



RENÉE LOIZ





Renée Loiz is a celebrity makeup artist and Beauty expert living and working in Los Angeles, California.

Over the years she's worked with a variety of high level clients including Vans, UGG, Disney, FabKids, Target, BuzzFeed, Vogue España, Urban Outfitters, Old Navy, and Adidas.

With over 20 years in the industry and a background in makeup, skincare, and hair, Renée founded Color May Vary—the ultimate guide to discover top-quality Black-owned brands featuring over 900 companies. Color May Vary celebrates and highlights the array of Black-owned beauty brands and products in the industry.

Renée is also the resident Beauty Expert for the Blackbird House, a contributing writer for Mae Jones Magazine, and was recently awarded in Refinery29's Beauty Innovator Awards in the Black Women Making Major Waves Category. She's been featured by HelloGiggles, California Style, IPSY, Who What Wear, The Zoe Report, and I am a voter campaign.

PEOPLE ARE TALKING

IPSY

Quite literally, she’s touched countless people as a celebrity makeup artist preparing Los Angeles’s young A-listers for the red carpet.

—IPSY



REFINERY29

With a directory of more than 800 and counting, Color May Vary is the definitive guide to Black-owned beauty brands, and celebrity makeup artist Loiz is at its helm.

—REFINERY29



CALIFORNIA STYLE

Renée Loiz is the founder of Color May Vary. She’s also a Los Angeles based celebrity makeup artist with invaluable tips.

—CALIFORNIA STYLE

AGENT
NATEUR

Celebrity makeup artist and men’s groomer, Renée Loiz is a wealth of knowledge when it comes to beauty.

—AGENT NATEUR



Renée Loiz is a celebrity makeup artist whose work can be seen across Hollywood’s red carpets, and in countless publications and brand campaigns.

—SHOP MY SHELF

DORISMA

Celebrity makeup artist Renée Loiz released Color May Vary, an online beauty guide that highlights black-owned brands, as a way of giving back to her community.

—DORISMA MAGAZINE

CLIENTS

BuzzFeed

Disney

VANS

TOWER 28

adidas

VOGUE
ESPAÑA

OLD NAVY

MATTEL

UGG

**URBAN
OUTFITTERS**

TARGET

nickelodeon

fabkids

Iris&Romeo

WB

Kiehl's

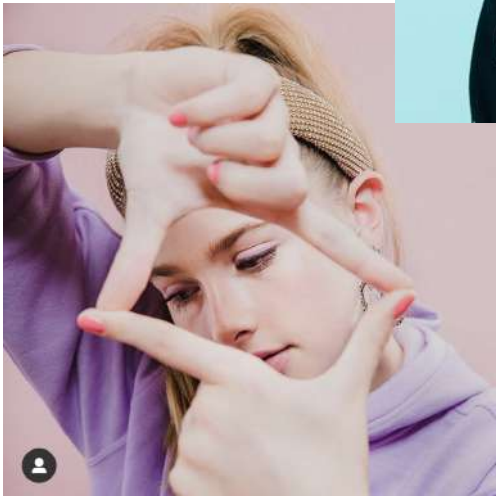
NETFLIX

*THE
Hollywood
REPORTER*

smooth'n
SHINE

asics

INSTAGRAM



@reneeloizmakeup

Renée’s Instagram profile is bright, youthful, and modern. It’s here you can keep up to date with her new work, press, and happenings.

She participates in regularly scheduled IG Live tutorials, brand takeovers, and interviews. Renée also uses the platform to engage her followers with product giveaways, playful reels featuring new beauty products, and to promote brand partnerships.

