



Local Women Of Leadership Past and Present



CHERYL ANNE MARCEDA

LAZUR LA VIE

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LazurLaVie

Cheryl Anne Marceda Beauty Aficionado/Founder Lazur La Vie Where Beauty is a Way of Life since November of 2010. I'm a child of the 50's yet my parents were ahead of their time. They raised their children to believe anything was possible. My dad was the dreamer, my mom was the facilitator. Both shared a love of beauty in all matter and living things, emphasized goal settings and saw education and learning as a lifelong adventure. My dad had 9 sisters. My mom's great grandmother formulated her own Skin Care and marched with Susan B Anthony. Strong females prevail in my family. I was taught by the Sisters of Mercy in Rochester, NY and fortunate to have an all girls education where I studied Latin and the classics, advanced math and science, philosophy, ethics, learned to speak French, and developed life long critical thinking skills. I have a BS in Accounting and an MBA in Marketing/Entrepreneurial Studies. Additional Studies include Fine Arts, Make-Up Artistry, Fashion Design and Aromatherapy. I am certified in Image Consulting, Color Analysis, Personal Shopping, Micro-Pigmentation, Aesthetic Lasers and Technologies and the Ancient Art of Chinese Face Reading. My Beauty spans several decades and capacities. I am fortunate to have worked for prestigious cosmetic companies such as Gloria Vanderbilt, Ralph Lauren, Estee Lauder, Murad, Aroma Vera, Aveda and several Private Label Manufacturers. My other start-up companies were Academic D'Image: Image Consulting, Bella Donna: Cosmetic Rep Firm and Miche Permanent Cosmetics. Happily married with one child, Alexandra McCaskill, Sr Sales Executive at Hilton Grand Vacations, a grand daughter Ivy Anne, 6 yrs old and grand son, Max Emerson, 2 years old. My Love of God, Family and Country and are the driving forces of My Beautiful Life and Lazur La Vie.