

# Mikayla Nogueira Can Sell Anything, Especially Her Own Brand

In roughly 18 months, POV Beauty has become one of the industry's fastest growing disruptor brands. With a recent Sephora launch and a new \$15 million fundraise, it is supercharging the trajectory of what an influencer-founded beauty brand can be.

**EXCLUSIVE****BEAUTY**

Mikayla Nogueira for POV Beauty. (POV Beauty)



By **BRENNAN KILBANE, PRIYA RAO**

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Mikayla Nogueira is no minimalist.

While some may cut corner calls on videos, both in lighting and their own look, Nogueira would never. On an October Zoom call with *The Business of Beauty*, her face is painted in a way that for anybody else would be wedding day makeup, but for Nogueira is a daily beat: foundation, concealer and contour is diffused to remove hard angles; lips are shellack-wrapped, eyes flutter with fluffy strip lashes. Her fingers are festively trimmed with long, square nails printed with Winnie the Pooh characters in Halloween costume.

“The look I’m wearing today is what I call ‘Signature Mikayla.’ I’m very much a creature of habit” she said. “My audience notices that, and I think that’s why they actually trust a lot of my recommendations.”

Some six years ago, Nogueira rode TikTok’s early wave to become its foremost beauty creator, with 17.5 million followers on the platform and brand deals with E.l.f., L’Oréal Paris and Nars. Last year, she partnered with seasoned beauty executive Ani Hadjinian and Imaginary Ventures, via a seed round, to launch Point of View, or POV, Beauty, a category-bending line of “skin prep” formulas that have laid the groundwork for an eventual foray into makeup. The brand surpassed \$20 million in revenue in its first year, according to a source with knowledge of the business. In September, it launched in Sephora in the US and Canada, and this month, POV received another round of funding led by Silas Capital, to the tune of \$15 million, *The Business of Beauty* can exclusively reveal.

“The next phase is scalability,” said Hadjinian, who worked at Augustinus Bader and Bobbi Brown before joining POV as co-founder and chief executive. “We’re taking the fuel of the capital to deploy it for what we know is meant to be the destiny of the brand, which is a much larger scale brand that competes with the Rhodes of the world.”

Hailey Bieber’s rocketship label is an apt comparison. After a successful e-commerce-only launch — POV clocked \$1 million in sales within eight minutes — Sephora quickly picked up the brand to be the star of its fall lineup after a well-documented bidding war with Ulta Beauty. And while the line is focused on pre-makeup essentials for now, it is merchandised in the color cosmetics department, giving POV runway to grow — much like Rhode is sold in skin despite selling popular makeup items like its Pocket Blush and Peptide Lip Tint. POV sales outperformed first-week expectations at Sephora by 80 percent, according to the brand.

In a crowded beauty marketplace, POV appears to be the rare no brainer investment. The brand found a rare white space in the category, and its formulas, like the hero serum Snatch It with PDRN and peptides, have not only found fans in young 20-somethings who grew up watching Nogueira on TikTok, but Gen Xers looking to plump up crow's feet and aid in hydration. (Given Snatch It's success, the brand plans to add to the franchise later this month with hydrogel eye patches.)

Its most valuable asset, though, remains Nogueira, who is studying the trajectories of influencer-led brands past while writing her own playbook. Rhode offers an easy comparison, but in one of her first meetings with Silas, Nogueira said that POV was nothing like Bieber's brand. From its inception, POV Beauty has been touted to be an everywoman's label, and Nogueira views herself as more of an expert than an influencer: People may not want to replicate her brand of full-face glamour, but they'll listen to what she says and buy what she recommends.

"I'm really not trying to be a brand where people aspire to be like me," Nogueira said. "I want them to aspire to be confident in who they are."

## Building a POV

So far, POV Beauty's success can be explained as a series of good decisions.

