



April Hall Smith
WALKING INTO YOUR PURPOSE



www.walkingintoyourpurpose.com

BIOGRAPHY

There comes a time in the rapid paced world of business when someone comes out of nowhere to dominate the industry. That someone is Buena Vista, Georgia's very own April Smith, and that industry is the multi-billion dollars beauty industry. April did not come to get in the game, her plan is to take it over through her creation of an international cosmetic line that will cater to all shades of color. The name: "Butterfly Cosmetics".

On February 28, 2012 the world was introduced to the launch of Butterfly Cosmetics which proudly carries the slogan, "Looking Fabulous and Loving It". Her initial goal was to produce cosmetics that were not harsh to the skin and to provide women with the proper education on skincare and makeup application. After watching how many teenage girls, (including her own daughters) skin would become damaged as a result of trying an array of cosmetic lines, she vowed to step in with a solution. Wearing makeup is a big part of a young girl's adolescent years, so she wants to make sure that the makeup they are using is not harmful and she plans to educate them on the true purpose of cosmetics, this applies also to adult women as well.



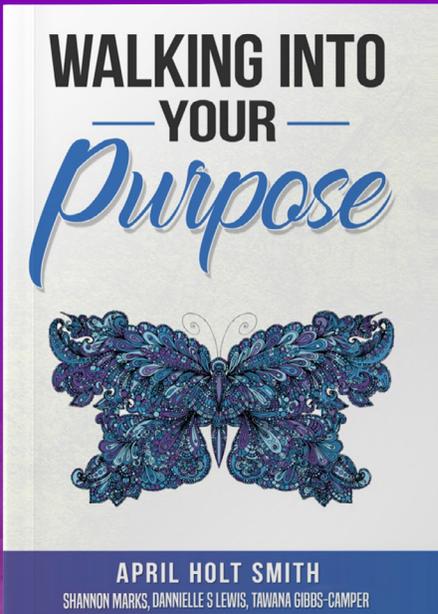


Butterfly Cosmetics features a light coverage hypoallergenic mineral line, as well as the popular “kamouflage”- a complete blemish and scar cover. April is successfully conducting a one of a kind exclusive media tour consisting of interviews with magazines, radio, podcasts, blogs, and talk shows. Butterfly Cosmetics has quickly acquired clientele that range from colleges with fashion and beauty programs to A-list entertainers. Not only is Atlanta buzzing about Butterfly Cosmetics, but the international Caribbean market as well. You can now find Butterfly Cosmetics on Walmart.com and Amazon.

April's drive and desire to be the best is apparent from her motto, “Why stop somewhere in the middle when the top spot is right there within your reach?” The rapid success and international interest in Butterfly Cosmetics subsequently inspired April to create and launch her couture swimsuit line, LaschonKouture. The perfect marriage of haute couture and fabulous face make for an endless stream of inspiration for April. She debuted **Laschon Kouture June 2013 in Atlanta Georgia.**



August 2015 April decided to start her women empowerment movement Walking Into Your Purpose Women Empowerment. Her women empowerment events has been very successful in the USA and Caribbean.

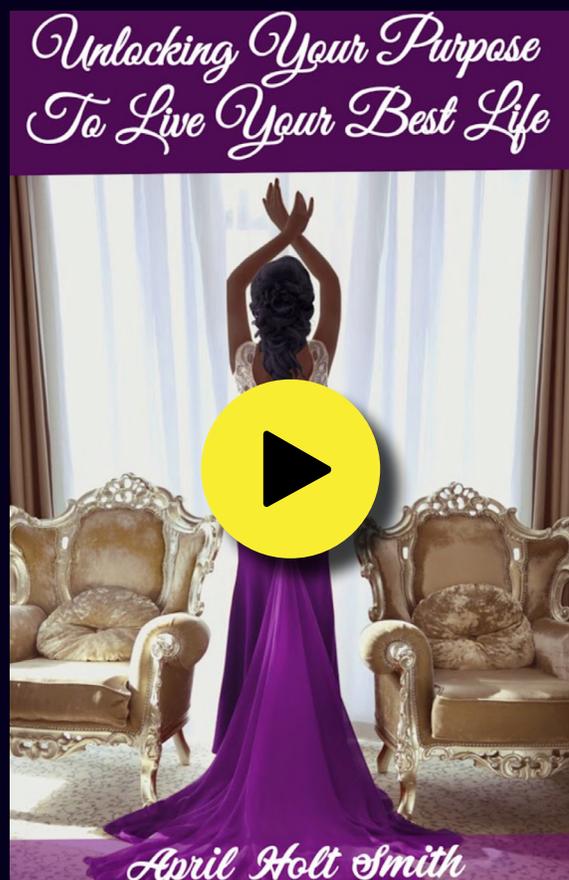


THE April Smith SHOW

April also host an annual Walking Into Your Purpose Gala where she give scholarships for book vouchers to college students. Not only is April a very successful business owner she's also a talk show host and podcast host .The April Smith Show can be seen on WTVM News Leader 9 and on her YouTube channel. Her podcast is on all the major platforms.

On October 2020 April opened her first storefront Butterfly Cosmetics Glam House &Event Center in her hometown of Buena Vista Georgia.

April understands the importance of giving back to the youth, and strives to use her position as CEO of three companies as a platform to promote education, self-esteem and entrepreneurship. By being a respected business woman, she believes that she shows young women that they can aspire to not just work in the beauty industry, but have OWNERSHIP in it as well. Stay tuned for announcements on upcoming "haute" projects from April Smith.





**For any business opportunities, media, or future endorsements with Butterfly
Cosmetics or The April Smith Show contact: 1(404)-858-4431**

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