# imagination Inspiration INNOVATION

SUSIE AUGUSTIN COPYWRITER • ARTIST

# **SUSIE AUGUSTIN**

0

PHONE	714.915.1187
EMAIL	SusieAugustin@iCloud.com
WRITING WEBSITE	_www.SusieAugustinWriter.com
ART & BLOG WEBSITE _	www.SusieAugustin.com
INSTA	@SusieAugustin



## SUSIE AUGUSTIN

## Welcome to my writing portfolio!

I've always had a lifelong love for words and creativity, from reading to writing to painting. I spent the past decade as a marketing copywriter specializing in brand development, as well as writing and publishing books. And the decade before that in sales and education in the beauty industry. Like so many out there during this past year of changes, we've all had to get a bit creative. I've reinvented myself and my career, finding new ways to express myself.

You see, my art had been on the back burner forever, as I was overextended for way too long. I'm excited to now combine art and paintings with my writing career, providing additional offerings for my clients. I love the combination of images and words. I'm creating original art for advertising and marketing collaterals, brand art & product painting, murals and wall art for businesses. I'm also having fun creating my blog and interviewing local businesses. All of this allows me to have a fabulous freelance writing career, giving me the freedom to work with more of a variety of brands and projects. I look forward to writing and creating something unique for your brand!

## MARKETING COPYWRITER **BRAND DEVELOPMENT VISUAL ARTIST**

## **Express Your Brand Voice and Identity With Original Art**

I'm a Visual Artist who combines words and images on canvas and wood, using acrylic paint and textures. I create custom art for clients, accepting commission work for companies and individuals.

Creating original art for:

- Advertising and marketing collaterals
- Brand art and product painting
- Murals and wall art for your business
- Event painting

Visit my Art Website to see a gallery of my paintings.





## **Blogging to Connect With Your Clients**

Creating a blog will help you have conversations with your customers. You can get on a more personal level with them. Too busy to create new content? Repurpose existing content using a friendly tone. Once you get the hang of it, you'll be inspired to create new content - then repurpose these new blogs into social media posts. See how this works? Eblast out your latest and get in front of existing and new customers... create that relationship.

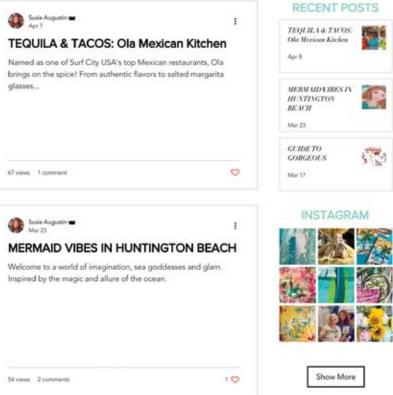
As for me, this year I've done a rebrand and am communicating this with my blog, art, new websites, and by living a creative life. Offering freelance services to allow myself work/life balance. I'm interested in local travel writing, so I'm visiting and interviewing local businesses, people with great brands and messages. I've developed countless brand voices, personalities and messages with my copywriting services.

And now, my blog represents my own personal brand, style and voice. Check it out to experience how I combine storytelling with creative brand writing ... and let me know if you'd like me to write your next blog.



Beauty Vibes Art Lover Beach Life









## Make Your Brand Come to Life

All brands start with a dream and vision for products and services you want to develop for your business. Let me put your vision into words by defining your brand voice, personality and message, bringing your dream to life! Brand stories will help establish your brand identity and improve the communication of your brand message. Make a statement with personal touches to your story, adding something truly unique to your brand awareness. We'll strengthen your brand message by bringing together visual and verbal, collaborating with your designers to creatively combine design and copywriting.

Hiring a copywriter who specializes in brand development will take the stress and pressure off the marketing team, allowing them to concentrate on trend research for new product development, marketing plans, brand vision and strategies, growth and expansion.

product names • shade names • product descriptions packaging • packaging inserts • display bullnose headlines • taglines • ingredient story • brand story how-to-use instructions • shelf talkers • pop displays presentations • brochures • sales sheets • flyers catalogues • product guide • training manual • ads postcards • advertorials • press releases • articles websites • landing page • social media • video script e-blasts • blogs

