

## MASTERS Podcast Club, December 2019

Yvonne MacInnis & Lijha Stewart

Redefining the Makeup Industry Through Wellness, Mentorship & Manifestation



**Yvonne MacInnis** has a flair for using color and texture in unconventional ways. **Lijha Stewart** is known for her detailed eye, creative approach, and magnetic personality. Interviewed by **Winn Claybaugh**, these two makeup artists and educators are transforming the industry with a focus on wellness and mindfulness. Their combined credits include Marc Jacobs, Giorgio Armani, Haus of Gaga, Oscar De La Renta, Cher, Justin Bieber, Kanye West, Katy Perry, *Cosmopolitan*, *Harper's Bazaar*, and more. Their personalities shine as they share their passion for redefining the world of makeup and education.

Winn: Hi everybody, Winn Claybaugh here and welcome to this issue of MASTERS. I love days like today because the two amazing women that I'm going to interview, I just met them—20 minutes ago?

Yvonne: *[laughs]*

Lijha: *[laughs]*

Winn: Literally face to face 20 minutes and then—but of course I spent a while researching them, getting to know them, contacting people who already do know them and asking input and questions that I should be asking them. But the fact that you had no idea who I was and I just contacted you and I said, "I want this," you said yes. "Now I want this," you said yes.

Yvonne: *[laughs]*

Lijha: *[laughs]*

Winn: Is that just kind of a habit of yours; you just say yes to things?

Yvonne: No, no.

Lijha: We're yes people—

Yvonne: No.

Lijha: —but we also just loved your message. I think we fell in love with you and the message of Paul Mitchell and I think within the first 10 minutes of talking to you on the phone Yvonne and I looked at each other and we're like, we want to be a part of whatever you're doing.

Winn: Hm.

Yvonne: Yeah.

Lijha: Yeah.

Yvonne: It just felt really aligned.

Lijha: Yes.

Yvonne: So I'm definitely not a yes person. I'm actually—

Lijha: *[laughs]* I'm like a yes person, you're the—

Yvonne: I really enjoy saying no sometimes these days—

Winn: Mm-hm.

Lijha: Mm-hm.

Yvonne: But when yes is an obvious answer, like this—

Winn: Mm.

Yvonne: It was a yes.

Winn: Well, thank you.

Yvonne: It was a yes with excitement and anticipation and what else can we do and how else can we collaborate? So—

Lijha: Yeah.

Yvonne: Yes.

Winn: Well, I like that message because I always say that I'm not the smartest guy or the prettiest guy or the most talented guy so I need to surround myself with people who are smarter, prettier, and more talented—

Yvonne: *[laughs]*

Lijha: *[laughs]*

Winn: —than I am.

Yvonne: Same.

Winn: Exactly. So the fact that whatever I am doing or saying or whatever I have created gives people an opportunity where they want to say yes and get involved, I mean that makes me really happy so—

Yvonne: Yeah.

Lijha: Yeah.

Winn: —thank you for that.

Yvonne: Thank you.

Winn: Our listeners have no idea whom I'm even talking to right now.

Yvonne: I know. Who are these ladies?

Lijha: *[laughs]*

Winn: *[laughs]* I'm sitting here with Yvonne MacInnis and Lijha Stewart.

Lijha: Yes.

Winn: So welcome to MASTERS. These are two incredibly, very famous, talented makeup artists but I know that their message has much more to do than makeup. I could say I'm sitting here with two women who flip pizzas every day—

Yvonne: *[laughs]*

Lijha: *[laughs]*

Winn: —and that's their career, that's what they do, but they have a message and it would be the same thing because—

Yvonne: Mm-hm.

Winn: —what you're sharing, the work that you're doing transcends makeup. What I like to say is that maybe makeup is the vehicle that you're using. It's the excuse that you're using to really pull people in and make a difference.

Lijha: Absolutely. Yeah.

Winn: Good for you. Well, a little bit about who they are, and I'm going to read some of this. As a professional makeup artist and trained educator, Yvonne has worked as a valuable consultant for major cosmetic companies, providing knowledge and insight for everything from educational content, marketing, artist relations, and product development. She frequently works on-camera as

well, showcasing her fun, engaging personality, artistry, and education in tutorial style, how-to campaign and corporate videos. Man, that's a lot. Okay, so listen—

Yvonne: *[laughs]*

Winn: As a beauty expert in the cosmetics industry, publications and editors often seek out Yvonne's expertise. She has contributed published content for BuzzFeed, *Oprah* magazine, Refinery29, *Nylon*, SG—

Yvonne: *[laughs]*

Winn: —*imirage* magazine, *Fantastics* magazine, *Elle Girl*, *Teen Vogue*, *Elle France*. Oh my gosh! Huffington Post. It goes on and on. *Allure*, makeup magazines, incredible things. Yvonne continues to consult, blog, and educate in the digital landscape on behalf of brands worldwide, has contributed content in support for the creation and consulting in product development for many, including Make Up For Ever and Marc Jacobs Beauty. So that's a lot and there's about a thousand questions in all of that.

Yvonne: *[laughs]*

Winn: Lijha Stewart is a makeup artist and creative director with over a decade of industry expertise. She is known globally for her detailed eye and creative approach to makeup artistry as well as her on-camera presence and magnetic personality. Most recently, Lijha held a position as director of artistry and education at Make Up For Ever. In addition to creating, writing, and facilitating education programs for internal and external retail makeup artists, she worked as brand ambassador and media expert for on-camera education content. Lijha is now working as a freelance artist and brand consultant, both in L.A. and New York City, specializing in global education, digital content, branding through artistry, beauty, editorial, and artistic makeup with a focus on fashion and celebrity clientele. Lijha is the co-founder of the Creative Makeup Bootcamp, which I'm so excited to talk about—

Lijha: Us, too.

Winn: —an online and workshop-based makeup education program focused on the creative being, not being creative. And I'm going to ask you about that.

Lijha: Yeah.

Winn: They are a married couple. You know, what's that like to be married, to work together? You have a business together. You have separate careers.

Lijha: Mm-hm.

Winn: What is that like?

Lijha: It's awesome.

Yvonne: Yes.

Lijha: I mean, we think it's awesome.

Yvonne: We actually met at work—

Lijha: Yes.

Yvonne: About seven years ago; almost eight years ago—

Winn: Okay.

Yvonne: So we've only known working—

Lijha: Working together.

Yvonne: —with each other and also being madly in love with each other.

Lijha: Yes.

Yvonne: So—

Winn: Right.

Yvonne: —you know, that has transpired into our own freelance careers now. I think the hardest part is to separate and make sure that we're maintaining—

Lijha: Maintaining—

Yvonne: —our own separate—

Lijha: Yeah.

Yvonne: —jobs because a lot of what we are doing kind of just sort of leads into each other so that's why we set up the Creative Makeup Bootcamp. So that's our shared space where we can play and develop and work alongside each other and then we have our—

Lijha: Yeah.

Yvonne: —freelance makeup artistry careers and education careers outside of that as well. So—

Lijha: Yeah.

Yvonne: Yeah.

Winn: You know, you basically complete each other's sentences already, I'm noticing that.

Yvonne: *[laughs]*

Lijha: *[laughs]*

Yvonne: It's true.

Lijha: Yeah, I mean, I think working together—I mean, Yvonne's the most brilliant makeup artist that I know and educator that I know. And so I feel like it's the greatest honor to work by her side. And I definitely feel like the ideas that we have—we build on each other's ideas and inspirations and it's so fun to create together because it's like open possibilities, open potential, and we dream together and—

Yvonne: Yeah.

Lijha: It's so good for a partner—to be doing that with your partner in life and also your business partner in life. And I would say the biggest challenge of working together is actually making time for our relationship. Like not having that bleed in. Since we work all day together, then like when night comes to sit down at dinner and talk about something else, not work.

Winn: So obviously—

Lijha: And spend time together, you know.

Winn: You have guidelines, you have boundaries, like—

Lijha: Yes.

Winn: Okay. After eight years it's like, "Okay, the new rule—"

Lijha: *[laughs]*

Yvonne: Yeah *[laughs]*.

Winn: "—after seven years is—"

Lijha: Yeah.

Yvonne: *[laughs]*

Lijha: Yeah.

Winn: "—past six o'clock we don't talk work."

Lijha: Right.

Winn: Have you had to do that?

Yvonne: We—yeah.

Lijha: Yeah.

Yvonne: Like, we constantly try to find new ways to set boundaries because we love what we do so much. It's probably the most challenging thing. I think making time for fun is definitely really important to us and it's something that we've learned that we need. But we get to thrive and do what we love. She's definitely the yin to my yang, or whatever that—

Lijha: *[laughs]*

Yvonne: —saying is. You're the yin to my yang. Because she brings this—

Winn: At least she didn't say, "She completes me."

Lijha: *[laughs]*

Winn: *[laughs]*

Yvonne: *[laughs]* She does, though.

Winn: Okay.

Yvonne: I mean, Lijha is like the spiritual healer; like she has this whole other set of qualities and things that I like. Me and everybody who meets her is absolutely obsessed with and just loves being around and her energy is so bright and beautiful and magical. So for me it's not only work because I see that whole other side of her and I love celebrating that and platforming that, you know, in our life and in our work life as much as possible.

Winn: See, I think that that's great because a lot of couples who could be magically in love with each other but they come home, "How was your day?" "I don't want to talk about it."

Yvonne: Yeah.

Lijha: Mmm.

Winn: So—

Yvonne: That would suck.

Lijha: Yeah.

Winn: It would suck.

Lijha: That would be terrible.

Winn: You know or their work day is amazing—

Yvonne: Yeah.

Winn: —but they don't get to share that time and that—

Lijha: Yeah.

Yvonne: Yeah.

Winn: —space and that experience with their spouse.

Lijha: Yeah.

Yvonne: Mm-hm.

Winn: So it's like the best part of your day—and for some people the best part of their day is while they're at work.

Lijha: Yeah.

Winn: That's where they have full-on energy and—

Lijha: Mm-hm.

Winn: —and yet they don't get to share that with a spouse, with a partner—

Lijha: Yeah.

Winn: —and so I think when that opportunity does come up it's great—

Lijha: Yeah.

Winn: —but we could also do a whole podcast on—

Yvonne: *[laughs]*

Winn: —okay—

Lijha: *[laughs]*

Winn: —we're a married couple, what does it take to—

Yvonne: Oh my God.

Lijha: *[laughs]*

Winn: —create boundaries and keep this—

Lijha: Yeah.

Winn: —alive—

Lijha: Yeah.

Winn: —and healthy so—

Lijha: Yeah I'm sure that can be a full session.

Yvonne: I can go with tune into that podcast—

Lijha: *[laughs]*

Yvonne: —because it's an ever-evolving target I'm sure—

Lijha: Yeah.

Yvonne: —for everyone.

Lijha: Yeah.

Yvonne: I mean it's, you know, it's different for everybody but I think what's really cool is that we're just hyperaware of making movements and adjustments where we need to—

Lijha: Mm-hm.

Yvonne: —to make sure that we're living the most happy, fulfilled, blissful life possible, which is kind of the whole goal—

Lijha: Mm-hm.

Winn: Well, you—

Yvonne: —of all of us, right?

Winn: —you just said it, that you're open to making shifts and adjustments.

Yvonne: Mm-hm.

Winn: What do they say? The six words of a failing company are: *We've always done it that way.*

Lijha: Right.

Yvonne: Yeah, for sure.

Winn: Which I guess could apply to a marriage.

Lijha: Yeah.

Yvonne: Yeah.

Winn: The six words of a failing marriage are—

Lijha: Handling anything.

Winn: *We've always done it that way.*

Lijha: Yeah.

Winn: So to always be open to changing—

Lijha: For sure.

Winn: —and new boundaries. What used to take 10 steps for a successful couple now is 20 steps.

Lijha: Mm-hm. *[laughs]*

Yvonne: *[laughs]*

Winn: That's great. So our very good friend, who I want to thank, Debra Dietrich—

Lijha: Oh.

Yvonne: Yes. We sent her a little love note this morning.

