

A publication dedicated to promoting beauty queens all over the world

Aug 2020

GLOBAL ELLE NS

MEET MISS MULTIVERSE RUSSIA

VALERIA

SIZOVA



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GLOBAL ELITE QUEENS

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GLOBAL ELITE QUEENS



EDITOR'S NOTES

Unbelievably, we're already into the second half of 2020! Hitting the halfway mark in anything - a race, an assignment, the school year, a book, a fitness plan, even a meal - is usually the impetus to keep going. Thoughts of: "I'm halfway there, I can't stop now!" start going through your mind. It's a heady sensation and is great motivation to finish your goals. But what if you didn't start in the first place? What if those New Year's plans and resolutions never got off the ground? Well, get started now! There is nothing worse than looking back in frustration at those dreams that never came true just because of the simple reason where you NEVER TRIED. The journey to fulfilled hopes may be hard, but REGRET is a harder burden to carry every day. So, go ahead and emulate the beauty queens GEQ has had the privilege of meeting over the years. I guarantee that not one of them will tell you they begrudge the blood, sweat and tears it took to get them to where they are now. Don't wait, START, and get going!

Jenny A
editor-in-chief



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So, you knew that the Hadid sisters (Gigi Hadid, and Bella Hadid to be precise) are the "it girls" of the moment and super hot property in general... But, did you know that they were both paid \$19K per minute (yes that's no typo) to walk the catwalk during the Mercedes Fashion Week? That's some eye-watering fast cash – all just for treading the boards in some killer frocks. They were paid 400K in total plus expenses for one show!

Catwalk modelling may seem like the easiest way to earn a pretty penny. However, becoming a runway super slayer is no mean feat. Here, we let you know what it actually takes to master the ultimate catwalk technique:

HOW TO MASTER THE CATWALK LIKE A Supermodel

1. Posture

Refined posture and poise are the cornerstones of professional runway modelling. The best way to achieve this is to literally "think tall." You can do this by imagining that there might be an invisible string that suspends from your head upwards – lifting you and giving you perfect posture. Keep your shoulders back.

While walking, stand up straight whilst leaning slightly backwards so that your legs go first, keep your toes pointed forwards and then extend one foot in front of the other. It's almost like you are walking a tightrope.

2. The Eyes

Never look consistently down at your audience. Keep your gaze forward – this creates a more confident look. Also, sustain a gaze that allows you to look over any glaring lights and flashes for your ease and comfort. Look at the cameras as required.

3. Posing

The standard catwalk route involves posing at the end of the runway for a few seconds to show off your attire and to stand still for the cameras. Fashion modelling generally calls for a commanding presence. However, keep in mind that there will be variations of style required in terms of posing and attitude depending on the context of the particular fashion show.

Exude confidence and play up the role that the brand you are representing requires. Match the rhythm of the music you are walking to – it might be a bit bouncier or it may be a bit sexy, a bit edgy or possibly even somber.

4. Arms

Keep your arms relaxed and let them sway naturally. What you do with your hands will depend on the clothing that you are wearing. If you have pockets you will probably make use of these.

5. Stay Calm

The most important piece of advice that one might possibly impart concerning runway modelling is to always keep your sense of fun and composure. Don't let anything keep you down and let your sparkle shine through.

If you are to trip or fall (or lose a shoe) remember that it does happen to the best of them. Dust yourself off and continue with grace, dignity and a sunny attitude. Better yet, turn a disaster into a theatrical triumph and it will be like nothing even went wrong in the first place!



Grooming

POINTERS

FROM REAL BEAUTY QUEENS

Being a beauty queen is, undeniably, about presenting the best version of yourself on stage. Let's face it; pageants aren't easy. Yet under bright stage lights and high definition cameras, beauty queens always look amazing somehow. Well, there's a reason for that. After years on the circuit, these pageant queens pick up a beauty secret or two.

Keeping yourself looking good and maintaining health and fitness are always going to be on your mind. So, you can understand why being a beauty queen is often very stressful! Keeping well groomed goes a long way in achieving excellent personal presentation. Here are some handy pointers to help keep you looking picture perfect and tiara-ready at all times:



1.

Taking care of your skin is of utmost importance to ensure your face provides the optimal canvas for a make up artist. Always ensure that you remove all traces of cosmetics every night before you go to sleep (no matter how tired you may be from a day of shooting).

Sleeping in makeup clogs pores and you need to leave your skin fresh and clean while it restores itself during the night. Follow a daily and nightly routine of cleansing, toning and moisturising. Protect your skin during the day with an SPF to reduce sun damage and associated ageing. A weekly scrub will help to remove dead skin cells and a good quality night cream (and consuming enough water) will help to keep your visage looking as plump and smooth as possible.



