



ALPER SISTERS

TEAMM

When you first meet Maddie and Alana Alper you might mistake them for fraternal twins. It's totally understandable considering beyond a fair bit of family resemblance they behave like two halves of a whole. As one speaks, the other will chime in but mysteriously never seems to be interrupting, rather adding details to enhance the story or seamlessly completing the other's thought. It's enthralling and a compelling demonstration of how complementary they are as a team. Charming, warm, witty and talented, they work together under their moniker and are building their brand in the beauty industry as two halves of the greater whole: The Alper Sisters. To witness their comradery is to become a believer that we all need an Alper in the family.

Alana, the eldest of the duo, knew by age 10 that a future in make-up was for her. As she recalls it, "I had a small make-up kit and looked forward to getting home every day from school to play with it. I was always giving my doll makeovers!" Younger sister Maddie on the other hand was not as certain of her path. First completing a program in Fine Arts at Dawson College, she continued to pursue a degree in Art History but felt disconnected. In standard big sister fashion, Alana began bringing Maddie on her first editorial jobs, encouraging her to take some hair classes. Although they took divergent paths and appreciate different aspects, they meet in the middle and just as in conversation, fill in the gaps for each other to create a flawless visual narrative.

The Alper sisters are known for their "elevated natural beauty" —think fresh, radiant skin and robust, glossy waves. However, they don't shy away from outside-of-the-box looks. Both seeing

beauty as a point of self-expression and a tool for empowerment, they recently started experimenting with natural oils for skin issues they were suffering from. They found a desirable blend and it soon became a staple on set. They are now producing it under their name and have their eye on eventually expanding to a full beauty line of their own.

"We are just two sisters starting a company for kicks!" Maddie jokes, "From what I hear about other siblings..." Alana finishes, "they hate each other." Maddie continues, "We have always gotten along. We are very different." Alana, "Polar opposites—" Back to Maddie, "as human beings. But I think it works." Indeed it does.













