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Fwd: Today's issue: She wrote Despacito

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THE NEWSETTE



THING TO DO TODAY

Get a clue. [Click here](#) for 29 of the best mystery movies streaming right now.



THINGS TO KNOW

Mirror, mirror

SELFIES: Change is hard... but changing your face just got a little too easy. That's thanks to Facetune, aka the app that erases a zit faster than our ex erased his search history when we borrowed his laptop. Now Facetune is taking their makeover skills to the next level with a video version, which uses augmented reality to "retouch [a vlogger's] face with tools for skin smoothing, teeth whitening, and face reshaping, plus eye color, makeup, conceal, glow, and matte features." Which sounds either amazing or alarming, depending on your relationship with Instagram filters. And speaking of Instagram, one of its patron saints—Kylie Jenner—has a new project for charity. The 22-year-old lipstick mogul is doing an online auction for Cure Addiction Now, and whoever bids highest gets a case of cosmetics "hand selected by Kylie and Kris Jenner" plus an [IG or Twitter follow](#) from her brand's account. ("Winner may share preference, not guaranteed.") With one week left before the auction closes, the top bid is already \$7500—or 258 lip kits—and counting...

[LEARN MORE ABOUT FACETUNE'S TUNE UP](#)

See also...

ENTERTAINMENT: Congrats to Zendaya, Lupita Nyong'o, Cate Blanchett, and *Hamilton*'s Jasmine Cephas Jones on their **first-time Emmy nominations!** The women join TV vets like Issa Rae, Uzo Aduba, and Jennifer Aniston, who also scored nods for their outstanding performances. (But so did **The Masked Singer**, because: 2020.)

SCIENCE: These girls are **ready for blast-off**. This week in India, 10th graders Radhika Lakhani and Vaidehi Vekariya discovered a new asteroid while working on their physics homework, taking them one small step / giant leap closer to their dream of going to space. Hey Virgin Galactic, **need some interns?**

HAIR: From diva to DIY? This week on TikTok, rapper Cardi B revealed her **homemade hair mask** recipe, including avocado, black castor oil, rice water, and one simple instruction: "Let it marinate on your hair like chicken."

ANIMALS: Is nature *really* healing? Animal conservationists studying the wild tigers of Asia are saying, "Actually, yeah." They've noted a drastic increase in the **endangered tiger populations** of Bhutan, Siberia, China, and Nepal—which means while Joe Exotic may claim to be the "tiger king," these fierce felines are reclaiming their throne, and even better, their natural habitat.



EXTRA FOAM

1. Workout classes for people who keep meaning to work out? **Sign us up.** obé fitness classes are less than 30 minutes long, body-positive, actually fun, and because you can stream them from your phone, you can *also* catch up on Netflix while sneaking in some cardio. Get **7 days free** with code NEWSETTE.*

2. Yay! **This** company is out to stop UTIs. Their products are stronger than cranberry juice, more proven than peeing after sex, and 20% off with code Newsette20. Don't wait until it's actually a problem—click **here** to stop UTIs in their tracts. (Sorry. So sorry. It's still a really good product though.)*

3. We don't believe in love potions, but if we did, the ingredients would be

inside this candle. Just saying...

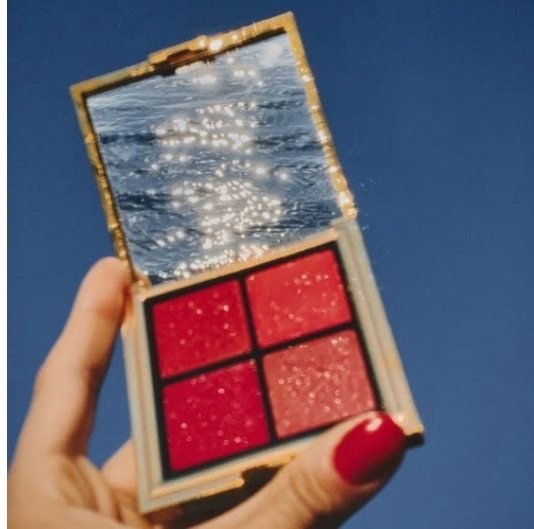
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BEST OF INSTAGRAM



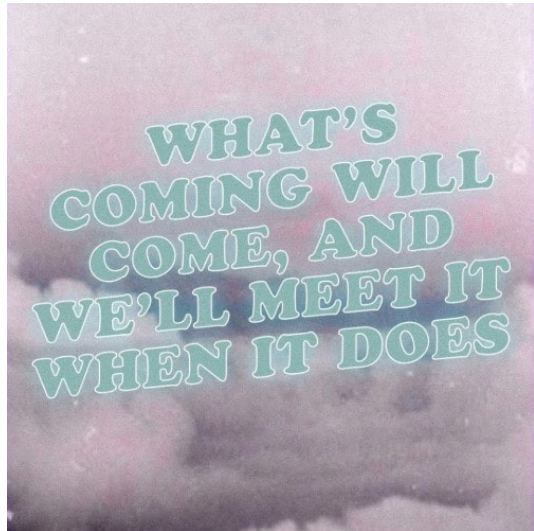
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Creativity Diary:
Erika Ender
Musician and Artist



When you get *Despacito* stuck in your head, blame / thank [Erika Ender](#). The Panamanian singer and songwriter created the song of many summers with Daddy Yankee and Luis Fonsi, along with countless other tunes that have scored her Grammy nominations, sold-out concerts, and an up-close look at Justin Bieber in the recording studio.

