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# Beverly Hills Weekly

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**The Joy of Makeup**  
**Bobbe Joy Dawson On “Raising Eyebrows”**  
**With Her New Book**

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# coverstory

## THE JOY OF MAKEUP

### Bobbe Joy Dawson On “Raising Eyebrows” With Her New Book

By Ani Gasparyan

#### What made you want to write a book about your makeup career?

There are several reasons why I wanted to write this book. I have 20 years of working in television, film, print, commercials and all of that [as a makeup artist]. I thought it would be fun to share the backstage [and] what kind of experiences I had working with celebrities for 20 years.

So that's how I started the book, but it became so much about having [worked with] women for about 50 years and being a “therapist” to them. I felt like I was able to help women find the best in themselves. So that was kind of my [reason] number two, that came out of starting to write it.

I think [reason] number three, and probably the one that's most important, is that I wanted to write for my kids and grandkids. I'm an only child and my family didn't really write down too many things so there's a lot of unanswered questions. I thought that I would offer that to my family.

You worked in the makeup industry for several decades, as you mentioned. What are some highlights from your book that you think will stand out to readers?

I have 80 photographs in the book [which] have to do with the time that I spent with all the different celebrities. I worked a lot on television shows and I was able to become friends with a lot of the people that I've worked with. So my stories are probably a little bit more intimate than other people, for example I worked with Dolly Parton and Barbara Mandrell for the 20 years that I was doing this. We're still friends now. I think that's a takeaway that people will probably want to read about. I have so many celebrities, so they're all throughout the book.

I just got somebody who read my book, it was a guy, who said, “It was a life well lived,” which I thought was a great quote. [The book] gives [women] an opportunity to see somebody who they may look at as a businesswoman, somebody who has been successful, who has always been into how I present myself.

**“It wasn’t that I was aiming for the beauty business. I always was interested in anything that had to do with fashion and beauty – I read all the magazines, I wanted to be the model or whatever. I think that [the beauty industry] was just something that honestly fell into my lap”**

—Bobbe Joy Dawson

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**You had a salon in Beverly Hills for over 20 years. What are the highs and lows of running your own salon?**

I had to make concessions in all three of the Jon Peters Salons, so a segment of that was mine and it was my business – it was never their business. I did [also] create a makeup line and all of that. Then when I left to freelance for 20 years, I

gave it up. When I went back to it after I retired from working at the studios and all that, I opened up my own place. It was a storefront on South Beverly Drive and I had that for 20 years.

I had very wonderful people that worked for me. But what I found, as time went on, that I was working really hard at helping all of my employees because the overhead for the rent, employees, parking and all the things that went along with the business were really keeping me from personally making any [money].

I was having a great time ... I shouldn't say it was 20 years, it was actually 14 years. Then for six years, I left the business on South Beverly Drive and I rented a space in a salon in Beverly Hills where it was just me and an assistant. That's where I started to make money [because] my overhead was much smaller.

**How has the makeup business changed over the time you've been in it?**

Let's start with the department stores, looking at people like me who are doing makeup for weddings, special events, Saturday night, or whatever thinking to themselves “We can do that. But we can't, because we're not like them. Our people, who are salespeople can put the makeup on and if the people buy something that will make them eligible to get their makeup done for ‘free.’” So they started to take business away from people like me, because people thought “I could buy some make-

up and I get my makeup done.” They weren't professional makeup artists, but they didn't care. It was like, “Anybody can put some makeup on me and I'm happy.” So that was one of the things that started it.

Then once the internet started in with tutorials, people thought that watching those tutorials was enough to help them to get the look that they wanted. However, they didn't realize that those of us who've worked in television, film, print and all of that really were able to do the kinds of makeup that they really wanted. It became a very frustrating thing to compete. We had never had to compete before and all of a sudden now we had this major competition that we were dealing with. [Also] their overhead was different. Ours was a small business, there's a big business. When you put

small business up against big business, you know what happens.

**As a veteran of the business, how did it feel to see the makeup industry evolving in this way?**

It was sad because the one-on-one, personal aspect of spending time with people, helping them and everything for me was something that was missing from the day-to-day work environment. I still had it with those who came, but I lost people to “Well, I could just buy it on the internet. I don't really have to comin.”

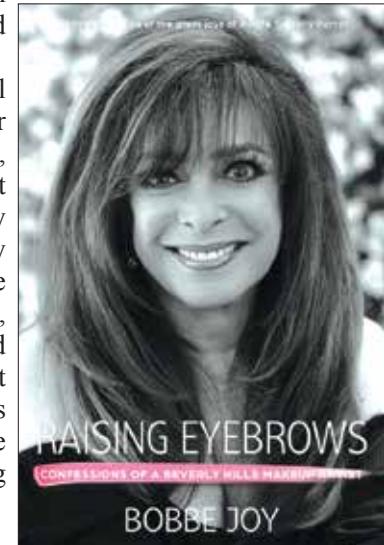
So we started selling online and those that were loyal would stay and those who weren't loyal because they thought they could get the same thing for cheaper went elsewhere. It was a different era, it's just a different era. Now of course with COVID, do we even have to talk about it? People can't even get their makeup done.

