Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Hello everyone. I am Corey Andrew Powell. And today we have a very special guest joining us on the show. Please give a warm welcome to Carly Broderick, and she's the innovative Mind behind Miles Consumer Products, a brand revolutionizing the personal care for teens. Now, Carly's journey is an inspiring tale of entrepreneurship, driven by a desire to make a positive impact in the lives of young people. And with her dedication to creating inclusive, empowering products, she's changing the game in the self-care industry, one deodorant at a time. Carly, welcome to Motivation on Mondays.

Carly Broderick ([00:34](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Hi, Corey. It's great to be here.

Corey Andrew Powell ([00:35](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Thank you. It's so wonderful to have you here as well. And, um, you know, this is an interesting space you're in because when I looked at the market space for like care, personal care products and that thing, I didn't really see anyone necessarily talking to the same team demographic that you are, if you will. So, um, first I just wanna share if you will share a little bit about your journey from being, uh, a senior merchandising director at Target, uh, to launching this wonderful, uh, launching this wonderful brand Miles.

Carly Broderick ([01:06](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Absolutely. In many ways, I feel like my entire career has led me to this point of, of founding Miles. I've always been in consumer facing industries. I worked at, uh, universal Studios in marketing in their consumer products group as the Licenseor. Um, working with licensees selling into retail. I, of course spent 10 years at Target. I was a consultant with, uh, small brands and retailers. And then most recently, um, spent three and a half years as the chief operating officer of a commerce agency called The Stable that worked with emerging and mid-size brands and always wanted to start my own consumer brand ever since I left business school, but never had what I thought was going to be a breakthrough enough idea to survive in a very crowded marketplace until I had the idea for miles.

Corey Andrew Powell ([01:53](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Hmm.

Carly Broderick ([01:53](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And what happened was, uh, it was early Covid the spring of 2020, and my son at the time was in fourth grade and we were in lockdown and figuring out what remote learning looked like. And in public schools in Minnesota, uh, in fourth grade, you start to get health education about your body and how your body is gonna change through puberty only because we were figuring out remote learning. He got that at home with me.

Corey Andrew Powell ([02:18](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([02:19](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

With the school set at home. So he and I were going through the puberty curriculum and it got me thinking, gosh, he's gonna need deodorant pretty soon. Like, what will I get him? And I know the space probably too well from my, my professional background. And so I started cycling through, you know, all the choices in the market and really started, you know, discarding one after another for a few different reasons. But what really struck me was, gosh, there's no go-to personal care brand in this space for these teens and tweens at a very critical time in their life. You know, going through puberty, uh, is certainly an adventure both for parents as well as kids.

Corey Andrew Powell ([03:00](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah.

Carly Broderick ([03:00](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

There's a lot of changes. And also it just struck me that, you know, especially through the pandemic, just teens are more anxious, feeling lonely or feeling less self-confident than ever for a variety of reasons.

Corey Andrew Powell ([03:14](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([03:14](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And wouldn't it be great if there was just a brand that they can count on to take care of their hygiene needs that they felt was built just for them so that they could get on, you know, living their best day as their best self? Yeah. And so really where I conceived of the idea for Miles as, uh, a personal care brand for all genders, um, really when you look at the formulations behind deodorants and antipersperants, they're traditionally merchandised in brick, bricks and mortar retail as like the men's aisle and the women's aisle.

Corey Andrew Powell ([03:46](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([03:47](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

But when you look at the ingredients, then you start to dig into the formulation, there's nothing really gender specific about the formulations. It's all sent preference in marketing.

Corey Andrew Powell ([03:55](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Right.

Carly Broderick ([03:56](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

So I saw an opportunity to just build this brand that was truly inclusive, um, and not tied to some of the stereotypical gender roles that were being portrayed.

Corey Andrew Powell ([04:06](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

You know, as you were telling that story about how you evolved with this brand, I could not help but to think about, uh, my mother raised me as a single mom. And, um, you know, there's that dynamic of like, as a mom, like how do I talk to my son about his body? 'cause I don't have the same parts, you know, <laugh>. And so I could I maybe get his uncle involved or, you know, whatever. But I remember I used to love her, her cream secret deodorant.