2.

Making sure that you get regular trims and treatments is important when you are a beauty queen. Hair can be put through the ringer via the work related styling that it has to endure. All that heat damage and potential colouring (if you are a hair model you will relate to this) can have your hair looking more like straw than silky strands. Taking time out to treat your hair can be invaluable in order restore its quality and shine.

You may opt for an in-salon treatment (the accompanying head massages are the best) or there are some simple at-home ways to give your hair a little pamper sesh. A simple mix of avocado, egg white and coconut oil contains enough natural emollients to provide a nourishing masque. Simply pop on while you relax in the bath or perhaps while you are undertaking other beauty routines simultaneously. A savvy model always knows how to multitask!



3.

It really is quite necessary to keep your nails looking perfect if you are a beauty queen. Portraits involving hands require nails that are uniform and aesthetically pleasing. No one wants to see some ugly claws next to a beautiful face in a photograph. Acrylic nails may be the easiest way to achieve this, however, they can result in unhealthy natural nails. Shellac on natural nails can be a slightly less damaging alternative. If you are going to go natural then regular manicures are a must. Invest in a nourishing treatment for nails and perhaps a strengthener to keep them going day in and day out without chips and breakages.

HOW MUCH SHOULD YOU

CHARGE AS A MODEL?



Career Tips

As a model working and attempting to remain competitive in an industry that is inundated by hopefuls (and by those who are even willing to work for free) you may find yourself facing an increasingly difficult situation regarding how much you can get paid. There seems to be no end to the current situation where models willingly out their hands up for work that is unpaid in return for mere "exposure".

However, if you are an experienced model you should never sell yourself short, always keeping in mind that you are performing a valuable service and end product for a commercial enterprise. If you are a model working for a business making a profit you are legally entitled to a minimum rate of pay. Otherwise, the commercial enterprise that has employed your service may be in breach of legislation and liable to prosecution.

Fair Work Legislation governs the minimum casual rates for models. Modelling for still photography, TV or movie appearances attracts a full day pay rate of \$450.18 and for up to an hour attracts a rate of \$92.76. Modelling work at trade shows or parades attracts a full day pay rate of \$204.69 and a single evening show

(1hr) attracts \$77.18. Casual models are also entitled to double pay on public holidays.

If you do not have an ABN these pay rates apply as you are effectively working as a casual model. This means that if you are paid a rate that isn't in accordance with the minimum rate that you can complain and that employers are liable to legislation.

If you are working under an ABN you need to keep in mind that you are operating as an Independent Contractor. You need to set yourself pay rates that are fair (it would be wise to follow the minimum rates outlined on the Fair Work website, plus you need to factor in an extra percentage for GST and taxes). Also, so that you are covered for and injuries resulting from your job you will need to ensure that you take out your own Public Liability Insurance.

Valuing your work as a model is incredibly important. This is not only because you might actually be able to pay your bills if you stand firm on your worth but also so that the industry can continue to exist. Free work/work for "exposure" erodes creative professions, undervaluing the work of talented models (and also entertainers and artists) by not allowing them to thrive, or even in most cases, to merely survive.

INFO

For more information and all details regarding minimum rates always refer to the Australian Government's Fair Work website: www.fairwork.gov.au

VALERIA

SIZOVA

Valeria Sizova's appeal is definitely in her stunning features and smoking hot body. She's a model, dancer and a choreographer who's based in Sydney, Australia and in fact, she owns her own dance and entertainment company called ICrave Dance & Entertainment. She has placed in a number of high profile modeling competitions such as Miss Supercars, Maxim's Swimwear Model of the Year competition or the World Miss All Nations as well as Miss Russia Australia and Miss NSW Face of Origin.

Global Elite Queens Magazine recently sat down with Valeria Sizova to find out more about what it's like to be a model and an Instagram superstar and here's what went down.

Can you please give us a bit of a background as to who you are and what you do?

My name is Valeria Sizova, and I'm a model, dancer and a choreographer based in Sydney. I run a dance and entertainment company called ICrave Dance & Entertainment (@icraveentertainment) where I teach classes and crew rehearsals for the shows.

I completed Bachelor of Political & Social Sciences majoring in Government & International Relations; Certificate 3 & 4 in Fitness and completed Music School majoring in piano.

I made it to Top 4 in the Miss Supercars 2017 competition, I made it to Top 5 in the Maxim Swimwear Model of the Year 2017 competition, I won 1st Runner-up at the World Miss All Nations 2018 held in China, and I was also crowned Miss Russia Australia and Miss NSW Face of Origin in 2017. Currently I'm Miss Multiverse Russia.

