



## **Eyelash Extensions – Utah’s Newest Beauty Trend**

*Extend Your Lashes opens three locations in Utah and brings lash extension technology from Hollywood’s hills to Utah County*

Provo, Utah, Jan. 15, 2007 – Already a fast-growing fashion trend among Hollywood celebrities, eyelash extensions are now available in Utah County. Extend Your Lashes is Utah’s only studio specializing in lash extensions and has opened locations in Provo, Cedar Hills and Alpine.

New technology from Extend Your Lashes transforms lashes through the semi-permanent application of individual eyelashes directly onto the natural lash – not to the skin. These extensions lengthen and thicken eyelashes with synthetic strands that are curved to replicate a natural eyelash.

Linda Bledsoe, co-owner of Extend Your Lashes, says eyelash extensions are becoming very popular in Utah – especially with women who have tried the traditional “strip” eyelashes, which can be uncomfortable and awkward since they are applied directly onto the eyelid using a hard drying adhesive.

“Our lashes are very different from the ‘hard to apply’ or ‘fake looking’ strip eyelashes many women have tried,” says Bledsoe, a certified eyelash specialist. “Advances in technology have made today’s eyelash extensions very practical, natural-looking and affordable. Our Utah clientele love them because they provide easy, round-the-clock glamour.”

Facts about “Extend Your Lashes” Lash Extensions:

- The synthetic lashes are applied individually to your natural eyelashes – not to your skin.
- Extensions can last indefinitely with regular touch ups.
- Depending on the experience of the professional applying lashes, it generally takes between 90 to 150 minutes to apply one set of lashes. Cost is \$199.00 for a full set.
- Touch ups, required every two to four weeks, usually take one hour and are \$45.00.
- The specially formulated bonding agent used by Extend Your Lashes allows for normal daily activities without the lashes falling out. Lashes are weightless and waterproof.

Extend Your Lashes is offering a Grand Opening special price of \$145.00 for a full set of lashes – regularly priced at \$199.00.

### **About Extend Your Lashes**

Extend Your Lashes is Utah’s premier eyelash extension studio specializing in eyelash extensions only. The company’s training, products and services are of the highest quality available. The company is centrally located in Provo, Cedar Hills and Alpine. Extend Your Lashes was founded in September 2006 by Amelia Meneses and Linda Bledsoe, who are both certified eyelash specialists. Call 801-785-LASH or visit [www.extendyourlashes.com](http://www.extendyourlashes.com) for more information.

**Note to Media:** Linda Bledsoe, co-owner of Extend Your Lashes, is available for interviews. Hi-res photos of eyelash extensions are available.

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