



Not only do the Directors of **Xtreme Lashes®** work as a team, their products do too!

The Xtreme team

SISTERS AND OWNERS OF XTREME LASHES® AUSTRALIA AND NEW ZEALAND PONDER THE GROWTH OF THEIR BACKYARD BUSINESS INTO INTERNATIONAL SUCCESS.

"It was Mothers Day 2005 and our cousin returned from Manila with beautiful eyelash extensions. We turned to each other and thought what an innovative idea we should investigate bringing this in to Australia" explains Logistics Manager Cathy White.

After a lot of searching on the internet the ladies came across a contact in Singapore, after many months of negotiating with him he turned out to be a fraud. Fortunately they came across **Xtreme Lashes®** USA while they were investigating the integrity of this supplier.

"We negotiated distribution rights for Australia and New Zealand with **Xtreme Lashes®** USA and we haven't looked back since" remarks White. With over 15 years experience in business and franchising Cathy says the key message she likes to get across to their clients is "We are a business to grow your business. About thirty percent of our sales come from

clients who trained in another product before finding **Xtreme Lashes®**. When they change over and go through our training they are amazed with attention to detail and training techniques. Our products speak for themselves in quality which keep our customers happy".

The girls have grown their business quite literally from the backyard to opening their first salon and training venue in January 2010. Sharing the entire days' enquiries, product orders, sales and training in the beginning along with holding down other jobs and children, they now boast five trainers, nine staff and over 500 clients.

"Being a part of the Xtreme family has been a rewarding and inspiring journey for us. Having travelled abroad three times to attend international conferences has been an imperative part of our growth" explains Louise Weston, Marketing Manager. "The corporate team in Houston are pioneers in this fast developing industry and are currently the global leaders in eyelash extensions. We also learn about global trends from the thirty plus International Franchise owners" adds Weston.

Having come from a background in



"Beauty, science and safety is the key message of our brand"

Advertising, Weston valued the importance of going with a premium brand to start their business. "**Xtreme Lashes®** is constantly evolving their products, training and services to ensure they are supplying the absolute best to their customers. We are always impressed with the amount of research, development and money they put into the safety and quality of their products. Using scientists and physicians to develop their latest system involved over 10,000 hours in research, more than a million dollars in the making and over 12 months time. Now that's going to extremes, which is how things are done at **Xtreme Lashes®**" comments Weston.

One of the points of difference with **Xtreme Lashes®** is their strict policies concerning comprehensive hands on training, certification, safety and hygiene. "We have worked very hard to earn our enviable reputation as the Global leaders in the eyelash extension industry and make no apologies on our strict rules regarding 'professional use only' and proper certification" says Fran Neal, Training Director.

"With the new XL system now available, the emphasis is on safety and hygiene. As this is a fairly new industry we want to ensure that the standards are set high as we have only our clients best interest at heart". Says Neal.

With the combination of the **Xtreme Lashes®** team and their constantly evolving training and products you can't go wrong.



Below: Sisters Cathy White, Fran Neal and Louise Weston. **Right:** Xtreme Lashes® GlideLiner range available in six colours with sharpener; Xtreme Lashes® Wishful Blinking Eye Shine in Golden Oasis, available in five colours.



Xtreme Lashes® eyelash Extensions has developed revolutionary eyelash extensions cosmetic products that will enhance your eyes without damaging your eyelash extensions. All of the eyelash extensions products were specifically formulated to provide clients with only the highest quality ingredients and materials.

Far left: Xtreme Lashes newly packaged Eye Makeup Remover and Facial Cleanser; all new XL FlexFusion adhesive; XL Eyelash Primer. **Left:** Xtreme Lashes FlexFusion system. **Above:** USA master stylist Laura Jones applies over 145 lashes per eye to contemporary singer Cat Southern at The Sydney International Spa and Beauty Expo. **Right:** Sisters Cathy White, Louise Weston and Fran Neal. **Right Inset:** Xtreme Lashes specially formulated cosmetics range.



For more information on Xtreme Lashes® call 03 9870 0633, visit www.xtremelashes.com.au or email info@xtremelashes.com.au