

NEIGHBORS OF BIRMINGHAM

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BARBARA DEYO

A BIRMINGHAM BEAUTY ICON

POWERED BY



BEAUTY WITH SOUL: THE BIRMINGHAM ARTIST BEHIND THE BRUSH

By Karen McEwen | Photo's by Cybelle Codish

For more than 25 years, Barbara Deyo has been a fixture in Birmingham's beauty scene—shaping brows, perfecting makeup, and offering wellness experiences that go far beyond skin deep. With a career spanning nearly four decades, Barbara has worked everywhere from Hollywood TV sets to her own Birmingham studio.

"I've been painting faces for nearly 40 years," she says with a smile. "This isn't a job for me—it's a passion. I truly love what I do, and it never feels like work."

Life Beyond the Brush

When Barbara isn't transforming clients, she enjoys nature walks, hiking, yoga, painting, floating in her pool, and reading. She's also a writer, often getting lost in poetry and other creative works.

"Meditation keeps me balanced and focused," she says. "It's just as important for me as my morning coffee."

Her son Quin, 17, is a high school senior, co-captain of the drumline, and an aspiring music producer and sound engineer. "He's been playing drums since fifth grade," she says proudly. "I can't wait to see where his talent takes him."

From the Makeup Counter to the Big Screen

Barbara's career began in 1986 at Hudson's Oakland Mall, working in the cosmetics department. "I loved everything about it—the chandeliers, the endless rows of bottles, and of course, all the tester palettes I got to play with. What more could a 17-year-old girl ask for? Get paid to play with makeup? Yes, please!"

Her early years with Clinique led to a corporate trainer position in Los Angeles, where she also became one of the first MAC Cosmetics artists in the U.S. That role opened doors to television makeup at NBC, KCAL, and CNN, including high-profile assignments like the O.J. Simpson trial alongside Tom Brokaw.

"I learned to work fast, but still keep it flawless," she recalls. "Live TV and fashion shows really train you to deliver under pressure."

A Full Spectrum of Services

Barbara's studio offers everything from eyebrow shaping and



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wedding makeup to microblading, facials, lash lifts, and Reiki healing. Her most popular service? “Definitely brow shaping,” she says. “But I’ve been told my facials are ‘so much more than a facial.’”

Her signature Enlightenment Facial combines advanced anti-aging treatments—including micro-needling and radio frequency along with guided meditation, crystal therapy, chakra balancing, and sound healing. “It’s truly magical,” Barbara says. “The transformation in both skin and spirit is incredible.”

The Brow Philosophy

“I’ve never been one to follow trends,” Barbara explains. “A clean, groomed brow is always in style. I keep the brow as full as possible while giving it shape.” She also offers microblading for long-term fullness and lamination for a bolder look without the commitment.

Her *Lift & Laminate* combo service is a client favorite. “It’s like a confidence boost in under an hour,” she says.

Lessons from a Lifetime in Beauty

One trend Barbara loves seeing is that people really care about their skin, and are going the extra mile to take care of it. She adds, “tinted serums are genius. They create a fresh dewy finish, where you can still see the skin underneath while gently smoothing out imperfections. It’s more about enhancing than covering. After all, your makeup only looks as good as your skin does!” Barb continues, “Television taught me that makeup doesn’t need to be complicated. Light layers, the right brush, and good blending—that’s the secret.”

Transformations That Stay With You

Barbara’s client list includes celebrities like President Barack Obama and Sir Paul McCartney, but it’s the personal moments that matter most.

“One of my most memorable clients was a bride with terminal cancer,” she shares quietly. “She had no hair, brows, or lashes, but she wanted her dream wedding. When she looked in the mirror that day, she was glowing. I’ll never forget it.”

Advice for Aspiring Artists

For those looking to break into the beauty industry, Barbara offers this advice: “Start at the department store counters. You’ll work on so many different faces and personalities—it’s the best training there is. And get your cosmetology or esthetician license so you’re not limited.”

Birmingham: Home Sweet Home

After decades in the business, Barbara still loves coming to work every day at her Birmingham studio. “This city has been so good to me,” she says. “I’ve grown my career here, built lifelong friendships, and even watched generations of the same families come through my door. That’s the true reward.”

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