



Spring 2018 BCL | MUD Make-Up Scholarship Winners Announced

Five professional makeup artistry scholarships awarded

San Diego, Cali. (June 19, 2018) – The *Beauty Changes Lives* Foundation and MUD Make-Up Designory are creating opportunities for five esthetic and professional make-up students to develop their art and pursue a career in the professional makeup and skincare sector. The professional make-up artistry scholarship is funded through the generosity of MUD, Make-up Designory and administered by the Beauty Changes Lives Foundation.

Launched in 2016, five \$2,500 MUD Make-Up Designory tuition scholarships are awarded bi-annually to students enrolled in a stand-alone course specific to make up artistry as part of a licensed cosmetology or esthetics program. Winners are selected based on their submitted competition storyboards and a video or essay. Applicants are required to share why beauty is their passion and how a career in makeup artistry or esthetics will change their life.

The Spring 2018 BCL | MUD winners are:



Jennifer Dalton, Austin, TX – Avenue Five Institute: Jennifer says beauty saved her life. A self-described “survivor” Jennifer says beauty helped her survive setbacks including cancer, abusive relationships and depression. Enrolling in cosmetology school helped Jennifer find her purpose. “Enrolling reminded me what it felt like to create again, to be proud of what I do and push myself to new levels,” Jennifer says. Looking toward the opportunities the scholarship is opening, Jennifer says, “Beauty saved my life and I want to give back knowledge and power to the world. I just want to create and show women what is possible, no matter what struggles they’ve seen.



Ashley Hecker, Hays, Kan.–Eric Fisher Academy: Helping others has always appealed to Ashley who has worked for years as the Community Services Coordinator at an agency serving people affected by domestic and sexual violence. “I’ve been able to help people work on their inner beauty and regain their independence from abusive partners,” says Ashley. Watching videos of various spa treatments and seeing the “before and after” transformations, Ashley discovered her true passion is helping people find their inner beauty through skin

care and esthetics. Of her decision to pursue a career in esthetics, Ashley says, “I know that I have found a new path that I can put my heart and soul into every day of my new career.”



Gabrielle Masulli, Derby, Conn.–Make-Up Designory, Burbank, Cali.: A

veterinary nurse for nine years, Gabrielle has a passion for preventing cruelty toward animals – including the use of animals for cosmetic and personal care testing. In her application video (<https://youtu.be/9mXy9LYGbEI>), Gabrielle says, “Leaders in the industry are proving it’s possible to create a cruelty-free brand that can make an impact and even a profit.” Upon completing her education and gaining experience as a makeup artist, she hopes to develop her own line of cruelty free

products. Gabrielle also enjoys the transformative aspects of make-up. “Make-up can give a person courage and confidence and even help her step into new roles,” she says.



Allison Nilluka, Beaverton, Ore.–Beau Monde College of Hair Design

Allison uses makeup as a tool in telling a story and creating a fantasy – whether it’s an impeccably made up face or full body art. “My favorite kind of makeup is special effects work because you can mold your model to help tell a story,” she says. As she completes her education in cosmetology,

Allison aspires to work in the film industry where she hopes to merge her

passions for makeup and storytelling. She says that beauty will change not only her lives but the lives of clients. “Beauty will fill my purpose of telling stories, making people smile and helping others feel confident – maybe even redefining what some people call beauty,” she says.



Taylor Shuey, Forrester, Ill.–Educators of Beauty

Taylor’s mom modeled a career in beauty that Taylor sought to follow from early childhood. “I got inspired every day from watching my mom do what she loves to do,” says Taylor. Growing up, Taylor always found a way to fit cosmetology and fashion into her life. “I can’t think of a time in my life that I didn’t love beauty and the idea of helping people look good so that they can feel great about themselves,” she says. Taylor plans to integrate her

makeup education into a full-service career as cosmetologist, following in her mom’s footsteps.

Lynelle Lynch, president of the *Beauty Changes Lives* Foundation, said the BCL|MUD Make-Up Scholarship presents an opportunity for beauty and wellness professionals to expand and enhance their professional service offerings. "Make-up artistry is one of the most diverse and rapidly growing segments of today's beauty and wellness industry with opportunities to pursue editorial, bridal or special effects work," said Lynch. "Demand for professional make-up artists continues to increase as more salons and spas offer specialized make-up services."

Beauty Changes Lives sought out MUD Make-up Designory to develop the make-up scholarship. Tate Holland, CEO of MUD USA, is a second-generation make-up professional who has worked with leading artists in the U.S. and Europe. As an organization committed to developing the next generation of beauty and wellness professionals, MUD Make-Up Designory is recognized internationally for its professionalism and industry leadership.

About the Beauty Changes Lives Foundation: *With a mission to elevate, educate and empower, Beauty Changes Lives is uniting the industry and building awareness of the extraordinary career opportunities in the beauty, wellness and massage therapy industries. Learn more at www.beautychangeslives.org or find us on [Facebook](#).*

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