Carly Broderick ([04:28](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([04:29](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

As a kid. And, but I was like also ashamed because the commercial were like strong enough for, for a man, but made for a woman. So you're right, like early on <laugh> that I'm getting like that signal of like, well, is this a bad thing? I like it though. But don't do I hide my face when I buy it? 'cause it's for a woman, but it smells great and it stops my deal, you know, stops my perspiration. So I didn't even realize I had that angst until just now. So you helped me work out some unresolved trauma. Apparently.

Carly Broderick ([04:57](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

I am, I am happy to do so. And I, I love that you loved the smell of secret because it is so much about scent preference and like what, you know, smells good to each of us, all of our, you know, makeups are so different. And even the marketing around some of those brands, like I love that you just remembered the tagline Strong enough for a man, but made for a woman.

Corey Andrew Powell ([05:16](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([05:17](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And when I was going through this journey and looking at different marketing, you know, there was a lot of the legacy brands on the quote unquote men's side of the aisle always portray men the same way. You're physically strong, you're emotionally stoic.

Corey Andrew Powell ([05:32](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Hmm.

Carly Broderick ([05:32](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

You're going to work in a button down and your dress pants, um, you're working out at the gym. But like, not every man is like that. Not every boy is like that <affirmative>. It really got me thinking like, gosh, if you're not like the athletic kid, what is the choice for, what

Corey Andrew Powell ([05:47](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Do you do?

Carly Broderick ([05:48](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

The actor or the musician or the scientist or the entrepreneur? Like where are those, those marketing messages? Yeah.

Corey Andrew Powell ([05:56](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And so the art, the art kids, all the, all the, all of us kids that were in Glee club and stuff, <laugh>, we, we were a little different. We were a little different.

Carly Broderick ([06:03](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And that's true, you know, for, for all genders. I also in, so after I started thinking about the idea, I learned in retail, like you don't make a decision on a data point of one. So I had to go talk to a lot of parents of teens and tweens. And I, what I found out is they were feeling very similar to the way that I felt.

Corey Andrew Powell ([06:19](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Mm-Hmm. <affirmative>.

Carly Broderick ([06:21](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

But I also learned that there were plenty of girls who were shopping again in the quote unquote men's aisle. 'cause they like the fragrance better.

Corey Andrew Powell ([06:28](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah.

Carly Broderick ([06:28](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And, and it really just comes down to that personal preference.

Corey Andrew Powell ([06:31](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

I love that. I mean, yeah. And I think that's so often, and we're learning this now, and it's a very, I mean, it's a hot button topic of course. Um, the whole idea of gender or gender identity, I mean, it's divisive and also inclusive, you know, based on who you talk to. Um, but you're right, we know more now, um, we like speaking about data. We know now that there are people who just do not fit in of this or that and don't wanna be categorized as such. And so I just commend you on, uh, building a, a market for, or building a, a brand in that market space. I do wonder, any pushback, have you found any sort of in this political climate, you know, the whole like, you know, I think of like bathroom gender assignment sort of stuff when it comes to what you're doing, because there are some people who are triggered easily by these things. Any backlash?

Carly Broderick ([07:22](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

I wouldn't say any outright backlash yet. Not to say that that won't happen. I have just run into how ingrained these stereotypes are. I do a lot of events where I sample product, a sample miles, and I often get parents coming up really interested in the brand, really excited about the fact that it's been designed, especially for their teen. Right. But they ask me like, well, which one is the boy sent? <laugh>?

Corey Andrew Powell ([07:45](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah. Yeah.

Carly Broderick ([07:46](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And I explain, I'm like, Hey, I've got all genders liking all of my fragrances. Like, I couldn't tell you that there's only one, because I truly see boys and girls, um, coming up to the table and really choosing across the board. Mm-Hmm. <affirmative>.

