
image|love at first sight... words of insight

by Linda Bertaut

From the first time I picked up a makeup brush I saw transformation take place in front of my eyes. I was amazed that something seemingly superficial could have such a profound effect on me. When I showed my model the mirror the look in her eyes said it all. She sparkled and it touched my heart... everything resonated. At that moment I knew I had found my calling. How many jobs do you know of that allow you to touch someone on the outside and jump-start confidence and self-esteem on the inside?

Beauty is actually my second career. I previously held an executive position in corporate America with a large, well-known retailer. My dream of a glamorous fashion career turned out to be a fashion nightmare instead. My job left me feeling exhausted, depressed and unappreciated. One day I had enough and gave my notice. Disillusionment is often the catalyst to something better. I knew I would start my own business, although at the time I didn't know what that business would be until I picked up that first makeup brush.

Creative beauty

More than 20 years later my business and I have evolved. The common thread in my work as a makeup artist, image consultant and Reiki master teacher centers on teaching others to connect with their true self and follow their unique life path. Beauty allows me to be creative and make a positive impact doing work that I love.

I think too much emphasis is placed on celebrity makeup artists. The majority

of artists in our industry are working on real women, not celebrities. We are making a difference, face by face, person by person. We are the ones who provide the magical touch and guidance to awaken beauty within our clients. Rather than use makeup to try and be like someone else, use it to enhance natural beauty. Each one of us is a star. Makeup enhances our best qualities and abilities so that we can shine, as we are in the performance of our lives.

Enabling people to be their best gives them permission to be true to themselves.

Sense of self

There are no accidents. Looking back, I see that I was meant to be in this career field. Performing make overs on everything around me in my childhood was a sign of what was yet to come. My life has transformed in this business. As I grow personally, I incorporate what works for me into my practice. I have had some of the most candid and profound conversations with women while they are in the makeup chair. They come in thinking it is about the makeup and leave with a renewed sense of self.

I see the best in my clients and encourage their authentic selves to come forth. Enabling people to be their best gives them permission to be true to themselves. I have seen clients change careers, relationships and their lives to



match their true essence, bringing inner beauty to the surface. It doesn't get any better than this.

Hats off!

It is time to acknowledge all of the women and men in our industry who dedicate themselves to expressing their unique style and helping others do the same. You make a difference just by being you! Cheers to us! ■

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