Lijha: *[laughs]*

Winn: Oh gosh, yes. She is the one who hooked us up and introduced us and, again, I just want to thank you so much for saying yes, especially now that you just told me that you don't often say yes or you—

Yvonne: *[laughs]*

Winn: —don't like to say yes. So the fact that you did and so Debra provided lots of questions and I really appreciate the feedback and the input that you guys gave me to help navigate through this.

Lijha: Mm.

Winn: So let's just talk about, first of all, about the world of makeup.

Yvonne: Mm-hm.

Winn: And then we are going to get into what you guys call transformation through mentorship, mindfulness, and meditation—

Yvonne: Mm-hm.

Winn: —and how you are relating that to makeup—

Lijha: Mm-hm.

Winn: —to the world of education and makeup—

Lijha: Yeah.

Winn: —is transformational.

Lijha: Yeah. I mean I think that's why we started the Creative Makeup Bootcamp in the beginning. It was really like—we've both been educators for 10 years and you'd see people come into the classroom with, you know, saying—the same creative classrooms all the time saying like, "I wish I was creative, I want to be creative, I'm not creative." And what we noticed is there were so many limiting beliefs around people's creativity. And I wanted to find what creativity means because I think sometimes when people think about creativity they think of crazy color or, you know, wild design. But that's actually not it. It's literally—it can just be color theory. It can just be, you know, composition of a dress, a hair, and what are you going to do on the face or what are you going to do with a color, right? And so just really honoring that we are all creative beings and that that's our right and our space that we drive in, is where the Creative Makeup Bootcamp kind of was born.

Yvonne: Yeah.

Lijha: And—

Yvonne: You don't even have to be a makeup artist. I mean I think that this part transcends any industry. It's really like, you know, we like to ask the question, "When did someone tell you that you weren't creative?" Because we're all born innately creative beings.

Winn: And what answers do you get?

Lijha: You know, a lot of it is in childhood. It's either like, you know, in an art class where they're sitting next to someone and someone's like a fantastic artist; they're drawing like a 3D face, and they are only doing shapes and lines or stick figures. And then right there they say, "Well, God, I'm good at math. I'm glad that I'm good at math. I'm not creative." You know, or sometimes it's a teacher, sometimes it's a parent. You know, sometimes it's just the belief system at home around, you know, creativity is for children—

Yvonne: Mm-hm.

Lijha: —it's not for adults. And as we get older you're not allowed to be creative anymore.

Winn: We squelch curiosity.

Lijha: Exactly, exactly.

Yvonne: And playfulness.

Winn: Right.

Lijha: Yeah.

Yvonne: Yeah.

Lijha: So we really try to bring that back to an artist's mindset. You know, that you are creative and that you do have the power to be creative and so we provide a few different tools for doing that. One tool that we do that with is breathwork. So breathwork is an active meditation. It's a three-part meditation and it's really amazing for moving energy in the body. So as human beings, we have a lot of stuck trauma in the body. And trauma can be anything from, you know, a very traumatic experience to something mean that someone told you at some time. And we internalize these thoughts and they actually live in our physical space. And so by breathing, what we do is you kind of like dig up that old energy, push it out of your body, and you bring in new prana, a new life force. And so we love to do this as a physical exercise in the class: get people breathing, get people questioning those belief systems that they've kind of subscribed to—

Yvonne: Mm-hm

Lijha: —and allow them to release them in that space. Speak them out loud, you know, in front of their peers, in front of us, and validate people as creative beings and humans who are so expansive but they've somehow limited themselves in their expansiveness in aging.

Winn: This breathwork that you're doing, do you do this like in the beginning of a class?

Lijha: Yes.

Yvonne: Mm-hm.

Lijha: It's the first thing we do.

Winn: Now, are people sitting there thinking, *Wait a minute. This is not what I signed up for.*

Lijha: *[laughs]*

Winn: *Show me the pallet of makeup and this technique. Why are these girls wasting my time with breathwork?*

Lijha: You know—

Winn: And can I just say—do you know who Dr. Amen is; Daniel Amen?

Lijha: Yes.

Yvonne: Yeah.

Winn: Okay, this guy is Amen’s Clinics. He’s this brilliant, brilliant, brilliant man.

Lijha: Yeah.

Winn: And I’ve heard him say many times, because I’ve been following him and stalking him for—

Lijha: Yes.

Winn: For years. You know, of course he’s a clinical psychologist and so people are asking questions and everything and you think that his answer’s going to be something rooted deep into—

Yvonne: Yeah.

Lijha: Neuroscience *[laughs]*

Winn: Exactly, neuroscience. And he’s like, “Let’s talk about breathwork.”

Lijha: Yeah.

Yvonne: Yeah.

Winn: He’s like—to shift people out of those limiting belief systems—

Yvonne: Yeah.

Winn: “Here, we’re going to walk through an exercise right now,” and the audience is—they’re ready to write something down, something brilliant—

Lijha: Yeah, yeah.

Yvonne: Yeah.

Winn: And he’s like, “Let me walk you through this.”

Yvonne: It's really fun. It's really fun to watch that process and particularly, I think—we have groups of people—I feel like the right people show up to the classes when we teach them, you know. But we have online versions of this so people could be at any point in their lives when they're listening to this. What does happen every time is that there is a movement of energy. And whether the person who is receiving the breathwork is going really, really deep into it or maybe it's their first time and it's kind of freaking them out, there's always some sort of transmission that happens because it's not like traditional meditation. You don't sit there in quiet and try to still your mind. It forces you to get into this active state of meditation—

Winn: Right.

Yvonne: —where you push things out. And then immediately, in our class, we feel fill it up with the good stuff. So we start talking about infinite possibilities and the power of positive thought and taking a look at your last five years: how did you get into this part of the industry and where do you want to go? And so we play around with this idea of time and space and, okay, what's really real? I could be really anything we want. And then we get into the creative stuff.

Winn: Mmm.

Yvonne: So, it's an interesting process. I think it is a little jarring sometimes in the morning but we've only had amazing—

Lijha: The best feedback.

Yvonne: —you know, feedback—

Lijha: And I think—

Yvonne: —from people.

Lijha: I think so many times when you take a creative class, I think what ends up happening is it's led with ego. It's like, "Look at me and my amazing skills. I'm an amazing artist and now I'm going to do amazing things for you for the next two hours and then you're going to try and do them." And that's literally the traditional classroom, you know, master class setting, right?

Yvonne: Yeah.

Winn: Oh, ego just shuts the doors of learning.

Lijha: Totally.

Yvonne: Yeah.

Lijha: So then the whole time, for two hours someone's sitting in the seat—

Winn: Meaning that the training was about the trainer or the educator or—

Lijha: Totally.

Winn: And has—

Yvonne: Exactly.

Winn: —nothing to do with—

Lijha: Exactly.

Winn: —the learner. Right.

Yvonne: You know what, Winn? You hit the nail on the head. This is why what we believe is so different and so aligned with what you are doing. We've taken it out of context of what we are doing. On our Creative Makeup Bootcamp we don't even have our bios or anything. It's not even about us, it's about the learner. It's about, "What did I need 10, 15 years ago when I was starting out in this industry? What would have helped me fill my cup? What did I need on my darkest days and when I didn't feel creative and when I was uninspired—"

Lijha: Mmm.

Yvonne: "—and I had to do a job because I needed to make rent? And that was the—"

Winn: Mmm.

Yvonne: "—path that I chose?"

Lijha: And we're in an industry that's—

Yvonne: And so—

Lijha: —so secretive sometimes. I feel the beauty industry can sometimes be—you know, these are my secrets, these are my techniques. And we really want to dismantle that whole idea.

Yvonne: Yeah. And so we say, "It's not about being creative; it's about the creative being."

Winn: Goosebumps—

Yvonne: Yeah.

Winn: Goosebumps as you say that.

Lijha: *[laughs]*

Yvonne: See, she's magic.

Winn: Oh my gosh.

Yvonne: I told you.

Winn: Look at me!

Yvonne: *[laughs]*

Lijha: *[laughs]*

Yvonne: You know, they say your hair grows every time you get goosebumps, right?

Lijha: *[laughs]*

Yvonne: You're going to have a full mane—

Winn: Right. God. Yeah, well.

Lijha: *[laughs]*

Yvonne: —of hair by the end of this. *[laughs]* But yeah, we really do focus in on the creative being. And Lijha teaches, along with breathwork, a few other ways to set up ritual for yourself so you can be empowered when you're walking into your day instead of this, you know, drill sergeant mindset that we talk about; that we do as creatives often.

Lijha: I like to talk about the fact that, you know, before a big job or before an interview or, you know, before a meeting with a client maybe you're nervous to work with, we do this weird thing as creatives where we're like, "Tomorrow I need to be amazing. Tomorrow I need to show up 110%," and you maybe, you know, pack your kit and you get your stuff ready, but I call it the drill sergeant mentality where we—you know, we're these like soft, creative people and then we go and do this hard, you know, matter-of-fact person and then the next day we're waking up in a state of fear, of like, "I need to be amazing today," but with no real tools, no real anything to give back to ourselves. And so—

Winn: Mm-hm.

Lijha: We play with the idea of ritual. What are the rituals that we're doing on a daily basis, or even before a creative setting or before working with a client, that put us in a space to really exchange energy with someone else, to exchange creativity with someone else?

Winn: How often do you walk into a situation where it would be easy for you to feel *[laughs]* intimidated?

Lijha: Oh my gosh.

Winn: Because there's an A-list celebrity or more.

Lijha: Mm-hm.

Yvonne: Mm-hm.

Winn: There's a producer or a director.

Lijha: Yeah.

Winn: There's a whole team of people—

Lijha: Mm-hm.

Winn: —and you're just one person.

Yvonne: Mm-hm.

Lijha: Yeah.

Winn: You're the one person, obviously with a very important job. How—

Yvonne: Mm-hm.

Winn: —easy is it for you to walk in and immediately start to feel intimidated?

Lijha: I think that that's usually what people do and I think what ends up happening is they go ego hard. That's where our world can be so egocentric.

Winn: I'm going to overcompensate—

Yvonne: Mm-hm.

Lijha: I'm going to overcompensate.

Winn: —in the wrong way.

Lijha: It's because I see your bio and I see the stuff you've done and so now I'm going to come in with my big ego and my big bio and show you everything. And I think the best thing that we can do to counteract that is come from a place of our heart; come from a place of communicating from heart and communicating from head. And if you get into that space and you feel, *Oh my gosh, I need to now pull out my bio and start name dropping*, just take a deep second, take a breath—

Yvonne: Mm-hm.

Lijha: —and, you know, align with your body, get grounded. Don't play that game.

Yvonne: The other empowerment tool—I love that you brought that up because I literally watch myself walking on set when you said that. You see all the players.

Lijha: Yeah.

Yvonne: They're all there. They're ready; they're ready to potentially tear you down. The other part is that you need to communicate with these people. So the other half of what we're doing is the empowerment piece of literally giving you tools and fundamentals that can make you feel so strong in those situations.

Lijha: I love that, yeah.

Yvonne: Being able to speak to—you know, we infuse fine-art theory into our makeup artist classes so we can talk about color theory, texture design, elements of design. So now I can talk to the designer and the creative director in a new way that makes me feel empowered and strong and able to share and articulate the things that I really need to get across to get my job done to the best of my possible ability.

Winn: Well, when you're working on set, you're not working in a bubble.

Yvonne: Yeah.

Lijha: No, you're—

Winn: How many people—

Yvonne: It's collaborative.

Winn: How many people have an input and an opinion on—

Yvonne: Yeah.

Winn: —the work that—

Lijha: Oh yeah.

Winn: —you're doing?

Yvonne: Everyone. Everyone.

Lijha: Yeah, I mean, I mean—

Winn: *[laughs]*

Yvonne: And often times people who aren't even creatives or artists, so to be able to communicate at that higher level is so essential to be able to articulate and feel like, *Okay you know what? I did the best I could in getting, you know, what I need to do here done; I got hired for a job.* But if you can only speak makeup or you can only speak, you know—

Winn: Wow.

Yvonne: —one little—

Lijha: Mm-hm.

Yvonne: You know, you're not going to be able to communicate to that—

Lijha: Mm-hm.

Yvonne: —creative director.

Winn: Okay, I'm going to break that down.

Yvonne: Yeah.

Lijha: *[laughs]*

Winn: So—and I have a feeling that you have some A-list celebrities or any clientele that—that's a lot of pressure on them, too—

Lijha: Mm-hm.

