

FOR IMMEDIATE RELEASE**October 25, 2022****Beauty Changes Lives and PCA SKIN® "Diversity in Esthetics" Announces
Summer 2022 Esthetics Student Scholarships Winners**

(October 25, 2022 – CHICAGO) The PCA SKIN® "Diversity in Esthetics" Student Scholarship was created in 2022 with the purpose of increasing the representation of diverse esthetics professionals. For more than three decades, PCA SKIN® has been the leader in skin health education. PCA SKIN® has been and continues to be a trusted innovator in the development of highly effective professional treatments and daily care products. Our vision is to improve people's lives by providing results-oriented skincare solutions that are backed by science for the health of your unique skin.

The PCA SKIN® "Diversity in Esthetics" Student Scholarship awards outstanding diverse students to encourage their selection of esthetics as a program of study and their ultimate entry into the profession. If chosen, you'll be given funds to help pay for your esthetics program and receive exclusive professional development opportunities.

Each winner also received an educational ride-along with a local PCA SKIN® Business Development Manager Virtual mentorship with a senior manager.

PCA SKIN®: "Diversity in Esthetics" \$5,000 Esthetics Student scholarship (PCA SKIN® Partner School)



Cimma Sefat
[@spf.always](https://www.instagram.com/spf.always)
Skyline College
San Bruno, CA

Most of Cimma's professional life, she worked in public health, which she has always been drawn to helping others. What brought her to decide on making esthetics her career path, was the ability to work closely with each client to develop a long-term one-on-one relationship while employing a skill set that can flip a person's mindset and change their perception of self by giving them more confidence so they can be more present in their day-to-day. Making sure that there is diversity within skincare gives the esthetician the ability to support all types of individuals and bring out the best and unique versions of every client that they may encounter throughout their day.

When answering the question, how do you see the esthetics industry as a platform for diversity and inclusion, and how do you hope to make an impact? Cimma responded, "to its core, esthetics is about feeling comfortable and happy in your skin. It's about loving the person that you see in the mirror. And I hope that by winning this scholarship PCA SKIN® knows that they are making an investment in a future esthetician that identifies as a queer multi-racial woman," she continues with "I look forward to learning more and focusing on the care and treatment of BIPOC skin, as well as treating skin conditions for transgender and non-binary

people who may be pursuing hormone therapy.” She hopes to use her platform to show potential clients that esthetics spaces are for everyone. Check out her winning video submission [HERE](#).

PCA SKIN®: "Diversity in Esthetics" Two (2) \$2,500 Esthetics Student Scholarships – open to any qualifying school



Tadaija Woodside

[@lov.elytee](#)

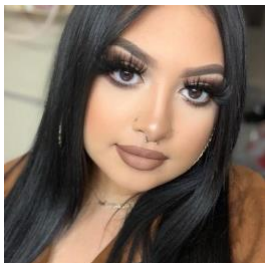
Elevate Salon Institute

Miami, FL

Tadaija explains that when she tells people she is from Miami, Florida, they immediately think “beach”. Tadaija grew up in the inner city, across the bridge in a town called Liberty City. Growing up she watched her family struggle and work several jobs just to get by. She was determined to make sure she did not end up a product of her environment.

As a child, she loved anything that was related to skincare, mesmerized by TV ads about soaps, lotions and anything that made your skin beautiful. She started watching YouTube videos and once she had enough money, she started making her own skincare products. She found that family and friends were in love with her products. This was only the beginning of her journey.

While attending college, she decided to enroll in an esthetics program, so that she could add her love of skincare and learn all she can about esthetics. She can’t wait to acquire her license, graduate college, and plans on providing low-cost services in her community. She hopes to one day own a salon/spa to ensure her family is financially secure for the future. Check out her winning video submission [HERE](#).



Cassandra Amaro

[@cosmeholicsxanonymous](#)

Paul Mitchell The School

San Antonio, TX

Cassandra has always thought of herself as an artist and at just 17 years old, she decided to use her creative side to become a freelance makeup artist. She was soon recruited by Dillard’s and started as a beauty advisor, which led her to several management roles, and then the area cosmetic sales manager. While enrolled in her esthetics program, she currently is a store manager for Sephora and was instrumental in opening a new store in her hometown of San Antonio, Texas.

She always loved makeup, but while working at Dillard’s she learned more about the skincare side of beauty. Growing up, her mom did not believe in a skin care regime, and she had no clue the importance of taking care of your skin. That’s when she realized she loved making people feel beautiful inside and out.

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Now, as she is learning about esthetics and the differences in skin types, she hopes to educate her clients the importance of a skincare routine and how your lifestyle affects your skin, so they feel their very best.

"We live in a time where everybody wants to feel beautiful," Cassandra says, and she wants to make sure that regardless of race, age, skin tone, that anyone "can be just as beautiful as the woman in the poster." She has been blessed with so many opportunities in the beauty industry, but she knows that becoming an esthetician is exactly where she needs to be in life, and she can't wait to continue to show the world what she has to offer!

Check out her winning video submission [HERE](#).

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](#) and [Instagram](#).

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