

latrice edwards - rebuilding beauty



photo by steed media service

CEO and Founder, Triumphant Transitions, Inc.

Triumphant Transitions, Inc. was founded on Valentine's Day 2005 — a day LaTrice Edwards, CEO and founder, celebrates as the day that signifies God's love. Edwards' business is a nonprofit community service organization which focuses on self-esteem, and professional image development for people in transition. A veteran of the fashion industry, she says she was obligated to create the company.

"I was in corporate retail for over 10 years. I received my degree in fashion merchandising and marketing. I'm a freelance makeup artist and I work in television, film, and print," says Edwards. "I would say the self-esteem development came later in my life, as I matured more spiritually [in] my walk with God. It's important for everyone to have that type of solid foundation of who they are and their purpose in life."

"Triumphant Transitions is really the community service ministry piece of my makeup artistry business. It's a matter of giving back and blessing people with beauty. This company not only helps our clients, but it also helps as a liaison between the beauty industry and the social service sector," she says. "We accomplish this by the volunteers that are salon sponsors, barbers, manicurists, massage therapists and beauticians. Not only do we work on the external makeover, but the most important piece of our program is the internal makeover — providing life skills, self-esteem development, financial management, parenting skills and life development." - [adrienne gadling](#)

For more information please visit, www.triumphanttransitions.org

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