

BEAUTY / BRAND IN-SITE

The Makeup Maven



April 22, 2014 by **Molly Hibbert**

Amanda La Monica inherited a love of makeup from her mum and went on to create LaGlam Mineral Makeup, her own hugely successful cosmetic business.



Clockwise from left: Amanda, the flawless makeup poster girl; LaGlam Minerals lipstick, \$40; Lady Glam Makeup Kit, \$130

Amanda La Monica has been passionate about makeup since she was a young girl. "Growing up my mum would never leave the house without first 'putting on her face,'" she says. When Amanda was 12 years old she too began experimenting with cosmetics, and discovered she was equally as passionate. "I always wanted to be an actress and was involved in performing arts at high school; I started doing the makeup for school plays and friends encouraged me to pursue my passion."

And that she did. After studying makeup design and application, Amanda launched her own business – Glamorous by Amanda La Monica, a bridal makeup service that over the

years has expanded to include hair and beauty. This was followed by the launch of a cosmetics range, LaGlam Minerals. It was an ambitious and methodical plan for the then 29 year-old makeup expert, who says she has always been tenacious. "I get an idea, I research it and once I feel I have enough knowledge, and a good gut instinct, I'll run with it," she says.

Amanda says that LaGlam Minerals is "four years young", so it's early days. "We're growing steady and strong and have big plans for the future," she says. And her secret for success – "Hard work, dedication and long, LONG hours put in not only by me, but my husband Joe, who works tirelessly in the background while I take the credit."

Amanda and Joe have been married for 10 YEARS this year and have three children, Taylah, 8, Mackenzie, 6 and Zahli, 3. "Joe is fabulous, and such an integral part of LaGlam Minerals – I couldn't run this business without him," she says. In the early days of setting up the mineral cosmetics range they both worked non-stop.

"I get an idea, I research it and once I feel I have enough knowledge, and a good gut instinct, I'll run with it."

"There was a lot of going back and forth to the factory to trial different formulas and colours, and I'm still constantly evaluating our products, making improvements and introducing new ones," Amanda says of her cosmetics made with pure, mineral ingredients. "We've added 21 new products to the LaGlam range over the past 8 months with still more to come over the next couple of months."

Amanda is in demand as a makeup artist working with bridal clientele and on photo shoots, as well as overseeing LaGlam Minerals Cosmetics that has an online store www.laglamcosmetics.com and 40 stockists Australia-wide.

Amanda's No.1 makeup tip:

The most important thing when applying makeup is to create a smooth, seamless base. The first step is to match the foundation to your natural skin colour. I always look at the arms and décolletage area when choosing a foundation to ensure the face matches the body. Many people advise to matching to colour of the neck when in reality most women's necks are lighter because it's shaded from the sun or protected with SPF moisturizers and makeup. This then creates that unsightly ghostly look that nobody wants! The second step is blending. If you choose the right colour, it should blend easily – of course it also helps if you're using a great foundation such as LaGlam 2in1 wet/dry powder foundation, which when applied with the LaGlam kabuki brush blends from face to neck effortlessly.