**What are some projects you're most proud of?**

One of the first things of note I did was a photo session that I did with Dolly Parton that led to me doing her for the cover of Playboy Magazine in 1978. That led to me working with her throughout the years, culminating with a movie with her called “Unlikely Angel.” Dolly has her own specific look, so that was really fun. It's in the book and [so are] photos of her from “Unlikely Angel.”

The other really exciting thing that I got to do was, I worked with another woman that I had never heard of before. I wound up changing her look, she was also a country music person. Which was so weird, because here I am in LA and it's so not my jam working with country people – or so I thought. I was introduced to this woman, her name was Barbara Mandrell.

[It] turned out that she had a major career that crossed over and she actually had her own show called “Barbara Mandrell and the Mandrell Sisters” that I did the makeup on for a number of seasons. That was a variety show and pretty fabulous, because I got to not only make Barbara up but some of the guest stars. That meant working with other people like Robin Williams, Paul Newman, Jane Seymour and Priscilla Presley. There's a whole list of people that I worked with. I



"Raising Eyebrows," by Bobbe Joy Dawson



Mitchell and Bobbe Joy Dawson

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[also] worked with Patty Duke, I did two television shows with her.

**You serve on the executive board of the Chamber of Commerce. Tell us about that.**

That has been an incredible experience for me. I was across the street from the original Chamber that was on South Beverly Drive and I spoke up at a mayor's event one time. Somebody from the Chamber heard me, grabbed me and said, "How would you like to be involved with us?" And I went, "Oh, okay." I didn't know anything really about the Chamber at the time.

From there, I wound up being the head of the South Beverly Drive Merchants Association. [Later] I was asked to be on the Chamber Board and from that I got on the Executive Board. It's been wonderful, I've been able to chair one of the special events that happens every year, "The Best of Beverly Hills Golden Palm

Award." I very much enjoy it and I'm trying to see what we can do to help the businesses in the community – especially for me, mostly the small businesses.

**What do you make of the amount of vacancies on South Beverly Drive since the pandemic?**

It's not just South Beverly Drive. It's sad, it's all over Beverly Hills. I think it's immensely sad for the small businesses to put in so much time, sweat, energy and money to try and make something up from their lives and have it all just get quashed because of this. I hope that the landlords are being sensitive to the plight of a lot of these people. Because generally speaking, the landlord – even though they have to pay their rent – really need to understand that a lot of people are suffering.

Whatever we can do ... I mean, I've gone to New York trying to get [businesses] to come [to Beverly Hills]. [The Chamber of Commerce has] a New York

trade mission that we've done for years and years to get new businesses to come here. But as it stands right now, I just don't know how we're going to be able to fill up the spaces based on [the] lack of businesses allowed to be open.

I am very proud, however, of what the restaurants have done [and] what the city has allowed the restaurants to do with parklets and making it available so that they can stay open not only for takeout but for eating outside.

**Tell us about your family.**

I've been married to my husband Mitchell Dawson for almost 43 years – it's going to be 43 in November. I have two children [Ian and Portia], they both [graduated from] Beverly Hills schools. They're both married and they both have two kids – I'm a granny of four [Pearl, Levi, Mia and Max.]

My son is a seven-time Emmy Award winning executive producer and is also in the Beverly Hills High School Alumni

Hall of Fame. My daughter is an interior designer and she used to be an actress. She did that for many years, she was on the television show "Blossom."

**What do you hope readers will take away from the book?**

I want people to walk away with a good feeling about understanding how to be the best that they can possibly be. Second thing is, there are three chapters devoted to makeup. So for those people who still feel that they want to know more about makeup, I have that in the back of the book. That wasn't how I wanted to do it in the beginning, but so many people said you've got to write something about makeup. So there's a little bit of everything for everybody. Growing up, I had a very interesting childhood, was of course very insecure about a whole bunch of stuff, and [the book is about] how I got out of that and got to where I am today.

*Purchase Dawson's book at [www.bobbejoycosmetics.com](http://www.bobbejoycosmetics.com).*

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Commissioner Mahnaz Sharifi said she did not support the North Camden Drive home's previous design and was happy the project was back in front of the commission. She said she would prefer for the current design's entrance to be lower and that the windows need to be completely changed.

"I would like to see better window layouts, the windows are very minimal espe-

cially in the font," Sharifi said. "I [would also] like to see less [window] frames – the frame of the windows are very thick."

She added that more landscaping in the backyard would be nicer, but was not sure if that was under the Design Review Commission's purview.

Commissioner Ilona Sherman, who was one of the three commissioners who approved the North Camden Drive home's previous design, said she was having a hard time accepting the fact that the pre-

vious design was considered unbuildable. She said she didn't understand why it could not have been modified.