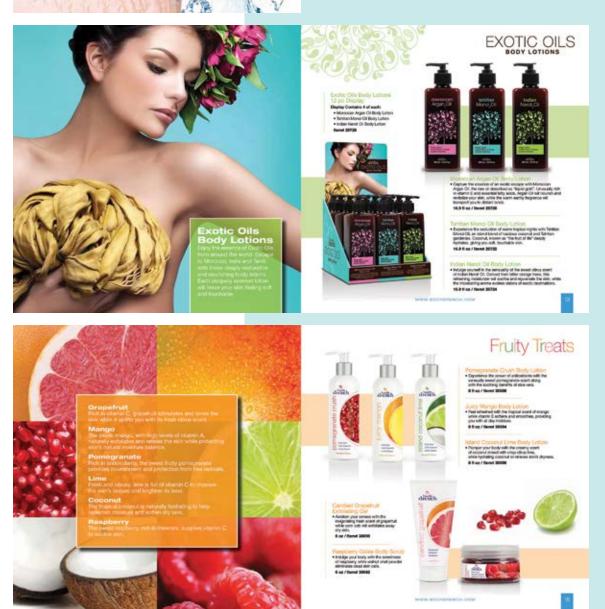




# **BROCHURE**



PACKAGING COPY HOW TO USE HEADLINES CATSHEETS BROCHURE BRAND STORY INGREDIENT STORY WEBSITE





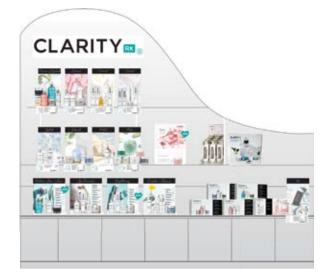






# **BRAND REFRESH**

**PROJECT MANAGEMENT CREATIVE COLLABORATION EDITING & PROOFREADING MULTI-LINGUAL PACKAGING** WALL DISPLAY





# HAN .

# **CLARITY**

proven

preferred choice by leading skincare experts

> powerful clinical skincare

innovative

plant-based results-driven technology

performance

concentrated formulas

visible results

commitment

beautiful skin is healthy skin



**CLARITY** 









## KIT INCLUDES:

- · Bellasonic Wand
- · 4 Interchangable Discs
- · Storage Cradle
- · Instruction Booklet



# **PRODUCT LAUNCH**



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# **BRAND DEVELOPMENT**

PROJECT MANAGEMENT CREATIVE DIRECTION PACKAGING COPY PRODUCT & SHADE NAMES HOW TO USE BRAND STORY CATALOG PRODUCT GUIDE STYLE GUIDE PRESENTATIONS DISPLAY BULLNOSES PR MEDIA EVENTS





## BEAUTY REDEFINED.

Ardell is the leading lash innovator in the beauty industry, continually creating new lash styles and collections for almost 50 years. We've experienced the evolution of cosmetics and beauty brinds over the decades. Our lash styles are timeless and iconic, always giving you the experience of an instant dramatic effect. Lashes make you look smoldering and sexy, completing year beauty look by letting you express your individually and exude confidence.

#### ALL OF THIS POWER... FROM ONE LITTLE LASH?

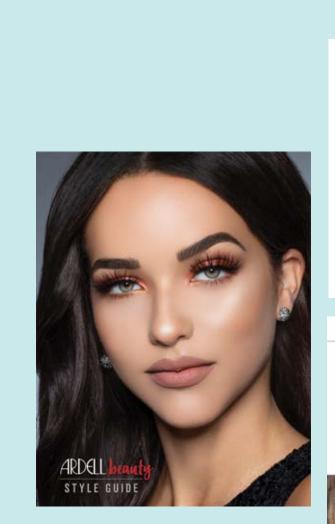
Ardell sets the bar high, and our fan base doesn't just believe in the brand, they live it. Lashes are part of their daily routine. Loyal Ardell lash users have been craving even more. We've provided the lashes you love, and we now other you a complete comretic lineo, Ardell's professional making artist team researched the latest innovations and trends across the globe, to give you what you desire. The hottest trend in basely is multi-tasking making, trem long-lasting formulas with one coat coverage, to highly pigmented, textured finishes and facult lashes.

Ardell Beauty will take your look from day to night, giving you insta gitam! From full pouty lips to sultry smoky eyes, naturally beautiful brows to fluttering lastics, chieded checkbones to a fisates face, the range of textures and shades will instantly make you look and feel tabulous. With Ardell Beauty... YOU will light up the norm!



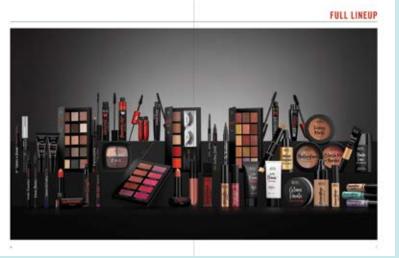








# **PRODUCT GUIDE**



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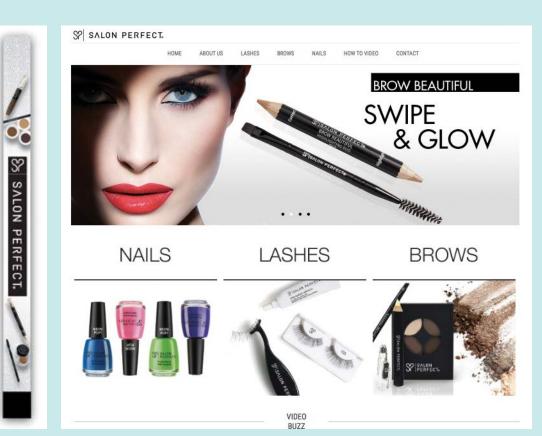
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# **REBRAND/WEBSITE**

**PROJECT MANAGEMENT PRODUCT NAMES PACKAGING COPY HOW TO USE HEADLINES WEBSITE** DISPLAYS









# **BRANDING/PR**

## Celebrating Beauty at Blowtini Blow Out Bar's Grand Opening



#### Orange County's Newest and Hottest Blow Out Bar - Transform Your Look Today!

#### Blowtini Red Carpet

Blowtini Red Carpet PRLog - Sep. 12, 2014 – ORANGE COUNTY, Calif. — Orange, CA – September 12, 2014 — Blowtini Blow Out Bar and Lash Lounge is celebrating their Grand Opening on Tuesday September 16, 2014. They offer the pink carpet treatment, refreshments, and affordable blow outs. Transform yourself and look stunning in under an hour for only 540 at 75 30 E. Chapman Avenue, Orange, CA 92869 in the Orange Caryon Plaza. The official ribbon cutting ceremony will be held at Blowtini's Private Launch Party on Saturday, September 13, 2014.

