



Paija Hudson

Celebrity Makeup Artist, Public Speaker & Brand
Influencer

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#KSStylingTeam



#PjlovesPj

Who Is Paija?

Professional makeup artist based in LA

Better known as PjlovesPj on social media

Beauty Educator teaching consumers beauty via the web

Public speaker

Brand Influencer

Social Media Personality

Founder of beauty community called Beauty Scopers

Junior Beauty Editor for Model-Diary.com

Budget Beauty Guru

Beat & Blessed Motivator

Beauty Product Reviewer

"My brand is known as the Beat and Blessed brand because I help people stay motivated through the use of beauty."

"My motto is to help beautify your life from the inside out."

Career Highlights

Celebrities: Property Brothers, Tiffany Winter, Don Wildman, Miss Asia 2014, Elisa Johnson and more...

BET Experience- Makeup Artist

Beauty In The Bay Educator

Couture Fashion Week (NYFW)

Miss Belize Pageant - Lead Artist

Scripps Networks Upfronts

Style Fashion Week (NYFW)

Summit Live Panelist

Victoria Secret Winter Launch



#PassTheBeat
Tue & Thur
5:45 pm pst



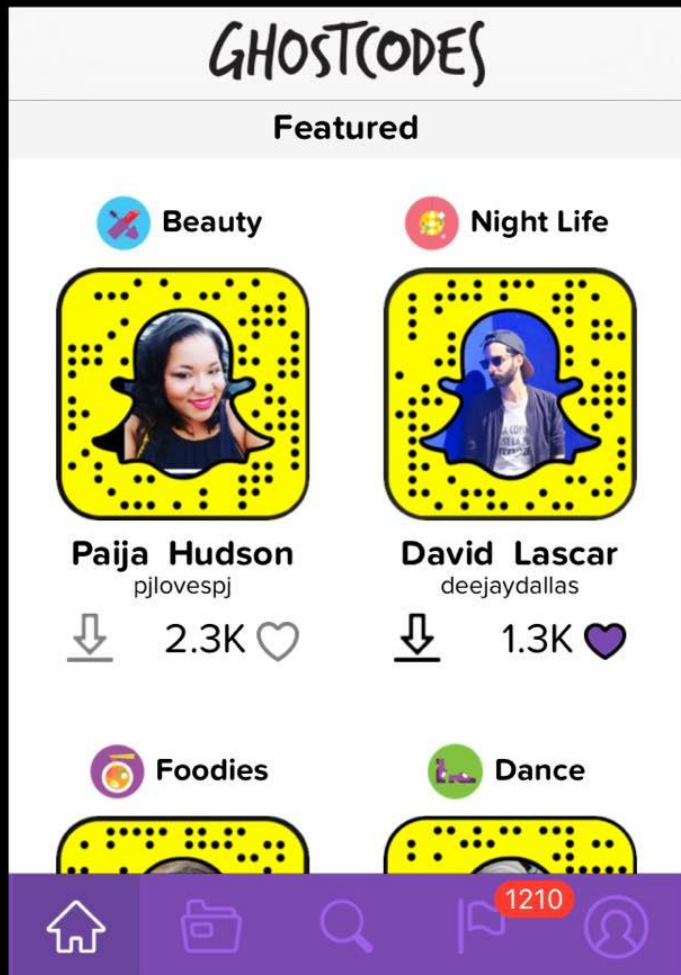
The Beatgency 


BeautyScoper Spotlight



Beauty News #BeatTalks

Beauty Scopers is an online community where beauty professionals and enthusiasts commune to discuss the latest beauty trends, releases, and gain education from fellow members. The expanding beauty community was founded by Paija Hudson in August 2015 and has grown to include over 700 makeup artist, hair stylist, beauty enthusiast and influencers from all over the country.