"The design that's in front of us today – where it looks very nice – looks like so many structures that have been designed that are sitting on different blocks throughout the city," Sherman said. "It's exactly a cookie-cutter."

The Commission approved reviewing a redesign of the home in its September 3 meeting.

## **Walker-Shuman Hosts Virtual Coffee Talks**

BHUSD Board of Education member Tristen Walker-Shuman is hosting a virtual coffee on August 23 at 11 a.m. to discuss the first week of school, remote learning and the effect screen time has on children.

*To join the meeting, go to the Zoom link at <https://us02web.zoom.us/j/7744882680>.*

--Briefs Compiled by Ani Gasparyan

## **HOW ARE YOU STAYING BUSY DURING THE QUARANTINE?**

### **New Musicals Inc. Publishes Musicals Weekly Online**

New Musicals Inc. is releasing one musical online every week, for a total of six 15-minute musicals, two 40-minute musicals and several dozen 5-minute musi-

cal shorts.

Some of the videos were shot over Zoom, while others were shot in NMI's studio in North Hollywood with social distancing protocols in place for the ensemble cast of four.

The first 15-minute musical that was made available was "A View From the Moon." Set in a tropical paradise, in which a Covid-stranded couple has run out of money and an entitled rich woman thinks she can buy their gratitude and the

affection of the hotel proprietor.

Go to <http://nmi.org/online/> to watch it for free.

## **detention&arrestsummary**

*Beverly Hills Weekly received the information that appears below from the Beverly Hills Police Department. This information is released each week to the public. We assume no responsibility for errors or omissions in the Detention and Arrest Summary.*

HEIMAN, JEFFREY NATHAN, 62, arrested on 05/29/2020 for assault – domestic violence/inflicting corporal injury (spouse or cohabitant abuse).

PADRON, NICHOLAS ARMANDO, 25, arrested on 05/29/2020 for being under the influence of a controlled substance.

JONES, CODY JUSTIN, 29, arrested on 05/30/2020 for battery – use of force or violence upon another.

CRUZ, JONATHON, 18, arrested on 05/30/2020 for curfew violation/evening hours.

MORENO, SHEA NICOLE, 33, arrested on 05/30/2020 for receiving stolen property.

CASTRO, JORGE, 37, arrested on 05/30/2020 for metal knuckles, receiving stolen property.

CASTRO, JOSE LUIS, 38, arrested on 05/30/2020 for metal knuckles, receiving stolen property.

BANKSTON, JASON ARMAND, 20, arrested on 05/30/2020 for burglary during state of emergency or local emergency.

ALEMANLOPEZ, JORGE VALENTINO, 20, arrested on 05/30/2020 for burglary – commercial.

CHAVEZ, EDWIN REGINALDO, 20, arrested on 05/30/2020 for burglary – commercial.

ALFARO, VICTOR ALEXANDER, 20, arrested on 05/30/2020 for burglary – commercial.

JACKSON, DON RAY, 31, arrested on 05/30/2020 for driving unlicensed upon highway, parole violations – remain under legal custody to return to prison, burglary

– commercial, receiving stolen property. PADILLA, REYNALDO, 23, arrested on 05/30/2020 for burglary – commercial.

SIERRA, ALEXIS A, 22, arrested on 05/30/2020 for burglary – commercial.

WILLIAMS, COREY LAVELL, 25, arrested on 05/30/2020 for burglary – commercial.

MAYWEATHER, STEVEN, 23, arrested on 05/30/2020 for burglary – commercial.

MCKING, BRYAN, 20, arrested on 05/30/2020 for burglary – commercial.

JOHNSON, JAMAREE, 26, arrested on 05/30/2020 for burglary – commercial.

MIRAMON, AMANDA ROSALINDA, 36, arrested on 05/31/2020 for other BHMC violation not listed (see narrative).

GAMBOA, VENUS MARIE, 28, arrested on 05/31/2020 for driving while license suspended.

CONTRERAS, JOSE LUIS, 30, arrested on 05/31/2020 for possession of vandalism tools.

CANDY, DELORES RAVEN, 27, arrest-

ed on 05/31/2020 for other BHMC violation not listed (see narrative).

GIBBS, EDDIE BOYD, 27, arrested on 05/31/2020 for other BHMC violation not listed (see narrative).

PALMER, DEWAYNJE TYREE, 19, arrested on 05/31/2020 for burglary during state of emergency or local emergency, receiving stolen property and other BHMC violation not listed (see narrative).

MCDANIEL, DAMARREAH MALIK, 23, arrested on 05/31/2020 for burglary during state of emergency or local emergency, receiving stolen property and other BHMC violation not listed (see narrative).

ESTRADA, MIGUEL ANGEL, 31, arrested on 05/31/2020 for receiving stolen property.

DALKEN, HANZ LEFTERIOS, 31, arrested on 05/31/2020 for receiving stolen property.

THENARSE, GEORMESHA LACHE, 27, arrested on 05/31/2020 for nighttime curfew.