Ladies this is the place you have been waiting for! Blowtini Blow Out Bar and Lash Lounge is a fun-loving salon where you will be beautified, pampered, make new friends, laugh, and recharge in a positive atmosphere – you deserve it! The ideal spot for bachelorette and wedding parties, prom prep, girls night out, or for your weekly blow out. Everything a girl could ask for including shampoo, blow dry, straight, curs or waves, full makeup and lashes. Look and feel beautiful every day! Call and book your book your Homecoming appointment today for hair, makeup and lashes.

Founders Amy Stahovich and Danielle Augustin wanted to create a place that rounders any standard and barnene suggestin wanted to create a prace that empowers women to look their most beautiful and feel their most confident. A fun place with an upbeat atmosphere full of love and positive energy, where you can celebrate accomplishments and life's milestones. They offer affordable blow drys and invite you to come in to get pampered, relax, recharge, and get ready for the week ahead. Blowtini Blow Out Bar carries it's own signature line of hair products to ensure healthy, beautiful hair.

Amy Stahovich, a hair stylist for 20 years, is the face of Blowtini Blow Out Bar and Lash Lounge, and you will often see her greeting, smilling, hugging and pampering guests with her loving energy. She's passionate about helping other women feel confident through their inner and outer beauty. Danielle Augustin is an attorney and the behind-the-scenes Creative Director. She inspires women all across the country to pursue their dreams and never give up. "ideas drive by a burning desire coupled with unstoppable action will always lead to success."

Visit www.BlowtiniDryBar.com to make your appointments online Contact Blowtini Blow Out Bar at (714) 633-1456 or email at Info@blowtinidrybar.com

**BRANDING WEBSITE POSTCARDS HEADLINES SOCIAL MEDIA PRESS RELEASE BLOGS** 

# REBRAND

**PROJECT MANAGEMENT PRODUCT DEVELOPMENT PRODUCT NAMES** PACKAGING COPY **PRODUCT GUIDE HOW TO USE HEADLINES** CATSHEETS **WEBSITE** 



SELFTANNINGTIPS

Let skin dry before putting on clothes.

· Exfoliate skin prior to application to ensure an even tan. . Use bronzing spray in the shower or outdoors. · Avoid sweating and getting wet for 4 hours after application. · Wash hands after application. · Gloves or sponge is optional when applying tinted Instant products.

. Chlorine and saltwater will make sunless tan fade faster.

MIX&MATCH Get an immediate sun-kissed plow with instant self tanners and maintain your tan with Gradual self tanners.

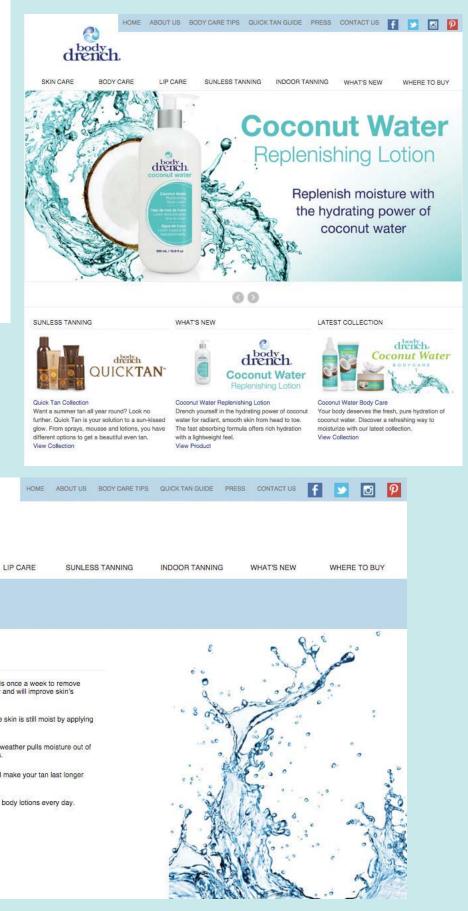


. Use sunscreen when going outdoors, as sun protection is not added.

www.bodydrench.com



PACKAGING COPY **HOW TO USE HEADLINES** CATSHEETS **BRAND STORY INGREDIENT STORY EXPERT ADVICE WEBSITE** 







BODY CARE

#### BODY CARE TIPS

SKIN CARE

- For healthier skin, exfoliate your body and hands once a week to remove dead skin cells; moisturizer will penetrate better and will improve skin's appearance
- Lock in moisture right after shower or bath while skin is still moist by applying body lotion, crème or oil to your skin.
- In the winter months moisturize skin daily; cold weather pulls moisture out of skin, causing dry skin and rough cracked hands.
- In the summer months moisturize skin daily; will make your tan last longer and gives your skin a healthy-looking glow.
- To extend the life of your tan, use Body Drench body lotions every day.

