



# A NEW DEYO

BEAUTIFUL PAMPERING IS  
WHAT'S IN STORE AT BARBARA  
DEYO'S NEW STUDIO

With the launch of DEYO, makeup artist Barbara Deyo has created an upscale studio for face and body where metro Detroiters can enjoy everything from facials and massages to brow-shaping and makeup application. 944 catches up with the beauty icon to find out what makes DEYO so lovely.

**944:** What inspired you to create DEYO?

**BARBARA DEYO:** I wanted an environment that represented “me,” where you could come in and relax and not feel intimidated — you feel at home, but you know you are going to receive the best services possible. I recruited my dream team, which not only includes level of service, but like-mindedness as well. We all have the same personal and professional philosophy, which is really hard to find, believe it or not.

**944:** What does DEYO bring to the Detroit beauty scene?

**BD:** I think environment plays more of a role than people think. The experience begins as soon as you walk in the door. A peaceful, serene environment is key. With all the years of experience that we all have, we have learned that consistency is paramount. The client has to know that she is going to get the same great level of service every time. And it takes experience to learn what works and what makes people happy and what keeps them coming back.

**944:** What kind of experience do you hope to give your clients?

**BD:** Hopefully the best one they have ever had! I absolutely love this place. It amazes me how fast the day goes by! Everyone who has walked in has said the same thing: “I want to live here.” It’s an classy and chic, yet comfortable and inviting.

**944:** What is your personal favorite treatment offered at DEYO?

**BD:** The 90-minute Minkyti Face and Body treatment. It’s an intensive anti-aging treatment to nourish the skin with essential vitamins, minerals, trace elements, amino acids and enzymes. I also love the Volcanic Stone Massage. And, of course, nothing beats an amazing eyebrow shaping to improve your overall look.

**944:** What are your absolute must-haves when it comes to beauty?

**BD:** Great skin. Groomed eyebrows. The perfect mascara ... I’m always searching for it. So far, L’Oreal Voluminous is the best I have found.

**944:** Do you have any beauty dos and don’ts that you can share with 944 readers?

**BD:** Don’t pick your pimples or try to wax anything yourself, and don’t do your own eyebrows! Do treat yourself regularly. Spa treatments, such as massages and facials, should be considered part of your overall well-being and not just a “once a year” treat. We all need to remember that we only have one body — and we need to take care of it. And a little pampering goes a long way.

[www.deyostudio.com](http://www.deyostudio.com)