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Published April 27, 2007 10:15 pm - At Archer Body Works, Dena Archer can transform the windows of any soul with Xtreme Lashes.

## Xtreme Lashes for the girl who has everything else

Deck

By **ROBIN CAUDELL**  
Staff Writer

PLATTSBURGH -- In the quest for the perfect prom look, the perfect eye lashes to "extend your beauty" are within reach with Xtreme Lashes at Archer Body Works in Plattsburgh.

Every year, Dena Archer is on the lookout for a new specialty to offer locally. She was researching permanent makeup when she discovered Xtreme Lashes.

"I don't have long eyelashes myself," Archer said. "It was the new, biggest thing in Hollywood."

She attended an Xtreme Lashes training in New York City. Beforehand, she practiced handling synthetic lashes with tweezers.

"It's something simple. It's something anyone can do. It makes your face smile."

Synthetic lashes are bonded to natural lashes with a medical-grade adhesive. The lashes come in a variety of lengths, colors and thicknesses. Colors include black, dark brown, golden brown, auburn, blue, red, green, pink and purple.

"They can look more glamorous or have a natural look."

The synthetics are bonded to clean, dry and mascara-free natural lashes. Archer covers the lower lashes with pads. She isolates each natural lash, picks up a synthetic lash and dips it in the bonding agent.

"It takes two hours to do the initial set. They come out as you lose your natural lash. You come back every three weeks for a fill. That takes about an hour."

This Wednesday, Nancy Brown, the owner of Cut-N-Curl Beauty Salon on

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Couch Street, was getting a glamorous III.

"If you watch the Oscars, the women are wearing them," Archer said. "Women don't have lashes. It's the men who have them. We're the only species where the males aren't adorned. I think their eyelashes are their adornment. It's how they attract women. They have to have something. It's a nice feature. They are the ones who have them but most women don't. Look at the birds. The males are bejewelled."

Xtreme Lashes is based in Texas.

"Texans like big hair, big cars, big lashes. There you go."

Archer gets a lot of fun out of the process because of her clients' excitement.

"Women spend a lot of time on their eyelashes with eyelash curlers and mascara. It's a big transformation in a small amount of time."

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