

## SUCCESS STORY

# Extreme Beauty

*Xtreme Lashes' Jo Mousselli helps women feel beautiful.*



**L**ong, lush eyelashes are all the rage these days. Everyone from celebrities craving a more dramatic look to brides desiring more photo-ready eyes to everyday women who just want to improve their appearance believe that the longer and fuller the lashes, the better. While mascara can enhance the eyes, eyelash extensions offer a more striking appearance, are easy to maintain, and last longer than temporary fake lashes. Jo Mousselli, RN, founded Xtreme Lashes based on the idea that looking good and feeling good go hand and hand. "When women look good, they tend to feel good and are generally more confident."

When Mousselli was a pediatric ICU nurse at Texas Children's Hospital in Houston, she surveyed all of the women in the hospital—doctors, patients and even the cleaning staff—to find out if they would consider a procedure or service that would replace the need for mascara. The answer was a unanimous "yes."

It was this experience, as well as Mousselli's previous career as a kindergarten teacher, that encouraged her to launch Xtreme Lashes in 2005. "I thought that if I could enhance a woman's eyes without the need to apply mascara, then it might make their busy lives a little easier, empower them, and make them look and feel beautiful all day," she says. The Houston-based company developed eyelash extensions designed to accommodate all clients'

needs or desires, whether they want to make their eyes appear larger, highlight their lashes with different colors, or add lash length and volume.

Before a lash stylist applies the eyelash extensions on a client, a consultation takes place to determine the ideal extension based on what the client is looking to achieve, with consideration given to the client's eye shape, condition of natural lashes, facial features and lifestyle. Next, the synthetic eyelash extensions are applied by the lash stylist, who isolates one natural lash and attaches the extension using a special medical-grade bond about 1 millimeter away from the eyelid. "The bonding agent creates a seamless connection between the natural and synthetic lash," Mousselli says. The entire process takes about two hours, and it is recommended that stylists attach at least 40 to 50 lashes per eye to achieve the best results. The lash extensions last the cycle of a natural eyelash, which is approximately 60 to 90 days.

Lash stylists are not only required to have credentials in the health and beauty industries, they must also attend hands-on training in application, safety and hygiene to be certified. Because of the training required and precise technique, lash stylists and salons can profit from offering the service. To date, Xtreme Lashes has trained and certified more than 5,000 professionals at spas, salons and medical spas in more than 24 countries.

After eyelash extensions are applied, lash stylists explain to clients how to maintain the look. Aside from staying away from heat, humidity and moisture, clients can use the company's cosmetics, which are designed specifically for Xtreme Lashes extensions, though anyone can use them. The line consists of such products as the Xtreme Volume Mascara, Lengthening Lash Extension Mascara, Heated Eyelash Curler, GlideLiner Eyeliners, Eye Makeup Remover and Hydrating Under Eye Gel Patches. This year, the company will launch eye-treatment products, eyebrow-enhancement products and eye shadows.

Mousselli believes that her previous careers gave her the foundation she needed to build a successful brand. "I gained an understanding of how the human body works through my science classes to become a nurse, and I gained a solid understanding of how education should be presented through my experience as a teacher," she says.

As someone who has always been in the business of helping others, Mousselli strives to continue to bring joy to people's lives through health and beauty in years to come. "I love watching a client look in the mirror and see her eyelashes transformed," Mousselli says. "It has brought tears to many clients' eyes, and that's a great feeling." —NICOLE PALMIERI



**CLOCKWISE, FROM TOP:** GlideLiners come in six colors; Eye Shines add shimmer to the eyes; Xtreme Lashes create a noticeable difference.