Yvonne: Mm-hm.

Winn: And I have a feeling that they are hiring you not just because of your résumé and your Instagram followship—

Lijha: Mm-hm.

Yvonne: Mm-hm.

Winn: —and the brilliant work that you do but they're like, "Gosh, I really need Lijha in my space right now."

Yvonne: Mm-hm.

Lijha: Yeah.

Winn: "I feel so pressured right now. Lijha, do my makeup and I know you're going to be good at it but thank God you're in my—"

Lijha: Yeah.

Yvonne: Yeah.

Winn: “—space right now because of what you bring.”

Lijha: We love to talk about the idea of—so I think so many times people are like, “What’s your signature style?” Especially with Instagram and the world of digital, where now people have such a visible profile of the kind of work they do.

Yvonne: Mm-hm.

Lijha: I think there’s this idea—I meet these artists, they’re like, “I love your signature style, I love your signature style.” Really, that’s amazing that people maybe hire you for a specific type of work and if you can get to that level, awesome. But I think even more than being a brilliant makeup artist or hairstylist, it’s about the signature energy style that you bring. People want to know that you’re going to show up on set on time, in a good mood; that you’re going to be calm, cool, and collected.

Yvonne: Mm-hm.

Lijha: You’re going to be grounded. You’re not going to be all over the place. As beauty technicians, we’re in crown chakras, we’re in throat chakras, we’re in heart chakras. We’re in all of the upper levels of connection. And that’s why—all my hairstylist friends out there will know—that’s why people will tell you the most personal stuff while you’re doing their hair. It’s because you’re literally in their aura, in their most personal zones. And—

Yvonne: Mm-hm.

Lijha: —so the idea of being a makeup artist and being a hairstylist and being in those spaces, it’s a sacred space and so we have to come grounded with a signature style. Not only signature makeup style but a signature energy style.

Yvonne: Mm-hm.

Winn: Mmm.

Lijha: And we talk a lot about that. And I think we can use that at every level, not just with clients but with our colleagues. You know, the best people to work with are people that you know are going to show up and bring a great energy to set or to work.

Yvonne: Mm-hm.

Winn: You called it a sacred space.

Lijha: Yes.

Winn: You create that sacred space—

Lijha: Absolutely.

Winn: —and you take that sacred space—

Yvonne: Mm-hm.

Winn: —with you.

Yvonne: Mm-hm.

Winn: I don't know if you saw it, the poster over at my school, it says something along the lines of: *Be responsible for the energy that you're bringing into this space right now.* And some people walk in and you're like, "Whoa, whoa, whoa, whoa!"

Yvonne: Yeah, yeah, yeah.

Lijha: Yeah.

Winn: "What did you just bring into my office right now?"

Lijha: *[laughs]* Yeah.

Yvonne: Totally.

Winn: "You haven't even opened up your mouth—"

Lijha: *[laughs]*

Winn: It's like, you know, "Do you want to leave and come back in a little bit and just own that? Take responsibility for that?"

Lijha: Yeah.

Yvonne: Yeah it's real, it's tangible. You can feel energy.

Lijha: Yeah.

Yvonne: Good vibes, bad vibes.

Lijha: Mm-hm.

Yvonne: We talk about it all the time but we really bring in awareness to how can we shift the energy that we're bringing to any situation.

Lijha: Mm-hm.

Yvonne: And it's really—it goes back to that ritual and taking time to just kind of get yourself aligned.

Lijha: Mm-hm.

Winn: I'm going to ask about that daily ritual that you both do. I mean, you teach it but then you also have to practice it.

Yvonne: Mm-hm.

Lijha: Mm-hm.

Winn: Which I love to talk about because, yeah, at the end of the day you have credibility. I've heard motivational speakers who speak on leadership and they don't have one employee.

Lijha: *[laughs]*

Yvonne: *[laughs]*

Winn: So they go, "Well, this all sounds great in theory but how is this working out for you in real life?" You know, so.

Yvonne: Mm-hm.

Winn: Meaning again, if your marriage was falling apart—

Yvonne: Mm-hm.

Winn: —and yet we're talking about this stuff, you lose credibility.

Yvonne: Yeah.

Winn: So—

Lijha: Right.

Winn: And I know I'm such a—I'm going against what you guys believe right now. You say, "Oh, we don't show up with our bio," and yet I'm going to ask you—

Lijha: *[laughs]*

Winn: —about your bio. And the reason why is because some of the people that are listening to this might be new to this world—

Lijha: Mm-hm.

Winn: —so they are aspiring to be a successful—

Lijha: Mm-hm.

Winn: —whatever; hairdresser—

Lijha: Yeah.

Winn: —makeup artist. Or a lot of our listeners to this podcast right now have nothing to do with the beauty industry—

Lijha: Mm-hm.

Winn: —but people are aspiring to something.

Yvonne: Of course, yeah.

Winn: So they need to know what's available for them.

Lijha: Mm-hm, yeah.

Winn: Okay, so I'm just sorry, just get it out of your system.

Lijha: *[laughs]*

Winn: Just name—

Yvonne: *[laughs]*

Winn: Just name—

Lijha: Inflate the ego—

Winn: Yeah, just—

Lijha: —and then drop it.

Winn: —name some of the, I mean name some of the celebrities that you work with and some of the shows or movies or whatever. I named some of them—

Yvonne: Mm-hm.

Winn: —and some of the magazines that, Yvonne, you've been featured in and so.

Yvonne: I know Lijha loves—

Winn: Just rattle off the list and get it out of your system.

Yvonne: Lijha hates talking about ourselves so I'm going to let her go first.

Lijha: Oh, great.

Yvonne: *[laughs]*

Lijha: I was hoping you'd go first. So I would say what I'm mostly known for working in is the world of editorial and also beauty campaigns. So I do a lot with beauty brands. I work for brands MAKE UP FOR EVER, MAC, Cirque du Soleil, BECCA Cosmetics. And really my focus there, I think what they hire me for, is a combination of understanding what it is to work on the brand side, coming from a creative director at a makeup brand, and also being a great makeup artist and knowing how to deliver results in a fast environment.

Yvonne: And also she has worked on Madonna's music video—

Lijha: *[laughs]*

Yvonne: —and Cher.

Lijha: *[laughs]*

Yvonne: Okay *[laughs]*.

Lijha: I've worked with Steven Tyler, Madonna, Cher.

Winn: You know, Madonna canceled on me last night.

Lijha: I—Madonna—?

Yvonne: She canceled on us—

Lijha: —canceled on us, too.

Yvonne: On her birthday. In New York.

Winn: When's your birthday?

Lijha: September 14<sup>th</sup>.

Yvonne: She postponed it.

Lijha: We were supposed to see her in Brooklyn.

Yvonne: And we couldn't go. I lost the tickets.

Winn: She can—I—we had tickets in November, I think November the 12<sup>th</sup>, and for some reason she canceled, but apparently she's on the next night so we've got the next night.

Yvonne: We didn't get to go.

Winn: I just found out last night.

Yvonne: I lost—

Winn: Okay.

Yvonne I lost those tickets.

Winn: Okay, I'll tell her you said hi.

Lijha: *[laughs]*

Yvonne: It's actually a little too soon. I'm still—

Winn: Oh, you're still mad. I'll tell Madonna you're a little pissed off. Okay, so you did Madonna's music videos.

Lijha: Yeah, so I worked with Madonna—

Winn: So you were her makeup artist for that.

Lijha: Florence and the Machine. I was actually—I did all of her dancers; the Kazaky boys—

Winn: Oh sweet.

Lijha: —for that video.

Winn: I'll tell them hi, too.

Lijha: It's the Girl Gone Wild video, which is a great video if you haven't seen it.

Yvonne: Yeah.

Lijha: I worked with Florence from Florence and the Machine. I've worked with Steven Tyler, Cher, as Yvonne had mentioned.

Yvonne: Steven Meisel.

Lijha: Steven Meisel is a photographer—

Winn: Oh wow.

Lijha: Mike Ruiz, I work with all the time. A photographer that I work with a lot in New York, her name is Lindsay Adler. She's fantastic. She's a creative photographer that does lot with photography education and inspiring new photographers. So if you're a makeup or hair artist interested in photography you should definitely look her up, too. But the stuff that I feel like my career has really focused on is not just celebrity but really the underside of makeup, which is selling makeup and working in a corporate environment. And I do like to tell artists this because I think that the world that we are in is vast and you

don't just have to be—just being a makeup or hair artist doesn't mean that I'm just doing celebrity or that I'm just doing advertising or commercial work. I mean, there's work in so many types of industries and so I tell a lot of people when they're starting out, if they don't know where to go, start at a corporation. Start at a Paul Mitchell or a MAKE UP FOR EVER or a MAC, or somewhere that has structure and enable to move you up, where you're learning and getting paid at the same time.

Winn: Mmm.

Yvonne: Mm-hm.

Lijha: Because there's so many different ways to enter into this industry and I think that our stories are one story but there's multiple ways to be in this industry. And I definitely feel like I'm growing in this industry because I started on the brand side. I was at MAC as a trainer for many years. I went to MAKE UP FOR EVER, as you mentioned. I was director of artistry and education. I did some creative direction, product development with them. And then I went into—I freelanced. I decided to go freelance, kind of what I would say cold turkey.

Yvonne: Mm-hm.

Lijha: And I really entered into a whole new world. Of course, a world that I had been exposed to because I had dipped my toes in it while being on the corporate side, but I've learned so much in the last two years and I love sharing what I've learned in the last two years. Because there's been times working in fashion, for example, that I was like, *Oh my gosh, I need a set bag? What's a lineup? Okay, now Pat McGrath wants to—okay. Oh my God, what do I need? What am I doing?* You know? And I think being in these environments where we're learning and growing all the time, there's no destination. It reminds me of that. There's no real destination. We're always evolving. We're always changing. And where we thought we were going to be five years ago I think can be different at any given time in our lives.

Winn: I like what you were talking about the—to become a part of an organization, a corporation like MAC, or selling makeup or skin care at Saks Fifth Avenue—

Lijha: Mm-hmm. Yeah.

Winn: —is great because it gives you that structure—

Lijha: Yeah.

Yvonne: Mm-hm.

Winn: —which is important because a lot of people think, well, that's not my dream and so I'm not going to go there.

Lijha: Right.

Yvonne: Mm-hm.

Winn: Like I have people that tell me, “Well, I’m going to school and then I work at *[whispers]* Starbucks.” I’m like, “Why’d you just whisper that?”

Lijha: *[laughs]* Yeah.

Yvonne: Yeah.

Winn: “Well, that’s not my dream.”

Yvonne: Yeah.

Winn: Yeah but it’s a stepping stone to get you there, so embrace that and—

Lijha: Yeah and Starbucks is known for customer service.

Winn: There you go. Exactly.

Lijha: Right. So I think that’s what—

Winn: Great advice.

Lijha: I think so many times when we are young and we are—we have a goal in mind. We’re like, “This isn’t part of the path, that’s part of the path,” and we constantly—

Yvonne: Yeah.

Lijha: —we’re turning the wheel. It’s like you’re in the—one of those cars where the wheel—you can’t turn the wheel and you’re trying to stay on one path but really the path can go this way and it can curve around and—

Yvonne: Yeah.

Lijha: —it can wind, it can spin back under and I think the important thing to remember is everything that we learn along the way only helps us—

Winn: Mm.

Lijha: —as where we are now. I have a marketing degree; super random. My parents made me go to college and get a marketing degree. They wouldn’t pay for makeup school. So I’m completely self-taught in makeup and I have a degree in marketing communications.

Winn: Mmm.

Lijha: When I was in college, I never in a million years would have thought that would have ever been to any use of me. And fast forward to 10 years later, I'm a director at a cosmetics company, speaking with only marketers and—

Winn: Oh my God.

Yvonne: Mm.

Lijha: —VPs and, you know, and global—people that are in these global positions that really could have looked at me and been like, “Well, you're an artist. What do you have to say?”

Winn: Right.

Yvonne: Mm-hm.

Lijha: But because you can speak their language then all of a sudden you're a valuable player on the team.

Winn: Well, you talked about empowerment tools where you have a language that's in addition to—

Lijha: Mm-hm.