# **WEBSITE**

# **REBRAND/WEBSITE**

## Correctionist.

About Skincare Guide Products Where To Boy Contact



## About Us

Correctionist provides beautiful skin at every age.

ectionist is dedicated to bringing you innovations in skin care that will help you achieve younger, healthier looking skin. Rejuvenate your skin with Age-Targeted Skincare. Correctionist uses a scientific approach in the use of active ingredients that delivers dramatic results. Through research and development, ingredients were carefully selected to combat the appearance of puffiness and dark circles, protect the skin from environmental stressors, and improve the look of firmness and skin elasticity. These advanced topical agents reduce the look of aging for a more youthful vitality.

PACKAGING COPY **SKINCARE GUIDE HOW TO USE HEADLINES** CATSHEETS WEBSITE

**BRAND STORY HEADLINES** BROCHURE **FLYER EMAIL BLASTS SOCIAL MEDIA BLOG WEBSITE** 

## GET BACK TO DOING WHAT YOU LOVE WITH STEM CELL THERAPY

Improve the quality of your life by activating your body's natural healing Regenerative Stem Cell Therapy is used for cosmetic procedures and therapeutic use; enabling the body to repair, replace, restore and regenerate damaged or diseased cells, tissues or organs. By activating the body's natural healing, quality of life is improved and healthy life spans are extended

Slow down the aging process and enhance your natural beauty from the inside out. Irvine Stem Cell Center offers custom consultations to fully understand the unique needs of each client, ensuring our clients receive the best care and service. We offer financing options so that everyone has the opportunity to improve their lives, to look youthful and feel rejuvenated

Transform the way you look and feel, improving your health and confide

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NEUROLOGICAL ORTHOPEDIC

# Correctionist.

About Skincare Guide Products Where To Buy Contact

# **Skincare Guide**

## Wrinkles

#### What causes fine lines and wrinkles?

Time, repetitive facial expressions and sun exposure cause fine lines and wrinkles. Minimize skin damage by keeping skin hydrated, limiting sun exposure, and using sun protection. Products with active ingredients can reduce the appearance of fine lines and wrinkles. Use Time Correcting Créme to protect your skin against the abuse of the elements

# Age Control

#### What causes skin to age?

Some of the causes of premature aging, wrinkles, loss of firmness, and dry skin are stress, poor diet, dehydration, lack of a good skin care regimen, and sun damage. Using preventative measures and protection will help keep your skin looking youthful and vibrant. Replenish your skin while you sleep with Nighttime Restoration Treatment.

# finess & Circles

#### What causes puffiness and dark circles?

Genetic and hereditary factors, lack of sleep, allergies, as well as the natural process of cellular aging can cause puttiness and dark under eye circles. Innovations in skin care technology can help you get the refreshed look you've been waiting for. Fade away circles and puffiness with Multi-Benefit Eye Créme.



# **WEBSITE**



ON & WELLNESS + AUTOMALINE DISEASES + GAROLAD & PULMONARY + NEUROLODICAL + ORTHORESIC

#### **Irvine Stem Cell Center**

more to conflue alternities get in the way of anisoing your life.



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# **WEBSITE**

## PACKAGING COPY **HOW TO USE HEADLINES CATSHEETS BROCHURE BRAND STORY INGREDIENT STORY WEBSITE**



## No Base, No Bonder, No Problem!

## Shake Bottle Before You Prep:



Prep: Perform a Gel-n-Base in One: dry manicure. Then Shake bottle vigorously. Coat: Apply a thin remove shine from Apply a thin coat of Gol-n-Base in One the natural nall with a 240 grit file and cleanse the nail with acetone or 91% lamp or 2 minutes alcohol. Make sure under UV lamp. nail is completely dry. Repeat the process

Gelaze® Gel Top Cleanse: After Top

Cost application. wipe cured nails with Top Cost and cure 30 Gelaze® Gel Cleanser to remove sticky residue.

## Removal:

gei nail.



Prep: With a nail file, Saturate: Saturate Gelaze<sup>®</sup> Protessional break the seal of the Gel and Nail Polish Remover Wrap with to 15 minutes, Gelaze® Gel Remover.

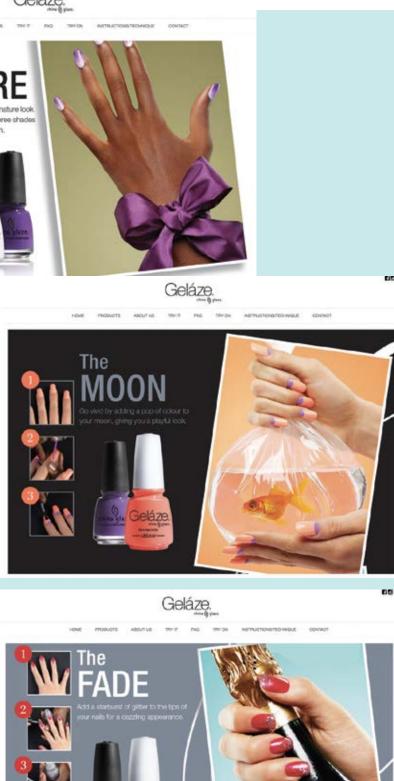
Wrap: Wrap securely Remove: Use an orangewood stick around nail. Allow to penetrate for 10 or a cuticle pusher to gently loosen and remove gel.