Corey Andrew Powell ([08:01](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah.

Carly Broderick ([08:01](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

So I would, it's more about it for me so far, it's been more about breaking through these very like, ingrained thoughts that we have. Mm-Hmm. <affirmative> specifically about personal care products.

Corey Andrew Powell ([08:12](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah. And those are very antiquated in so many ways. I, and it makes me think too, again, of being a young person and when I grew up distinctively like, you know, the, I have to likeactually figure it out now. Okay. Uh, yeah. So the boys buttons were on the right side. I didn't even really know anymore. I know. But that was <laugh> that was the thing, right. The boys buttons were on the right and girls were on the, on the left. That was a big deal in my family. I mean, you could come downstairs in this fabulous coat and everyone would love it. And then they'd go, are those buttons on the wrong? And it Oh, hell would break loose. You know, it so crazy.

Carly Broderick ([08:42](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

It's,

Corey Andrew Powell ([08:43](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

It's interesting that we, uh, had that, those sort of barriers. And I think it's so, um, well, I hate to use this, it's a big word, but it's oppressive. It's very oppressive to sort of raise people in that construct. And I think you are, you know, helping break that oppression, if you will. Is that, do you think that word is a bit too strong? Or do you think there is some oppression with that kind of marketing?

Carly Broderick ([09:05](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Um, I definitely think there is. There is in the marketing, because if you don't fit what's being portrayed in that marketing, it makes you feel, it can make you feel lesser than, or where do I fit? Mm-Hmm. <affirmative> that must be like the norm, you know? Yeah. Am I different? Mm-Hmm. <affirmative> and I have such empathy and respect and like, um, a desire to help like Gen Z and the alpha generation because they're, they're such a creative generation. Mm-Hmm. <affirmative>, they've gone through a ton with everything that's been happening in our world. Yeah. Um, they are so individual in discovering who they are. Like I really just wanna do what I can as a brand to help empower that and let Miles be a brand that they don't have to fit into. But a brand that reflects who they are in their individuality, which I, I know is extremely aspirational. And they're a very savvy market. They're a savvy audience to market to. Mm-Hmm. <affirmative>, I truly want, uh, I want the brand to help just reflect who they are versus the brand telling them who they are. Mm.

Corey Andrew Powell ([10:11](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

And that's amazing because that is, when it comes to marketing, I come from, you mentioned the tagline, I think I'm probably more, um, in tune with that stuff. 'cause I'm a copywriter and I began doing work like Medicine Avenue, you know, young and Rubi Cam, and that's the whole world, you know, so that's like the tagline, hall of fame kind of stuff. And, um, you're right. We, the job was to tell the public who they were. I mean, this is like late nineties. That's kind of the, that's kind of the role of advertising. So to take the approach of like, well, who do you think you are? We're gonna give you all these options and you just decide that's a kind of very radical approach in marketing. And, um, I think it's great. And I just wanna also ask you the name Miles. First thing that comes to mind with me, to me is a is a man's name. Yeah. But then also it comes to the journey. Um, so for you, what, what was the inspiration behind the name?

Carly Broderick ([11:01](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Great question. And it's one I get all the time. People will often ask like, oh, is Miles your son? And it's not, my son's name is Jack. Okay. <laugh>. Um, I chose Miles exactly that, Corey, because of a journey. So puberty is fierce. Going through your teen years are an adventure, and Miles is here for that journey. Mm-Hmm. <affirmative>. So I really wanted to lean into the idea of, um, this being a brand that accompanies you through this very exciting time in your life, which can be challenging and confusing, and it's, you know, puberty's full of all kinds of twists and turns. Um, but knowing that Miles is a go-to brand by your side

Corey Andrew Powell ([11:39](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Mm-Hmm. You know, again, I have to say I'm so comforted by this. I mean, of course I I'm past that time in my life, but when it comes to you just tapped into that, the awkwardness and the beauty and the splendor and the wonder of that time. It's all those things. And most of us, uh, willing, God willing, we look back on that as being that magical time for ourselves. Um, the more support we give those generations who are going through it, I think the more grounded they'll be, the more better off they'll be in society because they feel like they have that support. So, you know, we're talking about it from a deodorant, but I mean, it's amazing. You know, what I think that would do, just to let young people know that the consumer giants or the people who make the decisions that's on the shelves have thought of me individually as well. It's a really powerful thing. Now do you have other, I'm sorry, go ahead, please.

