

2023

BEAUTY INSIDER

ASIA RACKARD

The Future of The Beauty Community and How She Plans to Dominate It

A Feature Article written by Lilly Krause

Get an inside look into Rackard's early life, the creation of AiseBrush, and her journey to the top

Asia (Aise) Rackard, 19, will leave you awestruck after one conversation. Behind the perfectly manicured nails and the tediously creative eye-makeup look is a woman teeming with confidence, persistence, and a special kind of "sparkle" that leaves you with an intangible inspired feeling. She encapsulates what it means to be passionate about art, which is witnessed through her business, AiseBrush, her work on the canvas, and throughout her everyday life. Her extensive presence on multiple social media platforms is a testament to the hard work that she puts in as a full-time student, business owner, and content creator. These are just but a few of the many accomplished titles she has secured beneath her belt.



ASIA RACKARD (PICTURED ABOVE)

Check Out the Artist

Business Instagram

[@aisebrush](#)

YouTube Channel

[@aisebruh](#)

Personal Instagram

[@aisebruh](#)

2023 BEAUTY INSIDER

THE START OF IT ALL



Young Asia
Rackard

Rackard has been a fan of all things beauty since she was a little girl. She recalls the first ever YouTube video she watched, "My first experience (with nails) is the first ever YouTube video that I watched which was 'Easy Nail Art for Beginners' made by @MissJenFabulous. I believe I was 8 or 7...and I was watching how to do simple dotting tricks and nail art and that was the first YouTube video I ever remember watching....

That's what got me into collecting regular nail polishes." Even earlier in her life, she testifies, is when she got into makeup; an interest supported by her mother who bought her flavored lipglosses and Disney-themed eye makeup for Christmas and birthdays as a young girl. She hasn't turned back since.

"THERE WAS NO OTHER CHOICE... I WASN'T GOING TO BE SECOND."

When Asia entered high school, she conquered her first two years filled with dual-enrolled classes through her local university and focused solely on her academics. During her sophomore year, she remembers a moment in which a fellow male student was bragging about his GPA placement as first in the class, which sparked Rackard's interest in seeing where she was placed. After noticing how close in proximity to her peer she was

due to her advanced status, Asia began to see her placement move up the ranks as she continued her already strong academic efforts. Once having her eyes on the prize, it was only a matter of time before she secured the #1 spot as valedictorian. She states, "There was no other choice, I wasn't going to be second, so I had to do everything I could. I kept reminding myself, 'Only one more month left and I kept grinding and grinding.'"

Valedictorian



2023 BEAUTY INSIDER

LICENSED TO WORK

Acquiring her status as valedictorian was only one of the accolades reached by Rackard during her high school years. With two years left, she decided to apply for a third time to the highly competitive cosmetology program that her high school offered. With her acceptance, she faced 1200 certified hours of hands-on practice with hair, skin, and nails, and an extensive set of exams at the end of the road. She not only learned how to accurately work with all of these subsections of beauty, but the science behind treating the skin, hair, and nails with care to prevent disease and promote cleanliness. She spent these years of her early academic career pursuing the passions that stemmed from her childhood. When asked how she balanced the work of maintaining her excellent academic status and this rigorous schedule, she speaks admirably about her mother's support, and how with her help in scheduling and coordinating her academic side, she was able to focus on her studies and still have an eventful high school experience. With her mother's encouragement, she was able to take advantage of all of the opportunities that her high school had to provide.

Class of 2021



TALLAHASSEE BOUND

Asia is currently a full-time student at Florida State University where she is in her second year and is planning on finishing her first degree by the end of this Spring. She is actively pursuing her studies in Studio Art, but is returning to FSU to seek another degree in Information Technology come her return next Fall.



Now A Nole

2023

BEAUTY INSIDER

PURSuing PASSION

After viewing much of Asia's art, you would be shocked to find out that this element of her creative range began during her freshmen year of entering FSU. "Honestly, I got into art when I got into college. I was originally a marketing major...I went through the list of majors from A to Z and I found Studio Art, and I thought that it would be fun for me and I could learn from that. So, I became an Art major, out of nowhere! It was pretty random, but it worked out perfectly." When speaking about this change, you could envision how passionately she felt about this aspect of her life. Rackard touches on some of the stereotypes that creative majors, such as Studio Art, receive from society. She exclaims, "People kind of look down on Art majors, but everywhere around is art. People like Andy Warhol, they sleep on (the people that create) name brands. You can make money in everything you do, I don't want to think about the money aspect; that comes and goes. I wanna pursue my passions and have fun."