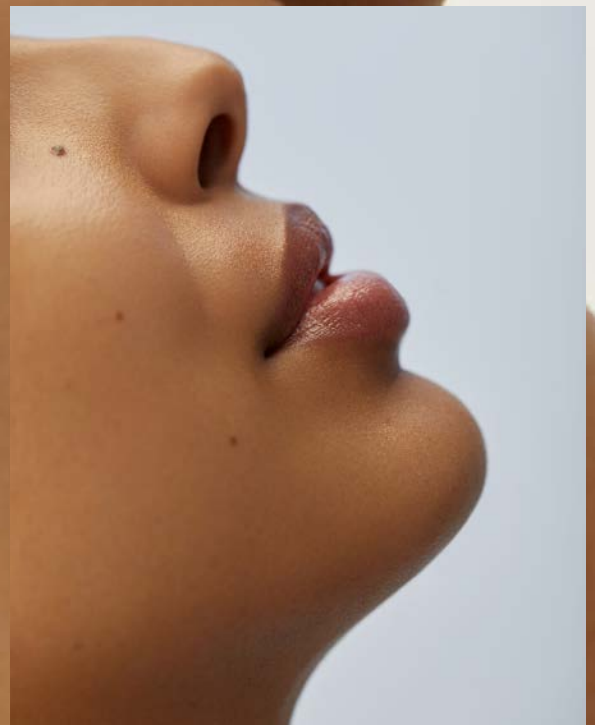








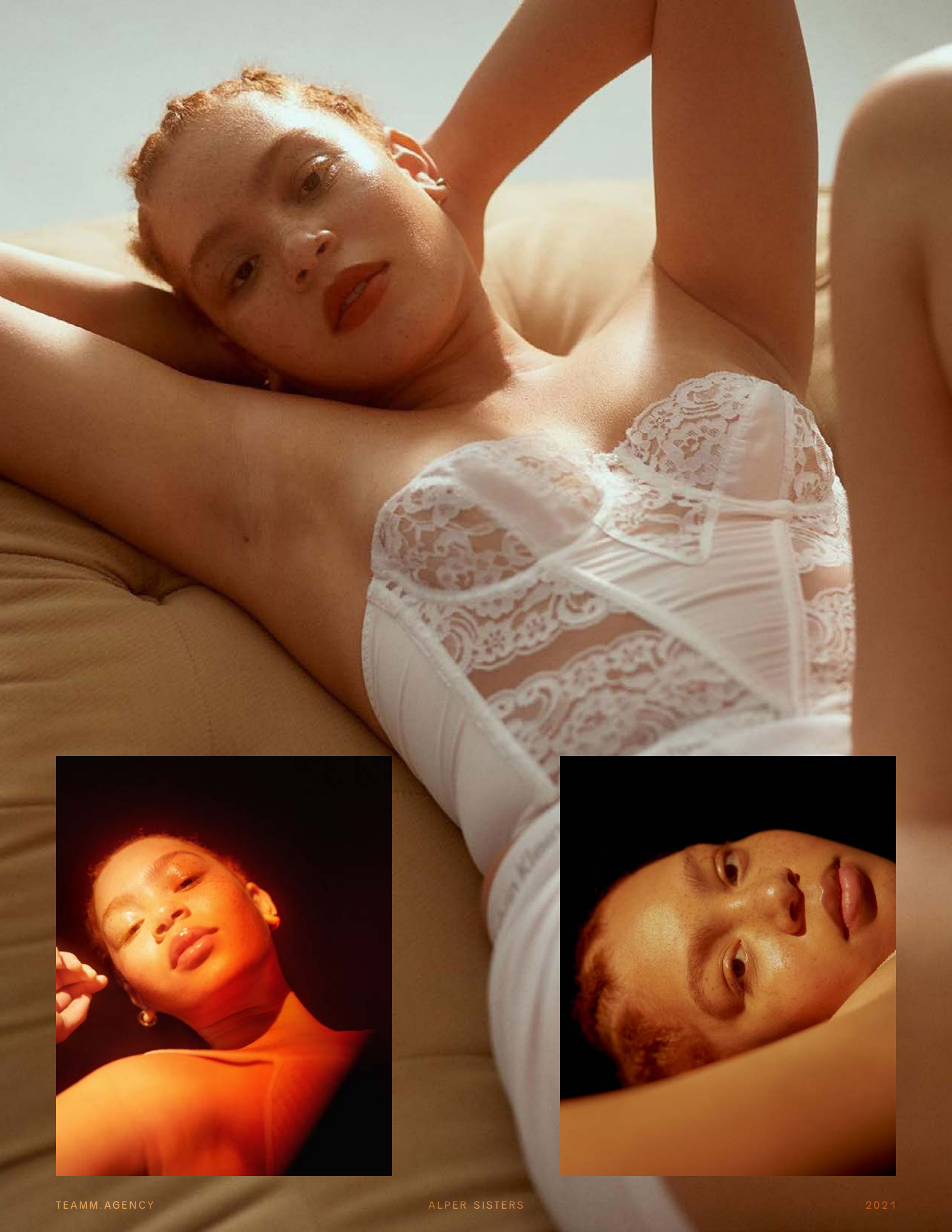
