How does she stay focused on work and still keep herself open to new creative flows? We called Erika to ask her.

What do aspiring artists need to know about the creative process?

Creativity has its own personality, and it decides when to appear. At the same time, when it's your job to be creative, sometimes you've got to actively look for inspiration. Let's say there's an artist who wants a song by you. You sit down to write that song, and you need to create and discipline your own creativity. And discipline is the key word. You want to organize your working day as if you're working for someone else—no slacking, no procrastination. The reality is, as a musician, if I don't sit down and look for melodies and lyrics, the opportunities to be creative would just go "bye." So I treat creativity like a discipline, and that's how things go from zero to being a work of art.

Most songs are written with many people. What's your advice for checking your own ego when collaborating with another artist?

Actually, I love writing with someone else... but when I started my career, it *was* weird! I didn't want to do it at first, because I didn't know how. I wondered,

“How do I create *my baby* with someone else?” But an actual baby is made from love. That’s the most important thing, not, “Who gave the baby what?” You both gave the baby *everything!* That’s the point. And it’s the same with music. The main thing isn’t, “Whose idea was this?” Hopefully, what you’re thinking is, “How is the result the best possible?” And when you find people who bring that energy, and *you* bring that energy, that’s when it’s magic, even if it’s over Zoom—which is what we’re all doing in the music industry right now.

The world has a lot of interesting people.

You mean crazy people?

I do! So let’s say you’re working with a hot new artist or producer, and they’re not as mellow or as experienced as you. How do you bring out the best in that kind of partnership?

I recommend always looking for the bright side of every situation, you know? Two birds cannot kiss each other when they put their beaks together. They hurt each other instead. So I try to move a different way. I ask myself, “Why is someone behaving that way? What’s the bright side of them? What’s the most effective way to connect with the mind and heart of the person so they do the best work possible?” Often, it means touching base with the inner child and shaking that inner child—that sense of play and possibility—awake.

Help. I cannot get *Despacito* out of my head.

If it’s good, why get it out? It’s good for me it didn’t get out of my head, isn’t it?

Absolutely.

So keep it there!

Can you tell when you’ve made something that’s great? Can you tell when you’ve written a hit?

Usually. With *Despacito*, we knew it was great the day we wrote it. But we didn’t know it would be *so* big. I mean, have you ever heard of a number one hit that’s entirely in Spanish? Even Bieber when he did the remix, he sang a verse in English, but he kept most of it in Spanish!

As a native speaker, how was Bieber’s Spanish?

Excellent! He did a great job. I was really surprised, to tell you the truth. *Despacito* is very difficult; it has a lot of lyrics! And he didn’t have a strong accent with the “r,” you know? People would say “la porrrrrr-ta” and he didn’t do that. He has a gift for languages, really.

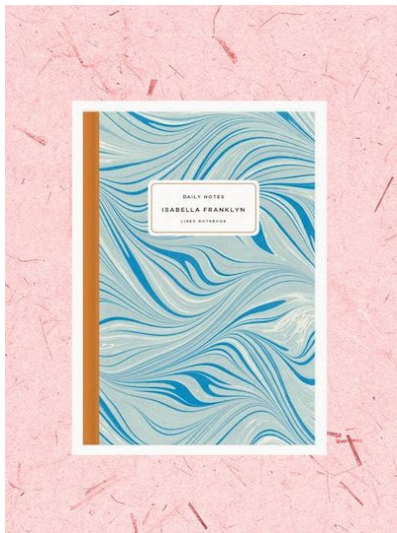
What's the advice you wish every creative person was given?

Well, my favorite advice came from my mother. She was very logical. She made me analyze and question the world, and my place in it, all the time. She taught me to follow the rules but with perspective. To fight for my ideals, but never step on anyone else to achieve anything. And to help whoever I can and work hard for everything I have. You can't get better advice than that.



ITEMS OF THE DAY

SPLURGE

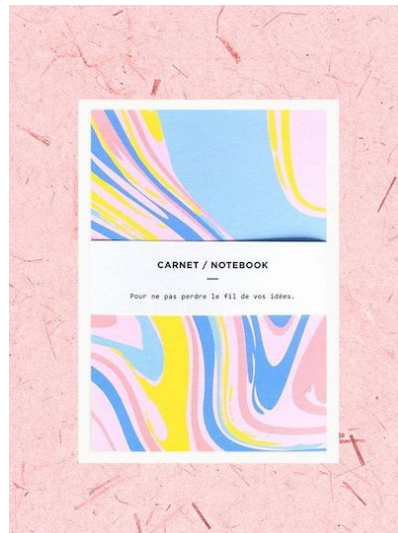


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