



Lenda Mahroseh

International Makeup Artist & Certified Trainer

United Arab Emirates

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Who is Lenda Mahroseh

Lenda Mahroseh is a Syrian-born, internationally certified makeup artist and trainer based in Dubai, United Arab Emirates. Her career began in a starkly different field, where she worked for ten years as an anesthesia technician before discovering her true passion for the beauty industry. She transitioned into makeup by working with major global brands such as Sephora, Yves Saint Laurent, and Dolce & Gabbana, which provided her with a robust foundation and extensive experience. Lenda is renowned for her signature "makeup no makeup" style, which focuses on enhancing natural beauty. Beyond her work as an artist, she has expanded her influence to become an international trainer, conducting specialized courses and masterclasses in numerous countries, including India, Egypt, and Germany. Her training programs are comprehensive, covering not only advanced makeup techniques but also essential professional skills like photography, personal branding, and social media marketing. Her mission is to empower aspiring artists to transform their talent into successful professional careers.

Achievements of Lenda Mahroseh

As an international trainer, Lenda Mahroseh has successfully exported her expertise across the globe, holding popular and impactful masterclasses in countries such as India, Egypt, and Germany. This has solidified her reputation as a global educator capable of adapting her techniques to diverse cultures. She has collaborated with a host of prominent artists and celebrities in the Arab world, crafting their looks for major productions and media appearances. Her key collaborations include working with Syrian actress Jeni Esber, who was an early supporter of her career, as well as Dima Kandalaft for the renowned series "Al-Heiba," and the legendary singer Mayada Al-Henawy. Lenda has developed a unique training methodology that goes beyond traditional makeup instruction. She integrates comprehensive modules on photography, professional branding, and digital marketing into her courses, equipping her students with a holistic skill set required to thrive in the competitive beauty industry.

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