Carly Broderick ([12:35](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

I was gonna say, it's one of the reasons why I started with deodorant, because really outside of your toothbrush, a deodorant is the first product that you start to use that's truly your own Mm-Hmm. Like, you share shampoo in the shower with family members or body wash or soap, but usually you don't share deodorant. And so that's truly like your first, um, personal care product that's your own. And it also represents, you know, it's a sign of that you're growing up because you need it. Mm-Hmm. And so that was why I started with deodorant antiperspirant. But I think you were about to ask me if I was gonna expand into other

Corey Andrew Powell ([13:08](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

I was good. Yes. Uh, you're very psychic. Yes. <laugh>. So I was wondering, because do you, do you have other products in the line? And if not, which ones will you be developing?

Carly Broderick ([13:17](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yes. So, um, I'm in development right now on a couple more body care skews. Um, so think cleansing, like body wash, um, also body sprays. And then within deodorants, um, I'm introducing this idea that you can, you know, oftentimes as adults we think like, oh, I always wear the x, y, z scent of my deodorant. I don't vary from that. And this generation is so into fragrance is really, it's really been surprising to me how much they this generation has like, um, appreciated all the scents that Miles is bringing to the table.

Corey Andrew Powell ([13:54](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Hmm.

Carly Broderick ([13:55](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Also, the sophistication that sometimes they're smelling. And it in part is probably because the beauty industry with teens and tweens as we read all the time, is just boom. Um, so I am using the idea of drop culture. So think of like sneaker drops or hoodie drops. Mm. And extending that to deodorant and introducing, uh, limited time only sense and packaging theme tied to milestones in a teen life in, in teen's life. So I just introduced, um, spring break, which launched a couple weeks ago, and here's the packaging. Um, it's, you know, spring break is something that happens to every kid. Like they always get, school always closes down for that one week, usually somewhere between February through April, depending on everyone in the country. And it's just a time to like, take a break from school and regroup. So we'll continue to introduce these limited time only sense time to different moments in a teen life. Yeah.

Corey Andrew Powell ([14:55](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Oh my gosh, I love that. I mean, and, and that's a smart, um, like a smart long-term sort of vision for the brand because there always are going to be products. I mean, and you don't even at that point, you may go beyond personal care products. I mean, that can take you into, um, apparel and just a whole other place as long as you continue to talk to people who just say, Hey, I don't want to really be one thing or the other. I don't wanna just wake up and have options. Yes. Which we have far too few of. Um, have you found that there's more of a, if we do look at the male female demographic, do you find, just from a scientific standpoint, I'm curious that more females or more males seem to be, uh, in, in interested in your products? Or is it sort of a mixed balance? What do you think about those numbers?

Carly Broderick ([15:42](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

I think from what I see, um, at marketing events that I do, it's a very even balance. Um, I, my primary sales channel is on Amazon and I don't necessarily see, um, the gender of the end user because oftentimes it's a parent or a caregiver who's buying deodorant to then give to their child. Mm-Hmm. <affirmative>. But I would say wanted to or qualitatively, I think it's probably a 60 40 split between, um, boys and girls.

Corey Andrew Powell ([16:11](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Hmm. Interesting. Yeah. And I think I read, I mean, my numbers might be off here, but did you have like a, a growth of like 250% in sales or like some like really big number? Um,

Carly Broderick ([16:24](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah, that was, I think that was in one of the articles. Um, yeah. Yeah. So I'm in year two, um, and year two is off to a really strong start. Hmm. Um, I think there's been, you know, growing brand awareness for a new brand is always a challenge. Like I said, as consumers are so savvy, they're seeing so many messages every day. But, um, miles is really resonating and really filling this white space for teens and tweens. Mm-Hmm. <affirmative>. And as a result, um, the growth this our second year has been, has been really strong.