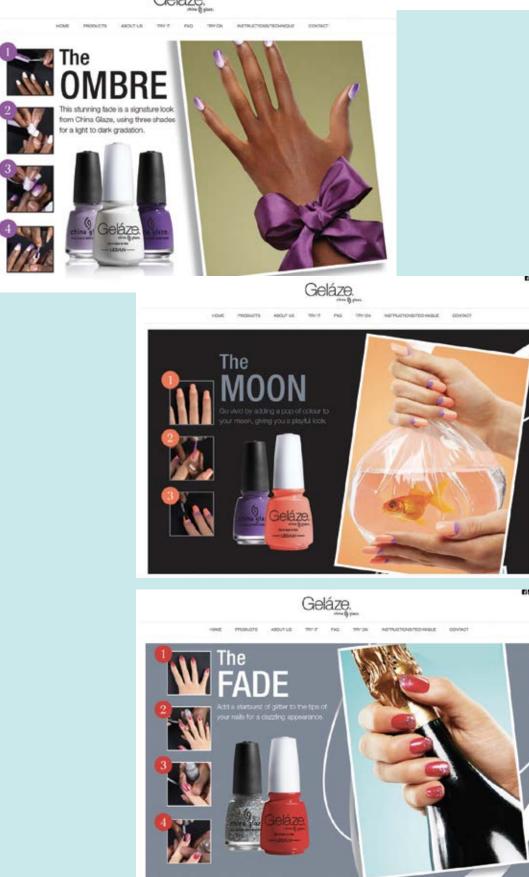
GELAZE SHADES

COLOR OF THE MONTH





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2 IN 1 GEL POLISH VIDEO



# **HOW TO USE**

# **POSTCARDS / BRAND STORY**

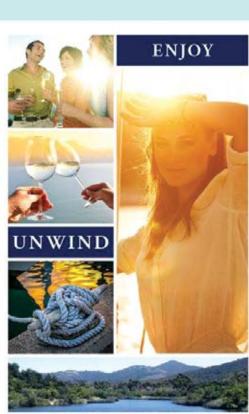
## DISCOVER LAKE SAN MARCOS

## SUNSET CRUISE

Soak in the sunset while enjoying time with friends and family. This two-hour sunset cruise includes chilled wine, cheese, and stunning views as you experience the beauty of Lake San Marcos. Conveniently located near The Lakehouse Hotel and Resort, at 1105 La Bonita Dr. at Lake San Marcos.

Sit back, relax, and enjoy the ride!







S10 OFF INCLUDES CRUISES AND RENTALS

SPECIAL OFFER!







CALL (760) 519-6262 
BOOK ONLINE www.LSMmarina.com
OPEN Monday - Sunday B HOURS 10am-7pm

## SOMETHING FOR EVERYONE!

## STAND UP PADDLE BOARDS

The natural scenic surroundings make paddle boarding a popular choice, as the calm lake waters make it easy to balance, sit or stand. Rental includes board, life vest, and a single paddle to help you navigate on the lake.

#### KAYAKS

Have a leisurely paddle or enjoy an exhilarating day on the lake. For beginners and pros, you're sure to have a fun time. Individual and tandem kayaks are available, along with a single paddle per person.

### WATER BIKES

Take the ride of your life when you cycle on the open water of Lake San Marcos. Experience the day solo or have fun with the whole family. Water bikes are easy to get on and off, pedal and maneuver.

## PONTOON BOATS

Cruise around the lake with friends or family for an ideal day out on the water. Explore the lake and enjoy the peaceful views. Easy to drive and seats up to five people.





# **POSTCARDS / BRAND STORY**



Ben processing of the second s

Cold results for forwards were an encourter of the second second

AT COOLEY MAGUIRES

We bring a little bit of Island to you. Housed in a historic building, we offer the chann & atmosphere of an authentic Irish Pub

AT AUTHETTIC IRISH PUB

Come in for a pint and enjoy our Irish law Banges & Minsh (Fish & Chips

We offer a vust selection of whiskey, beer & cocktails Sidecan -Gladets -Indu Whiskey Golumen -Plants -Daik light Stort

#### RIST FROSPILALITY

Serving the neighbothood In this inicially atmosphere, you'll feel right at home Socialize with inicials, family & neighbors Enjoy music, five bank, sporting events

#### **IRISELED RELACE**

The Original Cooley's Tavent was established in Seneca Kulls, MY, in 1934 by Cooley Maguie.

Gooley Maguine's offers an authentic hish Bar experience, located in Oceanside, CA.

