

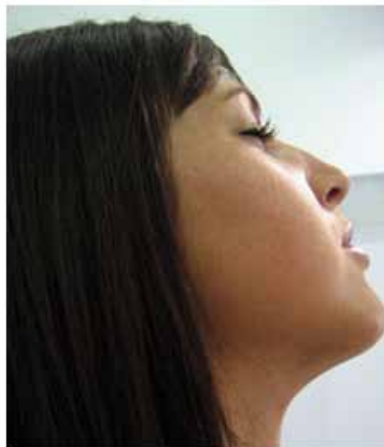
ASK THE EXPERTS

Eyelash Extension Addict

By Ann Merin

My name is Ann and I'm a beauty addict...it's been 3 hours since my last beauty treatment. I'm not ashamed of my addiction...I think I've even helped people by trying out new products and services...at least that's what I tell myself.

A few years ago my addiction led me to try eyelash extensions. I had seen all the pictures of doe eyed celebrities with impossibly long lashes and I was sold. I was so thrilled with my results that I vowed I would offer the service if I ever opened my own salon. Three years later I opened Beauty Heaven which specializes in hair color, hair extensions makeup and, you guessed it, eyelash extensions.



Here are the most common questions we get asked about the service:

What kind of extensions do you use?

We use NovaLash brand extensions. NovaLash's adhesive is the only eyelash extension product that is certified and tested U.S. pharmaceutical/medical grade tested and physician formulated for safety.

Are your technicians certified?

Yes. Each of our technicians is certified by NovaLash, licensed in cosmetology and certified in makeup application.

How are the extensions applied?

While you relax on a massage bed, our technician dips individual extension lashes in the adhesive and attaches them to the base of each of you natural lashes.

Do the results look natural?

Yes and our eyelash technicians will work with you to achieve your desired look - dramatic, subtle or somewhere in between.

How long does it take?

Your initial application will probably take 1 1/2 to 2 hours. Touch ups, recommended every 3 to 4 weeks to maintain your look, take about 45 minutes to 1 hour.

How do I take care of them?

Avoid glycol, an ingredient found in most mascaras, eye makeup removers and cleansers. We sell glycol free mascara and eye makeup remover made specifically for eyelash extensions.

Most of our clients that have tried eyelash extensions have become completely obsessed with them...and they're not ashamed of their addiction either.

Ann Merin is the owner of Beauty Heaven, a full-service salon specializing in hair color, hair cutting, Great Lengths hair extensions, eyelash extensions and makeup application.