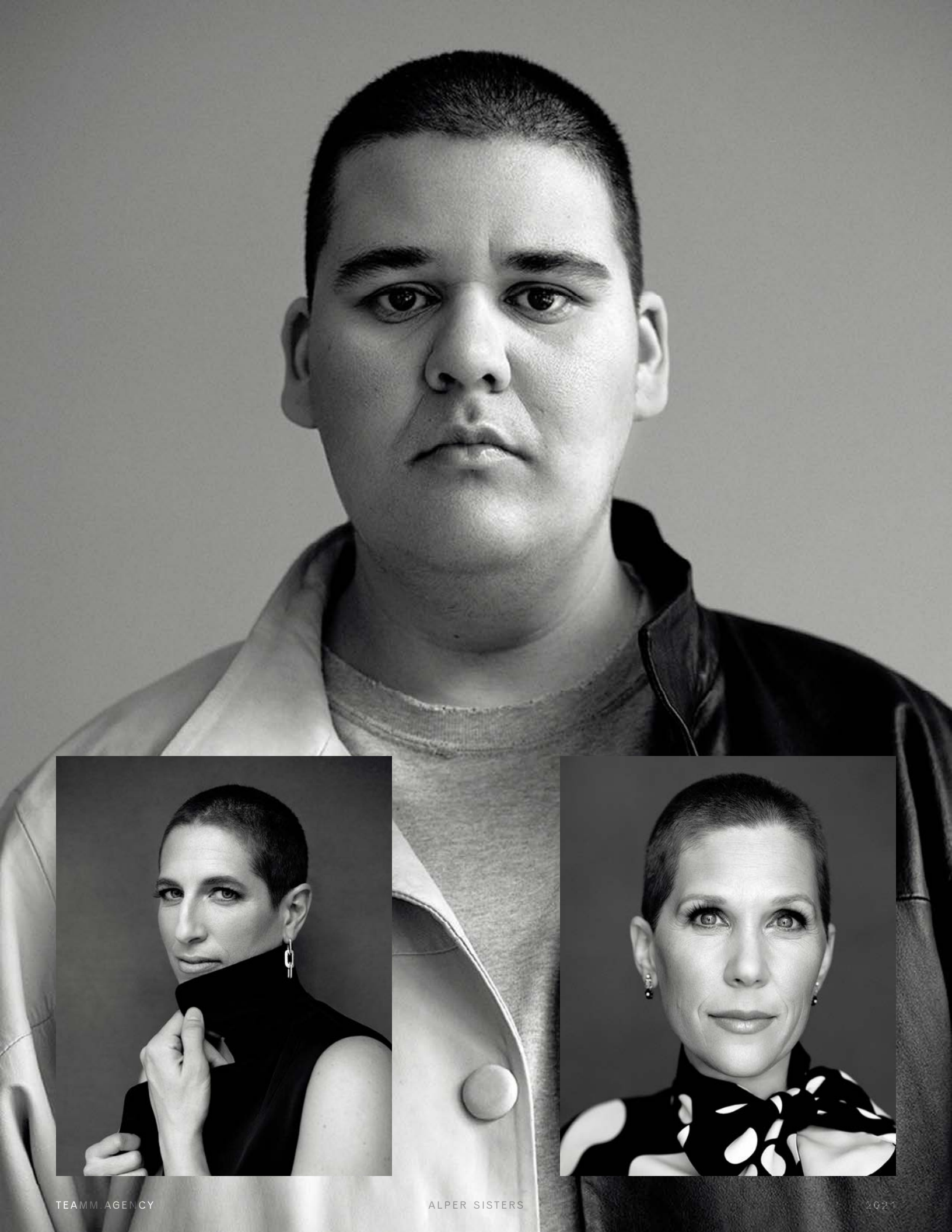




























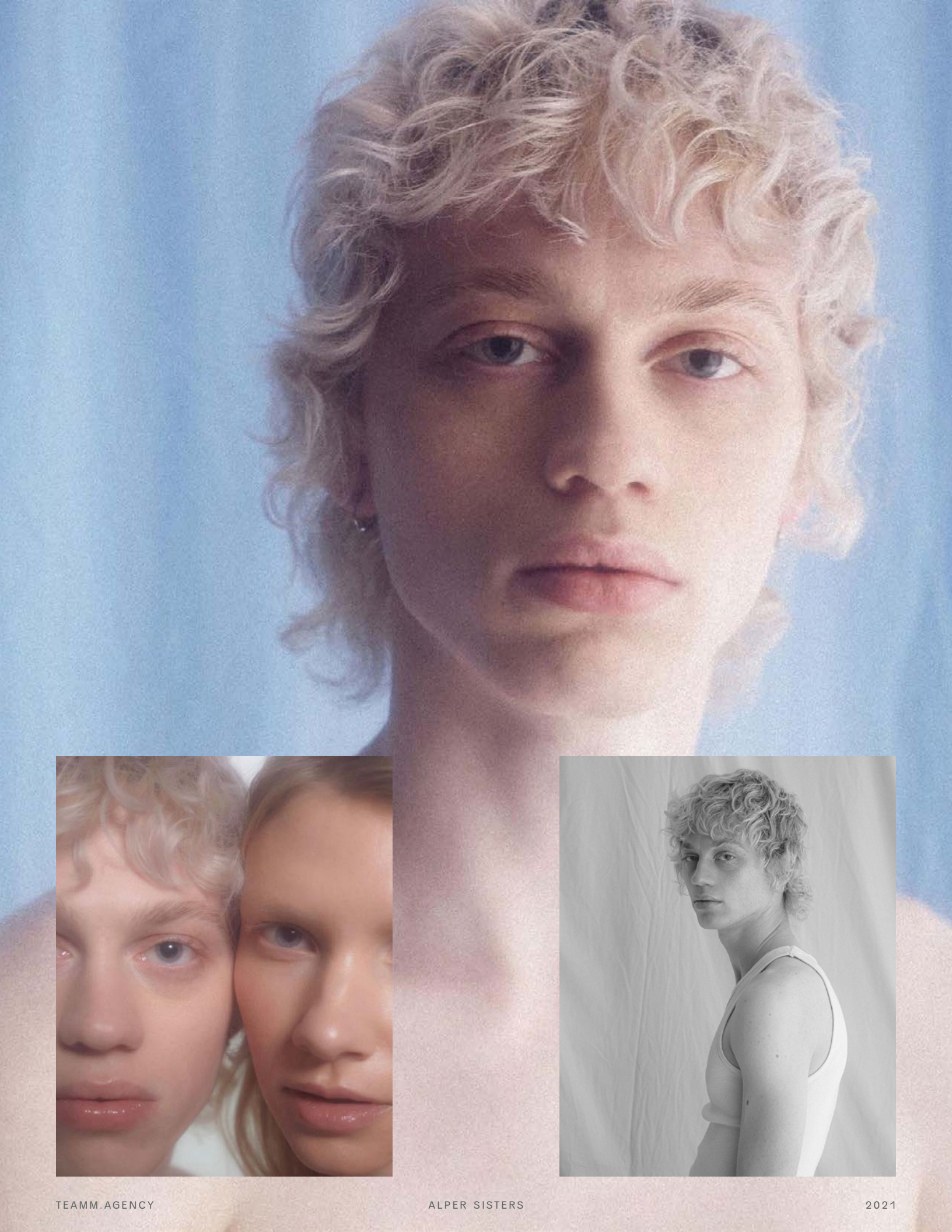