Winn: —the artistry that—

Lijha: Mm-hm.

Yvonne: Mm-hm.

Winn: —you do, so that you can speak to all types.

Yvonne: Yeah. I think, too, it's like connecting the dots backwards. You never know what along your path—

Lijha: Mm-hm.

Yvonne: —is going to end up being the thing that supports you in what you're going to do next.

Winn: Mm.

Yvonne: So there's no wrong path, especially right now. There's like—like Lijha was saying, there's a million different ways you can go about doing things. And I think—I went a little bit different. I didn't—I went to makeup school.

Winn: Where did you go?

Yvonne: I went to—it was—they changed the name of it but it's the School of Makeup Art now, in Toronto. But I did everything. I did—I was going to be a special effects makeup artist, in my mind. And actually, before that, I didn't even know what I was going to do because—

Winn: Special effects for like, Halloween movies?

Yvonne: Yeah. Like horror, horror films.

Winn: Didn't you just tell me—

Lijha: Yes.

Winn: —that you liked—

Lijha: Yes, she loves it.

Yvonne: I love—

Winn: —that you loved Halloween—

Yvonne: —Halloween.

Lijha: *[laughs]*

Winn: —and you were—okay.

Yvonne: So I grew up in a really small town where the makeup artistry was not a thing and I left really young. I was gone at 18. I was on my own. I lived—I moved to Toronto. I'm from Canada originally.

Winn: Okay.

Yvonne: And I was in the theater as an actor and I thought that's what I was going to do. I was like a theater nerd and then I was doing all the makeup for fun and I had always done makeup for fun and then I was like, "Wait, this is a real job?"

Winn: Mm.

Yvonne: So I'm back to school thinking, *Okay, I love horror movie makeup*. I've always, since I was way too young, I've watched horror movies and been like, *How did they do that?* And then—

Winn: Thank God for therapy later, right?

Yvonne: Right. Well, you know *[laughs]*

Lijha: *[laughs]*

Yvonne: I'm probably still causing Lijha extra, extra therapy.

Lijha: *[laughs]*

Yvonne: Because I still love horror movies.

Lijha: *[laughs]*

Yvonne: But I work in fashion primarily now. So how do you connect those dots? Well, what happened was that I kind of was like, *Okay, well, I like that but that's going to be my thing for Halloween, maybe. I'll get into, you know—and I started at MAC and I didn't have—my family didn't have money, I didn't have money to go to school. I did my makeup school, but that was it. So I went to MAC and I actually learned everything I could. Estee Lauder started this program where they would train their managers and I ended up moving up to a manager level pretty quickly because I'm just a leader and I knew artistry. So I would lead my artists just by inspiring them.*

Winn: Mm.

Yvonne: It was really easy for me. And none of the other managers could kind of figure it out but we were doing really great so I moved up pretty quick and I had part of these—all of these pilot programs. So I just got in the way of every bit of education that I could possibly get along the way. And every course—you were supposed to do one a year, I think, as a manger. I did all of them. So I was on the portal learning everything I could about marketing, about time management, about everything I could learn.

Winn: Wow.

Yvonne: And then I moved from that job into a trainer position, just because I loved the education piece. And then also, around the same time, started getting into fashion because MAC was working at lot of the fashion shows. And so, you know, years later I ended up in brands as a global artist. Still doing a lot of freelance on the side always throughout. Ended up working with brands. I got to do the Super Bowl with Lady Gaga because I was working with a brand. You know, I worked backstage at Marc Jacobs shows and then ended up getting on a major keys team and now we work, you know, globally as artists on these teams. But I wouldn't have been able to do that if I didn't get into the brand side, if I—

Winn: Mm.

Yvonne: —didn't learn the things—

Lijha: Mm-hm.

Yvonne: —back then. So it's always like you never know—

Lijha: Totally.

Yvonne: —what’s going to take you to the next place but it’s really fun to share that now with younger artists, who—

Lijha: Yeah.

Yvonne: —are like, “What do I do? What’s the path?” And I think we are kind of in this mindset of checking off boxes but what you were saying about having the fundamentals, it’s really about maintaining that. It’s really about, *Okay, where’s the longevity in my career? I know that I love this. This is my passion.* I’m really lucky to know what my passion is. Some people don’t even know that.

Winn: Mm.

Yvonne: *But what’s my purpose now?* And so—

Winn: Mm.

Yvonne: —that’s where you start to connect all those other pieces. And so I think sharing what I’ve been able to learn—

Lijha: Mm-hm.

Yvonne: —is a part of my purpose now. And sharing—

Lijha: Yeah.

Yvonne: —that with younger artists and getting them to a place where they don’t feel overwhelmed and they can take artistry and look at it in a different way.

Lijha: We talk so much about passion and purpose and I will say that 10 years ago my passion was always makeup but my purpose was totally different than where it is now.

Winn: How so?

Lijha: I would definitely say when I was a younger artist it was about, you know, making money, moving up, getting the jobs that I knew that I needed. It was much more, I guess, of being aggressive towards my goals. Now my purpose has shifted to be about sharing, about meditation, about the power of positive thought, about really focusing on the internal more than the external.

Winn: What flipped that switch for you? What made that hard turn to say, “I need to be more internal with this”?

Lijha: Yeah. I think it was a little bit of a—I would definitely say—some people would call it a mental breakdown, someone else might have called it a spiritual awakening.

Winn: There you go.

Yvonne: *[laughs]*

Winn: Okay, there you go.

Lijha: *[laughs]*

Winn: You now, it's either what we learn through inspiration or desperation.

Lijha: I love it, yeah.

Winn: So sometimes it's a—

Yvonne: *[laughs]*

Lijha: It's a fine line, right?

Winn: It's a desperate thing. Yeah.

Lijha: Yeah, I think my energy healing teacher would have called it a spiritual awakening and a therapist may have called it a mental breakdown.

Winn: Okay.

Lijha: But it was definitely just pushing myself so hard all the time; pushing, pushing, pushing to the next level and being really hard on myself. You know, at the age of 30 I was a director at a major makeup brand and so it was a lot of being on and not a lot of giving back to myself. And so I think there was a crack that was like, *You're either going to keep going down this path and kill yourself or you're going to find something new.*

Winn: Am I allowed to ask: what was that crack for you, that spiritual awakening, mental breakdown look like for you?

Lijha: Yeah.

Yvonne: *[laughs]*

Lijha: It was definitely not going in the same direction I was going because it was going to equal sickness, it was going to equal death, it was going to equal maybe quitting my job and re-looking at my entire life.

Winn: Okay.

Lijha: So what ended up happening was that physically I was on edge. I couldn't concentrate. I had no focus at all and I felt like I was trying to achieve a million things and getting nothing done. And ironically around the same time my mom and I were supposed to go on vacation together and she—we had this week planned where we were just going to go lay on a beach and do absolutely nothing, other than drink, you know, piña coladas on a beach. Ironically enough, during the same time, there was an energy healing class that was taking place in Montana. And she sent me a link and said, "I know this is crazy, we're supposed to go to Mexico, but would you want to come to this? There is a little questionnaire. Read it, fill it out, see what you think." I read it and immediately I was like, "This is what I need; I've lost connection to spirit." And when I say *spirit*, I don't mean religion and I don't mean any version of a God that we know as human beings on this earth. But I mean literally me as a being on this planet; my own potential. I've lost connection with that, because I've become this person who's trying to do all the time and not—

Yvonne: Achieve.

Lijha: —be. Do and achieve all the time but not actually spending time with myself. I don't even know myself. Who am I? And so then it looked very funny. My awakening from them—I ended up going to school in Montana. It was a program that was four weeks but it was over an entire year and we would go for a week at a time and we had homework in between and follow-ups in between. During this time I stopped wearing makeup completely. And if you guys could see me now, I look like a drag queen. I love makeup. So—

Yvonne: *[laughs]*

Lijha: —anyone who knew me was like, "What the freak is happening to you? You're—you look crazy!" Right? I stopped wearing makeup completely. I—  
*[laughs]*

Yvonne: I got to witness this entire process, by the way.

Winn: Wow.

Lijha: I— *[laughs]*

Yvonne: I was like, "Alright, Lijha's losing her mind. It's cool. Alright, this is a new version. Alright." *[laughs]*

Lijha: I've always colored my hair. I basically wanted—and I've always changed the way I look. Ever since I was probably 12 years old, And I've been obsessed with just changing my physical appearance. I decided to break all that down and go back to just who I am on the outside. Instead of getting ready in the morning, I would meditate, I would make myself breakfast, I would have—I started incorporating all these new rituals into my life. And I started from

scratch. It was like I cleaned the eraser board. I started from scratch and I just have kind of built back up on it.

Winn: Wow.

Lijha: And then, you know, energy healing work, like hands-on healing took me to breathwork. It also took me back to the fact that I love to play with my physical appearance and that's okay, too.

Winn: Mm.

Lijha: I can be spiritual and I can also look funky and fun and love to express the way I look on the outside.

Winn: Mm.

Lijha: And that's all okay. There's no mold of who we have to be. It's however we're most comfortable.

Winn: I wonder how many people in the world that we live in, who do love to change their appearances and maybe to the outside world seems really extreme and hard-core, whatever, start to believe that and so they start getting a little hardened on the inside—

Lijha: Yeah.

Yvonne: Mm-hm.

Winn: —because of the reaction and the judgement that they're getting from, "Well, you don't fit in here."

Lijha: Yeah, for sure.

Yvonne: Mm-hm.

Winn: "You look very, very different than the rest of us."

Lijha: Yeah.

Yvonne: Mmm.

Winn: "And what's wrong with you?"

Lijha: Yeah, and it's easy to play into that and take that on. It's also a shield, if we're being completely honest.

Yvonne: Mm-hm.

Lijha: If I look like someone that you don't want to talk to, then I don't have to ever, you know, be uncomfortable in a social situation.

Winn: Right, wow.

Lijha: Because I'm harder than that. But that's not true. We're all human beings, so—

Yvonne: Mm-hm.

Lijha: —our innate design is to connect with other people.

Winn: How often do you tell your—that story? The story of the—

Lijha: I tell a shorter version—

Winn: —breakdown.

Lijha: —in the class.

Yvonne: Mm-hm.

Lijha: I tell kind of like a compacted version in our class.

Yvonne: Because—

Winn: I have a—

Yvonne: —that's what brought you to breathwork.

Lijha: Yeah, that's what brought me to breathwork, ultimately.

Yvonne: Mm-hm.

Winn: —but I have a feeling, though, that when you do share that story, on the next break, people are coming up to you and saying, "Hey, Lijha," and they are telling you stuff—

Lijha: Mm-hm.

Winn: —that maybe before they didn't feel that they had the permission to tell you.

Lijha: Yeah, for sure.

Winn: Because everybody has that story.

Lijha: Yeah.

Winn: Or a story.

Lijha: Yeah.

Winn: Good for you.

Lijha: Thank you.

Winn: Because it takes a lot of courage to be able to share those kinds of stories.

Lijha: Yeah.

Yvonne: Mm-hm.

Winn: “I was born brilliant and fabulous and nothing ever happened to me.”

Lijha: *[laughs]*

Yvonne: *[laughs]*

Lijha: Is an easy one to tell.

Winn: Right.

Lijha: *[laughs]*

Yvonne: *[laughs]*

Winn: And we all know that that’s—

Yvonne: It’s a house of lies. *[laughs]*

Lijha: *[laughs]*

Winn: Yeah. You know, and I think people need it. It makes you relatable. “Now—okay, now I want to hear what you have to say. Now I want to learn your technique—”

Lijha: Yeah.

Winn: “—on makeup because, oh wow, you went through that and, look, you seemed to turn out okay. Maybe there’s hope for me.”

Lijha: Yeah.

Yvonne: So the ironic thing is that in the year that Lijha was doing all this breathwork and healing, we actually split up for an entire year.

Winn: Really?

Yvonne: And we were actually in Santa Fe doing different times of healing training at the same time. We didn't speak for almost an entire year.

Winn: Really?

Yvonne: We were there at the same time doing different things.

Lijha: *[laughs]* I know, that really weird.

Yvonne: I was doing Infinite Possibilities training with Mike Dooley and she was there doing—what were you doing?

