

# New owners for Xtreme Lashes



Nerina Moodley and Elizma Smith are the new owners of Xtreme Lashes in South Africa.

**M**oodley and Smith have known each other for many years, and, drawing on their mutual passion, drive and experience, have decided to join forces and grow this business to the next level.

“We have identified Xtreme Lashes as a best brand fit for our business,” explains Moodley. “Having had experience with the Xtreme Lashes brand as a qualified stylist with an established client base, we have recognised that the Xtreme Lashes brand can be grown exponentially. We have identified some innovative ways to grow this brand on the African continent. Having the backing of the Xtreme Lashes International office, we

feel we can accomplish our goals.”

Smith adds: “We believe that women have found these lashes to be an enhancement to their beauty regime but with longer-lasting results, as opposed to mascara or stick-on lashes.”

Smith has 19 years of work experience, mainly in the sales and management arena, while Moodley is an entrepreneur, with over 10 years’ experience in the beauty industry.

Xtreme Lashes South Africa is currently based in Fourways.

“We are planning to open training centres countrywide,” concludes Moodley.

## News in brief



■ **EDSA's new address:** Environ Distribution South Africa (EDSA) is now located at 31 Commerce Crescent, Kramerville, Sandton. Postal address; PO Box 288, Wendywood, 2144, Gauteng. Contact number: 0800 220 402.

■ **Imbalie opens training centre:** South African franchise group, Imbalie Beauty, will launch the Imbalie Training Academy at Woodmead Office Park, Johannesburg, in March 2016, offering modular courses in the fields of Beauty, Wellness and Fitness, Business, Image Consulting and Life Coaching.

■ **Cosmetics Sector Desk implements CSC:** The Cosmetics Sector Desk at the Department of Trade & Industry (the dti) has set up a Cosmetics Steering Committee (CSC) to find ways for the industry to overcome key constraints and barriers to trade.

■ **Laser-Lipo KZN takes on Black Pearl:** The Umhlanga, Ballito and Hillcrest branches of Laser-Lipo KZN now offer products from premium skincare range, Black Pearl.

■ **Women over 50 least body-confident:** According to research by YouGov, women in their 50s feel less confident about their bodies than any other age group. Women feel most negative about their stomach (62%), upper arms (33%) and thighs (26%).

■ **Colleges should teach employability skills:** Teaching employability skills in further education will help young people thrive in the jobs market, according to new research by City & Guilds, which recommends that teens be taught habits such as self-belief, perseverance, resilience, curiosity, empathy, creativity and craftsmanship.



## New appointment at The Spa Consultants

Stephanie Harris has joined The Spa Consultants in KwaZulu-Natal as business development consultant and trainer.

Harris is passionate about the health and wellness industry and has a strong sales background, having spent some years with Weigh-Less and with cosmetic houses in the sales and training field.