Beyond Journaling: Beauty Entrepreneur Christine Flagler Launches Cool Marks-a Personal Chronicle For Forward Thinking

Cool Marks challenges the conventional idea of journaling. Her career of beauty, branding and marketing now expands a creative discipline into self-publishing


Christine C Flagler Author of The 5 Things For Kids

NEWPORT BEACH, CA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Christine Flagler has spent her career creating brands, products and stories designed to make people feel more confident about themselves. Now, the entrepreneur behind Mettalusso and the Madison Cool world is bringing that same forward-looking philosophy to publishing with the launch of Cool Marks, a sleek, genderless personal journal designed to be more than a place to record the day—it is designed to become a thinking and creativity partner.

Cool Marks challenges the conventional idea of what a journal should be.

Rather than positioning journaling primarily as a way to revisit the past, Cool Marks is designed to encourage users to look ahead—to think, notice, imagine, create and explore what could come next. Its sophisticated, genderless design intentionally moves away from traditional journal aesthetics, with the goal of making the experience appealing to anyone, including men and boys who may not typically see themselves reflected in the journaling category.

For Flagler, the philosophy behind Cool Marks is a natural extension of the work she has always done.

In beauty, makeup and skincare, the objective is inherently forward-looking: to help people look

better, feel better and experience greater confidence in themselves. Flagler sees Cool Marks through a similar lens. Instead of changing how someone looks, the journal is designed to encourage a more active relationship with how someone thinks, imagines and creates.

"Beauty has always been about more than the product itself," says Flagler. "At its best, beauty is about how something makes you feel and how it can help you move forward with confidence. I see Cool Marks in much the same way. It isn't about being trapped in yesterday. It's about giving yourself a place to think about today and what might be possible tomorrow."



Madison Bee the original Madison Cool character

The creation of Cool Marks also represents an natural next chapter for a longtime beauty entrepreneur. Flagler has built her career at the intersection of beauty, branding, marketing and storytelling, and is now expanding that creative discipline into self-publishing.

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>
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The Madison Cool world reflects Flagler's long-standing talent for connecting ideas, people, brands and stories. In many ways, her books are the next expression of the same work she has always done: taking an idea, finding the human connection inside it and creating something people want to experience.

At the center of that world is Madison Bee, a curious little guide who encourages readers to look a little closer, ask questions and explore ideas for themselves. Madison Bee isn't there to tell readers what to think—he encourages them to think.

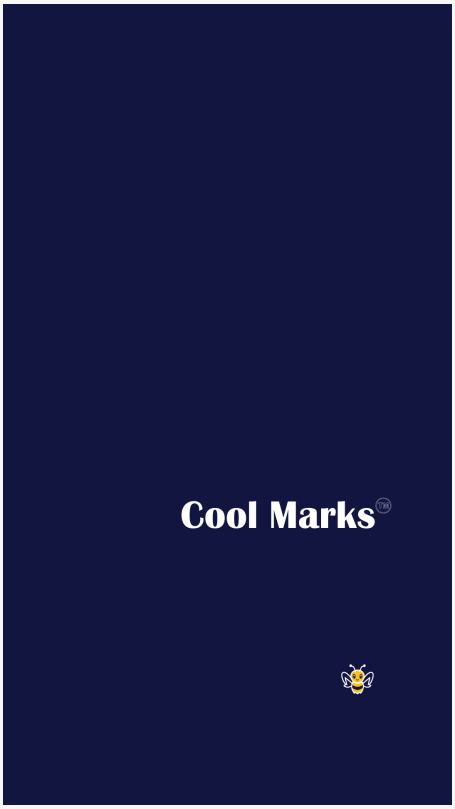
"Only now, I get to put the reader inside the world," Flagler says.

That world is intentionally designed to cross traditional boundaries. Cool Marks can be used for work or personal reflection, creative thinking, idea development, daily observation or simply

capturing thoughts that might otherwise disappear. It is a personal chronicle—but one designed with movement rather than nostalgia at its center.

The concept also connects to something much more personal for Flagler. Long before becoming an entrepreneur, she was a child who was already thinking deeply about what makes a life meaningful and how to create a sense of direction. The ideas that eventually became part of her creative philosophy began forming early in her life.

That history is present throughout the larger Madison Cool publishing universe, where books are being developed across ages and genres while maintaining a common purpose: encouraging curiosity, independent thought, creativity and a willingness to look at life from another side. All Madison Cool works are led with the brand's mentor hero, Madison Bee.



Cool Marks Journal Front Cover With Madison Bee

While the books may cross ages and genres, the purpose doesn't. With Cool Marks, Flagler is introducing not simply another journal, but a different way to think about what a journal can be: a personal space for ideas, creativity and forward motion.

Cool Marks is available at MadisonCool.com and Amazon.com.

About Christine Flagler

Christine Flagler is an entrepreneur, beauty industry veteran, brand creator and author whose career has centered on connecting products, people and stories. She is the founder of Mettalusso, a luxury vegan beauty brand, and the creator of the Madison Cool world, a growing collection of books and lifestyle products designed to encourage curiosity, creativity and independent thinking for kids and adults.

About Madison Cool

Madison Cool is a creative world developed by Christine Flagler spanning books, journals and lifestyle products. Built around curiosity, creativity and the exploration of ideas, Madison Cool creates experiences designed to encourage people to think differently, look closer and discover what might be on the other side of an idea.

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