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# Lash Out!

## ***Shavasana Eyelash Extensions Add a Touch of Glamour to Any Look***

[www.eyelash-extensions.com](http://www.eyelash-extensions.com)

**New York, NY (March 10, 2011)** – It is often said that the eyes are the window to the soul. Beautiful, striking eyes are most commonly noted as what makes a woman appear attractive, and studies have consistently shown that large eyes are a universal symbol of beauty. Women have long known this to be true: archaeological evidence of cosmetics usage has been found dating back to Ancient Egypt.

Thanks to modern technology, makeup options have evolved to offer options that are barely visible to the naked eye. One such advancement is eyelash extensions: a semi-permanent way to maintain the appearance of lush lashes for up to three months. Leading eyelash extension company *Shavasana* is an innovator in the field of eyelash extension, offering a variety of professional and at-home eyelash enhancing products that almost look “too good to be true.”

According to Barbara Rattigan, licensed esthetician and founder of *Shavasana Eyelash Extensions*, “a good eyelash enhancement can create an entirely different look. By adding volume and length to your eyelashes, you’ll feel more confident in your ability to wear less makeup *and* enhance your look without the risk of harmful side effects.”

### **The *Shavasana* Difference**

Whether your lashes are naturally sparse and short, or if you just want to add a touch of luxury to your look, *Shavasana Eyelash Extensions* are the perfect accessory for any occasion. *Shavasana Eyelash Extensions* are semi-permanent, single-strand synthetic fiber eyelashes that look and feel identical to your natural lash. They come in a variety of lengths, thickness and colors, and are applied during a comfortable procedure that takes between 90-120 minutes.

*Shavasana Eyelashes* are patented “J-Curl” lash extensions. The lashes are identical to a natural lash, creating a nearly undetectable enhancement. They can be easily applied and allow the synthetic lash to bond to the natural lash without lifting or shifting the extension. *Shavasana* J-Curl lashes have tiny micro-holes, which allow for a superior bond to the natural lash.

When properly applied, *Shavasana* lashes will last for the full life cycle of your natural lash. Each lash has an average growth cycle of 60 days. When your natural lash falls out, the synthetic lash will fall with it. *Shavasana* Extensionists offer touch-up services every two to four weeks, to fill in spaces where your natural lashes have shed. This time can vary depending on your age, thickness of your hair, and overall maintenance.



Before

After

### **A Safe Alternative to Prescription Lash Enhancers**

According to Barbara, “*Shavasana Eyelash Extensions* have been a godsend for women who have experienced negative side effects of prescription-grade eyelash enhancers.” *Shavasana* lashes are great for those with sensitive skin around the eyes, because the extensions are applied directly to the natural lash instead of the skin. *Shavasana* Extensionists use medical-grade adhesive which only contain ingredients approved by the FDA for cosmetic use.

### **Shavasana Home-Care Products**



**Max2 Eyelash Tonic Essence** is a natural way to create the appearance of longer, thicker eyelashes and eyebrows! *Max2 Eyelash Tonic* uses the oriental herbs used in alternative medicines in Western countries. The nurturing ingredients in the tonic enhance the durability of your eyelashes and eyebrows. The ingredients used help to stimulate blood circulation around the root of your eyelashes and eyebrows. Increased blood flow helps to activate the root. This will then create the appearance of longer, thicker lashes and brows. *Price: \$95*

#### ***Volume Up Extended Eyelash Mascara***

Specially formulated for eyelash extensions, *Volume Up Mascara* is gentle enough to wear every day. Nutritional botanicals leave the extensions looking softer, thicker and even more dramatic without the damage that other mascaras can cause to your extensions. Water-washable, you can literally rinse the extensions with only water to remove the mascara. *Price: \$28*

### ***Cucumber Chamomile Make up Remover* [INSERT INFO/PRICING]**

#### **About Shavasana Eyelash Extensions**

Launched in 2005 *Shavasana* is a leading eyelash extensions company and one of the first to offer professional products and training in the procedure of eyelash extensions. The *Shavasana Eyelash Extensions* procedure is a semi-permanent treatment to add length and volume to the eyelash line by the addition of extensions to your own natural lashes. *Shavasana Eyelash Extensions* are available nationwide at select spas and salons. For a complete list of *Shavasana* professionals, please visit <http://www.eyelash-extensions.com/find-professional-eyelash-extensions.php>. *Shavasana* also offers a wide range of eyelash enhancing retail products for purchase at select spas and salons, and [www.eyelash-extensions.com](http://www.eyelash-extensions.com).

#### **About Barbara Rattigan, Founder of Shavasana Eyelash Extensions**

In May of 2005 Licensed Esthetician Barbara Rattigan launched *Shavasana Eyelash Extensions* in Huntington Beach, California. *Shavasana Eyelash Extensions* took off immediately as a service company that provides superior quality, luxurious lash extension products and hands-on professional eyelash extension training for beauty professionals. The lash extension process in the beginning was a simple matter that has continually grown into the perfected *Shavasana* products and training artistry that today greatly intensifies the natural beauty of the eyes, bolsters client confidence, and simplifies the laborious daily grind of make-up application.

Barbara's professional journey started with a background in business and the corporate world. She graduated from California State University, Long Beach with an emphasis in finance and marketing and earned a Series 7 and Series 63 license from the Financial Industry Regulatory Authority in securities and insurance. She was a lecturer for the Economics Department, Irvine Valley College, Irvine, CA. She is a well-established and qualified business woman, a respected teacher and trainer, a licensed esthetician and salon owner. A combination of experience, education, and natural entrepreneurial ability is what empowered Barbara to continually build on the sound start-up of *Shavasana Eyelash Extensions* to become the successful company it is today. Personal integrity, product safety and quality and a positive team culture are the backbone of the *Shavasana* business. Through continual research and development with her team of beauty professionals, Barbara is at the forefront of trends of the lash extension industry. Barbara's faith, her family, her colleagues are her driving force in making *Shavasana Eyelash Extensions* one of the top companies in the lash extension industry.