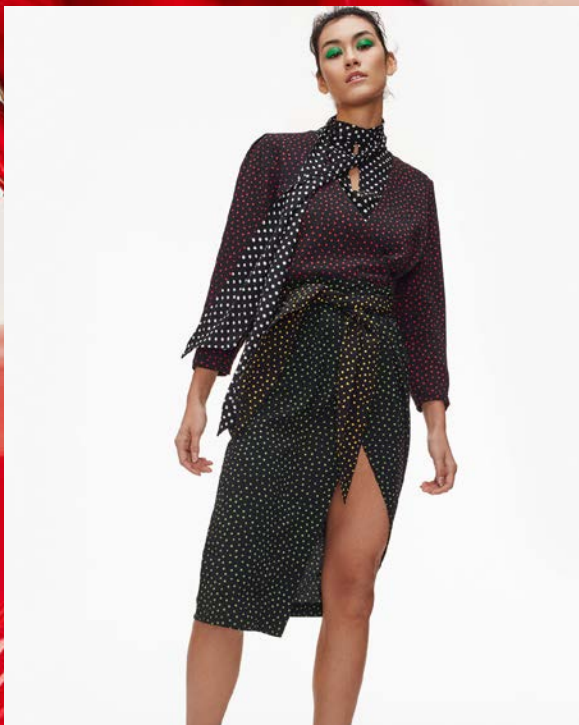










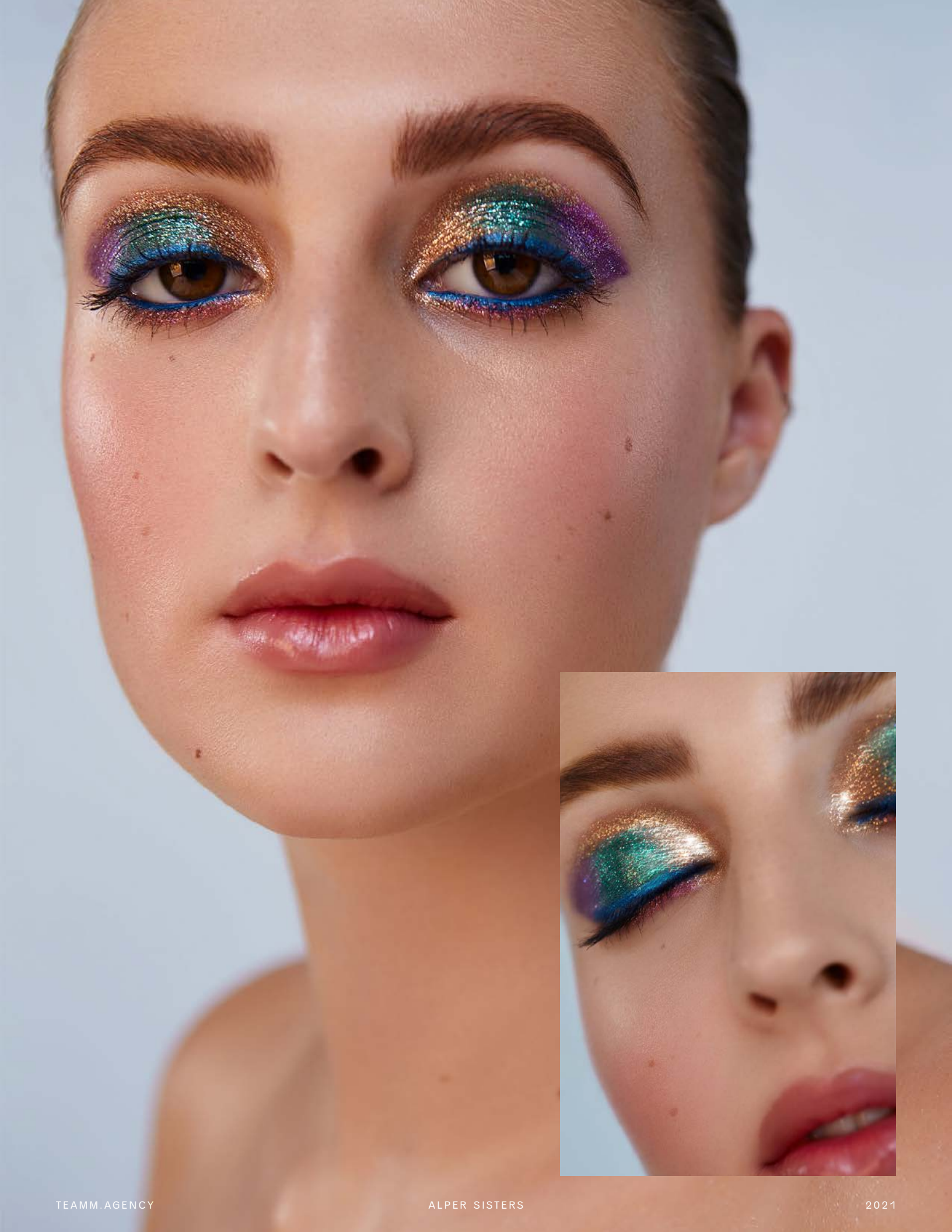
































