

An Interview with Deanne Vanwinkle, the Founder of Bloodline Beauty

As the founder and creator of Bloodline Beauty LLC, Deanne Vanwinkle continues to evolve and shape the beauty industry, one product and appointment at a time. With her unyielding dedication and self-taught talent, she has cemented herself as a sought-after expert in her field. Whether you're seeking high-quality makeup, lashes, apparel, or jewelry, Bloodline Beauty wants to be your one-stop shop for beauty that motivates and celebrates the one-of-a-kind You.



Interviewer: Your brand has gained recognition for its commitment to quality, affordability, and inclusivity. Could you tell us about your journey and how you have become such an influential force in the beauty industry?

Deanne: Thank you for having me. My journey in the beauty industry has spanned over 14 years, during which I have mastered my craft and gained valuable experience. I've held prestigious positions at companies like the Wynn and Treasure Island casinos in Las Vegas, where I had the opportunity to work with a diverse clientele and refine my gifts. This experience allowed me to understand the importance of matching clients with the most suitable products for their skin. Additionally, as a single mother, I've always believed in the value of affordability and ensuring that exceptional makeup looks don't require extravagant costs. These experiences and beliefs have shaped the core values of Bloodline Beauty.

Interviewer: With an Esthetician License, Laser Certificate, and a Nevada Makeup Artist License, how has this knowledge influenced your approach to creating and selecting products for Bloodline Beauty?

Deanne: The certifications have given me a solid foundation and a deep understanding of many aspects of beauty, including skincare, makeup application techniques, and product selection. They have allowed me to approach product development with an eye for quality and effectiveness. When creating and selecting products for Bloodline Beauty, I draw on this knowledge to ensure that our offerings meet the highest standards and deliver outstanding results for our customers.

Interviewer: Bloodline Beauty goes beyond being an affordable makeup brand and represents your cultural heritage as a proud full-blooded Navajo Native American. How does your cultural pride influence the essence of your brand?



Deanne: My cultural heritage is deeply rooted in everything I do, and it serves as the foundation for Bloodline Beauty. I infuse tradition, symbolism, and storytelling into my work as a way to express my reverence for my heritage and share it with others. Each product and interaction is carefully curated to reflect a rich cultural mosaic that will resonate with people from all backgrounds. By filling a cultural need, Bloodline Beauty becomes a conduit for celebration, inclusivity, and bridging gaps between diverse cultures.

Interviewer: Could you tell us about the range of products you offer and how you celebrate uniqueness through your brand?

Deanne: At Bloodline Beauty, we believe in catering to a wide spectrum of tastes and preferences. Our product range includes essential makeup items, stunning lashes, chic tees, and beautiful jewelry. We go the extra mile to ensure that every customer can find something that accentuates their beauty and allows them to express their unique personal style. Inclusivity is at the forefront of our brand, and we warmly welcome people of all identities and orientations. We aim to create an environment that celebrates and embraces the uniqueness of each individual who engages with our offerings.

Interviewer: You've had the privilege of collaborating with celebrities from popular shows such as "The Real Housewives of Salt Lake City," "90 Day Fiancé," "Mob Wives," "Bad Girls Club," and even an Olympic gold medalist. How have these collaborations help you better capture the essence of each individual through your work?



Deanne: Collaborating with celebrities has been a tremendous opportunity for me to showcase my abilities and push the boundaries of my artistry. Each collaboration is unique, and it allows me to understand the individual's personality, style, and desired look. By taking into account these factors and considering their unique features, I can create makeup looks that capture their essence and enhance their natural beauty. It's a combination of understanding their preferences and bringing my artistic vision to life.

expect from Bloodline Beauty in the future?

Interviewer: What can customers

Deanne: As a self-taught artist, I am constantly evolving and pushing the boundaries of my artistry. I strive to bring new and innovative products to the market that meet the ever-changing

needs and desires of beauty enthusiasts. Customers can expect Bloodline Beauty to continue championing cultural inclusivity, affordability, and empowerment. We will keep expanding our product offerings and collaborating with diverse voices to ensure that our brand remains a source of inspiration and celebration for all...while they look amazing in the process.



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