> COOLEY MAGUIRES An American Original

# BROCHURE



PROJECT MANAGEMENT CREATIVE DIRECTION REBRAND EDITING PACKAGING SALES SHEET BROCHURE SHELF TALKERS SOCIAL BRANDING





E/PHOSPHATE-FREE



# **SALES SHEET**

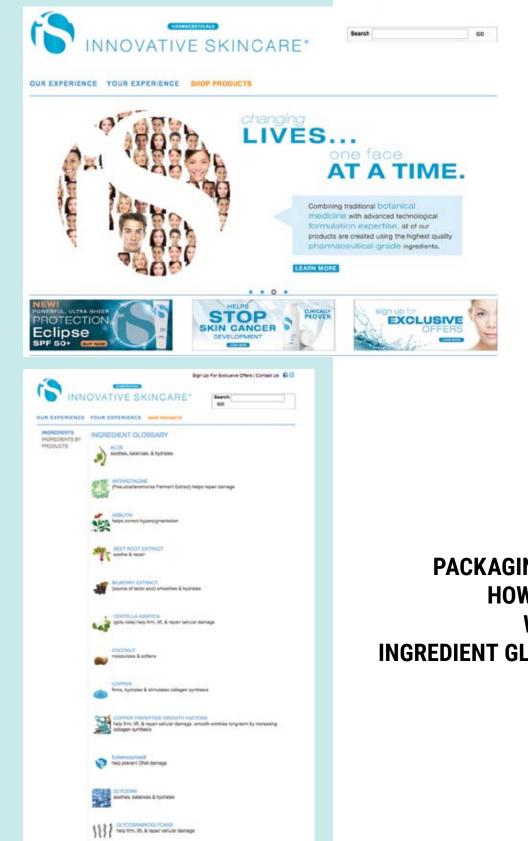
EXCLUSIVE • NEW TECHNOLOGY • CLINICALLY PROVEN







