

# Cohorted

BE YOU BE BEAUTIFUL

## PRESS RELEASE: PODCAST GUEST - JAMIE GENEVIEVE MAKEUP ARTIST AND FOUNDER OF VIEVE

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Cohorted Be You Be Beautiful, the UK's No.1 Premium Subscription Box Provider, has released their latest episode of Unfiltered By Cohorted.

Bringing women together who want to live their most authentic, passionate lives, Unfiltered by Cohorted covers a variety of topics that include health and wellness, beauty and more, but always with an eye on sustainability and female empowerment. In this episode, the Cohorted host is joined by Jamie Genevieve, Makeup Influencer, Youtuber and founder of VIEVE - the makeup brand she launched in 2020, and direction she wants VIEVE to take in the future.

Jamie talks about her progression from make up artist to beauty Youtuber, and how she was pushed into following her dreams by the women around her. As part of the episode, Jamie discusses her background in working on the counter at Estee Lauder, misconceptions about the beauty industry, and the power that to be had in makeup.

Cohorted is excited to be highlighting Jamie Genevieve's story on the Unfiltered by Cohorted, reminding everybody to live authentically and rely on the other people in your life. By lifting others, we lift ourselves to be our best possible self.

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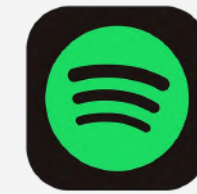
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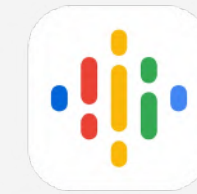
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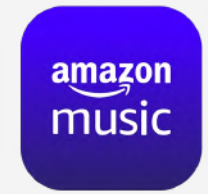
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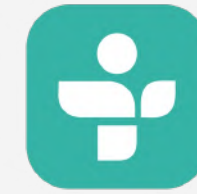
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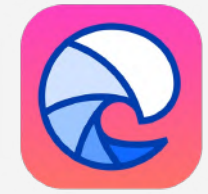
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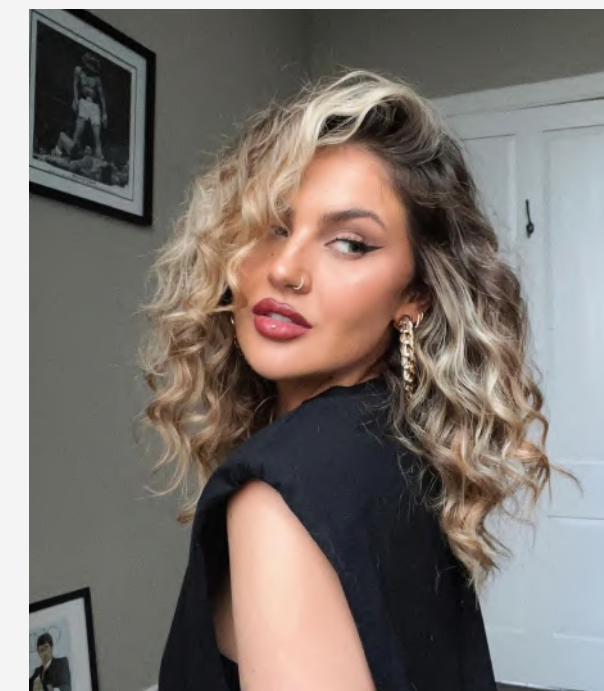
Pocket Casts



Deezer



Breaker



### NOTES TO EDITORS:

Cohorted Communications is a hybrid communications agency that specialises in connecting brands to millennial audiences.

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