

Going the Extreme in Business With Xtreme Lashes

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Meet Jo Mousselli, President and Founder of Xtreme Lashes® LLC



Jo Mousselli has seen her company expand from her home and spread across the globe into over 50 countries. Xtreme Lashes® currently has over 40 employees, 20 educators located nationwide and continues to create jobs to handle its explosive growth. In a little over 3 years, her company has trained over 5,000 health and beauty professionals domestically and thousands more internationally, em-powering them with meaningful and profitable careers, making women feel beautiful, and enriching the lives of thousands upon thousands of consumers, whom her clients proudly serve.

Xtreme Lashes® trains licensed health and beauty professionals in the art of lash extension application, supplies them with high performance application supplies and cosmetic products, and provides on-going marketing and technical support. Lash extensions are applied one at a time to your natural lashes for longer, thicker, fuller lashes that can last indefinitely with routine re-lashes. Thousands of women across the globe are waking up every morning to beautiful lashes, without the need for mascara. The national average for Xtreme Lashes is \$350 for a full-set and \$100 for a re-lash.

Truly an affordable luxury, consumers can maintain Xtreme Lashes® eyelash extensions indefinitely at a cost equivalent to their daily morning latte. With training programs conducted nationwide, health and beauty professionals are turning to this highly-profitable luxury service as a way to revitalize their business and increase their revenues. Jo knew her small company had arrived, when a client called her to simply say, "Thank you, I pay for my mortgage with Xtreme Lashes."

But all this did not happen overnight, and it had nothing to do with luck. All of Jo's previous experiences have added a critical component to the foundation of her thriving business.

Jo knows women. From being a wife, being 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, garnishing the trust of mothers and their first day of school jitters, to consoling mothers, whose critically ill children were under her care as a Pediatric ICU nurse at Texas Children's Hospital. You can say she has always been in the business of helping women feel better.

She is still in that business today. Her attributes and values have made Xtreme Lashes® the industry leader and the most reputable name in eyelash extensions. There is no substitute to quality, hands-on training and education, so Jo made training mandatory for professionals seeking to add Xtreme Lashes® to their menu of services. 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. While competitors will sell to anyone, Jo risked her short-term profits and gambled on the long-term health of this industry. Jo made Xtreme Lashes® Eyelash Extensions a professional service, limiting sales exclusively to licensed and credentialed health and beauty professionals.