Lijha: Breathwork with David Elliott.

Yvonne: Yeah.

Winn: Oh my gosh.

Yvonne: And so we—

Lijha: *[laughs]*

Yvonne: We found that when we came back together after almost a year of being apart. But that time apart sent me on a personal quest, which involved a lot of therapy and healing with family. But at the same time really honoring my inner manifester, I guess, and the ability to change the course of my life. And instead of looking backwards and realizing that you're not where you come from and that you have the ability to manifest and to dream and to desire and to do anything you want in this life. So my work, the time that we spent apart, was spent working on really engaging with the power of positive thought and with changing the design of, kind of like, my own destiny. And in that time, the few things that we just went over started happening. So that was the time we did—I worked with Gaga twice. Actually that was the time I got to work the biggest runways and I spent an entire month, the beginning of that year, building out a vision board and really digging into visualization—

Winn: Hm.

Yvonne: —and the power of positive thought. And in that year everything kind of changed for me. So it was so crazy when we came back together after that year. And we're like, okay—

Winn: Nice to re-meet you here.

Yvonne: —so I really miss you.

Lijha: *[laughs]* yeah.

Yvonne: Yeah. And yes, I'm still madly in love with you. And we actually never, ever spent a day apart after that.

Winn: Wow.

Yvonne: But we needed that time to heal and to do the work that we needed to do, that ultimately brought us to this place—

Lijha: Mm-hm.

Yvonne: —where we are like, “Okay, so how do we share this with other people?” Right? So—

Lijha: Yeah.

Winn: Mm-hm.

Yvonne: Yeah.

Lijha: Mm-hm.

Winn: Is it—

Yvonne: It's pretty cool.

Winn: —does it even come into your mind that you could separate the healing work, the breathwork, the inspirational work from teaching makeup artistry? Is that even an option nowadays?

Lijha: It was so funny because I think originally, when I very first started studying the healing world, I thought, *They're going to be separate. I'm going to—you know, done this for almost 15 years, but I'm going to leave the industry. Okay, that's the next logical step. I'm going to go and I'm going to be a healer.* And it was so weird, because when I would be doing breathwork I would constantly—

Winn: Oh you—so you were that into—

Lijha: I was still—

Winn: —it that you're like I'm going to make—

Lijha: Yeah.

Winn: —a career out of this.

Lijha: For sure, yeah.

Winn: Wow.

Lijha: I was like, *I'm going to leave this world and I'm going to enter this world.* And I—while I would be doing breathwork, for an entire year I had like a very regimented breathwork practice where I would breathe every single day for at least 15 minutes; usually around 30 minutes of active breath. And then I would have these crazy visions where I would be bringing it to the artist community. I'd be standing in front of artists and sharing with artists breathwork. And I was like *No, no that's not part of my vision! My vision is to leave; I'm leaving!*

Winn: *[laughs]*

Lijha: You know, I'd like again—

Yvonne: *[laughs]*

Lijha: —trying to freaking control the class.

Winn: And the universe is like, "Thank you very much for sharing, Lijha, but—"

Lijha: *[laughs]* Yeah.

Yvonne: *[laughs]*

Winn: "—that's actually not the plan we have in mind." Right.

Lijha: Totally.

Lijha: Exactly and so I think—

Winn: Surrender, surrender.

Lijha: I think it kind of had to happen in that way because I think that's what the industry needs. I think that's what we need as an industry, is more compassion, more healing, more connection, and less ego.

Winn: You guys talk about the importance of storytelling. What do you mean by that?

Yvonne: Mm-hm. I mean, that story that Lijha just told is probably one of the most powerful parts of anyone's day at the Creative Makeup Bootcamp.

Winn: Mm.

Yvonne: Because when she starts that and she says, "Hey, this is the journey I went through. It was terrifying, it was messy, and I found myself here and now I want to give that to you."

Winn: Mm.

Yvonne: I think that that's so organic. It's so authentic. You know, I think it just comes from a place of that honesty that we need to continue to share. And we really love where the industry is moving, where the world is sort of moving right now, where we're being called to be a little bit more honest with each other and to tell the stories, because that's how we get this true connection. Everyone's connected on their phones, everyone's on Instagram, you know, two or three hours a day, but there's no real connections happening there. When you have the opportunity to share a story that connects to something emotional in someone, that's a connection that is never broken.

Winn: Mm.

Lijha: We talk a lot about stories. I think we talk about storytelling on a personal level.

Yvonne: Yeah.

Lijha: I think we talk about it on a digital level. We have this amazing—I call it a magical platform called Instagram because if you think of a manifestation platform, nothing is more visual than Instagram. So we can tell our stories on Instagram.

Yvonne: Mm-hm.

Lijha: We can connect with like-minded people. We can share authentically in these spaces and we also teach artists how to story tell through—

Winn: Our artistry.

Lijha: —makeup and hair and artistry.

Yvonne: Mm-hm.

Winn: Well, that was a really good segue, then. *[laughs]*

Yvonne: *[laughs]*

Lijha: *[laughs]*

Winn: Because you were talking about connection and I think you just said it—

Lijha: Mm-hm.

Winn: —that sometimes we're—it's not really a connection—

Lijha: Mm-hm.

Winn: —on Instagram, but at the end of the day, call it whatever you want to call it, it's a necessary part of the world—

Lijha: Yes.

Yvonne: Yeah.

Winn: —that you live in.

Yvonne: Yeah.

Lijha: It is.

Winn: So—

Yvonne: Yeah we have like a free marketing space now.

Winn: Right.

Yvonne: We used to take out ads in magazines.

Lijha: *[laughs]*

Yvonne: I remember when I first started, “Oh, maybe I’ll take out an ad in this bridal magazine and I can get work that way.”

Lijha: *[laughs]*

Winn: *[laughs]*

Yvonne: It’s like, no, now I just hashtag “bridal makeup artist” and people can find me.

Lijha: Mm-hm.

Winn: Right.

Yvonne: It’s so amazing. You know, we have all this power and it’s in our back pocket. We can do anything we want. We can create and design our own brands. We can create our own strategies. It’s so empowering to be able to look at ourselves as in a different way and market ourselves.

Winn: Okay, well, you talk about creating a personal brand.

Lijha: Mm-hm.

Yvonne: Mm.

Winn: Is that the platform that is the best way to create a personal brand, is through—

Lijha: I think it’s a combination of platforms but I think Instagram is the star platform but you can also do that through YouTube. You can have all these supporting

platforms and so I think it depends on what you're preferred medium is. If you love doing video, make YouTube your space to be able to share your story and to be able to connect. I think if you love the idea of photos or short clips, Instagram is amazing for that. If you're—

Yvonne: And Instagram has videos, too, now—

Lijha: Totally.

Yvonne: I mean they kind of have everything.

Lijha: Yeah, and if you're in the power of word, there's Twitter, right? And so if you're an amazing writer and you love sharing inspirational ideas and thoughts, that can be on Twitter. But I think the idea behind creating a personal brand is that, when you think about major corporations, they always have a mission statement. And I think so many artists—what's your personal mission statement?

Winn: Okay.

Lijha: That is so important to think about. So then everything that I am doing as a person, as a business owner, as a makeup or hair artist, is aligning within that vision.

Winn: So you have a personal mission statement?

Lijha: Definitely.

Winn: Okay, what is it?

Lijha: So my personal mission statement is about inclusivity. It's about healing and it's about makeup as art.

Winn: Ooh.

Lijha: And everything that I do is within that. So if I'm wondering on what to post today, it's going to be something in alignment with that mission statement.

Winn: So you stop and ask yourself, "Before I post this—"

Lijha: Mm-hm.

Winn: "—is this in alignment with my personal mission statement?"

Lijha: Right. Yes, exactly.

Winn: Okay, so what would cause you to say, "Mm, I'm not going to post this because it's not in alignment with my personal mission statement"?

Lijha: Right. I would say if it made other people feel bad about themselves, that doesn't align with healing.

Winn: Okay, there you go. Okay, that's not healing and that's not inclusiveness.

Lijha: Right. Exactly.

Yvonne: Mm-hm.

Lijha: Exactly.

Winn: What did you say, it was inclusiveness—

Lijha: It's inclusive, it's healing. I think it's healing through creativity. And then it is also makeup as art.

Winn: Okay.

Lijha: And makeup as expression.

Winn: And some people just—they are purposely trying to offend or shock.

Lijha: Mm-hm.

Yvonne: Mm.

Winn: Because they feel like that's going to get a bigger reaction.

Lijha: Yeah.

Winn: And more followers than—

Lijha: And some people have built their personal brand on that.

Winn: Right.

Lijha: But that's not who I am.

Winn: That's not who you are.

Lijha: And I know that's who Yvonne is but some people have built their personal brands on that. And I wonder how great that feels to go to sleep at night like that, but—

Winn: I don't, I don't know those people. Right.

Yvonne: Yeah.

Lijha: Yeah, exactly.

Winn: Yeah.

Lijha: I'm not friends with those people.

Yvonne: No,

Winn: Right. They don't sit next to me on airplanes because—

Yvonne: Yeah.

Lijha: Mm-hm.

Winn: —I don't attract that.

Yvonne: Yeah.

Lijha: Right.

Yvonne: It's true; it's true.

Winn: Do you have a personal brand mission?

Yvonne: Yeah, I think—

Winn: Personal mission, then?

Yvonne: Mine is really aligning with, I would say, intersectional feminism *[laughs]*.

Winn: Say that again.

Lijha: *[laughs]*

Yvonne: Intersectional feminism.

Winn: Okay.

Yvonne: You can be any shape, size, gender, but you can also believe that women are equal.

Winn: Beautiful.

Yvonne: In every way. I love empowering women. The majority of my followers are women. I feel like I've always been kind of like an outspoken individual. I love to share—

Winn: Duh.

Yvonne: Yeah.

Lijha: Mm-hm.

Yvonne: I love to share things that maybe I found the hard way, that maybe make people feel like they can be a little bit more honest. I think my brand is authenticity and it's absolutely makeup as art. So just kind of removing the makeup artistry and just kind of using that as my medium of self-expression.

Winn: Beautiful. Okay, so let's talk about Instagram, then.

Yvonne: Mm-hm.

Winn: Well, first of all, tell me—and this was a question from Debra Dietrich, by the way—the difference between a pro artist and the many Instagram—

Lijha: Yeah.

Winn: —makeup artists that—

Lijha: Yeah, Debra loves when Yvonne speaks about that.

Yvonne: Yeah.

Winn: Yeah.

Yvonne: Well, it's a topic that comes up. We sort of find ourselves, Lijha and I, because we have been in the pro makeup industry for about 15 years each. In that time, obviously, we've made a major shift in the world of digital, right? And the landscapes are completely different than what they were 15 years ago. But the cool thing is that we find ourselves in this sort of liaison position. So we are deeply rooted in the pro community. We do a lot of stuff with the makeup show, with old-school pros, we've definitely assisted, we've apprenticed, we've done the traditional old-school way of growing—

Lijha: Moving up, yeah.

Yvonne: —and moving up in the makeup artist industry. But halfway through our careers, this sort of onset of digital has come in and we've truly embraced it as a marketing tool, as a way to connect to people, as a way to be in a different city or country and connect to like-minded individuals, artists, creatives, photographers. So we really do sort of talk about how amazing that is as a tool, to be able to brand ourselves. When I was—

Winn: But it's a tool.

Yvonne: It's a tool.

Lijha: It is a tool.

Yvonne: It's a tool.

Winn: It's not your only calling card.

Lijha: No.

Yvonne: It's—no. And so there's this space where we feel like we've seen that maybe those two worlds, the pro artist and the new influencer makeup artist, are not really connecting. And I'm sure it's similar in hairstyling and any creative industry.

Winn: So there is still that division between—

Yvonne: But I think there's a few of us that are sort of like walking that bridge and sort of connecting those two.

Winn: Okay.

Yvonne: And in that way, we're taking—you know, the digitals say, "You know, that's really amazing. We're selling more makeup than we ever have." Guess what? More people who want to do makeup have jobs than they ever have.

Lijha: Mm-hm.

Winn: Mm-hm.

