

DERMASCOPE

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Sophy Merszei

As an “exclusive network for professional women to interact, exchange ideas, educate, network, and empower,” the **National Association of Professional Women** has their eyes wide open for women who stand out. It is little wonder, then, that the NAPW chose **Novalash** president, **Sophy Merszei**, as VIP Woman of the Year for 2010. Merszei is passionate about making every woman feel ‘instantly pretty;’ to that end, the formally educated chemist relentlessly commits herself to developing only the most researched, physician-approved, and face-friendly product. Merszei believes in diligently educating, training, and supporting Novalash professionals. In addition to her commitments as the face, voice, brain, and heart of Novalash, Merszei gives back to her community and her world by affiliating with charities such as **Girls Inc.** and **the UNICEF Haiti Relief Fund for Children.**