Corey Andrew Powell ([16:54](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah. And you did mention, of course, that a really amazing idea for spring break, which even that takes you into like a young college age demographic too. 'cause Right. You know, between 18 and 20 kids who are in their first and second year of college, you, you then have a chance to even have, have, uh, an adult evolution with your brand, which I think is also really Im important. Uh, I do wonder though, with that kind of growth, it took some obvious strategies and other really important ways to sort of market your brand and stand out from the rest. So are there any other sort of campaign ideas or strategies that you can share that you, that you implemented that really separated you from the others?

Carly Broderick ([17:30](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Um, that's a great question. I'd have to think about that just for a second. Sure. Because the, sure. Um, there is, you know, so with personal care and teens and tweens, I am marketing to two audiences, and I call them the purchaser and the influencer of the purchase. So the purchaser is typically a parent or a caregiver of the teen or tween. Right. Um, like most teens aren't buying their own deodorants. Um, but then there's the influence of the purchaser, which is the teen or tween themselves. Mm-Hmm. <affirmative>. And so taking an approach where I'm figuring out how I talk to both audiences, I think has helped Miles stand out and breakthrough. Mm-Hmm. <affirmative> because it needs to be like, safe enough and, um, affordable enough for parents and caregivers to feel they can trust miles, but it has to be cool enough that the kids want it and wanna wear it. Mm-Hmm. Ly And so figuring out how to balance, you know, that that teeter-totter, I think has helped us break through in year one. Mm-Hmm. <affirmative>. Um,

Corey Andrew Powell ([18:34](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yeah,

Carly Broderick ([18:34](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

My Amazon, honestly has been a great place to launch because it's, um, it's been, it's an easy purchase. It's where a lot of parents and caregivers are already shopping, so it's easy to add miles to their basket. Mm-Hmm. <affirmative>. Um, and it's been an easy, uh, sort of a seamless purchase journey when we're, I've been talking about miles on social media or in other digital channels. Um, it's an easy transition to just hop over to Amazon and add miles to your cart.

Corey Andrew Powell ([19:04](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Sure. And you are available though, in brick and mortar stores as well as online? Or are you just online mainly your sales

Carly Broderick ([19:09](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Just online right now? Mm-Hmm. <affirmative>. Okay. Yeah. But expanding into bricks and mortar next year. Yeah,

Corey Andrew Powell ([19:14](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Because I was like, when I was thinking, I was like, you know, certain brands, like, you know, who knows what those sort of backend situations are? Businesswise, but I was just thinking about like, SFAR, that's a place that Safara has not been in. I thought, well, that'd be a kind of cool partnership or just I all of a sudden I was like on your marketing team for a couple seconds, so don't mind me. It's just a,

Carly Broderick ([19:31](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Hey, I'll take it.

Corey Andrew Powell ([19:32](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

<laugh>. You know, the Young Rub, the young Rubic camp kicked in. I just can't help it. It's like a muscle I can't turn off. But I know

Carly Broderick ([19:39](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

I might have to tap into your copyright skills and

Corey Andrew Powell ([19:42](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

We can Yes. Okay. <crosstalk>. Yes. Believe me. I'll make sure you have my information. <laugh>. So, uh, but you know, also, do you get involved, I was wondering too, when it comes to the brand and I mentioned politics and you sort of in a weird way that sort of, um, you can't really separate them in some aspects. Um, do you feel like it's, you are also contributing to a bigger conversation when it comes to maybe what diversity and inclusivity means to the entire community versus it being like kind of sort of in a marketing, in a, in a marketing context? Do you feel, I guess, I mean, do you feel like there is a social sort of deliverable for what you're doing in general for the, the greater good, not just for the product sales?