Yvonne: You know? We're actually charging higher rates now, as makeup artists, because it's a viable career, you know. People are seeing it as a potential career. The old-school pros, sometimes, are not really connecting to that new because they don't understand it. Digital's overwhelming and so we're sort of helping bridge that. We're, you know, our old-school makeup friends, like, "Hey, you know, you kind of need this tool. It's going to help you."

Lijha: Mm-hm.

Yvonne: "It's going to help you connect and it's going to help you continue to evolve."

Winn: Mm-hm.

Yvonne: "Because you cannot stop and dig your heels in and say, 'I don't want to do this thing that everyone's doing in the whole wide world.'"

Lijha: *[laughs]*

Winn: Right.

Yvonne: Like, "It's not an option."

Winn: Right.

Yvonne: “So you have to kind of get on board.” I think what’s really great with the bootcamp that we do is that we have a lot of these influencer artists who have started doing makeup on themselves and they get really, really good at it and they’re self-taught and they’ve watched a million videos on YouTube, but then they want to put a brush on someone else’s face and that’s what’s scary. Even some of the biggest influencers we’ve worked—

Lijha: Mm-hm.

Yvonne: —with, through our brand connections—and a lot of them are like, “I don’t know how to do other people’s makeup. I don’t know how to create that person’s skin tone. I don’t know how to do corrective makeup. All I know is what I have learned on myself or what I’ve learned from those videos.” Great.

Winn: And they have—

Yvonne: Guess what?

Winn: —hundreds of thousands of followers—

Lijha: Yeah, and people—

Winn: —in the world of makeup.

Lijha: Mm-hm.

Yvonne: Yeah.

Winn: Wow.

Yvonne: Which is fine because, guess what? They’re selling makeup.

Winn: Right.

Yvonne: They’re still selling makeup. They’re just putting it on their own face. That’s not any less of artistry.

Lijha: Mm-hm.

Yvonne: Sometimes what they do is amazing, right?

Winn: Mm-hm.

Yvonne: I wish I had Instagram when I was 16. I was beating my—

Lijha: *[laughs]*

Yvonne: —face back then, too, you know? So I think I just have a different perspective than the old school, kind of like digging my heels in. I see it as an option to connect to people.

Winn: Got it.

Yvonne: As an amazing way, we've actually built a good part of our salary on connecting to people from Instagram.

Winn: Hm.

Yvonne: I've gotten jobs from Instagram. I've connected to beauty brands. You kind of just—it's your business card, right? Here's what I can do.

Lijha: It's a digital business card.

Winn: Do companies and beauty brands and producers and—are they kind of requiring that, too?

Yvonne: Yeah.

Lijha: Now, yeah.

Winn: Are they saying, "Well gosh, Yvonne, you're very, very talented and I love your portfolio but you don't have any followers."

Yvonne: Mm-hm.

Winn: Do they—

Yvonne: Yeah, I've worked—

Winn: —kind of look at it that way?

Yvonne: I mean, I don't have a ton of followers. I have like 30,000 or something, but that's enough to be a micro influencer—

Winn: Right.

Yvonne: —so it's actually opened doors for me one hundred percent.

Winn: Right.

Lijha: Yeah.

Yvonne: One hundred percent with brands. And I mean not little doors; being able to do desk sides at Refinery 29, being able to work with beauty brands and speak as a pro artist because, again, I've worked on developing my brand as a pro artist using makeup as art. So they love the angle, they love the pro

artist angle, but the ability to speak to a community and a digital community and a digital space, is definitely going to help elevate you as an artist at any level as a creative.

Winn: Hm.

Lijha: Mm-hm.

Yvonne: So it depends on what you want to do but I think definitely it's just as important as building a book these days, if not more important.

Lijha: Yeah. And we talk a lot about the importance of everyone in the industry, like the old-school pro or someone who went to makeup school and has worked on film and television sets is just as valuable as someone who has only watched YouTube and learned how to do makeup and does makeup only on themselves. It's just about—as pros we should be taking these people who maybe didn't have education or didn't have the same schooling that we had and molding them and sharing with them and exchanging and then they can be exchanging the digital piece to the old-school, the makeup artists that don't understand—

Yvonne: Yeah, it's pretty obvious right?

Lijha: The digital base.

Yvonne: We really do complete each other.

Lijha: *[laughs]*

Yvonne: *[laughs]*

Lijha: It's like, let's just, let's all share, you know? And I think right now, the way the industry is changed, which happens a lot—and Winn, you mentioned this around, “Well, we've always done things like this.” You know, we've always done things under journeymen and apprenticeships. Well, it's not done that way anymore. Someone's going to get on your roster or on your set who has only done makeup on five people, maybe, but they have 100,000 followers and you're going to have to work with them. That's just where the industry is moving and so it's important for us to all be open and all change with the times and develop new ways of thinking and new ways of teaching.

Winn: Okay. Well, then, let me switch gears here a little bit and give the advice to those who maybe have really focused on getting a bunch of followers.

Lijha: Mm-hm.

Winn: And so they look good—

Lijha: Mm-hm.

Winn: —and what they're putting out there is, "Wow, they really know their stuff," but they're wanting—but it doesn't translate into a salary.

Yvonne: Mm-hm.

Lijha: Yeah.

Winn: I know people who have 30-40,000 followers and not one person sitting in their chair paying them money.

Yvonne: Yeah.

Winn: So, cool, you have a lot of followers but it's not translating into anything. So meaning, obviously, they need to know the basics. They need to know the rules and the foundation, so advice to that audience. So they love makeup, they're doing it on themselves, they're shooting little videos, they're watching tons of YouTube videos, they're creating a following, but now they want to legitimize this into a career where they are making money.

Lijha: Yeah. I mean, I would say the best way, if you haven't worked in a salon or you haven't worked on set, the best thing that you can do is be an assistant to someone.

Winn: Okay.

Yvonne: Mm-hm.

Lijha: And being an assistant to someone—

Winn: Thank God you talked about that—

Lijha: *[laughs]*

Winn: —because I like to say it's the microwave generation: they want things instantly.

Yvonne: Yeah.

Lijha: No, I mean—

Winn: I've worked here for two weeks, you know—

Lijha: Right. *[laughs]* I want to be the CEO.

Winn: There you go.

Lijha: *[laughs]*

Yvonne: *[laughs]*

Winn: There you go. So be an assistant. Talk about that.

Lijha: Be an assistant and being an assistant is a great way to have a solid amount of pay coming in on a regular basis and it's the best way to learn. And what I'll say about being an assistant that's really important, is when you're an assistant you don't go in asking a bunch of questions. It's not what you do as an assistant. You watch and learn. So it's not about asking and learning, it's about watching and learning. And you watch a master.

Winn: Why do you say that? Because they're busy or just—

Lijha: Well, I think—

Winn: You say, "Watch and learn, not ask and learn."

Lijha: Yes, so—

Yvonne: Yeah, I've had assistants come on set and they're just like, "Hey, can you teach me how to do this?" I'm like, "This is not a personal tutorial."

Winn: Right.

Yvonne: This is a job.

Winn: I'm working here.

Yvonne: I'm managing.

Winn: This is a celebrity right here. Shut up.

Yvonne: Yeah, exactly.

Lijha: And I think the main reason why is because you—imagine that you're there as an extra pair of hands.

Yvonne: Yeah.

Lijha: And the benefit that you're getting is a master class, one on one with a key artist or with a master—

Yvonne: And you can learn so much in one day.

Lijha: —of their craft. And you're seeing it inches away from your face.

Winn: Wow.

Lijha: How amazing is that? If you do have questions, what I would say is write them down on your notes in your phone and think of a good time to ask this person. Maybe you guys are cleaning up, there's no clients there, you guys are having a personal moment; you might say, "Hey, I have a few questions. I'd love to email them to you."

Yvonne: Yeah.

Lijha: Or, "When we have time to talk about this maybe you can answer a few questions for me that I had about today and some of the things you did."

Winn: Okay.

Lijha: But you're not sitting there with the client face to face saying, "Hey why are you doing that?" or "What's this?" Because what you're going to do there is you're going to actually end up not getting called back as an assistant.

Winn: Mm.

Yvonne: *[laughs]*

Lijha: And you've added another layer of work to the key artist or the master stylist that you're working under.

Winn: That and it switches the focus away from—

Lijha: The client.

Winn: The client or the celebrity or whatever.

Lijha: Yeah. Right.

Yvonne: Yeah, it's—

Winn: Right.

Lijha: And the signature energy style that that master stylist is bringing.

Yvonne: Yeah.

Winn: Mm-hm.

Lijha: So, you know, whether it's a key makeup artist, whether it's a master hairstylist, whatever it is, you're taking away from their exchange with their client and your job—

Winn: That's such good advice.

Yvonne: Yeah.

Lijha: —there is to be a fly on a wall and an extra pair of hands for them.

Yvonne: It's just good etiquette.

Winn: Well, it's—good etiquette—

Yvonne: I think we talked about that, too, right? We talked about etiquette in our classes. We do a whole section on etiquette back stage. We do a section on etiquette, on—

Winn: Oh my gosh, I want all this information.

Yvonne: Yeah.

Lijha: I recently came up with the three—

Winn: Oh my gosh!

Lijha: —golden rules of etiquette.

Winn: Oh, what are they?

Lijha: *[laughs]*

Yvonne: *[laughs]*

Lijha: So the golden rules of etiquette, one, are to be authentic, and so for that, that means showing up as the best version of yourself; not pretending to be someone else. I think authentic—in a lot of different ways, I think that word gets thrown around a lot but what *authenticism* means is showing up in whatever role you are supposed to be that day. So if it's an assistant, that means showing up as an assistant, not the CEO of the company, right?

Yvonne: Yeah.

Winn: I have this friend who is a very famous makeup artist. When she walks into a room you know she's in the building.

Yvonne: Mm-hm.

Winn: I mean, she is loud, and I mean that in a good way.

Lijha: Mm-hm.

Winn: She is out there.

Lijha: Mm-hm.

Winn: I mean her hair and everything is like, wow, what just happened to this room?

Lijha: Mm-hm.

Winn: But she says when she's working on a client—

Lijha: Yeah.

Winn: —she tones everything down.

Lijha: Yeah.

Yvonne: It's a simple shift—

Winn: It's not about her—

Yvonne: —of energy—

Winn: —it's about—exactly.

Lijha: Yeah.

Yvonne: —and humility.

Lijha: Yep.

Yvonne: It is. We're in a service industry. We are there to provide a service. At the end of the day it doesn't matter if you're keying the biggest couture show in Paris Fashion Week. Guess what? You're providing a service for the designer. You're still in that position. And so I think, with the world of digital, we're getting this shift where celebrity makeup artists are actually the celebrities themselves and that's great. Fine. But in the industry when you are working with another client or you're working with a group of clients or you're in a collaborative situation backstage or doing any kind of editorial, it's not about you.

Winn: See, I like what you said.

Lijha: Mm-hm.

Winn: That you're authentic but you need to show up in the role that you're playing.

Yvonne: Yeah.

Lijha: Exactly.

Winn: Because people say, "Well, I am loud, I am boisterous."

Lijha: Yeah.

Winn: "I'm just going to be who I am."

Lijha: “This is who I am.”

Winn: Exactly.

Lijha: *[laughs]* You can be who you am unemployed.

Winn: Like, “Screw you.” Yeah, right. Right. Exactly. There you go. I know.

Yvonne: *[laughs]*

Lijha: *[laughs]*

Winn: Who you are is unemployed. That’s funny. So number one is authentic.

Lijha: Yes. Number two is to, as I mentioned before, is watch and learn. And so even if I show up as the key makeup artist on set, even if I show up and I have a green room and they’re treating me like the star, I’m still watching and learning from the creative director.

Yvonne: Always, yeah.

Lijha: I’m watching and learning from the stylist. I’m watching and learning everyone in the room and how they move because every set or every environment—when you’re freelance you’re going to go into lots of different worlds and one world is going to be maybe a little more open, people are chatty, they’re sharing. You might go into another room where it’s silent, no one likes to talk. You can pick up cues on all of the people in that space.

Yvonne: Mm-hm.

Winn: Mm.

Lijha: So watching and learning will help you throughout your career.

Winn: Brilliant. What’s the third—

Lijha: And the third one—

Winn: Golden rule of etiquette.

Lijha: *[laughs]* The third one that I like to say—I think this is important for us in life: be flexible.

