

FROM MOM'S BEAUTY SHOP TO EDITOR-IN-CHIEF

Knowing what looks best for black women and men comes natural for Angela de Joseph, who has her roots in beauty. Ever since she was a little girl in her mother Pearl's beauty salon on Fredrick's Street in Port of Spain, Trinidad, she had aspirations of becoming an authority on beauty. Her mother is a retired cosmetologist who manufactures a line of beauty products in the West Indies.

Essence Magazine in New York. After freelancing for them, she was asked to become associate beauty editor there, authoring the "Beauty Lookout" section. As author of this column, she learned about the unique beauty care needs of the magazine's readers. But more importantly, it offered the opportunity to actually shape the emerging trends in the black beauty market.

Following her stint at



Angela de Joseph

Ms. de Joseph recalls how wonderful her mother looked in her white, starched uniform, as she stood all day from morning until late evening, pressing her patrons' hair, making them look good.

Ms. de Joseph knew she didn't have the stamina to become a hairdresser, but she did know her future was closely tied to helping Black women look good. From this early start in the beauty industry, she sharpened her skills in the country's three leading urban centers — Los Angeles, New York and Chicago. Modeling and acting on the West Coast taught her about being fashion-conscious and a trend-setter. But acting jobs were sparse and Ms. de Joseph began to wonder if she could make a living at it. However, writing was something she'd done well since she was a child and by writing on all that she'd learned about hair from her mother, as well as what she'd learned from acting and modeling, she began freelancing beauty articles for Essence, Angela joined the black hair care giant,

Johnson Products Company, in Chicago. Here, she served as beauty and creative director, as well as performing many public relations functions for the company. She also wrote product literature, spoke to special interest groups on topics such as black hair care and cosmetics usage, and supervised a consumer beauty hot line.

But even though Ms. de Joseph knew about trend-setting fashions and hair care, she had a lot to learn about the corporate world at Johnson Products Company, which only served to sharpen her skills in an area she'd never approached.

With time, Ms. de Joseph did learn about corporate dressing, how to write a memo and added these to her existing, much polished communication skills.

This impressive list of credentials eventually made Ms. de Joseph prime choice to become editor-in-chief of *Sophisticate's Black Hair Styles and Care Guide*, a position where all of her beauty expertise is utilized.

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