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# From College Pastime to Entrepreneurial Dream: Touched by Tiva Elevates St. Croix's Beauty Scene

**Sativa Williams transforms a passion for makeup into a thriving business, empowering through artistry and semi-permanent makeup services**

Business / **Published On February 22, 2024 06:50 AM /**

Staff Consortium **February 22, 2024**

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**Makeup and eyebrow tattooing work by Touched by Tiva. By. TOUCHED BY TIVA**

In the heart of St. Croix, a young entrepreneur is redefining beauty and success. Sativa Williams, the visionary behind [Touched by Tiva Makeup Studio](#), has transformed her passion for makeup artistry into a flourishing business, catering to a growing clientele seeking both traditional and semi-permanent makeup solutions.

Mrs. Williams journey into the world of beauty began modestly. As she prepared for college, her curiosity for makeup evolved into a hobby, practicing on friends and family, with her mother and sisters serving as her first critics. "I started practicing and getting feedback from my mom and sisters," she said. While attending the University of the Virgin Islands on St. Thomas, word of Sativa's skills soon spread, and people began asking her to do their makeup for events.

Upon moving back home, people continued contacting Mrs. Williams and requesting makeup services. Despite trying her hand at various jobs, she eventually realized that her true passion lay in the beauty industry. Mrs. Williams opened a boutique with support from her husband Nasheem Williams, selling lashes and bundles to build up her clientele. Though the boutique has since taken a backseat, it laid the foundation for Touched by Tiva Makeup Studio.

The studio's name, "Touched by Tiva," reflects Mrs. Williams's philosophy of gentle, attentive service, with clients often finding themselves so relaxed they drift off during sessions. As a licensed tattoo artist, she has expanded her offerings to include "powder brows," a semi-permanent eyebrow treatment that enhances and defines brows for up to three years.

Sativa's story is not just about beauty; it's a testament to perseverance, passion, and the pursuit of dreams. She advises other aspiring entrepreneurs to take the leap, emphasizing that while challenges are inevitable, they are stepping stones to strength and success. "The money that you're looking for – it's going to come once you make your decision to just go for it," she advised. "There's going to be trials, but that's all just to build your back – make you strong, you know?"

For those interested in experiencing the transformative touch of Touched by Tiva Makeup Studio, Mrs. Williams welcomes you to explore her range of services through her [website](#) or social media ([Facebook](#), [Instagram](#)) for hours and upcoming specials. Her journey from a college hobbyist to a successful entrepreneur serves as an inspiration to many, proving that with hard work and dedication, dreams can indeed become reality.