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'Invest Now, Rest Later': Wise Words from a Cosmetics Founder

In Face, Favourites, Industry Insiders, Inspiration, Interview, Natural on April 7, 2011 at 6:00 am

By Ali Sims

Founder of **La Glam Minerals** 2009, Amanda La Monica, is one of Sydney's most sought after bridal makeup artists. An editorial favourite, business woman and mother, her hard work and success is a credit to her life philosophy "Invest Now, Rest Later." Amanda's also been nominated for the 2011 **Cosmopolitan Fun Fearless Female awards**. Here she takes us on the journey of creating her business and explains why natural is best.



Amanda La Monica

When and why did you create your mineral makeup line? Why natural? Why

Vegan?

LaGlam was created in 2009, I wanted to create a brand that was natural and could offer my clients everything that they asked of me. I am not vegan myself, however I believe if we can go back to basics and be as natural as possible with what we're using on our skin then that's got to be the better way. These days so much research is released showing causes of different diseases and I believe this is why people are looking towards more natural products rather than using chemicals etc.

How does the philosophy of your makeup line “*Look and feel glamorous naturally*” translate into your everyday life?

I believe that a woman should look naturally glamorous or beautiful without looking like she's trying or that it's intentional –a natural beauty is most appealing.

How do you look and feel glamorous naturally? What do you do in your everyday life that adds a bit of glam?

My hair and makeup is always done, even for the early dash to school for drop off. By my makeup being done I don't mean full glamour makeup but showing effort in my presentation to look natural but beautiful. Using LaGlam I can achieve this in less than 5 minutes giving me more time to get the kids ready!

What are your recent accolades?

Last month I was proud to be named No1 makeup artist in Australia by the Australian Bridal Industry Academy. This month I'm excited to have been nominated for Cosmopolitan magazines Fun Fearless Female award and have made the final 10 nominees with winner to be announced later this year! I'm so honoured to have been apart of both of these awards. To be named No 1 Makeup Artist in Australia is huge, I feel so lucky that my brides acknowledge my hard work and the effort I put in for them. The Fun Fearless Female award is also such a great award to be nominated for, I love the concept of this award and I would be so honoured if I was to win this and be a role model for others.



The La Glam range.

How does mineral makeup differ from other brands of non mineral makeup?

Mineral makeup brings us back to basics with natural ingredients; it cannot be compared to non mineral makeup with so many non natural ingredients. I could never go back to putting that on my face. My skin has changed so much since using LaGlam, I used to suffer from breakouts and redness. I don't get that anymore now that my makeup is all natural, my skin is much healthier and my make up feels so much better on my skin.

How long did it take to design a Vegan lipstick?

The whole process took about a year. It was a lot of going back and forth with the factory to trial different formulas and colours and we’re still constantly evaluating our products seeing as they’re only new to the market. It is vital that we get the right product and maintain the quality, as this is a direct reflection of the brand.

What is your favourite product to use?

My absolute favourite product is our hero product 2-in-1 powder/liquid foundation being that it can be used both professionally and for everyday use. It is sweat/water resistant and containing sunscreen protection. I use it absolutely everyday, usually as a powder for everyday and as a liquid for work or special events where i want a more professional look.

What is your best makeup tip?


I love highlighting. I use “Glitterbug” highlighter on brow bone and top of cheek bone to illuminate and give a polished look and a touch in the cupid’s bow of the top lip to make the lip look full and highlight the pout! Highlighting finishes a look, illuminating the above mentioned parts of the face gives a lift and a glow.

Who’s your beauty inspiration, and why?

I don’t have any one particular person who is a beauty inspiration, but I do constantly look at the makeup on celebrities especially at red carpet events – always some great looks there. I also like to keep in touch with the trends coming from overseas.

Thanks Amanda! Any questions, leave them in the comments box below!

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