2. What do you like most about being an influencer?

I believe that each one of us can influence people around us because we all have social platforms even beyond our surroundings. I am one of those people who loves to promote a healthy lifestyle and confidence in women by being the best version of yourself.

3. The downside to being an influencer?

Sometimes it's very hard to get the message across social platforms and expect people to understand and accept your view and the way you see things. That's because everyone has different perceptions and experiences in life, and they do affect us in various ways that influence our decisions.

4. What's your favorite social media platform?

I've discovered that our modern society is getting 'fed up' with reading long stories/posts and the right images or short videos are sometimes the only way to attract their attention. I believe Instagram has been the most popular asset to influence society these days. The beauty of this social media platform is that it gives you an option to choose which visual material you can use, add valuable context to your photos, organize polls, read the statistics of your posts and find out what topics attracts people the most to your profile.



Photo by Shekhar Jay @shekhar_jay
Style by Sen Beaulique @senbeaulique
Makeup by Stephanie Ann Studio @stephanieannmua



5. What's your best advice when it comes to growing your Instagram account?

If you want to build a more significant following, first you need to be specific with what you want your Instagram profile to be known for – whether it be modeling, dancing, writing books, protecting animals from human cruelty around the world... you have to write down what you do, so people can clearly see the purpose of your social media profile. Secondly, regular posting is a key to engaging your followers and keeping them on their toes.

Don't play around with filters too much – don't hide your identity behind 'dogs face' snaps, overexposed filters or over posting on your social media (3-4 posts per day might be too much to handle/follow for people). People want to see real you as this is the only way how they can relate their lives to your posts.

6. What powerful strategies did you use to grow your Instagram followers to how it is now?

The time of my posts is specific. I only post a photo on Instagram either early morning or evening after 6 pm – before and after work hours when people are most likely to get on the social media pages.

Get a bit personal on your page so people can see the real person behind the images. Conduct a poll, ask their opinion, wish people a good day, make a promotion for a special event. Think of something that can get you more involved with your audience.



7. Being part of an industry whose only emphasis is on the external characteristics of a person, how have you stayed grounded?

'Work hard and stay humble' is probably one of my favourite quotes of all time. Who likes people who are up themselves, selfish and narcissistic?? I don't, so why be one?

8. Is your family supportive of you being in the lime-light?

My family is unfortunately not living in Australia but I definitely have their support. Likewise, my partner is very supportive and encouraging with what I do. When you have a purpose to carry on and want to reach out to people, you have to make an effort and spend enough time to be understood and change someone's else perspective.

9. What are your plans? Inside your career or out of it.

I am currently working on my Dance & Entertainment business, and getting my shows up and running on a regular basis throughout the whole year.

My next 2-3 years will consist of raising my profile and getting more exposure in the modeling, dancing, and fitness industry. I don't think I would ever stop learning and trying to get better in whatever industry I am today and in the future.



GLAM NEPAL

Glam Nepal International is a global brand in the making in the world of fashion runways which aims to showcase the diverse and unique designs of Nepal. It gives the designers of Nepal wings through the Glam Nepal International network to conquer the global market via International exposure. The Revolution is from Australia itself. . . Will you join us?

Glam Nepal International also intends to produce role models as opposed to just merely supermodels who will be able to inspire the millennials to do better in life. The goal is to redefine the fashion industry - to shape it with role models and an eco-friendly clothing industry.

Furthermore, Glam Nepal International founder Deepak Gyawali aspires to take the runway show to different countries in order to exchange cultural values and religious tolerance bringing people together through fashion and lifestyle.





Since winning the title of Miss Sahara 2019, Catherine Madziva has become determined to make a positive change in her community. She wants to be part of the process that opens doors for people that are under-represented.

She was initially contacted during the Sounds of Afro Beats Festival, where she was approached by Teresa Yual - the National Director of Miss Sahara. After talking to Teresa and her team, Catherine realized that their vision aligned, as they both had similarities in the desire to promote 'minority groups.' So she decided to enter the pageant. From the first getgo, Catherine felt right at home. All the contestants stayed at Novotel, so they were around each other pretty much all day. With so many girls together you'd assume cattiness would come about - but no, during both nights all the girls would come together in one room and they would all just hang out, talk about their lives, their careers, or movies they've seen. They'd dance, laugh, have snacks and just enjoy each other's company. This was a special moment for her as it changed her prior perspective of what pageants typically looked like backstage. It was a very warm and pleasant experience. Miss Sahara has given her the courage to continue to pursue her goals. After she won the Miss Sahara pageant, she wanted to create positive change in her community.

