



JUDI JORDAN

BEAUTY.
HEALTH.
LIFESTYLE.
OBSESSED.
CREATIVE.
WRITER.

Agency, Editorial & Industry Clients

- *24Seven, Creative Circle Clients: SKINN Cosmetics, Beauty.com, Urban Decay, NAJA Nails, L'Oréal, Skin Gym, Rejuve.*
- *Western Beauty Institute, ESTYLO Magazine – Star Style Editor*
- *Walter P Moore Architects, HCG, Anthem, Dr. Amen,*
- *The Brain Doctor, Alignment Healthcare, UCLA Healthcare*
- *Duo Bed, Vans, Sony, VW, Apple, Snapple,*
- *Fresh & Easy, Anthem, Nestle, Princess Cruises.*
- *Direct TV, BMI, BET, Universal, Entertainment Industry Fund, Billionaire Mindset Learning Systems*
- JOURNALISM: Hollywood Reporter, Backstage West, Star, Real Talk LA, Celebrity Weekly, Latin Style, Latino Leaders, LA City News, Gayot, Entertainment Today, Mexican Travel & Life

PASSIONATE BEAUTY EXPLORER

- An Obsessed Beauty Nerd: I Stay informed.
- From Sephora to Ulta, Allure, InStyle to Goop, Rachel Zoe to Withal, Women's Health to Shape, Vogue to Elle, Bazaar to Marie Claire, I want all the details on the best skin, newest makeup looks and anti-aging.
- At URBAN DECAY/L'Oréal, I proof, copywrite and edit creative. Taglines. Headlines. Sales copy. Marketing Ads, Inhouse Marketing Bible, In-Store Displays, Educational Info, Blogs, Customer Ads, New Product Descriptions, Instagram Content, Social Media copy, Ad Copy.
- At Skin Gym/Skin Camp, I wrote the copy for their site and products.
- At SKINN Cosmetics, I tested products, then wrote campaign pitches and did power point mockups for initial discussions.
- At ESTYLO Mag, my column "Star Style" visited the 'magicians' behind the skincare procedures of stars.
- At WESTERN BEAUTY INSTITUTE, I was Creative Director of Marketing and PR. I initiated/oversaw sponsorships, increased enrollment, organized and ran community events, wrote and created collaterals, web copy, blogs and videos.
- At BEAUTY.COM I tested products, wrote descriptions.

Collector's Item: Urban Decay Cosmetics GAME OF THRONES

High Stakes!
GOT Copy for HBO



Under THE IRON THRONE:
Copy for Collectors



Urban Decay Cosmetics Copy: GAME OF THRONES





BEAUTY.COM Like A Virgin: Organic and Untouched by Preservatives

LADIA 'S AVOKATO: GREEK SALAD SERUM

Soothing and smoothing, this antioxidant, moisturizing serum with pure avocado oil hails from Greece – where they know something about the effects of the sun on skin and ageing. It sinks in and plumps out dehydrated skin.



BOSCIA'S BLACK ROCKS! Detox like a super hero! This mineral-crammed mask dries on black [!] and peels off [we love that] leaving your pores clean and skin glowing. Devised by a Japanese scientist for his wife who was allergic to chemicals, this packs a preservative- free punch.



Urban Decay: Vivaciously Vegan

Decadently creamy, long-lasting color, a wide variety of textures, and a sweet lick of crème caramel... our Lipstick is a weapon of love.



Creamy, forever-lasting, award-winning and waterproof, 24/7 pencils delight you with lush tropical hues, deep metallics, and unusually vibrant neutrals.



NAKED, NOT NUDE

PALE TO SMOKY, OUR
PERSUASIVE NEW PALETTE

OVERWHELM WITH UNDERSTATEMENT: TONAL AND
TERRIFIC SUBTLE SHADINGS STUN WITH SILENCE



'NAKED' URBAN'S BESTSELLER

NAKED2 PALETTE

The most anticipated sequel
of the decade!

Our new palette is
meticulously packed
with 12 Taupe +
Greige Neutrals.

NAKED PALETTE THE ORIGINAL

Everybody wants to look good
NAKED!

Far from a group of boring beige shadows,
Naked Palette's long, lean, seductive
case is packed with TWELVE gorgeous
neutrals, and includes our pro-quality
Good Karma Shadow Brush.

NEWLY NAKED

'NAKED' WEIGHTLESS ULTRA DEFINITION LIQUID MAKEUP

- Coverage without compromise. Our weightless formula blurs imperfections for a flawless finish that feels invisible, but looks professionally retouched.

'NAKED FLUSHED' LOOK FABULOUSLY FLUSTERED

- NAKED 'FLUSHED' BRONZER
- Go ahead...get Naked and FLUSHED with our silky bronzer, highlighter and blush. Then bask in the radiant glow and let people wonder what you've been up to.

URBAN DECAY MARKETING BIBLE

Our Naked Palette's runaway success proves that there's more to neutral than meets the eye. From delicate taupe to shimmering gunmetal, getting Naked is anything but boring. Naked cosmetics now include Naked Skin Liquid Makeup and a variety of Naked lip glosses and pencils.

Being Naked has never looked so good.

INTRODUCING THE LATEST IN NAKED...

Naked Skin looks and feels like wearing nothing at all, and delivers a flawless finish in 18 meticulously calibrated shades.

Good Karma Optical Blurring Brush. Designed especially for Naked Skin.

Send it back for free!

OUR LOVE IT OR LEAVE IT GUARANTEE

WEB COPY

Western Beauty Institute

Being a professional Make-Up Artist is much more than applying lipstick and eye shadow.