Social Media Personality

Featured Snap Chatter on GhostCodes

[Creator of Periscope's First Beauty Community Beauty Scopers](#)

Summit Live Speaker - Beauty and Branding Specialist

[Periscope Feature on HelloBeautiful.com](#)

Featured on yoursabine.com - "Who's Who of Social Media"

[Chic Studios Speaker - Social Media in the Beauty Business](#)

IG Following - approx 10,200 (@Paija_mua, @BeautyScopers & @Positivity_By_Pj)

Facebook Following - approx 2500 (profile, business page & group)

Twitter Following - approx 1500 (@PjLovePj & @BeautyScopers)

Snap Chat Views - 200 Average/Snap or Snap Story

Brand Influencer

Influencer Clientele

1/9/76 Cosmetics

Arkon Mounts (Discount Code: pjlovespj)

Cozmo Lighting

Gallany Cosmetics

J'Shea Essentials

Juice Beauty

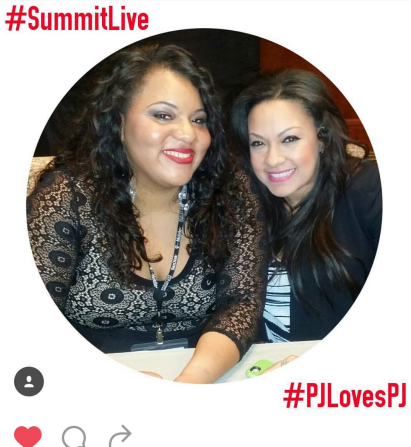
Le Chic BSB

London Royal Glasses

My Makeup Brush Set

Nfatuated Cosmetics

Sedona Lace (Discount Code: lovepaija)



Trend 1: Blue Eyeshadow. Whether a blue smokey eye or just a blue liner. Blue was the look this past fashion week for all of the major fashion houses.

Trend 2: Bright Lips. For the past few seasons we have been enjoyed vamped colors but this season we are shifting to soft pinks, and bright reds.

Trend 3: Less Contouring, More Highlighting. As the sun begins to shine a little brighter having that sun kissed glow is all the rave. Make sure to dust a little highlighter on your cheekbones and on the bridge of your nose where the sun meets your skin.

Trend 4: No More Boxy Brows. This season they are asking everyone to spend more time perfecting following their natural brow instead of creating the ever so popular Instagram brow. Just hit #instagrabrows if you want to know more.

Trend 5: Lots of Lash. This season is all about the big and bold lash. Falsies are in more than ever and are very easy to apply. It's always best to take care of your natural lashes first. If you don't want falsies, try using an eye primer like the one from Sally's Beauty before applying mascara.

Beauty Trends
@PJlovesPJ



@summit_live



Repost & Regram App



Thanks MUFE for this Bag I ❤️ it



Makeup by Paija Hudson [For VooDoo Makeup](#)

[Designers:](#)

Bentley & Lace

David Tupaz

Just Drew (Featured On Rich Kids of Beverly Hills on E! TV)

Farah Angsana

Nancy Vuu

Anthony Rubio

STYLE FASHION WEEK (NYFW)



Makeup by Paija Hudson For [VooDoo Makeup](#)

[Designers:](#)

Andres Aquino

Elcy Cortorreal

Lainy Gold

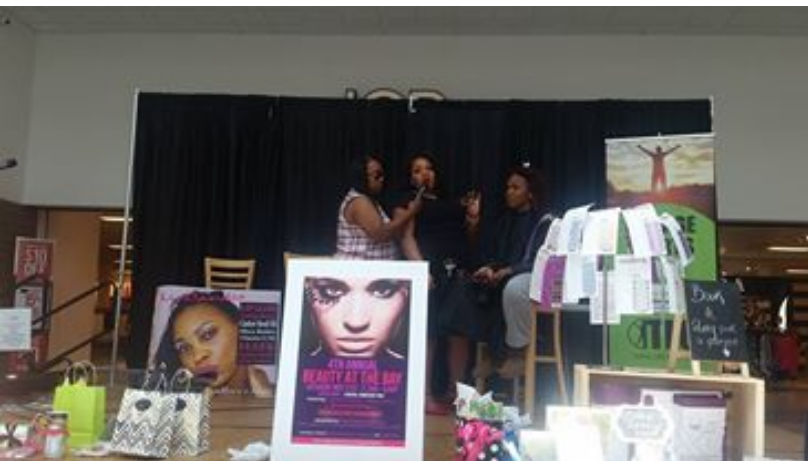
Lourdes Atencio

Luxury Outerwear

Silvia Ulson

Vintage Couture

COUTURE FASHION WEEK (NYFW)



Public Speaking

Summit Live - Beauty and Branding Specialist

Chic Studios- Social Media in the Beauty Business



Beauty Educator

Beauty At The Bay - On Stage Beauty Educator and Speaker

Building Your Makeup Kit On A Budget - Master Educator

Beat and Blessed Online Beauty Courses - Master Educator