Yvonne: Mm-hm.

Lijha: Be flexible in the way that you plan. Be flexible in the way that you collaborate and be flexible in the way that you are easygoing. People want to work with easygoing people.

Yvonne: Mm-hm.

Lijha: And so I would say these three things will help you throughout your entire career.

Yvonne: I'm sure there's an entire book on etiquette but I love that. I love that.

Winn: Oh, that's perfect.

Yvonne: Yeah.

Winn: By the way, those three golden rules will work for a successful marriage.

Lijha: *[laughs]*

Yvonne: Yeah *[laughs]*

Winn: Be authentic, watch and learn, be flexible, easygoing.

Yvonne: *[laughs]*

Lijha: *[laughs]* Yeah, I love it.

Winn: Right? Great advice.

Lijha: For a happy life.

Yvonne: *[laughs]*

Winn: Great advice. You know, my good friend Dean Banowetz, he talks about cell phones.

Yvonne: Yeah.

Winn: And he says when an assistant pulls out a cell phone he said he's like, "Pack your bags and leave."

Yvonne: Yeah.

Lijha: Yeah.

Yvonne: Absolutely.

Lijha: Oh gosh. Yeah.

Yvonne: I've seen it so many times. It's just an added level of—I mean, you're already at your max if you're keying something.

Lijha: Mm-hm.

Yvonne: You don't need somebody taking any more of that energy away from the project or the client.

Winn: Right.

Yvonne: And that's exactly what that does. That is a huge no-no.

Lijha: Right. The best way to assist someone—I always—If you're just, it's your first time assisting, I like to ask, "What are your rules?" Right away.

Yvonne: Mm.

Lijha: Because different people will have different rules. Some makeup artists, now with—we're like content, content, content. They want you recording all the time.

Yvonne: If they ask you, yeah.

Lijha: But they need to ask you or tell you.

Winn: Got it.

Lijha: Like, "I'm working with this client. I would love for you to do—the back of the hair, when I'm styling it, I would love for you to do a whole video on it."

Winn: Got it.

Lijha: They need to ask, though. It has to be an open communication that, as an assistant, you say right away, "Okay, what are the rules? Would you like me to do this for you? Do you want me to content for you? Do you—" I think knowing a little bit of that going up front can be really helpful.

Winn: Well, watch and learn and be flexible.

Lijha: Yeah.

Yvonne: Mm-hm. I think that's the other part. So you know we were just talking about how we say old schools—what else do we call that? Our last generation, our most recent generation of makeup artists versus the next generation. I think there's something that we can share. If I'm on set and you're really good at digital, that doesn't mean take a selfie with the model, but I can use your strength in knowing digital to do this BTS for me and save it to your phone.

Winn: Mm. Right.

Yvonne: So I think we just need to communicate a little bit more—

Winn: Mm.

Yvonne: —and play to our strengths and work with each other and know there is a benefit and then maybe the new-school makeup artist can take a few notes from the etiquette class.

Lijha: Mm-hm.

Winn: *[laughs]*

Lijha: *[laughs]*

Yvonne: I think that's what it is. It's really—

Winn: Beautiful.

Yvonne: It's really just kind of sharing that.

Lijha: Yeah.

Yvonne: Yeah *[laughs]*

Winn: Again, I'm going all over the place here.

Yvonne: That's okay. We're with you.

Winn: I hope you guys are okay with that.

Winn: I know, yeah. You guys can handle it.

Yvonne: We're on an adventure. *[laughs]*

Lijha: *[laughs]*

Winn: You got this cup of coffee; you're both ready to go.

Yvonne: *[laughs]*

Lijha: *[laughs]*

Winn: So Yvonne, you mentioned a vision board. What is that?

Yvonne: Mm.

Winn: Is that something that you did way back then and you haven't done another one since?

Yvonne: No.

Winn: Or is that something that you are—something that you do on a regular basis?

Yvonne: Yeah, for me, I like to do it annually. I paint and I'm an artist, too, so I love to create art with my vision board, so I do make time for it every year.

Winn: What time of the year? I'm just kind of curious.

Yvonne: Within the first month of the year. I think we have this new, kind of renewed sense of self. We can look at a year with a little bit more objection. Rather than at the end of the year, me personally, by the time October comes I'm already in 2020 right now—

Winn: Right.

Yvonne: Thinking about plans and projecting what you want to make happen. It might not just be career focused. It absolutely for me is, but there are other goals and things that I want to set up for myself. So usually a little introspection time is really essential: maybe clearing out some of the cobwebs of the year before, releasing some things that are no longer serving us.

Winn: Would that—this is kind of a harsh question. Would that include individuals?

Yvonne: Yeah.

Winn: Do you do that? And it's like, you know, I need to let that relationship go?

Yvonne: Absolutely, yeah. Yeah, I think—I've been okay with letting go of some toxic relationships in my life.

Winn: Good.

Yvonne: I've definitely struggled with others but I think just a constant check and balance in life. If we desire progress and we desire the aspirational things, we have to know that part of the responsibility of that is letting go of some of the things that—and people that don't serve us, right?

Winn: Well, how I like to say it is I love myself enough to stay away from that person.

Yvonne: Exactly.

Winn: Right. Okay.

Yvonne: Yeah.

Winn: So back to the vision boards.

Yvonne: Yeah. So I think taking a look—I love making categories. I'm a little bit systematic in that way so I'll—okay, look, what are my work goals this year or what are some financial goals, what are some spiritual goals, what are some health goals, family. It can be any number of things. I love setting up

categories; just spending a couple of days writing down some things that you want to bring into your life, some things that you want to let go. And then I love finding pictures and printing them out and then painting over top of that.

Winn: Ooh.

Yvonne: So I would put it on a canvas and have some paint splatters. Mine's always very rainbow-y because obviously everything in our house, including my wife's hair, is rainbows *[laughs]*.

Winn: Do you save these?

Yvonne: Yeah, I have—

Winn: So you have some from the past—vision boards?

Yvonne: Well, you know what, I don't because when I moved those are the things I let go. I didn't feel like I needed to bring them.

Winn: Mm.

Yvonne: I like looking forward instead of backwards so—

Winn: Mm.

Yvonne: I feel like I have those things.

Lijha: *[laughs]*

Yvonne: I also have vision boards on my cell phone as my screensaver. I've put like little Pic Stitches together of—

Winn: Really?

Yvonne: —visuals that I want to bring into my life. I try to just have my brain be zapped any possible way, like a screensaver. Any way that I can get visuals, because I am such a visual person, into my brain to sort of let my brain know that these things are already happening and they're already coming into my life, I'll do that.

Winn: I think a lot of people are visual. They don't know it or accept it or vocalize it—

Yvonne: Mm-hm.

Lijha: Mm-hm.

Winn: —but I think we think a lot more in pictures than we do in words.

Yvonne: Yeah.

Lijha: For sure.

Winn: You know, people are really good at writing down their goals.

Lijha: Mm-hm.

Yvonne: Yeah.

Winn: I'm like, that's just a small step of what it's going to take to do that.

Yvonne: It's an important step.

Lijha: Yeah.

Yvonne: I think writing down—

Winn: Right.

Yvonne: —makes it feel a little more tangible. Bringing it to life through pictures is kind of fun.

Winn: Mm-hm.

Yvonne: It's that play piece that we love. You know, you create a piece of art that you can look at all year long and then—it was funny because as things start to happen and things evolve and new relationships come in to our life and new experiences, and we start to check off those things, I love looking at—I just looked the other day and I was like, *Wow, we actually did a lot of this stuff and what else do I have to do this year? Okay we're coming up on October; I guess I got to—let's refocus some energy over here. Wow, I feel really good because I did this and this and this.* I had a place—actually, Lijha knows this. I had a new place in New York City. New York City with a picture of an apartment was on my vision board this year.

Winn: And you guys are moving in two weeks.

Yvonne: We're moving there in two weeks *[laughs]*

Winn: Wow.

Lijha: I love when you talk about feeling it before you have it.

Yvonne: Yeah, yeah, yeah.

Winn: What do you mean by that?

Yvonne: I love to get into the good feelings. So this is a part of what we do in our visualization piece of our class, too, and I think it's really important when you're building a vision board or doing any kind of manifestation. I'll take

myself back to a really good feeling. So sometime in your life you felt really excited, happy, successful, joyful; those moments, right? The marriages and the babies and the—whatever it is.

Winn: A vacation spot.

Yvonne: The new job.

Lijha: Mm-hm.

Yvonne: Exactly and then start—in that vibe, kind of feel how that happiness feels inside of your body and then take yourself into a place where you're thinking about maybe some of the goals that you'd like to achieve. And so you're already kind of focused on that good energy and it starts to connect.

Winn: Mm.

Yvonne: So if we just start in a place that's maybe neutral and we say, "I would like to do this," we might focus almost too much on the want, which almost tells the universe that we don't have it and then kind of tells the universe that we're not going to get it.

Lijha: *[laughs]*

Yvonne: So kind of having those good feelings and projecting—

Winn: Oh my God, you guys, you—

Lijha: *[laughs]*

Winn: I can tell you've done the work.

Lijha: *[laughs]*

Yvonne: We've done the work, you know?

Winn: Oh yeah.

Yvonne: And so stay in those good feelings and then when those—you know, we're human, so we're going to have the thoughts come in that says, *Well, how can you do that if you don't do this, this, and this?* Just allow yourself to laugh at that a little bit. And then you're creating and you're designing your future and your dreams with that same energy. And so every time you go back to, that try to remember those good energies and just connect it to what you're trying to manifest for yourself.

Winn: Mm. I like—

Yvonne: And then find some pictures and put it on the board.

Winn: See, I love that.

Lijha: *[laughs]*

Yvonne: *[laughs]*

Winn: Really, that's what I was taught—

Yvonne: Yeah.

Winn: —is the *how* does not matter—

Yvonne: Mm-hm.

Lijha: Mm-hm.

Winn: —because if we focus too much on the *how*—

Yvonne: No.

Winn: No, just put it out there.

Lijha: It's convoluted. Yeah.

Winn: How you're going to get there doesn't matter right now. Don't think about that.

Lijha: Yeah.

Winn: Just put it out there.

Yvonne: I have a funny little anecdote.

Winn: Let's hear it.

Yvonne: When I asked for big love in my life.

Winn: Mm-hm.

Yvonne: I was dating dudes.

Lijha: Mm-hm.

Winn: *[laughs]*

Yvonne: *[laughs]*

Winn: There you go.

Yvonne: But I didn't care.

Lijha: *[laughs]*

Winn: Right.

Yvonne: I didn't care what form it came in.

Winn: Right.

Yvonne: I was dating everyone. But you know.

Lijha: *[laughs]*

Winn: There you go.

Yvonne: This one came into my life and it was the big love—

Winn: Mm-hm.

Yvonne: —and I knew it. I recognized it because I knew what I was asking for and I had asked for it my whole life.

Winn: Mm.

Yvonne: So you already know it's there. If you don't paint a picture, you're not too rigid, when it shows itself, you know, you're ready.

Winn: Hm. Marianne Williamson used to say that not only do we have the frame but we have the exact picture of what it's supposed to look like.

Lijha: Yeah.

Yvonne: Yeah, it's true.

Lijha: I love that.

Winn: But let that go.

Lijha: Yeah.

Yvonne: Mm-hm.

Winn: We haven't done it yet, but we're talking about it and we're going to do it soon, of doing a vision board as a family.

Lijha: Oh, I love that.

Winn: So yeah.

Yvonne: So fun.

Winn: So sit down with our little daughter—

Lijha: Mm-hm.

Winn: —and get some magazines and scissors—

Yvonne: What a fun activity.

Winn: —and some glue and some big poster boards—

Lijha: Yeah.

Winn: —and just start cutting out pictures to create a family vision board.

Yvonne: I'm going to find something and send it to you that I did two years ago that was probably one of the most powerful manifesting months of my life. It was that January and it was the year I went to my class that I went to in Santa Fe.

Winn: Mm-hm.

Yvonne: With Mike Dooley and it was a whole month of different little things that you can do and it led you up to the end of the month, in January, where you put together your vision board.

Winn: Oh, I'd love to see that. Wow.

Yvonne: But it was little activities and fun things that you can do every day.

