



Photo by Travis R. Wright

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Barbara Deyo

American Beauty

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I feel overcome with tranquility walking into Touch Spa in Birmingham, co-owned by one of Michigan's best make-up artists, Barbara Deyo. I wait for Ms. Deyo on a cabernet sauvignon-colored antique sofa; it's plush, I sink and fight my eyes not to seal. My ears are entertained by the flighty electronica softly blanketing the atmosphere. The light yellow walls encapsulate me in a state of serenity ... and I'm just here for an interview! Whoa.

Nineteen years ago Deyo began her career as a makeup artist at Oakland Mall, working behind the Clinique counter. This position eventually took Deyo out to L.A. in 1991 to work for Clinique Corporate, where she became a trainer for the infamous beautification company and traveled helping aspiring makeup artists hone their skills.

Looking for a change of pace, Deyo left Clinique for MAC Cosmetics, a Toronto-based company (just starting out in the States at the time), with a flare for stark colors and theatrical application. Deyo helped make the small MAC counter into a greatly prosperous and popular stop.

Through this gig Deyo met Courtney Corban, a Hollywood makeup artist. Through her Deyo landed one of her first big gigs, doing makeup for the NBC correspondents covering the infamous O.J. Simpson trial. Tom Brokaw, Jack Ford and Stone Phillips, all of whom were appearing on the *Dateline NBC* program, were the first famous faces she worked on. From then on her celebrity client list would not cease to expand.

At "the peak of [her] career," as Deyo says,

she left L.A. to move home to Detroit for what was supposed to be a "temporary stop before moving to Chicago." In Detroit, Deyo not only continued to make a name for herself in the world of beautification but also that of amplification. Deyo worked as marketing and public relations director for the first *Detroit Electronic Music Festival* (DEMF). In 2000 she founded BOLDFACE Media, a marketing and publicity firm representing Detroit artists. Her first client was internationally renowned DJ Kevin Saunderson. A solid six-year run in the music biz was good enough for Deyo, who has since dedicated herself to Touch.

Over the years she has worked and continues to work on the visages of celebrities in and out of town. "Ethan Hawke, Curtis Hanson (*8 Mile*), Michael Clarke Duncan, Bill Paxton, Tommy Davidson and Roselyn Sanchez (*Without A Trace*), are just some of the Hollywood celebs I've worked on," said Deyo, who is in demand locally having worked recently on Bob Seger and Kid Rock.

Touch Spa, one of the best posh Birmingham has to offer, will be celebrating its two year anniversary in December. Deyo and co-owner Elizabeth Arsov couldn't be more pleased. One of the reasons Touch has had such an amazing reception is because they offer much more than a conventional spa. The makeup work is world class but the same can be said for the massage therapy, facial techs and acupuncture therapy.

"Beauty is truth, truth beauty," John Keats once wrote. When it comes to Touch Spa and to Deyo, one thing is definite: both are beautiful and create beauty — that, dear reader, is the truth. | **RDW**

Touch Spa is at 470 N. Old Woodward Ave., Suite 100, Birmingham; 248.203.0901 or touchbirmingham.net.