Rackard is not to be defined by surface-level misconceptions, and this was clear.

"If I set my mind to anything, I can do it, if I take the time. So art definitely has a huge effect on everything I do, whether its makeup-wise, nail-wise, or major-wise."

-Asia Rackard



Art by Rackard

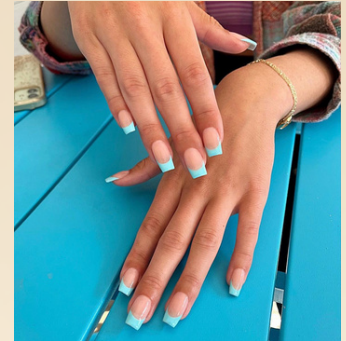


2023 BEAUTY INSIDER

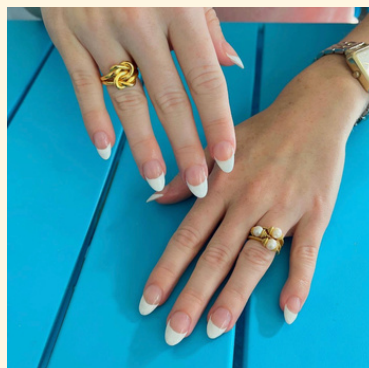
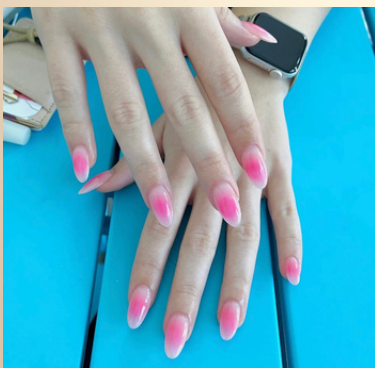


AISEBRUSH

Pictured Below: Happy Clients



This past year, Rackard has worked endlessly to establish the beginnings of "AiseBrush"; her nail and haircare business. After getting her license in cosmetology, she is certified to work in any salon in Florida, however, motivated by her entrepreneurial spirit, she has begun to build an extensive presence here on campus all on her own. Asia looks back on the first nail set she did for a client at the beginning of this year, with both appreciation and admiration at how far she has come in this journey. This client, one of Rackard's sorority sisters in Chi Omega, is now currently one of her most loyal, returning clients. She describes this as an extremely heart-warming experience. She has such a strong appreciation for the support of the people that have surrounded her since the beginning of this journey. Once kicked off, AiseBrush spread like wildfire around the Panhellenic community and beyond. She remarks, "That's when you know you're doing well when people start to come back." In order to keep up with scheduling appointments and convenience for all parties involved, Rackard created her business Instagram, @aisebrush. "When I started the instagram, I thought 'Woah this is serious. My sisters are supporting me.' And not even just that, but them referring their friends to me, and random students at FSU actually DM'ing me, I thought to myself, 'This is legit!'" She also posts a plethora of creative content on her YouTube channel, the same platform that inspired her passion from its very beginning.



2023 BEAUTY INSIDER

AISEBRUSH

Setting the Tone



Happy Client pt.2

She creates a comfortable environment with her clients by immediately establishing a conversational tone. Much of her clientele is of the same age group as her, so she enjoys being able to meet new people and establish those relationships early on. She also uses this to gauge their nail health by asking how often they get these services done and where, as to know exactly what methods will work best for them. Rackard puts on a playlist that she listens to when she when in her art classes that establishes a soothing environment, nothing too "bumpin'" as Rackard notes.

The best way to contact Rackard for the following services is by way of Direct Messaging @aisebrush.

Price List	
Acrylic Full Set	\$35
Gel Manicure On Natural Nails	\$25
Acrylic Refill	\$25
Acrylic Soak Off	\$15
Gel Soak Off	\$10
Nail Designs (3 nails, 6 nails, All nails)	\$5, \$10, \$15
Haircut	\$20

Services Provided

Ultimately, Asia Rackard wants more. With a work ethic that is unmatched, a brilliant mind, and creativity that permeates through every aspect of her life, Rackard is a force to be reckoned with. "My end goal is to be an influencer that is making money doing what I love. Maybe I'll even be able to own my personal nail line one day. The end goal is to be overall successful in the field I'm in while also maintaining an online presence with makeup and my personality as well. I want to make things fun and do things that haven't been seen before. I want to keep people coming that aren't even necessarily into what I'm doing, but are coming back because it's me." And they certainly will.