

BEAUTY DÜSSELDORF 2023: Miriam Jacks to receive the “Golden Mask for Make-Up Artistry”

In 2023 the “Golden Mask for Make-Up Artistry” will go to Miriam Jacks, make-up artist, hair stylist, entrepreneur and founder as well as CEO of JACKS beauty line. Miriam Jacks toured all of Europe as a make-up artist, gave numerous celebrities a radiant appearance and was contracted as National Make-up Artist by L'Oréal Paris.

At a relatively young age, Miriam Jacks can already look back on a very eventful career in the beauty business. The 39-year-old saw a meteoric rise to the premier league of make-up artists and also went full steam ahead as an entrepreneur but she also got to know the downsides of this business in depth with one insolvency and two burn-outs. “These setbacks have made me stronger and I would have never become so successful with my beauty brand without these experiences. Failure is part of life, but you have to be able to get back to your feet again and believe in yourself,” says Miriam Jacks. With her brand JACKS beauty line, established in 2011, she made her final breakthrough during the Covid pandemic; with her make-up and skincare lines as well as hand-painted brushes, beauty bags and other accessories she has now broken the million mark in turnover.

Miriam Jacks was born in the Ruhr Valley and this region is especially known for its hard-working people. This mindset is the recurring theme throughout her life, although her work-life balance may have been lost somewhere along the way. Very early on young Miriam discovered her passion for make-up and acquired her first make-up experience in the theatre community. She grew up in a fashion family and got to soak up the fashion and beauty world almost on a daily basis. Aged 20 Miriam Jacks emigrated to Los Angeles and started her career as a make-up artist and hair stylist at the famous “Make-up Designory” School. Through her talent, inspiration and unbridled diligence, she quickly rose to fame and became one of the most sought-after make-up artists on the scene. “It’s wonderful to make your passion your profession and I am grateful for being allowed to express myself so creatively. Make-up is of enormous importance to our well-being and I have always enjoyed helping people to gain a more positive self-image,” says Miriam Jacks summing up.

After her adventure in the US, she returned to Germany and found her new home in Berlin. Miriam Jacks was determined to work as an entrepreneur



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in the beauty industry and founded concept stores around sustainable beauty care on a franchise basis. During this time, L'Oréal Paris hired Miriam Jacks as National Make-up Artist and, in passing, so to speak, she founded her own vegan brush collection JACKS beauty line due to an allergy to real-hair brushes.

The fast pace, the stress and the additional burden as a mother led to an insolvency as well as two burnouts. After a sorely needed time out and a new willingness to delegate tasks to team members, Miriam Jacks dedicated herself again to a project dear to her heart, the JACKS beauty line. With Lisa Buchholz as her partner, she repositioned the company according to her ideas and values and is living the dream of a sustainable value chain. "The beauty market is very crowded and opaque. We try to make it easier for women to enter the beauty world and develop easy-to-use products. From the outset our aim was to create a brand that gives women back the joy of make-up and at the same time scores points with sustainability, authenticity, transparency as well as professionalism," says Jacks.

In the meantime, the Golden Mask for Make-Up Artistry winner is a mother of two and very happy with her life. "I am delighted at receiving this award and have worked hard for it for many years. This award is a great affirmation of my lifetime achievement so far. I am proud that we have been able to gain a foothold in the beauty industry with our company and set new impulses."

Messe Düsseldorf and KRYOLAN Professional Make-up present the "Golden Mask for Make-Up Artistry" to make-up artists for extraordinary creativity, expertise and special commitment to the make-up artist's profession as part of BEAUTY DÜSSELDORF. The award ceremony will be held at the Meeting Point in Hall 10 on Saturday, 1st April 2023.

BEAUTY DÜSSELDORF is open from Friday to Sunday, 31st March to 2nd April 2023, from 9.00 am to 6.00 pm. For more and updated information go to www.beauty-duesseldorf.com or contact the BEAUTY Hotline on +49 (0)211 4560 7602. You will also find information on attractive hotel and travel packages here.



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Please mention in your coverage that BEAUTY DÜSSELDORF is a trade fair with admission strictly limited to trade visitors with relevant credentials. Private visitors and those from outside the industry will travel to the Exhibition Centre in vain.

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