

Best Face Forward

Barbara Deyo has done makeup for actor Jeff Daniels to President Barack Obama, and calls her Birmingham studio 'home.'

By Andrea Walker-Leidy
Photography by Sacred
Overstreet-Amos

From local brides to Hollywood celebrities, and even a president, Barbara Deyo has spent more than 30 years as the creative talent behind flawless faces across the globe. Deyo Studio has called Birmingham home for the past 20 years, continually bringing expertise to clients in an intimate downtown setting.

Deyo began her career behind the Clinique counter at Hudson's department store just out of high school. She credits her father with giving her an entrepreneurial spirit.

"My father, who recently passed away, raised me to be an entrepreneur," Deyo says. "Working hard to earn your way and figure out what it takes to be successful are values I've carried throughout my personal and professional career."

Those values took her from behind the makeup counter to being recognized among the best in the industry for eyebrow shaping, makeup application, airbrush tanning and eye lash extensions.

Deyo has been recognized by Allure and Brides magazines, as well as CBS's "Best of the Best" in the country for her talents. But most important to her are the special occasions she's a part of with her clients and making each client feel his or her best with every visit.



“I want people to know that I care and that they matter,” Deyo says. “I wouldn’t be here without my clients. This is more than a business. It’s personal, and I give them my all. Every single day.”

Being ready to give her all has also led Deyo on quite a few career adventures. After working with native Detroiter Jeff Daniels, Deyo received a call from his assistant. CBS needed a makeup artist the following day for an urgent job.

That “urgent job” turned out to be President Barack Obama. Deyo applied Obama’s makeup for a CBS interview while he visited the 2016 North American International Auto Show.

“While in LA and back in Birmingham, I’ve had the opportunity to work with many notable people from Kerry Washington to Bob Seger, Erin Cummings to Paul McCartney, and yes, even President Obama!” Deyo says. “Sometimes I look at my resume and even I’m impressed! It reminds me how far my career has come, but also how grateful I am to have my Birmingham studio to call home.”

Deyo Studio is an intimate space she shares with her team. Beyond their eyebrow, makeup, facial, lash, micro-blading and airbrush tanning services, Deyo Studio also offers massage and reiki, making it a perfect blend of beauty and wellness.

“We’ve been at our current location for the past 10 years,” Deyo says. “The smaller intimate space keeps in line with my philosophy — that being in the studio is like being in my home. Everyone who walks through our doors is a part of the Deyo family.”

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