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AKUA AUSET

SUPERWOMAN & GODDESS

by Michelle Santini

A modern day shape shifter, artist Akua Auset has used her observations and life experiences to educate, transform, and evolve her community, her career, her brand, and her business to a higher way of thinking. Medicine woman and intuitive, able to magically transform and enlighten people who cross her path, Auset is a natural healer. Describing her as a celebrity make-up artist only scratches the surface of this multi-talented and gifted woman. She authored "Superwomen & Goddesses - Workin' Your Power & Magic" which led her to create The Butterfly Project – with the stroke of a make-up brush, consuming one of her beautifully packaged holistic teas, or using her natural beauty products, she is helping women find their inner beauty.

Auset's first book, Superwomen & Goddesses - Workin' Your Power & Magic, takes women on a journey that explores the history and creation of their "Goddess," the inner being who empowers a woman to tap into her feminine essence without the need to exploit herself in the process. Having experienced her own struggles being raised by a single mother on the south side of Chicago and never meeting her father, Auset (known then as Nick Roques) acknowledges gravitating towards makeup to create an illusion of beauty during moments when she didn't feel particularly beautiful. Through her persistence, Auset grew to deeply understand the fundamental need females have to seek approval and connect. Superwomen & Goddesses recognize that a woman's internal Goddess emerges only from a powerful convergence of exterior beauty and inner self-esteem.

Having powdered the faces of many famous people including Michael Jordan, Jill Scott, Vivica A. Fox, Blair Underwood, R. Kelly, Terri J. Vaughn, india.arie, and Cheryl Tiegs, Auset knows firsthand how intimidating the spotlight can

be—especially for people who may not know who they are or recognize their own beauty. Auset was called to do makeup for a music video shoot for rap artist 50 Cent, a cast that included a slew of porn stars, strippers, and video vixens. After spending several hours with the women on the sets—and one dancer in particular whose tattooed butterfly wings on her exposed butt cheeks would flutter as she jiggled in front of the camera—she could sense that these seemingly oversexualized women were essentially little girls inside, desperate for love and attention.

As a direct reflection of the video production experience, she created the Butterfly Project, a four-day workshop to help high school females tap into their passions, and published *Superwomen & Goddesses*, her love letter to young black women. Auset believes “deviant women are judged for having the same desire that every human being has” and her book challenges women to learn a weapon of mass persuasion like filmmaking or publishing to distribute uplifting messages of feminine self-awareness and power. She only wishes that a book like *Superwomen & Goddesses* would have been available to her when she was a teenager.

The name Akua Auset was given to her during a divination reading once she immersed herself in a community drawing from sacred Egyptian culture. Akua is attributed to her roots from Ghana, meaning born on a Wednesday, and Auset originates from Ancient Kamit (Egypt) meaning, possessing the attributes of mother goddess, healing and magic. As she began to encounter health challenges around thirty years old, Auset started meeting the healers who would ultimately transform her life by helping her more fully understand the connections between total beauty, mindset and self care.

In 2009, freshly inspired by Queen Afua’s Holistic Medicine Women Training Program, Auset set out to transition from simply painting beautiful masks on her clients to helping people truly radiate from the inside out. A quote from Queen Afua’s program, would form Auset’s foundation and spark her new approach to beauty, “Holy Spirit, taught me how to heal with the 4 elements: earth, air, fire, and water.” This translated into consuming living foods for earth; taking deep breaths for air; having purpose and passion for life as fire; and staying hydrated with water.

Auset credits her mother, a community leader/chef/home economics teacher and avowed foodie, with teaching her the importance of incorporating health without compromising luxury. Her mother taught children in the inner city of Chicago the value of healthy foods and food preparation— which is not easily accessible within an urban setting.

Akua Auset’s beauty products and teas reflect her mother’s philosophy about food and health. Because of her background as a holistic healer she feels it is her responsibility to educate the public about the content of beauty products – including the toxins. In an effort to get this information to the public she created the Healing Beauty Arts Council (HBAC). If you visit the HBAC website thehbc.org you can get a free list of the most common toxic ingredients found in beauty products.

Today Auset incorporates all of this knowledge and philosophy into her beauty products, services and meet-ups. With a growing offering of toxin-free makeup and skincare in the works to complement her potions for the body and soul, Auset continues to invite women to celebrate the truth that everyone has a gift inside and that gift deserves a lovely package.

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