

Member Spotlight



Jo Mousselli

Sometimes it seems that life takes its own course and seemingly unconnected things become a definitive path leading you to your ultimate destiny. Jo Mousselli, president and founder of Xtreme Lashes® LLC, never imagined that she would one day lead a global cosmetic company.

Jo has seen her company expand from a home-based, family business into 50 countries. Xtreme Lashes currently has more than 40 employees and 20 educators nationwide, and continues to experience explosive growth. Since September 2005 when it opened for business, Xtreme Lashes has trained more than 5,000 health and beauty professionals and also provides active and busy women with a daily beauty regimen with high performance products that are low maintenance.

Xtreme Lashes enriches and empowers lives by delivering on its promise to provide innovative beauty products, unparalleled support and comprehensive education. Jo has created jobs and opportunities for her clients by providing the most lucrative addition to their menu of services, Xtreme Lashes® Eyelash Extensions. Jo's success comes from her previous experience, which has added a critical component to the foundation. Jo graduated Magna Cum Laude from the Texas Women's University with a Bachelor of Science in Nursing and a minor in Biology. She has extensive medical and scientific experience in human anatomy, physiology, pathology and pharmacology. After spending many years as a Registered Nurse, Jo felt compelled to pursue her passion in the beauty industry. Jo applied her medical and scientific knowledge to the development of the product line and the training program.

Jo knows women. From being a wife, an active mother of four, supporting her family and putting herself through school, Jo knows the modern woman's struggle. She knows the connection between feeling good and looking good. Jo's nurturing nature has made it easy for her to connect with women, from her career as a kindergarten teacher—garnering the trust of mothers and their children's first day of school—to consoling mothers, whose critically ill children were under her care as a Pediatric ICU nurse at Texas Children's Hospital. She has always been in the "business" of helping women feel better.

Jo's attributes and values have made Xtreme Lashes® very successful and a reputable name in eyelash extensions. Jo made Xtreme Lashes® Eyelash Extensions a professional service, limiting sales exclusively to licensed and credentialed health and beauty professionals. She believes there is no substitute for quality hands-on training and education, making it mandatory. If the end-consumer isn't happy, if the application isn't safe, if the lashes don't look beautiful, if the results aren't dramatic and lasting—then there is no eyelash extension industry.

Sometimes it is very easy to get caught up with the day-to-day demands of a growing business, but it is the impact that Xtreme Lashes® has had on women across the world that keeps Jo going. Jo says, "Xtreme Lashes® has grown way beyond just me and my family. Our clients and our employees have built their lives around this business. I have to ensure that we are always doing our part to make them successful, because their