



# JOY WILLIAMS

International Beauty Educator, Published Beauty Writer, Salon Owner/  
Cosmetologist, Speaker, Mentor, Brand Strategist, Author



*Motivational Speaker*

# ABOUT JOY WILLIAMS

Joy Williams is a celebrity hairstylist, texture specialist, and the owner of JW Studios, Houston's Premiere Multicultural Salon. A Published Beauty Writer, Joy's articles can be found in Oprah Magazine, Cosmopolitan Magazine, American Salon and more! Joy has worked with such brands as Paul Mitchell and CHI and was a Key Hairstylist at Miss USA, Miss Teen USA and Miss Universe. She was the first Black On-Air Personality for CHI Haircare on Home Shopping Network.

Joy has the versatility to work with all hair types and textures and has years of experience in Editorial, Commercial, Film and Stage Productions.



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# SPEAKING TOPICS

Manifesting Mantras: How to Manifest the Life you Desire

Overcoming Obstacles

Women and Girls Empowerment

Vision Board and Vision Journaling

Business and Brand Strategy



## SPEAKING ENGAGEMENT TESTIMONIALS:

Joy was really awesome. She came in and related to everybody, not just on a business and professional level but on a personal and life level as well. She showed us how to shine from the inside out"

- Jennifer,

"I could relate to her testimony. I love her. She was so inspirational"

- Briana, Paul Mitchell Cosmetology school Student

"Joy Williams is a powerhouse and the message she brings forth is clear and relatable. I am inspired to do more, speak more into the atmosphere and be great on purpose."

- Melissa, Business Owner

"Today I learned that I can be anything that I want, I just have to plan and prepare. It doesn't just appear out of no where."

-Samalia 8th grade student

"Having Joy here was truly a joy, (pun intended). She really helped our girls and gave an example of a successful woman and what they can do if they set goals for themselves, give themselves some direction, follow through with those goals not be afraid of being successful"

- Donica Arnold, 8th Grade teacher/ Coordinator of Ladies of Distinction



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# TESTIMONIALS



# TESTIMONIALS

I love Joy Williams! That is an understatement....I never have trusted any one with my hair-let alone with make-up. I am very insecure after surgery/hair loss/confidence loss. Joy has made me feel and look so much better. Most importantly is feel better-this girl gives results. Trust me- the proof is in the pudding. She is doing all wedding as well of bridesmaids make-up, hair, and our therapy. She is therapeutic and truthful. Joy is a joy in my life. Most importantly she is a good soul..

- Monica D

"Joy was so knowledgeable!! She has a warm spirit and truly knows her craft. "

- Whitney M.

"Joy was very professional and had a wonderful manner. I will definitely be returning and will be recommending her services. If something you need is something that she does then go see her!"

- Kasha P.



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# PUBLISHING

**Published Beauty Writer, Joy's articles can be found in Oprah Magazine, Insider Magazine, Cosmopolitan Magazine, Martha Stewart , American Salon,**

## **Cosmopolitan 2/3/2021**

How to Grow Back Your Edges 2021: Tips to Fix Thinning Hairline (cosmopolitan.com)

[https://www.cosmopolitan.com/style-beauty/beauty/a35382718/how-to-grow-back-edges/?fbclid=IwAR2Z7VCexBQV\\_Hf2DFjTjW-sAvXr12fxGwOUg\\_TaXrap1T1bY7wLm3KL6M](https://www.cosmopolitan.com/style-beauty/beauty/a35382718/how-to-grow-back-edges/?fbclid=IwAR2Z7VCexBQV_Hf2DFjTjW-sAvXr12fxGwOUg_TaXrap1T1bY7wLm3KL6M)

## **Martha Stewart 4/3/2020**

How Often Should You Shampoo Based on Your Hair Type? | Martha Stewart

<https://www.marthastewart.com/7735384/hair-type-shampoo-frequency>

## **Marth Stewart 3/5/2020**

Seven Ways to Remedy Frizzy Hair | Martha Stewart

<https://www.marthastewart.com/7618583/frizzy-hair-tips>

## **American Salon Magazine 5/8/2019**

Miss USA Hairstylist Joy Williams Says Curly Hair Is Here to Stay | American Salon

<https://www.americansalon.com/hair/miss-usa-hairstylist-joy-williams-says-curly-hair-here-to-stay>

## **Oprah 1/21/2020**

22 Best Hair Dye Ideas and Color Trends for 2021 (oprahdaily.com)

<https://www.oprahdaily.com/beauty/hair/g30496448/hair-dye-ideas/>

## **Texas Lifestyle Magazine 3/26/2020**

How To Look Great on Zoom, Even When Salons Are Closed - TLM (texaslifestylemag.com)

<https://texaslifestylemag.com/lifestyle/how-to-look-good-on-zoom-even-when-salons-are-closed/>

## **ABC 13 New Story**

Houston hairstylist works her magic at Miss Universe pageant - ABC13 Houston

<https://abc13.com/5755417/>

## **Blinging Beauty 5/8/2019**

CHI Styles Natural Curly Hair Winners of 2019 Miss Teen & Miss USA Pageants | Blinging Beauty

<https://blingingbeauty.com/chi-styles-natural-curly-hair-winners-of-2019-miss-teen-miss-usa-pageants/>

## **Insider Magazine 4/12/2020**

How to Take Care of Hair and Touch up Roots and Color at Home (insider.com)

<https://www.insider.com/how-to-keep-hair-healthy-color-root-touchups-at-home-2020-4>



# IMMEDIATE PRESS RELEASE

## Joy Williams Wins Texture Style Awards- New Talent Stylist of the Year

*The Houston, TX -based hairstylist has taken home top honors in the first-ever hairstyling awards competition celebrating all hair textures.*

(Houston, TX - July 7, 2021) Rising hairstylist, Joy Williams, has won the New Talent Stylist of the Year award for the inaugural Texture Style Awards. Williams is now part of beauty history as a winner of the first-ever hairstylist competition dedicated to celebrating all four hair textures.

"The awards were a labor of love and a rallying cry to both the entertainment and beauty industries," said Monae Everett, a 20-year hairstyling vet, educator, and founder of the Texture Style Awards. "As beauty pros, we are ready to see many more forms of beauty. And, we know the time is here and now for artists of all backgrounds to receive the opportunities and recognition they deserve."

Williams was recognized for her 4 Finalist Entries, in 3 out of the 4 categories in the Texture Style Awards, the most of any entrant. She placed in 2 of those categories for her entries "Divine Feminine" and "Blown in the Wind Fabulous" Both pieces an artistic expression of the beauty of hair texture. Williams has been in the beauty industry for 15 years and is a salon owner, color/texture expert, educator, and speaker and is currently authoring her first book.

"Textured hair is not an anomaly, it is the norm in our diverse world." said Williams. "It is important for opportunities like this to exist to help people understand that all textures are beautiful. I believe that all hairstylists ought to be able to know how to do all textures of hair because everyone- no matter how straight or curly their hair is- has texture. Hair texture is a fabric, not an ethnicity."

As a grand prize winner, Williams will receive a custom plaque, one-on-one mentorship with a Wella brand ambassador, up to \$3000 worth of prizes, and media features with select awards sponsors.

For more information, visit [www.joy-williams.com](http://www.joy-williams.com).

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### About Texture Style Awards

Presented by the Wella Company, the Texture Style Awards is the first fully texture-based hair competition created to increase inclusion within the beauty industry by placing equal emphasis on all four hair texture categories: straight, wavy, curly, and coily/kinky. Visit [www.texturestyleawards.com](http://www.texturestyleawards.com)



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# PORTFOLIO

