



Yvette Powell

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Empowering Women
through Beauty





Pierré Photography Passion

In a world where a woman's sense of self is often tested, one remarkable soul has dedicated her life to kindling the flames of empowerment and inner beauty. Enter the inspiring tale of Yvette Powell, a beacon of strength and a harbinger of change. Yvette, a certified Somatologist and a master of makeup artistry, has journeyed through life fueled by an unwavering passion to uplift and ignite the spirits of women.

Her vision was simple yet profound - to wield the transformative art of makeup as a tool to dismantle self-doubt, the silent

adversary that chips away at a woman's self-esteem. With determination as her armor and skill as her sword, Yvette embarked on a mission to guide women toward embracing their inherent beauty and embracing unshakeable self-confidence.

Her path glittered with achievements as she graced high-profile events like Afrikaans is Groot and Gospel Skouspel, sharing her wisdom through beauty workshops that gifted women priceless insights to enhance their natural allure. Yet, amid her accomplishments, she sensed an untapped potential, a longing to touch lives more profoundly.

Then, like a flicker in the darkness, destiny guided Yvette to the global embrace of Look Good Feel Better. This compassionate movement, spanning across 27 nations, extended its hand to women grappling with the challenges of cancer treatment. As Yvette joined this noble cause, she witnessed the breathtaking amalgamation of the Cosmetic, Toiletry, and Fragrance Association and their unwavering dedication to the Look Good Feel Better program.

Cancer treatment often leaves in its wake a trail of external changes - hair loss, faded brows and lashes, and a once vibrant complexion subdued by paleness. Yvette was spellbound as she witnessed the metamorphosis of these women through the workshops. The program bestowed upon them not just a physical transformation, but an emotional resurrection from the depths of despair, battling invisible demons like depression, anxiety, and fear.

Doctors now regard Look Good Feel Better workshops as an essential piece of the holistic puzzle in treating cancer patients. From its modest origins, the program blossomed into a phenomenon, taking root in 41 hospitals across South Africa. Its ripples of impact have cradled countless

women in moments of despair, rejuvenating their hope and courage amidst the storm.

For Yvette, her odyssey transcended the realms of cosmetics. She carved a sanctuary where women could bare their souls, confident they would be seen, heard, and supported. These workshops wielded a dual power - not only did they unveil the physical beauty but they also kindled the flames of emotional healing.

Today, Yvette stands as the Director of the Look Good Feel Better Foundation, a post she dons with immense pride. Her heart swells with gratitude as she reflects on the trust bestowed upon her by the board of directors. Through this journey, she's witnessed miracles flourish, hope sprouting even in the bleakest of times. These experiences have unveiled the truth that their efforts are not guided merely by strategy, but by a divine purpose.

Yvette's work with Look Good Feel Better revealed her true calling - to bolster women's strength and self-worth, even in the face of adversity. Her mission endures, as she continues to sprinkle stardust into the lives of women, reminding them that their beauty transcends physical appearance; they are resilient, deserving of love and care.

Her story is a tapestry woven with the threads of passion and purpose, where dreams take flight and limitations crumble. As we bask in the radiance of Women's Month, Yvette's tale stands as a testament to the boundless potential when fire meets fuel.

Though their mortal forms may have departed, their spirits illuminate through the lives they've touched and the memories they've woven. We honor their legacy by upholding those still in the fight, by championing cancer research, and by nurturing a community steeped in empathy and understanding.