The first, and perhaps most consequential, was partnering with Hadjinian to operate the brand. Rather than launch skincare (like Rhode) or makeup (as expected), Hadjinian and Nogueira alighted on hybrid "skin prep" — skincare products that enhance makeup wear — and chose to source their formulas from Korea.

"Ani knows everything happening in the industry before it's happening from an innovation perspective," said Kelly Dill, partner at Imaginary Ventures. "The bar for her was, 'I'm going to ditch my Bader for this.'"

After its DTC launch in March 2025, POV started selling on TikTok Shop in July 2025 before entering Sephora in September. The retailer not only gave Nougieria the gondola space to make her presence known in roughly 650 stores, she was critical in the **retailer's own TikTok Shop experiment**.

"Sephora's deathly afraid of losing share to TikTok Shop, Amazon and others, so they're using Mikaya and POV to bring that TikTok consumer in store," said Brian Thorne, a partner at Silas Capital, which has invested in other expert-led brands including makeup artists **Mario Dedianovic** and Violette Serrat, and celebrity hair stylist **Mara Rozsak** "You haven't seen this level of support since Makeup by Mario."

Nogueira differs from those founders in a significant way, however: She earned a following because of her unfiltered reviews of products, not because she made them. She is a makeup artist and expert, but lacks the editorial credibility or celebrity clientele of Sephora stablemates like Patrick Ta or Mary Phillips.

What she does have is a community, and a strong one. The brand unveiled an app for customers in March. It resembles a Reddit thread exclusively for POV and Nogueira-related news, with a decidedly positive bent. So far, it's attracted 13,000 users.

## Finding Her Way

As a founder, Nogueira has smartly bifurcated her social media content. Her Instagram, where she has 3.3 million followers, is “much more POV focused,” said James Nord, the co-founder of influencer marketing agency Fohr, who added that her sponsored content on the platform has dropped by 60 percent since POV's launch.

On TikTok, however, her sponsored content has actually ticked up, according to Fohr data. Her sponsored TikToks are heavily skewed toward K-beauty upstarts, like Mixsoon, Belif and Biodance, alongside legacy labels like L'Oréal, Estée Lauder and Nars. As POV picks up steam on TikTok Shop, as it intends to do with new capital, Nogueira has no plans to be singularly focused on only her brand.

“I refuse to do that. That would literally be so soul sucking to me,” she said. “I get that creative juice from trying products ... and experimenting and testing all the new formulas. That's how I built my platform and I think it would actually be very, very unusual for me to just all of a sudden only use POV.”

As her star has risen, Nogueira has also become something of a tabloid fixture for the social media age. This year, rumours swirled around the end of her marriage, culminating in a podcast interview with the new age guru Jay Shetty. Nogueira's “authenticity,” the word experts and investors use to justify her bankability, could also be a liability. A social media star that feels close enough to touch is also one that people want to pull down. Still, it hasn't dented followers' enthusiasm: Her engagement rates, which far exceed the averages for similar “mega-tier” influencers, have remained remarkably consistent over the past three years, said Nord.

Though still a relatively new brand, the team's ambitions are big. Nogueira's already thinking about international expansion — “I have a very UK style of makeup” — and POV Beauty has plenty of room to grow in colour cosmetics. Its Amp(k)its, tinted lip ampoules with contour lip liners, have been a hit, and later this month it will debut a Trace It Sculpting Lip Marker, which takes the traditional item and chucks it full of Hyaluronic Acid for a smooth glide. More launches are planned, but Nogueira was circumspect on the details.

“I don’t want to just come out with makeup, right? I want to come out with makeup that provides a solution,” she said, but mentioned her struggles with complexion products that cover acne as a particular problem worth solving.

As Nogueira and Hadjinian noted on numerous occasions, they have built this brand for Nogueira’s community to find their own “points of view.” This bit of storytelling almost sounds like a hedge for a brand that may have to exist without its famous founder, though that will be well into the future.

“The brand is me and Ani’s lives,” she said. “We don’t really do anything else.”

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