



DEIDA K. MASSEY PROFESSIONAL BIO

Face Forward

Deida K. Massey creates masterpieces through her work as a highly sought-out celebrity makeup artist. The beauty of her skill though is not only in making people look polished externally, but using her gift to help mold, encourage and color their lives from the inside out. Her gift is shared in countless ways because she sees no limits. Hailing from the southside of Chicago, Massey is no stranger to the things that cause beauty scars in a person's life – beginning with her own. Experiencing the tragic death of her father at only five years old, her life could have spiraled out of control. Yet, she persevered the tumultuous childhood and teenage years and went on to receive her BS from Alabama State University and Master of Jurisprudence in Child and Family Law from Loyola School of Law. As a paralegal, she advocated for abused and neglected children in Chicago. Moonlighting as a makeup artist, the desire to pursue her passion full time won out. Fearlessly, Deida made an about face. She packed her bags and headed for the bright lights of Los Angeles.

Foundation

The leap of faith proved to be worthwhile. Deida has blessed the faces of many of entertainment's elites including KeKe Palmer, Tichina Arnold, Mary Mary, the late Dr. Maya Angelou, Michelle Williams and Kelly Rowland (formerly of Destiny's Child), Common, Ludacris, Terri McMillian, Shaunie O'Neal, Sherri Shepherd, Juanita Vanoy Jordan, Michael Jordan and more. A career highlight was being chosen as one of an elite and small group of makeup artists for Oprah's Legends Bal in 2005. She has worked on the films, *Transformers 4*, *Divergent*, and *Chi-Raq* and popular TV Shows, "Chicago Fire," "Empire" "Chicago PD" "The Chi," and the "Holy and Hungry" on the Food Network, "Shameless," and many commercials, editorials, and music videos. Experiencing great success in her chosen field, Deida still yearned to make a difference in the lives of young girls. Pursuing her passion, her purpose evolved.

Blush

Not just using her hands to transform faces, Deida began to use her heart and inspires girls to see their true beauty. Deciding to color the world, Deida founded Reel Beauty, Inc., in 2002, a nonprofit organization with a mission to provide self-esteem workshops to assist young women in becoming productive citizens as they rediscover their beauty inside and out. With a philosophy that beauty is only skin-deep, and a goal to help restore and revitalize their mind, body and spirit, Reel Beauty offers a 14-week curriculum for young women inside Chicago Public Schools to overcome problems of social and emotional issues that relate to low self-esteem, lack of self-worth and conflict resolution. For Deida, it is important to show the girls she mentors how beautiful they are, help them discover their gift that unlocks their purpose, which leads to their destiny, and to show them how important their gift is to society. Reel Beauty empowers them with tools to succeed in life. Deida's ultimate goal is to help our girls understand the importance of self-esteem, self-worth and self-confidence.

Eye Shadow

Having a vision is very key. It has been said that the eyes are the windows to the soul. Recognizing this, Deida's passion for service has set her on a path to see young women become all they can be. Through Reel Beauty, she provides them with a blueprint, activities and mentors that come alongside them; which further shows that she understands the power of vision. This dream chaser urges all to dream beyond what they can see. Positive and loving energy and creating beautiful memories are what excites her. She is motivated by seeing her goals come to life and creating a road map to success.

Contouring

As a skilled makeup artist usually does, Deida knows that the general form or structure of a face; in this instance, Reel Beauty, needs contouring, refining and expanding. Due to the success of the program in Chicago, Deida excitedly included a S.T.E.A.M. component to further enhance the total beauty of the young women. So, not only does Reel Beauty make the inner-city girls feel beautiful and more self-assured, it also equips them with tools to help them succeed in life. Having mentored thousands of girls in the U.S., the program expanded to Africa. Reel Beauty launched their international program in Mwanza, Tanzania, June 2011. The next big thing is building Reel Beauty on an international level through their Social S.T.E.A.M. Curriculum. They are evolving from the 14-week self-esteem curriculum to teaching girls the importance of Science, Technology, Engineering, Arts and Mathematics. The goal is to help girls transition into high level entry jobs in these areas that will help them become competitors and successful in the world we live in today.

False Lashes

Experiencing great success in her chosen field, Deida still desires to make a difference in the lives of young girls. With an ambitious aim to help them see beyond the exterior and make them realize that everything that seems real is not, and that all that glitters is not gold, Deida does the

necessary work of helping transform minds. She shows them a different perspective of how the entertainment world views them. She wants girls everywhere to know that the music, images and things that they see around them should not define, defeat or deflate them. She realized how detrimental the messages in today's music, culture and media are, and has vowed to do something to wipe off all the negativity.

Lipstick

One of Deida's passions is traveling the world, speaking and transforming the lives of girls and women. She is motivated through traveling to some of the world's most beautiful places and seeing how other cultures live and how they operate in what they believe, while empowering youth and women to identify their gift, tap into and use it to live out their purpose. It excites her and allows her to be open-minded about people and reminds her that God is much bigger than being placed in a box. Her transparency about her own formative years and stories of what she experienced help her to resonate with her audience. As an overcomer who now helps others do the same, Deida Massey is a name that should come to mind when thinking of who to invite to speak to your audience of ladies of all ages. With a message of finding real beauty and being beautiful on the inside and out, Deida encourages those struggling in those areas to realize their greatness and the essence of true beauty. Deida is also a published author. In 2016, she penned her first beauty memoir, "Face Values-The Foundation of Beauty." The lessons in the book, detailing Deida's personal journey of overcoming challenges through persistence, faith and hard work can be shared at colleges, schools, businesses and ministries.

Highlights

Deida's gift is truly making room for her. Her program and impact continue to grow and she is now grooming her mentees for leadership roles in the organization. She is building, implementing and executing programs globally for girls, where her hope is that they will thrive in the areas where she mentors and supports them, especially in the areas of entrepreneurship and leadership. She is also being recognized for her handiwork by receiving several prominent awards. In March 2015, Deida received The Woman of Excellence Award from Omega Psi Phi Chi Lambda Lambda chapter for her service with Reel Beauty. In September 2016, she received the 40 Under 40 Game Changer Award from Ariel Investments and WVON, a local radio station in Chicago. Reel Beauty is now also partnering with another local organization, Demoiselle 2 Femme, creating a Social S.T.E.A.M. curriculum for grades 5-7 for a S.T.E.A.M. School for girls named after Katherine G. Johnson - opening September 2018. And Reel Beauty has also partnered with the same organization on a federal grant from the Department of Health to bring awareness to the community about the effects of STI and HPV among teen girls.

If there is a young girl whose life can be beautified internally and externally, Deida K. Massey has the blessed hands and heart to do it. This celebrity makeup artist, mentor, philanthropist, CEO/Founder and author has her hands all in and doing the work.