



grace

416 699-3354

<http://www.gracemakeup.com>

Deborah@gracemakeup.com

FIGHTING THE MIDLIFE BLUES—AGING GRACEFULLY

TORONTO: Forty is the start of a new chapter, not the last chapter. Deborah Williams founded GRACE with a unique vision—to help midlife women feel confident, fabulous and life-appropriate and has been helping women feel better about turning 40 (or getting close to it) ever since. She finds that a new look often helps with a new outlook, but women should be careful not to go for the same trends as their daughters (or nieces).

Deborah continues to work behind the scenes as a professional makeup artist ensuring celebrities look great on TV and film and is able to apply her knowledge of what works best with different personalities and individuals to private clients. “Facing the mirror and the future with confidence is what GRACE is all about,” says Deborah. “I take a holistic approach, encouraging clients to embrace beauty inside and out via the stepping stones of image and fitness. Because I’m also a qualified fitness trainer, I often guide clients not only to update their makeup, but much more.” It seems a natural for Deborah to offer what amounts to a mini midlife makeover service through GRACE. “If in the process of helping clients adapt to their changing looks, I can also give specific guidance on how to adapt to their changing bodies, I will.”

Whether clients come to her for individual lessons or consultations, in-home parties, or at a seminar or workshop, Deborah finds they are happy with the extra boost to confidence that even a simple update brings.

With 20 years experience of makeup for TV and film, plus a degree in physical education from McGill, Deborah couldn’t resist the opportunity to fill a gap that she noticed among women of a certain age when she founded GRACE. “As we get older, women realize that we have to do things differently, and smarter, and that aging gracefully is about embracing and embellishing. But many don’t know where to start.”

“Most forty-something women know that showing up at work in the outfits they wore in their teens might hamper promotion prospects. But they still use the same heavy eyeliner or lipstick and blusher combo that worked when they were twenty. I can show a client how to look elegant and trendy,

yet professional, in under an hour. Women often wear too much makeup or nothing at all. A new palette is usually all it takes to make them look brighter and younger.”

Color analysis is not new, but Deborah finds clients are pleasantly surprised when they see the difference the right color makes. “When you know whether you’re cool or warm, you’re able to select the perfect shades and undertones to highlight your best features.”

A simple makeup lesson or application also helps clients realize that looking better and feeling better are part of the same process. However it happens, news of what GRACE can do to improve the midlife blues brings many new clients to her small studio in the Beach area of Toronto. Deborah also takes her expertise on the road and gives workshops and seminars at spas/resorts, etc.

Trained in the makeup and wig program at the Canadian Opera Company, Deborah has fluffed her makeup brushes over such famous faces as Kelly McGillis, Lauren Holly, Helena Bonham, and Margot Kidder. She has also worked with Oscar-nominated Graham Greene, Leonard Cohen, and Omar Shariff, plus the co-hosts of So Chic, and continues to work for national TV programs and film.

“Women at both ends of the baby-boom generation are disconcerted by the aging process on their faces and bodies. If I can give practical advice to help women feel as good as they look, and vice versa, I do. We now know the health benefits of feeling secure in who you are. I think aging well and feeling happy about it is life-changing—affecting your social and work lives and even your relations with loved ones.”

GRACE uses and Deborah represents the mineral-based Jane Iredale makeup and skin care line. Normally available only through spas, this was developed originally for rosacea and acne. It has anti-inflammatory properties that make this makeup good for the skin. Deborah provides detailed guidance so clients can achieve their new looks themselves, but many return for regular appointments and to stock up on Iredale products.

“I want women to know it’s never too late for a WOW moment. GRACE is not only about makeup. It’s about how good you feel about yourself when I’m done. That’s my guiding principle,” Deborah says. And judging by the fast growth in her customer base from word-of-mouth referrals, the women who come to Deborah to learn about maturing gracefully, and graciously, feel very good about themselves.

For more information, contact:

Deborah@gracemakeup.com

Deborah Williams
Makeup & Colour Consultant
416-699-3354

By www.daviesslate.com