Winn: Oh my gosh, I would love to have that.

Yvonne: Yeah. I'll find it and send it to you. It was really cool.

Lijha: Mm-hm.

Winn: Mm.

Yvonne: It's a great process.

Lijha: We should do that in January. That sounds fun.

Yvonne: Of course.

Winn: I mean, with a seven-year-old, she requires that.

Yvonne: Yeah.

Lijha: Yeah.

Yvonne: For sure.

Winn: But my gosh, there's some grown adults that are listening to that—let's take you back to that.

Yvonne: Yeah.

Lijha: Yeah.

Yvonne: I needed it, too. I really saw the potential when I moved away from what I knew growing up.

Lijha: Mm-hm.

Yvonne: I came from very humble beginnings and a lot of my family stayed in that place and never, ever left.

Winn: Wow.

Yvonne: So I knew that I wanted more and I saw myself traveling the world and doing all these things and they looked at me like I was absolutely insane.

Winn: Right.

Yvonne: Because it was so far away from anything that anyone had experienced and I was like, "No, I got this." I swear I was visualizing these things. Even when I was in grade six, I was like, "I need to learn French; let's go into French immersion because I'm going to be a famous actress and be in France someday, so I have to learn French." I was always—

Lijha: *[laughs]*

Yvonne: —just dreaming these ridiculously grand things.

Winn: Mm.

Yvonne: Whatever. I'm not a famous actress in France but we were there for Fashion Week this year, talking to everyone in French. It's just so surreal sometimes.

Winn: Wow.

Yvonne: Yeah.

Lijha: Yeah.

Winn: Can you believe we've been talking for an hour and 20 minutes?

Lijha: No.

Yvonne: Oh my God.

Lijha: *[laughs]*

Winn: Can you believe it?

Yvonne: Shocking *[laughs]*.

Winn: I know, I know. Apparently the three of us can talk.

Lijha: *[laughs]*

Yvonne: Yeah.

Winn: I haven't even gotten to a lot of the questions and things that I wanted to ask you but this has just been so, so wonderful. I knew it was going to be this way.

Lijha: *[laughs]*

Winn: Like I knew it was just going—

Yvonne: Yeah, us too.

Winn: —to be magical and—

Lijha: Yeah.

Winn: —easy and—

Yvonne: *[laughs]* From the second we talked to you we knew.

Lijha: I know, from the second we talked to you.

Winn: Mm. Debra, we love you.

Lijha: *[laughs]*

Yvonne: Debra, we love you *[laughs]*.

Winn: Love you.

Lijha: We love you, Debra.

Winn: Thanks so much for helping to make this happen.

Lijha: *[laughs]*

Yvonne: Yeah.

Winn: It was great.

Yvonne: Ah, so good.

Winn: I think I already know the answer to this question but Debra wanted me to ask you, what is your go-to place for inspiration?

Lijha: Mmm. My go-to place for inspiration is actually the past. I love old Hollywood films, I love fashion textiles, I love different countries in the '20s. I find inspiration for me in textures and shapes and colors that aligned in times that I wasn't alive in.

Winn: Wow.

Lijha: So I love researching eras. I love researching actresses from specific time frames; directors. That's definitely where I get a lot of inspiration from. Art movements. For me, I find so much inspiration in the past and then bringing them forward and modernizing them. And I like seeing where other creatives now also use inspirations from the past but maybe aren't saying it out loud.

Winn: Mm.

Lijha: Or maybe they don't even know that they are using them from the past. But I like seeing that and being like, *Oh I can see where they got that from, that's from the 1920s*. There's this whole opium den revival that was happening; I could see it in the textures and the clothing. And so when I'm backstage working shows, I'm trying to get into the designer's head to be like, *Where is this coming from? Where was this?* Just understanding where we all can pull inspirations as creative people.

Winn: Beautiful. How about you?

Yvonne: Yeah, I totally get off on that, too.

Lijha: *[laughs]*

Yvonne: I love looking and seeing like, *Oh, that's so clever*. I look at fine art, definitely, but I love the potential future. I'm so inspired by making things that are new. By pushing boundaries. I'm so inspired by, right now, what's happening with inclusivity. I want to see everything I've never seen before. I love just futurism in general. So it's funny because we're so parallel sometimes and we're so opposite others. But I think just the rush of excitement that I get from seeing what might be next or even being a part of collaborating on something totally is like my thing. So I think it's kind of ambiguous. It's sort of abstract. And then, also, I love looking at fine art and bringing that into makeup artistry.

Winn: Mm.

Yvonne: Yeah, yeah. Textures and colors and things unexpected.

Winn: The good news is that you have an answer.

Yvonne: Yeah.

Lijha: Yeah.

Winn: Because sometimes you ask people, “What inspires you?” and they’re like, “I don’t know, I don’t know.”

Lijha: Oh my God I can find inspiration everywhere. You can literally find it—when I ask people, “Where do you find inspiration?” I mean like literally find it in a tree. Find it in the way they pour your cream in your coffee because it looks freaking gorgeous, the way it all falls down.

Yvonne: Yeah, yeah, yeah.

Lijha: In flowers, in the sky, literally it’s almost like open up your eyes and just see past what you’re physically seeing.

Yvonne: Yeah.

Lijha: Or maybe the mundane of what you see every day and try to just see one thing that’s different in that.

Yvonne: Yeah. I love that you asked that. That’s kind of the other piece that we do in our class. We take inspiration outside of the digital because a lot of us look to digital for inspiration, and often as a makeup artist you are looking at other people’s makeup and you’re just recreating it. Where’s the fun in that, right?

Lijha: Mm-hm.

Winn: Right.

Yvonne: So let’s get outside of that. How do we create from a place within? How do we take reference in a new way or in a way that maybe we used to but make it new and exciting and collaborate and put things together that wouldn’t normally be there and look definitely outside of makeup and find inspiration in color theory that exists in nature? There’s so much around us and texture. Yeah, I think just looking outside of our phones is really important.

Winn: I can’t remember the hairdresser educator but part of his training was to take his students out onto the street to look at architecture, to look at buildings, and before they even cut one head of hair—

Yvonne: Yeah, that’s cool.

Winn: —it was, “Let’s draw dimensions” and—

Yvonne: Mm-hm.

Lijha: Yeah.

Winn: —from the building you are staring at.

Lijha: That's so cool, yeah.

Winn: Do you find that a lot of—well, you said that you love art. I find that a lot of hairdressers and makeup artists also paint.

Lijha: Mm-hm.

Winn: They also become photographers.

Lijha: Mm-hm.

Winn: They also—they look to other mediums. Is that how it is for the two of you as well?

Yvonne: I think art is a form of self-expression and if you've really embraced being an artist or creative, then there's—it will kind of bleed into other areas where you're just wanting to—this is only one option as a canvas, a face. Both of us body painted at one point in our lives because a face wasn't big enough but I think moving beyond that—

Lijha: *[laughs]*

Winn: *[laughs]* That's great.

Yvonne: I think there's great training in that, too. When I'm painting and I'm blending oils on canvas and I'm creating three-dimensional shapes, I'm just practicing contouring and highlighting.

Lijha: Mm-hm.

Winn: Wow.

Yvonne: You know? So I think that there's—a lot of creatives—let's just say I'm a musician, I'm not going to pick up a guitar for the first time and play it and be perfect. I have to practice.

Winn: Mm.

Yvonne: And I think that there's this sort of lost thing where we think we're just going to show up and do the thing when we're makeup artists or hairstylists, without really truly practicing. My dad's a musician; he's practiced his guitar and his bass every day for 45 years.

Winn: Isn't that great?

Yvonne: Every day I would wake up and hear that bass [*making sound of bass*] practicing scales and then he would go off and be a bricklayer in the day and then he would play in the band at night. Every single day, to this day.

Winn: And people would probably say, “Oh, I’d give anything to play the bass like you do.” And he’s like—

Yvonne: He did.

Winn: “Yeah? Would you give up 45 years learning the bass and practicing every single day?”

Yvonne: Exactly. Exactly.

Lijha: Yeah.

Yvonne: Yeah. So I think like, just that practicing piece and really honoring what it takes to get to that master level if I ever do, I think it takes dedication. Commitment.

Lijha: Mm-hm.

Yvonne: And practice.

Winn: What is it, that it takes 10,000 hours?

Yvonne: Right.

Lijha: Mm.

Winn: I remember asking Olympic gold medalist Peter Vidmar. He’s like, “Ten thousand hours in the gym.” Ten thousand hours. This is what it takes.

Lijha: Wow.

Yvonne: Mm-hm.

Winn: And people say, “Well, you have to work twice as hard. Well, no, I can’t be in the gym 16 hours a day if you’re there 8 hours a day, but maybe I could be there 9 hours.”

Lijha: Mm-hm.

Yvonne: Mm-hm.

Winn: So if I just add one more hour—

Lijha: Mm-hm.

Yvonne: Mm-hm, exactly.

Winn: —maybe that’s what’s going to help me go on to become a gold medalist.

Lijha: Right. Mm-hm. It’s amazing, yeah.

Yvonne: Yeah.

Lijha: I think as creatives we forget that it is practice. That you do have to sit down. And so many people are like, “Well, I don’t have anyone to practice on.” I’m like, “You have a face; you have hands.”

Winn: *[laughs]*

Lijha: You know what I mean? If you’re—sit down, practice on my every day. If you want to try something new, try it on yourself. I have so many terrible images of myself that I’ve never posted anywhere, that I will never post anywhere, but if I’m going to go on stage and do a demo I’m going to practice that look before I do it.

Winn: Mm-hm.

Lijha: Or if I’m working with a celebrity client or a high-profile client, I want to make sure by the time that I get to them—and I mean this happens like now for jobs that I’m doing. It’s not like this was 10 years ago, this is like now.

Yvonne: Yeah.

Lijha: I’m doing a job with a new person, you better believe I’m going to know exactly what I’m doing before I get there.

Yvonne: Oh yeah.

Winn: Right.

Lijha: Because that’s my time to practice and when I get there I’m on stage.

Winn: I like what you said: that you practice on yourself but nobody’s going to see those images.

Lijha: Yeah, no one *[laughs]*. I’ll show you one.

Yvonne: I get to see those pictures. *[laughs]*

Lijha: You will.

Winn: I have a good friend that’s won major awards and she told me that her first photo shoot was in the back of a Chinese restaurant in Santa Barbara, California.

Lijha: *[laughs]*

Winn: I'm like, "Can I see those images?" She's like, "No, you can't." Nobody's going to see those but everybody assumes that her first release of photos, from her first photo shoot won major awards.

Lijha: Yeah.

Winn: No it didn't.

Lijha: No.

Winn: Practice, practice, practice, practice on all kinds of mediums.

Lijha: Yeah.

Yvonne: Yeah.

Winn: You guys, this is incredible.

Lijha: You're incredible, Winn.

Yvonne: You're incredible.

Winn: *[laughs]*

Yvonne: Seriously.

Lijha: Thank you.

Winn: Do you have a final message for our listeners?

Lijha: Oh! Well, something that we say at the Creative Makeup Bootcamp, which we talked about a little bit in the beginning, is that's it's not about being creative; it's about the creative being. And so I would say our final message to everyone is to remember to not just work on the outside but work on the inside, because creativity comes from the inside of you. So that would be my final message.

Winn: I love that message; being a creative being. Wow.

Yvonne: I love that.

Lijha: *[laughs]*

Winn: Yvonne?

Yvonne: I would say choose authenticity. Do the work that gets you to the place where you're feeling the most raw and run towards the things that scare you because you're definitely learning something.

Winn: Mm.

Yvonne: Yeah.

Winn: Mm-hm.

Yvonne: *[laughs]*

Winn: From the second that I stepped into your space, I just felt so safe.

Yvonne: Oh, that's cool.

Lijha: That's awesome.

Yvonne: Same. Thank you.

Winn: Ah, makes me emotional.

Yvonne: I love that. Thank you.

Lijha: *[laughs]*

Winn: But what I like to say is I had a baby seven years ago so those hormones are still like really, *whew!*

Yvonne: *[laughs]*

Winn: You guys, thank you so much.

Lijha: Thank you, Winn.

Yvonne: Thank you.

Lijha: It was a pleasure being here.