WBI wants you to rise to the top and we go deeper than 'just' color.

By studying the interaction of the planes and angles of the individual face and the way that light reflects color, shine and matte application, you gain the advantage of artistic precision, knowledge and execution.

A talented Make-Up Artist is essential to photographers at weddings, proms, commercials, photo-shoots, TV and movies.

WBI teaches you the many different types of makeup application desirable and appropriate for each situation.

With our training, you could be artist for that celebrity face in next big film....

- Love hair?
- So do we!
- Our advanced curriculum is based on both traditional techniques and latest styling trends so you will always be ahead of the competition.
- Our teachers are well-connected to the industry; they invite celebrity instructors into classrooms to share their secrets t with you!
- Discover an exciting career in an industry where you can be your creative best and be well paid for it.
- Barbers are male and female! Lady barbers are especially in demand, take advantage of our co-ed classes to practice your barbering on male classmate

SUCCESSFUL WBI EVENT MARKETING AND PR

- A-Z Campaign Concepts: Implementation, Outreach
- Designed /Set up free personal care events servicing 50-1,000 participants, created concept for collaterals [postcards/event banners/handouts]
- WBI 'HEARTS' LA [Free personal care events for LA city residents]
- WBI 'HEARTS' VETS [Free personal care events for vets M/F]
- WBI @ HOMEBOY INDUSTRIES [led to in-house barbering school for Homeboy rehab clients]
- WBI@ YMCA [Kids and Dads 'back to school' hair care, Mom's night out facials and mani/pedis]
- WBI@ PERFORMING ARTS CENTER[S]
- WBI RED CARPET SPA@ LATINO FILM FESTIVAL
- WBI @ VARIOUS CHAMBER and WOMEN'S EVENTS
- Brokered deal with WBI and various Non-Profits for exposure and outreach. Increased enrollment and created buzz

HEALTH RELATED COPY

- Hippocratic Oats: Outsmarting Cancer with Wise Eating
- "The wise man should consider that health is the greatest of human blessings. Let food be your medicine."
- Hippocrates (460-370 B.C.)
- Hippocrates, the *Father of Medicine* knew 3,000 years ago what Americans are slowly coming around to just now: eating healthy, natural foods is a sign of strength, not a 'fussy' weakness.
- You're not a 'wuss' if you don't crave steak every day, order a salad, or say "No, thanks!" to fries, pizzas and burgers. With research comes documented wisdom. Many people need to hear it from an 'expert' even as their clogged arteries and nutrient-famished cells rebel. As fast foods and chemically altered, preservative-saturated 'edibles' are finally classified as a major offender in the alarming national health crisis, there is a return to the food of the garden.

HEALTH-RELATED WEB COPY

- Gardens are magical places, full of beauty, scents, and in an edible garden, there is the secret power of health. It is a delicious experience to eat what you grow, but even if your green thumb stops short of perfect heirloom tomatoes, cucumbers, and crisp romaine, it's easy to buy from local farmers who have the knack. There is health insurance in every bite of organic, home and locally-grown produce; note what you crave and match it to your health goals. Seeds planted with loving and healing intent create a harmonious balance to the scientific search for the cure. Many of the cancers that science battles strives to eliminate, have preventative natural antidotes in fresh fruit, vegetables, grains, nuts and fish... the essential assets to protect your health and in some cases, to heal...are close at hand. And recent studies have even shown that coffee [a max of two 12 ounce cups, black, per day] may lower your risk of an aggressive form of breast cancer, says a May 2011 study in *Breast Cancer Research!* **The anti-oxidant alchemy of plums, blueberries, cranberries, and peaches is not some secret formula.** Much of the positive 'punch' from fruits and vegetables is not 'just' the antioxidant vitamin C, but phytochemicals, originating from natural protective compounds in plants. Romaine, spinach, kale, leaf lettuce, mustard and collard greens, chicory and Swiss chard provide **fiber, folate** and **carotenoids** such as lutein and zeaxanthin, along with saponins and flavonoids. Extra-virgin olive oil's antioxidants and oleic acid (a mono-unsaturated fat) stop growth of malignant cancer cells.

HEALTH RELATED WEB COPY

- To eat is a necessity, but to eat intelligently is an art.
- La Rochefoucauld (1613 - 1680)
- Studies show that sulforaphane can selectively target and kill cancer cells while leaving normal cells healthy and unaffected. Arugula, broccoli, broccoli sprouts, watercress, bok choy, kale are all sulforaphane-rich. apigenin, a compound abundant in parsley (and in celery), boosted their resistance to developing cancerous tumors. Experts recommend adding a couple pinches of minced fresh parsley to your dishes daily. Eat about 8 ounces of oily fish (salmon, sardines, tuna) a week. The anti-C list is long and varied. Put bluntly, eating well is your best offense and defense against cancer. Apparently, according to the National Cancer Institute, approximately a third of all cancer deaths are related to [malnutrition](#). The body needs a constant and balanced supply of nutrients to power the healing process. Antioxidants attract and neutralize highly reactive molecules called free radicals that can damage body cells in ways that lead to cancer and heart disease. Beyond the famous anti-oxidant properties, phytochemicals in berries also help protect against cancer and other chronic diseases by shrinking inflamed cells and stimulating self-destruction of abnormal cells. Two of these are anthocyanins, which give many berries their red color, and ellagic acid. Studies show that the compounds in berries have slowed development of breast, cervical, colon, esophageal and lung cancers. So eat consciously, to live, not merely to survive.