



Blende
custom makeup • skincare lab



MEDIA KIT 2021



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IMDb

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Blende

Custom Makeup Skincare Lab

BLENDE HANDCRAFTS VEGAN, CRUELTY FREE MAKEUP, FORMULATED FOR YOUR UNIQUE SKIN TONE AND COMPLEXION

No need to buy cookie cutter shades off the shelf that may not match your skin tone. Blende vegan, cruelty free makeup is mixed on the spot in just a few minutes. A precise, individually tailored collection made just for you. Foundation, concealer, lipstick, lip gloss, eye shadow, blush, bronzer, highlighter, primer in creams and powders created exclusively for each client. Blende eliminates the kind of color mistakes and waste that every woman has known with previous cosmetic purchases. Blende is the brainchild of veteran television Makeup Artist Keira Karlin. For the past 28 years, Keira has custom blended makeup for celebrities to suit their exact skin tones and she is excited to offer this to everyone.

Blende In The News



One lucky Dr. Oz viewer wins a virtual makeup lesson with Celebrity Makeup Artist and Blende owner/founder, Keira Karlin

Custom Blending



New Spa Spots Just Opening Their Doors



Blende Featured in Industry Magazine



Blende Featured in Westfield Living Magazine



About Keira Karlin

Celebrity Makeup Artist and Founder/Owner of Blende; has spent almost three decades working in the television industry on shows such as The BlackList, Boardwalk Empire, The Affair, Blue Bloods, Person of Interest, Law and Order SVU, Are We There Yet? and Saturday Night Live. Her artistry, personality and extraordinary work ethic have afforded her an extensive client list; including Debra Messing, Lucy Liu, President Bill Clinton, Harrison Ford and Kevin Costner to name just a few. After years of creating custom looks on TV sets, she has brought her vision of Blende to life. "No woman should try to fit herself into the color of the month and buy off the shelf cosmetics, when they can have their makeup customized to their exact needs."

Our Mission

Our Mission is for every woman to have a go-to spot for Professional Makeup Applications, Custom Created Vegan Makeup, Makeup Lessons, Makeup Parties, Bridal Makeup, Custom Facials, Dermaplaning, Microdermabrasion, Hydrofacials, and luxurious natural skin care. We customize your makeup to address and enhance your unique beauty. No more one size fits all makeup. Blende is your own personal makeup lab where we design the colors of your dreams.



Changing The Future of Makeup

The state of the US beauty industry today is all about disruption, inclusion and clean cosmetics. Personalizing and customizing Blende vegan makeup is creating a stir. Women are now able to have bespoke, natural and cruelty free cosmetics for the same price as they would expect to pay for "off the shelf" brands. The custom makeup buying experience caters to every woman so, regardless of her skin tone, she can have perfectly matched makeup. Blende plans to expand with physical locations as well as utilizing the latest technologies to bring the custom blending experience world-wide.