Miss Sahara has broadened Catherine's horizons in the fashion and beauty industry and has enabled her to work with incredibly talented people that happens to be from a diverse cultural background. She sees the platform as a means to diversify herself and have a wider audience to reach to speak on things like diversity, social issues and world change. During her reign, she has done multiple things to empower people from minority groups. For example, she has done community work, volunteering her time to causes she believes in. She also regularly hosts events that benefit young girls and women. This amazing work is made possible thanks to the support she receives from her friends and family. Her family also keeps her focused on important things, remaining wary of the intense value the beauty industry places on women. In addition, Catherine is planning to expand her platform by being more active on social media because this will enable her to continue expanding her influence. Another way that she is trying to improve the world is by getting her degree in Social Work. This will allow her to change the way we view social issues, changing the policies to improve the system for everyone. To do this, one of her biggest goals is to work at the United Nations.

Catherine Madziva is definitely someone we can see being successful in the near future. She wants to use her reign to make meaningful changes to empower minority groups. The title allows her to use her influence wisely. She also plans to experience more of the world through travel. This will allow her to meet new people, experience various cultures and try new types of food. At only 21 years old, you can expect more big things in the future from Catherine Madziva.



ANNA

NASEISA MA'U MA'ILEI

Ever since she was crowned Miss Tonga Australia, Anna-Naseisa Ma'u Ma'ilei has inspired many people around the country. Now, she plans to inspire many other people, helping women from the Pacific Islands reach their potential.

She first became involved in beauty pageants when she was approached by the director of Miss Tonga Australia Angela Lavaki. She decided to enter the competition and eventually, she ended up winning the crown. She admits that she thoroughly enjoyed her pageant experience, as it allowed her to grow as a person. For example, she has been able to develop more confidence as well as expand spiritually. One of the biggest lessons that she has learned is the importance of staying true to herself and her beliefs. However, the pageant experience has unfortunately also shown her the cruel nature of being in the limelight, as she received some cyberbullying because of who she is. Some online bullies were judging her based on her performance on the catwalk. Thankfully, the pageant experience has taught her about her self-worth. This enabled her to brush off upsetting online comments. Her success in the pageant industry has opened multiple opportunities for her to improve her community.

When Anna-Naseisa Ma'u Ma'ilei won Miss Tonga Australia she was presented with many prizes. However, one of the most fulfilling was giving her the

chance to start a dialogue that would improve her community. For example, one of the first things she did was to attend a forum called "Tu-Pasifika: Your Inner Warrior". This is aimed at starting a conversation about how women from the Pacific Islands can reach their full potential. Throughout the event, she learned multiple important lessons, like the importance of creating spaces where young people feel empowered to speak up. She also learned the value of supporting young people, as they will be responsible for making future decisions. For this reason, she wants to use the rest of her reign to help increase the opportunities available to Pacific Islander women. She will do this by using various networking events to provide support to Pacific Islander businesses. She also wants to use these events to bring awareness to issues in her community.

Anna-Naseisa Ma'u Ma'ilei has a diploma of Event Management, which she plans to use to start a wedding consultancy business. In the future, she wants to own a wedding or event venue. She can be confident about achieving these dreams thanks to the strong support base she had amassed. From the many people who helped prepare her for the pageant to her parents, who continue to offer their full support. Thanks to their encouragement, Anna-Naseisa Ma'u Ma'ilei is making the most of her current title and becoming an inspiring figure to people in the Pacific Island community.



HOW THE WORLD IS EMBRACING Body Diversity

By Patricia Higgins

The female body has long been the promotional tool of advertisers, even before the widespread proliferation of mass media. As both an aspirational ideal, and as a testament to the fact that sex sells - the use of attractive females in advertising can be traced back to as early as 1871, when Pearl Tobacco featured a 'naked maiden' on their packaging cover.

Fast forward to 2018, and we are now accustomed to the amplification of beauty standards in the online world. A recent study by the University of Melbourne shows that a display of 'low levels of diversity in body size, ethnicity and age among models' comprise a typical fashion magazine's imagery. This is even more disturbing given that this content is afforded a viral reach through digital media platforms.

With the rise of 'insta models' and influence marketing, we can see that cruel and fickle beauty standards are very much alive and kicking. And what's the consensus?

To be a relevant, acceptable and bankable female in today's digital era still, for the most part, means being young, white, attractive, and slender. Although, depending on the prevailing mood of the moment, it may also equal the addition of a 'bubble booty' or 'kick-arse abs'.

The narrow representation of body image in the media is linked to 'body dissatisfaction' - this may take the form of eating disorders, suicide, depression - or, some other myriad manifestation. This is accountable for the vague, yet still very palpable, psychology of 'not feeling good enough'.