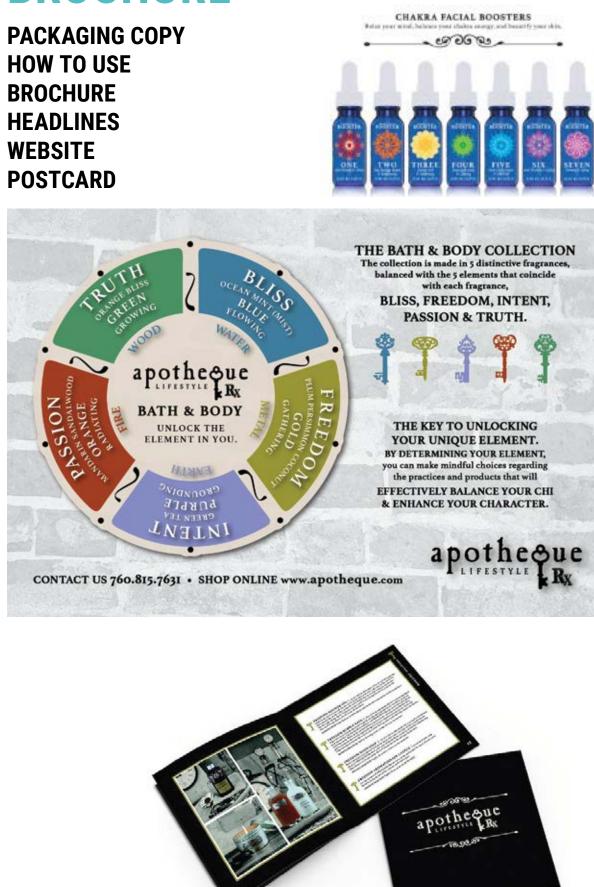


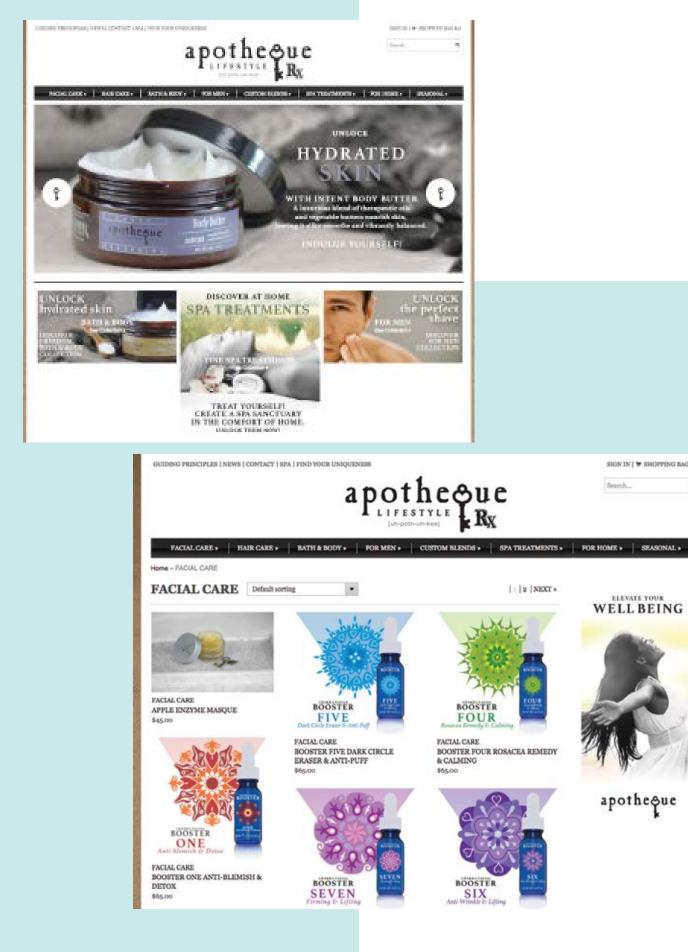


# **INGREDIENT GLOSSARY**

## **PACKAGING COPY HOW TO USE WEBSITE INGREDIENT GLOSSARY**

# **BROCHURE**







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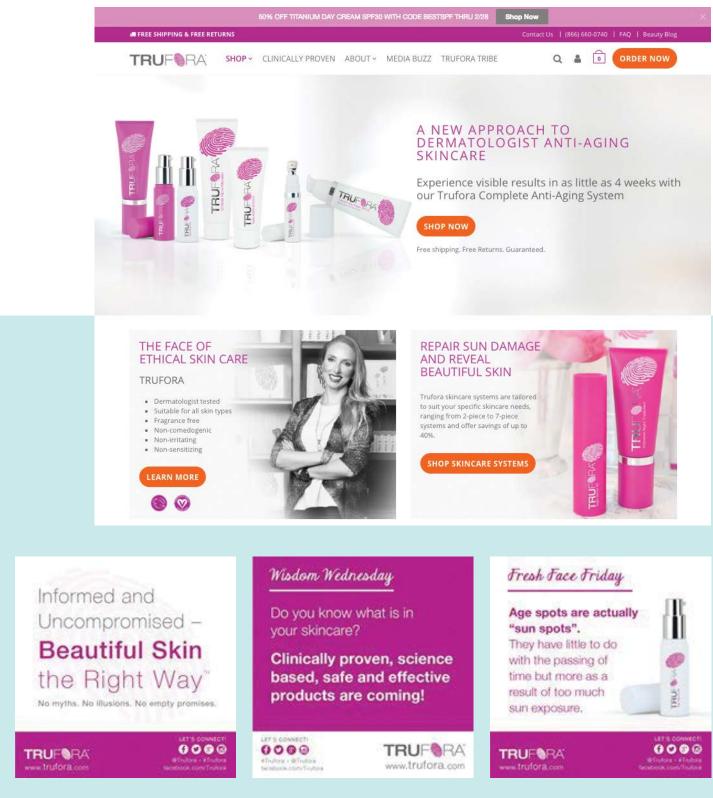
# **BEAUTY BOX**

**PROJECT MANAGEMENT** COPYWRITING PACKAGING **WEBSITE BLOGS** SOCIAL BRANDING **BEAUTY BOX PRODUCT GUIDE** 



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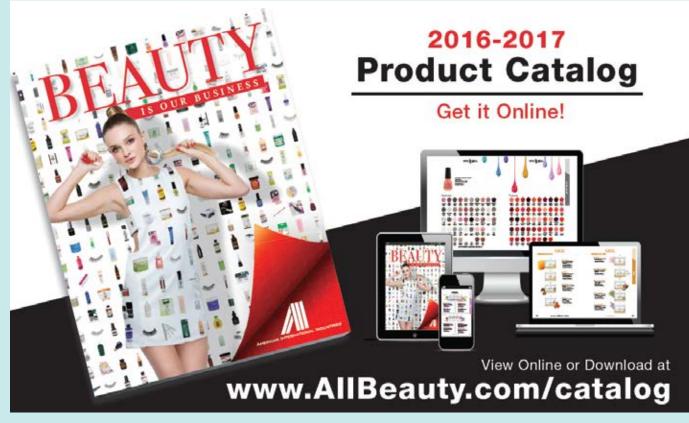
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# **COMPANY CATALOG**

**PROJECT MANAGEMENT CREATIVE DIRECTION** COPYWRITING EDITING











## DEFINE YOUR PRODUCT LINE

#### What's Your Vision?

The next step is to define your Consider which products and shades refle-our brand's vision. Then determine your roduct categories. For example: • Mineral Touch Fou Mineral Finishing Powder Mineral Plush Blush Press · Allurino Eve Shadow Press he sky's the limit, it's your visio

#### Mix & Match

the number of st or example: Mineral Touch Founds #007 Fair/Ivory with Yellow Ur #009 Fair/Vory with Pink #029 Modium/Dark 4031 Dark Mineral Plush Blush Pl #018 Soft Pink Shimmer #019 Barbio Pink Shir u're the boss, you dec

#### Customize Your Colors

Finally, determine your order quantities per product and shade. All terms must be ordered In multiples of three with a minimum order value of \$200 plus the cost of shipping. See website

# **PRIVATE LABEL BROCHURE**

## COPYWRITING **EDITING**



### YOUR BRAND

#### Let Your Brand Take Center Stage

Get noticed: Add a label with your company's logo t Use notococc and a table with your company's togo to any of our packages. Our exportenced table partners will assist you with creating the perfect label for each produc category. Call us at 844-253-1276 ext. 218 For additional tabel Information or visit our website at www.SeaClittBeautyPrivateLabel.com. Please note, label charges are not included in the unit price shown on the



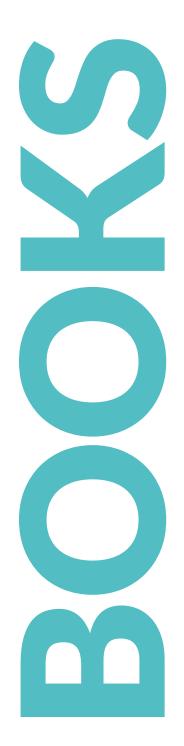


## MERCHANDIZING

Put Your Brand in the Spotlight!

