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# General Makeup Creators

'makeup artist',

'beauty blogger',

'makeup guru',

'beauty influencer',

'makeup channel',

# Aiming for potentially more "Western/American" leaning results (still heuristics)

'american makeup artist',

'us beauty blogger',

'english speaking makeup artist',

'north american makeup channel',

# Specific Styles/Niches

'natural makeup artist',

'glam makeup channel',

'editorial makeup artist',

'bridal makeup channel',

'everyday makeup tutorial channel',

'clean beauty influencer',

'affordable makeup channel',

'luxury beauty guru',

'skincare and makeup channel',

'pro makeup techniques channel',

'makeup tips and tricks channel',

# Ethnicity-Focused Makeup Channels (for USA context)

'south asian makeup artist',

'indian makeup channel',

'desilook makeup', # Common term for South Asian makeup styles

'east asian makeup tutorial channel',

'korean makeup artist us', # Combining with a popular East Asian origin

'japanese makeup channel usa',

'black makeup artist',

'african american beauty guru',

'dark skin makeup channel',

'latinx beauty blogger',

'hispanic makeup artist',

'latina beauty channel',

'white makeup artist',

'caucasian beauty blogger',

'american beauty channel'

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