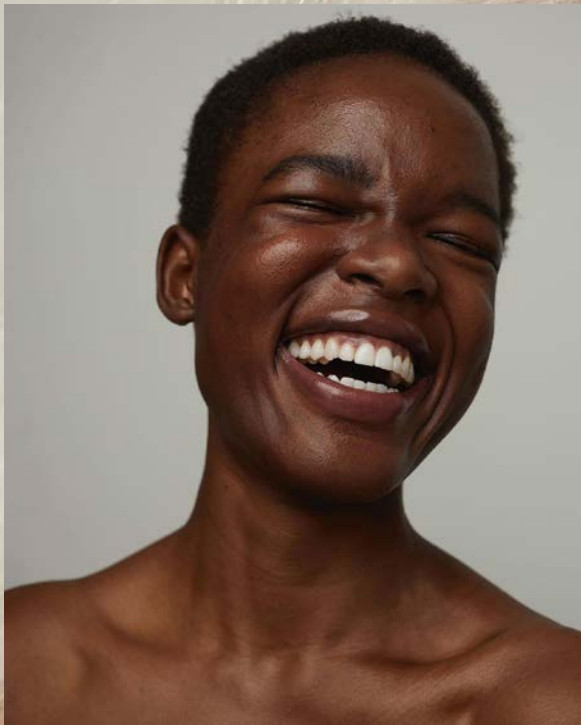


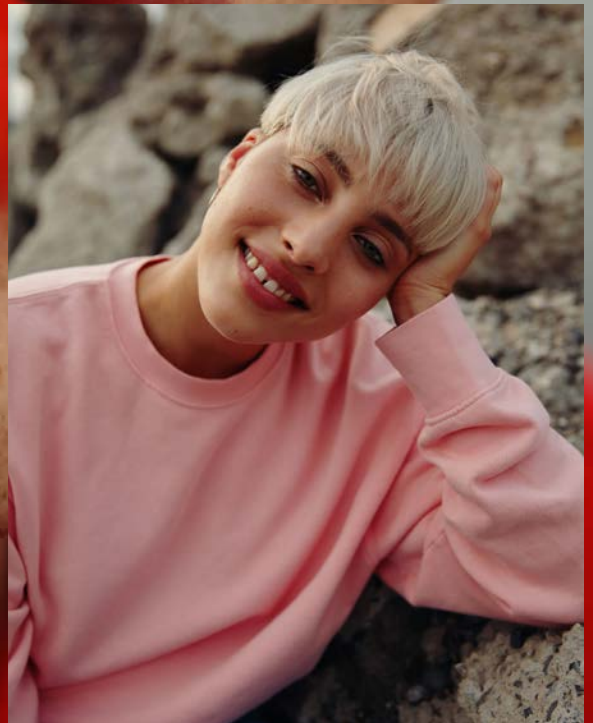