Check our website:

BEACLIFF BEAUTY | STEPS



## Your Most Valuable Calling Card Is a Published Book!

Writing a book with valuable content can help you and your brand become a trusted authority in your industry, increase credibility, introduce your brand to new clients, and strengthen relationships with existing clients. You will create visibility, putting you in demand for speaking engagements, TV spots, radio interviews, and magazine articles. What are your goals for writing a book? Is it to teach others specialized information, or for entertainment? Get started by repurposing your existing marketing materials or turning your collection of blogs into a book. You can create multiple streams of income when you promote yourself and brand yourself as an expert. Following your dreams and sharing your message with the world takes courage! Dream it. Write it. Brand it.







**AUTHOR SPEAKER** PUBLISHER **EDITOR BOOK COACH WORKSHOPS** PROMOTION

## DREAM IT. WRITE IT. BRAND IT.

# PROMOTION

## AMAZON BESTSELLER CAMPAIGNS

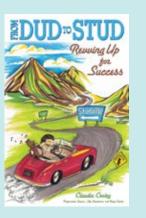




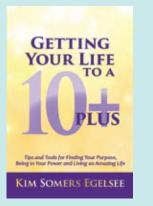


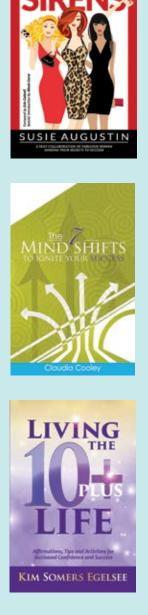


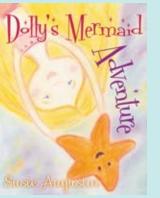








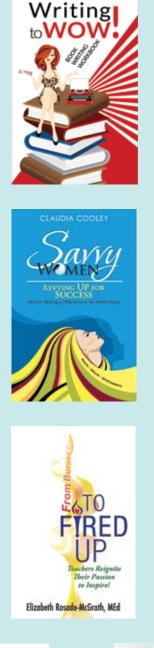






# **AMAZON BESTSELLERS**

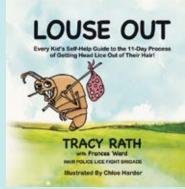
## **PUBLISHING • EDITING • PR**











Karla Keene, L.E.

# BRANDING

## **TRADESHOW BANNERS**

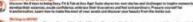




# **QUOTE BOOKS**

# **SPEAKER ONESHEETS**





SUSIE AUGUSTIN

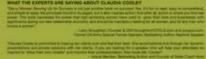
EN OF ALL AGES TO llow Their Passion, Embrace Their Natural Beauty











FEATURED IN

Daily Journal

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California



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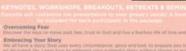


- OPS, BREAKOUTS, RETREATS & SEMIL



# LIVE A LIFE OF FAITH, PURPOSE & JOY!

Augustin is the author an Revival. She will insp



- Tamery I



OPS. BREAKOUTS, RETREATS & SI

- tting Your Life to A 30 Plan







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The Party is

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Being You

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to TEN-

KIM SOMERS EGELSEE

Bestselling Autho Confidence Expert

Kim Somers Egelsee has been a

speaker for over 25 years, has her

degree in speech from CSULB, is a multi

award winning Tedx Speaker, and has

spoken at over 350 events, meetings

and workshops. She has lead, hosted

and planned hundreds of events,

including the launch of Lessons From

Network. Kim is a #1 bestselling author

that has also co-authored 11 books, and

has shared the stage with greats like

Dennis Waitley, Niurka, Brian Tracy,

Darren Hardy, Vic Johnson and more.

She is a confidence consultant and leader of The Exude Confidence

Movement, Kim and Susie have their

own web series called Passion Power

Confidence. Kim is also a business and

life coach and leads mastermind groups.

With an acting and theatre background,

Kim has hosted, acted, and guest starred on various TV shows.

This Workshop, Mastermind and Group Coaching Series will enable you to enter 2017 ready to be a speaker and writer/author successfully for increased \$\$\$, credibility, fulfillment, success, and branding.

October 5.



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# WORKSHOP

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September 14, 5pm - 10pm 5pm - 10pm November 2, 5pm - 10pm December 14, 5pm - 10pm

WHERE: The Girl Cave - 16897 Beach Boulevard. Huntington Beach, CA 92647

\$997 includes: All 4 events 1 hour coaching with Kim and 1 hour coaching with Susie \*Appetizers and drinks at each event included

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Susie Augustin is an award-winning speaker and author of many #1 bestselling books. She is known for her Sexy, Fit and Fab™ books and brand, and her Writing to Wow! series. She is an editor and publisher, as well as an expert copywriter with over 20 years of experience in the beauty industry with top multi million dollar companies. Susie is a life and business coach, speaker and branding expert, and has trained hundreds of beauty experts. She is known for using art, creativity and imagination to accentuate her workshops, meetings, and projects. Susie has a web series with Kim called Passion Power Confidence. With an acting and theatre background, she has guest starred in the media often.



KIM AND SUSIE WILL SHARE THEIR YEARS OF EXPERTISE IN THESE FIELDS INCLUDING:

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