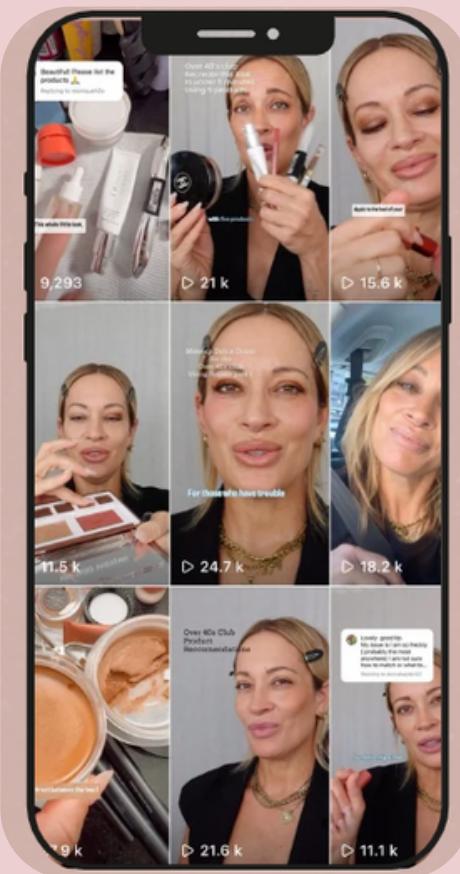


SFMGMT



Mia Hawkswell



Brief bio...

As a celebrity H+MUP Artist and Beauty Editor, Mia has more than 25 years' experience across television, red carpet, editorial, and brand partnerships.

Mia brings deep professional expertise to every piece of content she creates. As the founder of The Over 40s Club, she delivers trusted, expert-led beauty education for women navigating mature skin, changing features, and evolving routines.

Known for her warm, practical teaching style, Mia blends professional artistry with relatable guidance that resonates strongly with women over 40.

Her content is polished, consistent, and grounded in real-world expertise — shaped by decades behind the scenes and on camera.

Mia reaches a predominantly Australian audience of women, with over 1.1M monthly views and exceptional non-follower discovery, making her a powerful voice in beauty and wellness for this demographic.

66.6% of total reach comes from non-followers, demonstrating strong organic discovery and audience growth beyond her existing community!

Insights

INSTAGRAM

@miamakeup



Followers

+83K

Audience Location

Australia - 81%

Audience Gender

Female - 97%

Audience Age

44 - 54 year old 29.8%
55 - 64 year old 26%

Account Reach

+250K

Views

+1.1M

TIK TOK



Followers

+22K

Audience Location

Australia - 68.1%

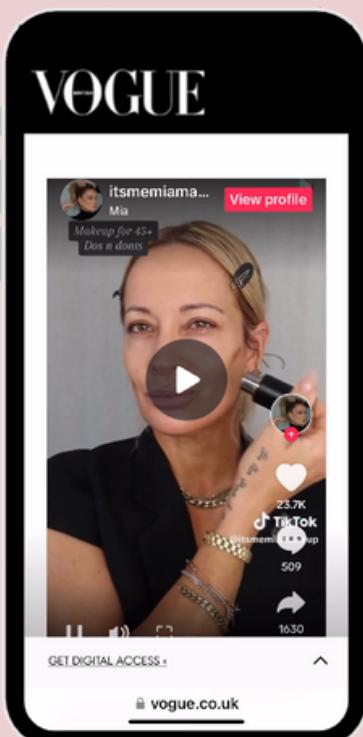
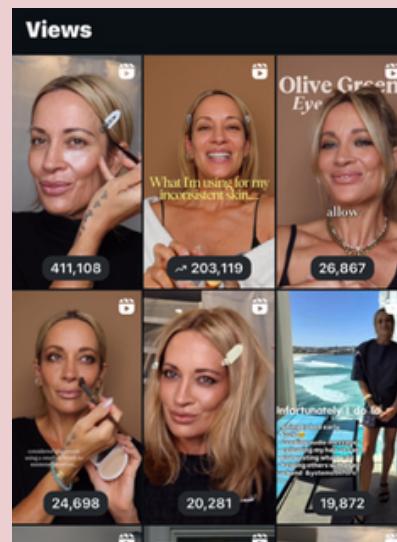
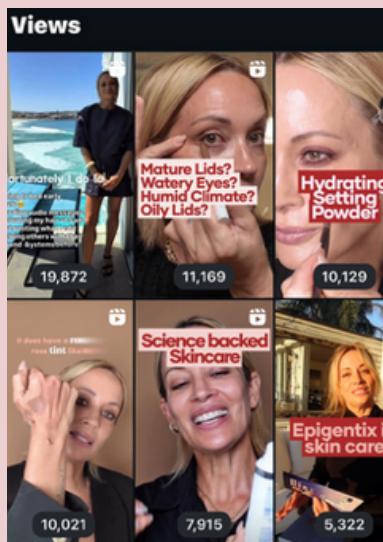
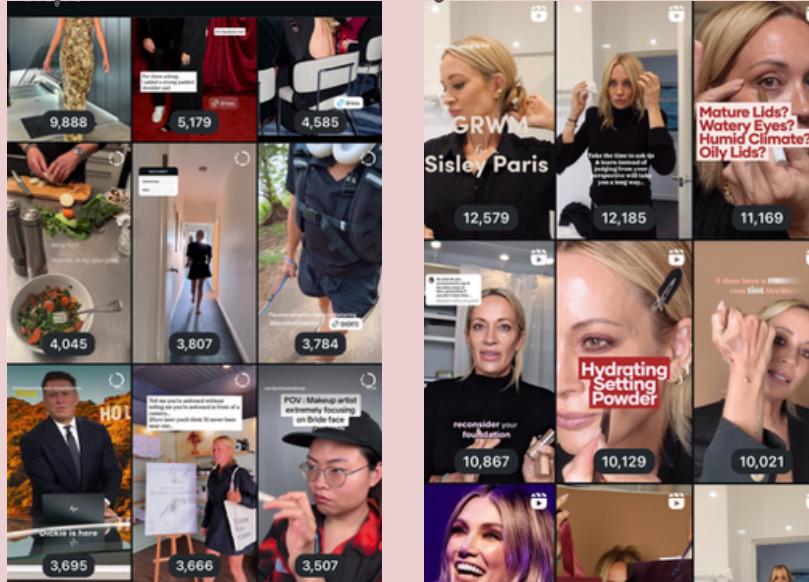
Audience Gender

Female - 85%

Audience Age

45 - 54 year old 43.1%

Story & Reel Views



VOGUE

"HAWKSWELL'S SIMPLE YET EFFECTIVE MAKE-UP TRICKS WORK AGAINST GRAVITY AND HELP TO SOFTEN MAKE-UP WHEN YOU NEED IT. I'M A (40-SOMETHING) FAN."

—LAUREN MURDOCH-SMITH
BRITISH VOGUE

Contact

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