

Aim Artists

Cathy Highland Make Up



As a kid growing up in Iowa, I loved to play with my mom's makeup stash. She worked as both a Mary Kay rep and an Avon lady. She never had a big business, just the love of makeup and being social. I found I had a knack for doing my friend's makeup but never thought it could be a career until I moved to Los Angeles after college.

My first job in LA was for a small fashion house, Dana Hogan, and I saw the images that would come in from photo shoots. Our in house model was Tatjana Patitz and I was mesmerized by the process of creating such beautiful images. After a few years working production, I knew I wanted a more creative career. I found a makeup school, did a six month program, and then later went to cosmetology school widening my skills to do both hair and makeup.

I began with Cloutier Artists as an assistant and Charnelle Smith took an interest in me at that time. I was represented by them for over sixteen years and I had developed a thriving career. When Charnelle opened her own agency, it was a natural transition for me to move with her.

Over my extensive career, I have had the opportunity to travel all over the world with music tours and with clients promoting their films or music projects. A favorite part of my job is that I get to help my clients start their day on the right foot and take away some of the pressure of looking good.

I am known to be a calming element that is supportive during stressful moments and I have been told my good sense of humor is a plus. Living in LA provides an opportunity to work with such a variety of talented people in the entertainment industry and I enjoy being a team player in the creative process.

Special note: for the past five years I have partnered with Beautycounter, a product line of skincare and makeup that has banned over 1800+ potentially harmful chemicals. I strive to use only safe and high performance products in my kit.