

## New Orleans YouTube beauty guru

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Whether seeking a tutorial on how to cover dark circles or a review of a new lipstick, locals turn to Tulane University alumna Brie Lybrand. Known as the New Orleans beauty guru on her YouTube channel, Lybrand shares her wisdom as a makeup artist with over 24,500 subscribers. Lybrand's latest video is a Tulane-themed makeup tutorial.

**New Wave:** What is a beauty guru?

**Lybrand:** It's a person who shops and talks about what they buy and how they use it. Sometimes, I really like high-end products, and I say this is bang for your buck. But I also have my beloved CoverGirl or Maybelline [product] that is \$5 and is my holy grail of foundation or powder.

**New Wave:** Why did you decide to make your first video?

**Lybrand:** I was searching for how to cover dark circles. I looked online to see what other people did, and then I looked in the mirror and thought, "Actually, I have a lot of insight into this." That was 4½ years ago. I just turned on the camera and started doing it. Within hours, I had a pretty big following.

**New Wave:** Why do you think that people turn to beauty gurus for advice rather than consulting an old-school beauty counter at a department store?

**Lybrand:** We have nothing to gain. I'm going to tell you the truth, if I like the CoverGirl product over the Dior. Someone who works at Dior is only going to push for Dior. People who are beauty gurus also have the time to show you how to apply

it properly.

**New Wave:** What sets you apart from the other beauty gurus?

**Lybrand:** I'm not afraid to be gross. If I have a really bad breakout, I get excited about it, turn on the camera and then cover it. I show all the imperfections.

**New Wave:** What beauty trends are you excited to see in 2015?

**Lybrand:** The '90s are coming back ? the heavy eyeliner, dark lips and bold brows. We're getting away from tiny eyebrows and going for more of a Brooke Shields look. For the past two years, it's been all about the berry lip, and we're getting away from that and going dark. I like the new extreme of things.

**New Wave:** Why did you decide to go back to Tulane for a public relations degree, after receiving your bachelor's degree in theater in 2008?

**Lybrand:** I love it. I'll sit in the middle of Tulane amidst the chaos, and that's where I feel the most peace in the whole city. It's where I lived and had some of the happiest times of my life.