the vegan cheese company Miyoko's Creamery from her California kitchen. The vegan and self-proclaimed "former cheese-a-holic" also runs Rancho Compasión, a farmed animal sanctuary that rescues neglected farm animals.

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## Rea Ann Silva

Silva was a makeup artist on the show *Girlfriends* when she created what would become a category-creating product: an egg-shaped makeup sponge. On set, the actors swiped them for themselves—convincing her to found Beautyblender in 2007. By 2021, annual sales were close to \$200 million.

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## Investment

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Our third annual list of 200 women who are redefining what's possible in life's second half.

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## The Age Of Disruption: Meet The 50 Over 50 2023

Maggie McGrath



## This Grammy Winner Now Has A Best-Selling Brand At Walmart

Maggie McGrath



## At 56, I'm Celebrating My Age. Here's Why You Should Embrace Yours

Mika Brzezinski



## Tracie D. Hall Is Leading Her Fellow 'Warrior' Librarians In The Fight Of The Century

Erin Spencer Sairam



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## Meet The Crypto ‘Gals’ Of The 2023 Forbes 50 Over 50

Vinamrata Chaturvedi



## Why These 50 Over 50 Founders Say Beware Of AI ‘Hallucination’

Zoya Hasan



## Women’s Rights Champion Faye Wattleton Took A Quantum Leap To Cofound An Advanced Computing Company

Zoya Hasan



## Meet The 12 Judges For The 2023 50 Over 50 List

Maggie McGrath

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