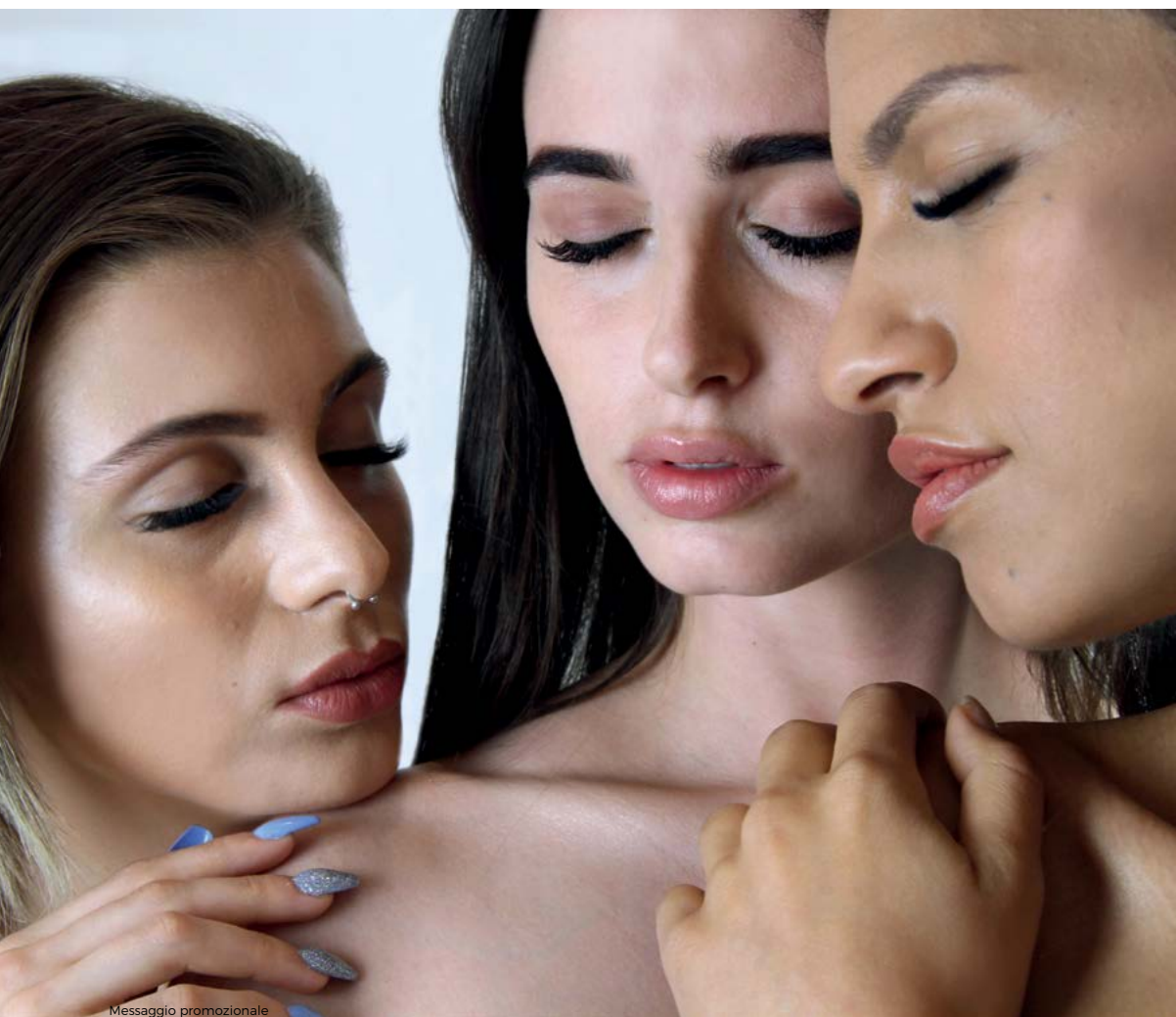


HEYLASH CELEBRATES THE BEAUTY OF DIVERSITY

**Heylash,
the salon specialised exclusively in the care of eyebrows and eyelashes,
enhances the different feature every woman has,
highlighting how diversity is a synonym of beauty**



Messaggio promozionale

Via Lupetta 12, in the very heart of Milan. Here is Heylash, the beauty concept store **that is dedicated exclusively to the care of eyelashes and eyebrows.**

Heylash was born in July 2017 from the passion and the professionalism of two friends, Sonia and Andrea, both entrepreneurs with many years of practice and expertise in the beauty field.

In Italy Heylash is now a point of reference in the world of **eyelash** and **eyebrow** treatments and its aim is to enhance the beauty of the female gaze, regardless of age, ethnicity and the individual characteristics of each woman.

According to Heylash, in fact, beauty has neither time nor boundaries.

"Our treatments" explains Sonia, "aim to **value every type of beauty**, taking care of those features which make a visage unique: eyelashes and eyebrows".

"Our Lash Makers, or better, Lash Artists", adds Andrea, "study carefully the shape of the face and the eyes, realizing **tailored treatments** for each woman, both combining curving, thickness and length for the perfect extension result both giving the right outline to eyebrows through permanent and semi-permanent reconstruction".

Heylash professionals take also care of the **health** of eyebrows and eyelashes, recommending, for example, strenghtening and nourishing treatments, like the innovative lash botox.

In the beauty concept store, customers **can indulge entirely in the pampering** of expert hands and can take all the time necessary to enjoy the deserved relaxation.

Therefore, Heylash put women's well-being and beauty first and it gives value to the look of any age, colour and shape, creating a tailor-made treatment for each woman.

In this way Heylash has overturned a standard and a homologated concept of beauty, launching this important message: **diversity is beauty** and must be brought out because it contains the real essence of being unique.



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