

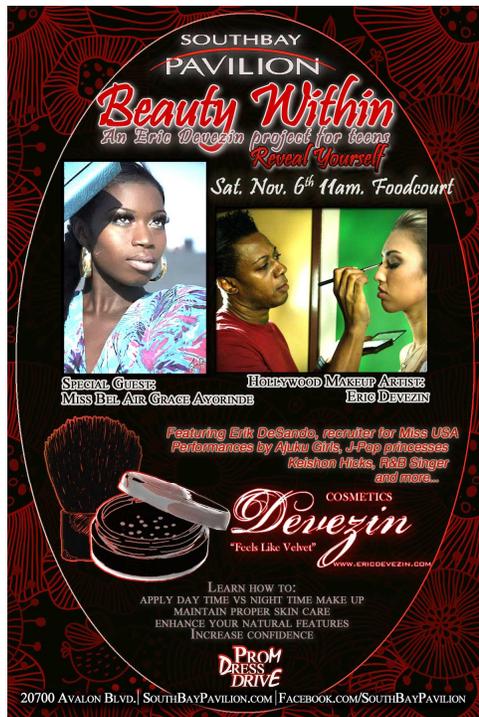


For Immediate Release

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Hollywood Beauties and Experts at SouthBay Pavilion Mall ***An Eric Devezin project to address self esteem issues with teens and promote the Beauty Within***

Carson, CA (October 11, 2010) – On Saturday, November 6th 2010 at 11am, SouthBay Pavilion Mall, Located at 20700 Avalon Blvd., Carson, CA will be hosting an event by **Eric Devezin** entitled “**Beauty Within**”. With Devezin’s dedication to beauty and awareness to teen self esteem issues, he has decided to put together a wonderful program for all teens and their parents in the City of Carson.



Devezin has over 15 years of experience and has been a resident artist for MAC, Make-up Forever, Bobbi Brown Cosmetics and more. After having worked with A-listers such as Will Smith, Megan Good, Vivica A. Fox, Stacy Keebler, Miss California Teen USA 2010 Emma Baker and more, he has been deemed one of the most versatile make up artist in the Hollywood scene.

The “**Beauty Within**” event is very special to Eric as he starts a personal movement to make a difference in the lives of the youth by showing them that the sole purpose of make-up is not to “cover up” insecurities rather to highlight our strongest features. It’s a simple mindset switch!

Devezin has invited VIPs from his roster to support and speak at this event. **2010 Miss Bel Air, Grace Ayorinde**, will be speaking about her journey to becoming **Miss California USA**. Also speaking at the event is **Eric DeSando**, the official recruiter for California, Utah, Arizona, and Kentucky for Miss USA. Lastly, **Linda Miranda**, a graduate from The Studio Academy on the Gower Lot in Hollywood.

This event is designed to be educational and inspirational. Subjects like skin color, social hardships, life building and self esteem will be the main topics. There will be a “question and answer” portion as a few “make-overs” are being done on site. Devezin will focus on make up for all skin types and color and showing the audience ways to apply proper

make up that will show ones true beauty.

In addition, there will be entertainment during the event from the **Ajuku Girls**, an American J-Pop group produced by PJ Bianco (also producer of Jonas Brothers, Demi Lovato, Katy Perry and Mitchell Musso). Devezin has invited Carson High School, Kennedy High School, Banning High School, and the Boys and Girls Club to bring the teens to SouthBay Pavilion Mall for his event. Everyone is welcome and can qualify for a make over session.



SouthBay Pavilion On July 10, 2009, Vintage Real Estate, acquired the SouthBay Pavilion located immediately off the 405 Freeway with direct exposure to over 350,000 cars daily in the Los Angeles Trade Area. The 1.1 million-square-foot regional mall is anchored by a newly constructed Target Greatland, Ikea, Sears, and JCPenney and 54 specialty stores and restaurants including other significant national retailers such as Old Navy, Children's Place, Foot Action and Daniel's Jewelers. SouthBay Pavilion is a destination for the more than 2.5 million residents within a 10-mile radius. <http://www.southbaypavilion.com>

Eric Devezin, appointed as unofficial "king of versatility." Not only has Devezin worked with such diverse personalities from "box office top actor" Will Smith to reality TV stars from the cast of I want to work for Diddy Season 2, VH1 reality star Brittanya O'campo, TVOne reality star designer Sterling Williams, Terrell Owens and the list goes on. He is currently the head make up artist for October LA Fashion Week, LA Production Studios, and 10/16/10 Theater meets runway show. He is actively working on his own line of cosmetics starting with an eye lash line. For more information about Eric Devezin please visit: <http://www.EricDevezin.com>

2010 Miss Bel Air, Grace Ayorinde born in London, England in 1989 to Gabriel and Beatrice Ayorinde which completed a family of 5. Grace spent most of her early childhood there until she moved to San Jose, California in 1995. While attending Junior High and High School, she occupied her time with music and basketball which distracted her from the things she would soon learn about herself. She grew up surrounded by other students who didn't look like her and she went through a season of self-hatred and tried every method to change her outer appearance. She tried methods such as the use of fair skin toned make up and avoided wearing certain colors until she came to point in her life when "enough is enough!" At about age 15, she began to accept her looks and it wasn't until about age 17 or 18 that she learned to completely love and accept her looks. For more information about Grace Ayorinde please visit <http://www.sponsorthanks.com/missbelair/>

Erik DeSando, graduated from Flagler College in St. Augustine Florida with a Bachelor of Science degree. He started in the entertainment business as a casting director from 1991-1997. Projects he worked on included Bio-Dome with Pauly Shore and Steve Baldwin, Leprechaun II, Tender Loving Care with John Hurt, and the Television Pilot, Heavenly Road which was shot in Maui, Hawaii. Eric also cast 100's of commercials, music videos, infomercials, and industrials and at one time was considered one of Los Angeles busiest casting directors. In 1998 Erik opened the Identity Talent Agency which specializes in represented actors, models, and hosts theatrically, commercially, hosting/broadcasting, celebrity promotions& appearances, and in print. Erik has worked with numerous corporate companies and more TV Pilots. In 2007-2008 Erick Produced four children's TV series that appeared on the CW Network and various cable outlets. Today Erik runs the number one pageant recruitment company in the world and handles California, Utah, Arizona, and Kentucky for Miss USA. www.chasethecrown.com

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