Carly Broderick ([20:25](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

You know, when you're, when I'm talking about being an inclusive brand that wants this very diverse generation, this the, you know, this the most gender fluid generation we've seen. Um, when I wanna be a go-to brand for that audience, I think I absolutely end up in a social cause position. Position. Mm-Hmm. <affirmative>. So last year during Pride Month, miles did, uh, give back to Glisten, which is a really awesome, um, LGBTQ plus nonprofit that works to provide resources to schools, um, for kids. And that was important for the brand. You know, talking about being for, for all genders, for all kids. Mm-Hmm. <affirmative>. And again, being a reflection of who they are versus trying to tell someone who they are. Yeah. And so I see Miles continuing to have a role in social, social issues like that. Mm-Hmm.

Corey Andrew Powell ([21:25](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

<affirmative> No, absolutely. And it's one of those things too where, like I said, you're, you're on one hand you're like, Hey, I just wanna make some deodorant and help some kids. But next thing you know, you definitely, you're always, we are all seemingly given the opportunity to kind of, I hate to say pick aside, but to, but to support a cause and, um, and it becomes important to us to do. And you're never gonna please everyone. So at some point you just take a stand on what you believe in. And I, I, in fact, we wrote an article, I wrote an article last year during Pride Month just about allyship, you know, how to be an ally to the L-G-B-T-Q community. 'cause people don't know. And that's a prime example of just using your brand to help those kids out or people who are young and unaware. Yeah. And it's just a little bit of a, a little bit of help for a demographic that might need more care than others often give them, you know?

Carly Broderick ([22:13](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Absolutely. Yeah. I totally agree. I'll have to look at, I'll look up your article. I would love to read it.

Corey Andrew Powell ([22:17](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yes, thank you. I'll send it to you. I'll make sure you get the link to it. Um, you know, it's one of those things and it's very funny. I will say, just to bring that, bring that up. This podcast has been on for many, many, many years, and in the past couple years that I've had the podcast is where we kind of started really dubbing into a lot more, uh, social, the backgrounds, people from different backgrounds. And I've had, like Olympic diver Greg Louganis on for example, was like one of my heroes maybe in the entire 10 years or so of the podcast, there's been like five gay people on as guest <laugh> because, you know, I've just, just emaybe five or six, um, that I brought on. But people are still sending emails about like, why'd you have them on? That's too gay? I'm like, it's been five people in 10 years. That's too many. You know, but I guess you just have, you know, some people just kind of aren't always going to be sort of close-minded and it's hard to do that. So I just appreciate, uh, what you're doing with your brand. So what is next beyond, um, the product lines? You've mentioned some new things are the other directions you'd like to take to brand. Do you see some other growth opportunities where you'd like to go in the future?

Carly Broderick ([23:21](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

You know, uh, it is so early on for Miles and this space is dominated by really large multinational Mm-Hmm. Legacy brands that, yeah. Um, I think continuing on the path that I'm on with personal care will, will take up a, a great deal of time in the first couple of years, but I'm Mm-Hmm. <affirmative>, yeah. I'm very bullish on being able to, to get there and really making Miles the Go-to choice for teens and tweens and their parents.

Corey Andrew Powell ([23:48](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Yes. Well, listen, you were on your way because <laugh>, as we've seen No really, as we've seen our, um, our young people are different. They are more vocal about who they are and not wanting to be conformist. And no one was, is really speaking to them in this space. And so I I I, I see a direct parallel to what Kara did with Hint and, um, and I wish you so much success with this, and I think this is just a great thing you're doing and I appreciate you being here today and talking about it. And so, Ms. Carly Broderick, uh, innovative Mind Behind Miles Consumer Products, thank you so much for being here today on Motivation on Mondays.

Carly Broderick ([24:25](https://www.temi.com/editor/t/inkFkwL_kOvKSth6RmVRvUxRnfXgFN2fEhxdcXnxwMJpFpQdWY0Egli0Rt-vjt8ZJOav7PrwH91b5y4Wbs4eOhZJhIk?loadFrom=DocumentDeeplink)):

Thank you. Thank you, Corey. I appreciate it.