This viewed is echoed by author and ad critic Jean Kilbourne. She deconstructs the subconscious messages in advertisements and described how they create a 'toxic cultural environment'. "Women and girls compare themselves to these images every day, and failure to live up to them is inevitable because they are based on a flawlessness that doesn't exist," said Kilbourne (in a 2016 address at Harvard University).

The question remains: has anything really changed when it comes to promoting body diversity in mass marketing? Are we gaining any ground in the name of female empowerment? Or, are we still back in 1871?

Let's have a look at the positives. It's true that some countries have implemented initiatives to improve body image diversity in the media and the fashion industry. This has

included efforts to regulate minimum body size of models (for example in Israel and France), and the development of codes of practices such as the Australian Industry Code of Conduct on Body Image.

In recent years, global brands JCPenney, Dove and Nike have all attempted some form of marketing mission in a bid to promote body diversity. JCPenney provides a controversial example with its 'Here I Am' campaign. Launched in 2016, this ad series featured several prominent plus-sized women 'breaking the beauty-standard mold' on 'their journeys of both worldly success and personal self-acceptance'. However, detractors slammed the campaign as 'glorifying obesity'.

On the homefront, we have seen several brands follow suit. One to make the news: activewear label The Upside, who launched an ad campaign (also in 2016) that featured five 'inspiring women', including 'plus-size' model Laura Wells. However, it's really up for debate if this model could even be considered voluptuous (apparently she is a size 14 and between 3-6 sizes larger than a normal, industry standard model but, she looks pretty taut and trim overall).

Local suppliers and beauty industry brands are also joining the ranks. Royal Society, an Aussie tanning brand with a vegan stance is making headway on social media with a current 12.6K following. They also buck the trend on body diversity with a smattering of candid shots of 'everyday ladies getting a tan and enjoying themselves out and about' displayed amongst the obligatory starlets and aspirant lifestyle content. It's a refreshing step in the right direction.

What does this all equate to? Let's face it. It's a hard road impacting beauty standards. Both the studies and the practical examples show there's still a long way to go.

Whilst it's in our best interest as an altruistic human collective to represent all sizes, appearances, cultures and creeds - it's not always in the best interest of advertisers and their bottom dollar. In a world where everything is for sale at the right price, ethics come off second best. It's probable we will be seeing advertising's 'naked maidens' for a while yet!

There is some hope that lies with the more 'grass roots' initiatives to influence the tides of change for the greater good. So, if you are in influencer in the world of advertising, branding - or, perhaps own your own business in a relevant industry - then do remember, the power to promote body diversity might just rest with you.



FIVE EFFORTLESS Makeup Tips

TO LOOK LIKE YOU'RE NOT WEARING ANY

In the past couple of decades, women paid a lot of attention to brightly coloured lipsticks and dark mascara. However, these days, the more natural look is more appealing. It is also healthier because heavy makeup does not seep into the pores and there is less to clean off when you go to bed at night. Of course, a little makeup is necessary in order to bring out the best of your features.

Here are five beauty and makeup tips for that awesome natural look:

Cleanse the skin

You need to start with a good cleanser as well as good moisturizer. Wash your skin well under warm water. This will prevent it from drying out. The moisturizer should have a good SPF factor, which will also help prevent the skin from drying out and becoming dehydrated.

Light Foundation

Focus on a light foundation, instead of something that is going to be too harsh. You may want to think of a moisturizer with a slight tint. This means that you don't have to opt for a foundation which can clog up the pores. Use a slight red tint around the cheeks. However, don't go overboard with this. It should be kept as natural as possible. Experts suggest that when you use foundation, it should be applied with fingers and rubbed in because this will look more natural.

Blush

It is easy to overdo this as you may have seen in the past when women applied heavy makeup. To make this as natural as possible, look for a cream which will match up to your skin tone. Have a look at the color of your lips and match this up to the tint. Stay away from the shimmers, which will look less natural. Blend this in well over your cheek bones as well as the lips.

Eyes

It is important to focus on the eyes, especially when these are your best feature. However, it is important not to go overboard with mascara and eyeliner either. You can do more harm than good when you apply too much mascara, because you won't bring out the colour of your eyes. Your eye lashes just need a slight coat. A lot of people use a cream on their eyelids because powders can become caked.

Gloss

There are many ways that you can bring out your lips. You will have achieved the natural look by now, and you can finish this off by a little color on the lips. There are many natural colors available on the market. You need to find something that is just slightly brighter than that of your own lips. Have your gloss with you so that you can reapply it. There are also sprays available which help set the makeup.



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