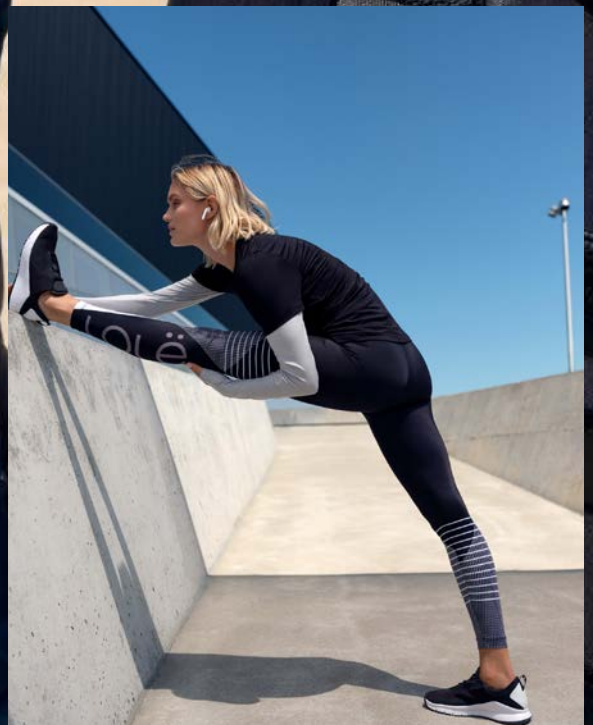
























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