STATS

FOLLOWERS	16.3K
GENDER	71% WOMEN, 29% MEN
TOP COUNTRY	59% FROM THE USA
AGE RANGE	62% 25-44, 15% 18-24

FRIENDS + FOLLOWERS



lonniechavis

73182K664

PostsFollowersFollowing



rubyroseturner

1,0321.7M732

PostsFollowersFollowing



ella

2142.5M406

PostsFollowersFollowing



nyakiobeauty

1,30428.9K1,657

PostsFollowersFollowing



kateydenno

2,08446.4K2,500

PostsFollowersFollowing



beaniefeldstein

1,143441K2,744

PostsFollowersFollowing



jaylenbarron

103341K840

PostsFollowersFollowing



itsariabrooks

22113.4K1,943

PostsFollowersFollowing



zendaya

3,47786.8M1,559

PostsFollowersFollowing



tower28beauty

69166.9K449

PostsFollowersFollowing



r29unbothered

2,990229K375

PostsFollowersFollowing



heysharonc

43727.2K766

PostsFollowersFollowing



waymanandmicah

1,32442K1,053

PostsFollowersFollowing



spectrumcollections

5,098453K5,875

PostsFollowersFollowing



skyniceland

1,356100K2,385

PostsFollowersFollowing



ashuntasheriff

6,931104K1,633


PostsFollowersFollowing



erisbaker

11782.4K951

PostsFollowersFollowing



bebeautifula

12.8K136K7,495

PostsFollowersFollowing



eberjey

3,177117K4,599

PostsFollowersFollowing



angelacstyles

1,738125K4,060

PostsFollowersFollowing



shiseido

2,6021.2M330

PostsFollowersFollowing



veryvness

950273K1,678

PostsFollowersFollowing



faitheherman

17996.7K581

PostsFollowersFollowing



baratunde

1,28173.4K2,555

PostsFollowersFollowing



kosas

2,559210K1,786

PostsFollowersFollowing



beautyisboring

1,051145K1,971

PostsFollowersFollowing



jamiemakeup

3,66093.8K2,437

PostsFollowersFollowing



darbyecamp

71370.7K954

PostsFollowersFollowing



maliabakermbsb

289204K1,215

PostsFollowersFollowing



miyacech

251319K1,067

PostsFollowersFollowing



akira_akbar

313188K924

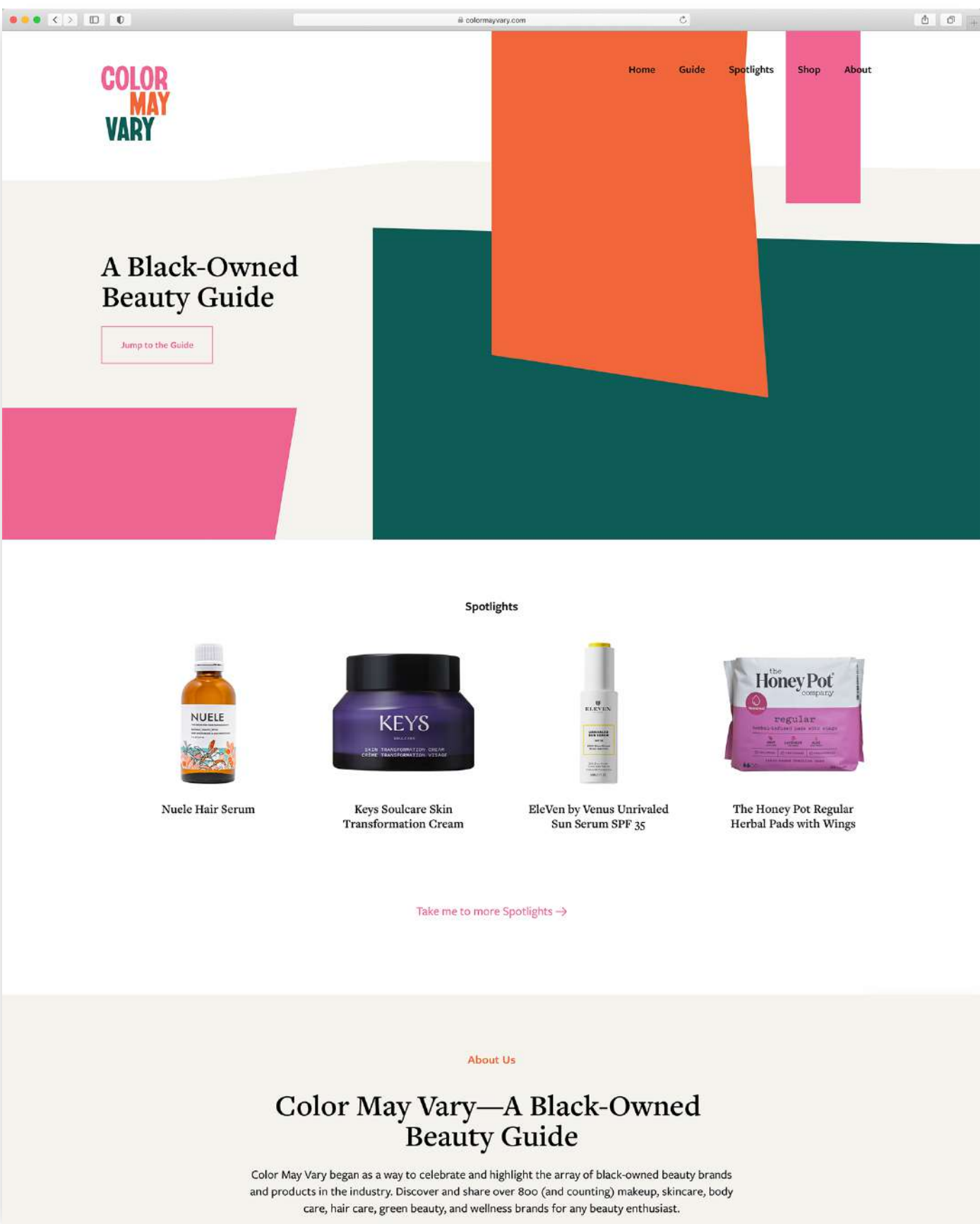
PostsFollowersFollowing



chloecolemanact

81243.6K808

PostsFollowersFollowing



Color May Vary celebrates the array of Black-owned beauty brands and products in the industry.

Renée founded Color May Vary in 2020 to support the community during the global event of social unrest. Since then it’s grown to include over 900 brands in a categorized, easy-to-use online guide. You can also purchase a curated selection of products on the Spotlights page. Here, products are tested, reviewed, and recommended.

Color May Vary’s Instagram profile is also a channel of inspiration and offers a wealth of knowledge. Along with product highlights and IG Live’s, followers are encouraged by learning about trailblazers throughout Black beauty history who’s shoulders we stand upon.

“In short, Color May Vary acts as a bridge between consumer, Black-owned beauty brands, and the beauty industry at large...Finally, there’s a one-stop-shop to celebrate and amplify Black-owned brands that deserve representation.” —IPSY

