

ESTTA Tracking number: **ESTTA598896**

Filing date: **04/16/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92057469
Party	Plaintiff AP Dreamworks, LLC
Correspondence Address	CHRISTIANNE L EDLUND MULLIN LAW PC 2425 N CENTRAL EXPRESSWAY, SUITE 200 RICHARDSON, TX 75080 UNITED STATES christianne.edlund@mullinlawpc.com, maral.kilejian@mullinlawpc.com, jennifer.luelle@mullinlawpc.com
Submission	Motion for Summary Judgment
Filer's Name	Christianne Edlund
Filer's e-mail	christianne.edlund@mrkpc.com, jennifer.luelle@mrkpc.com
Signature	/Christianne Edlund/
Date	04/16/2014
Attachments	COMBINED Lash Lounge MSJ.pdf(3346792 bytes) FINAL A Phillips Declaration - MSJ_Part1.pdf(4792436 bytes) FINAL A Phillips Declaration - MSJ_Part2 (2).pdf(4823243 bytes)

TABLE OF AUTHORITIES

Cases

<i>Anderson v. Liberty Lobby, Inc.</i> , 477 U.S. 242 (1986)	5
<i>Apple Computer v. TVnet.net, Inc.</i> , 90 U.S.P.Q.2d 1393 (T.T.A.B. 2007).....	14
<i>Artcraft Novelties Corporation v. Baxter Lane Company of Amerillo</i> , 216 U.S.P.Q. 654 (5th Cir. 1982) ..	7
<i>Autac, Inc. v. Viking Indus., Inc.</i> , 199 USPQ 367 (T.T.A.B. 1978).....	15
<i>Brown Shoe Co. v. Robbins</i> , 90 U.S.P.Q.2d 1752 (T.T.A.B. 2009)	16
<i>Canadian Imperial Bank of Commerce v. Wells Fargo Bank Nat’l Assoc.</i> , 811 F.2d 1490, 1 USPQ21d 1813 (Fed.Cir. 1987).....	16
<i>Celotex Corp. v. Catrett</i> , 477 U.S. 317 (U.S. 1986)	5
<i>Century Real Estate Corp. v. Century Life of America</i> , 970 F.2d 874, 23 U.S.P.Q.2d 1698 (Fed. Cir. 1992).....	16
<i>Chicago Bears Football Club, Inc. v. 12th Man/Tenn. LLC</i> , Opp. No. 911150925, 2007 WL 683778 (T.T.A.B. Feb. 28, 2007)	15
<i>Commerce Nat’l Ins. Servs. v. Commerce Ins. Agency, Inc.</i> , 214 F3d 432, 55 U.S.P.Q.2d 1098 (3d Cir. N.J. 2000).....	8
<i>Exxon Corp. v. Tex. Motor Exch. Inc.</i> , 628 F.2d 500, 208 USPQ 384 (5th Cir. 1980).....	14
<i>H. Marvin Ginn Corp. v. International Association of Fire Chiefs, Inc.</i> , 782 F.2d 987, 228 U.S.P.Q. 528 (Fed. Cir. 1986).....	10
<i>Han Beauty, Inc. v. Alberto-Culver Co.</i> , 236 F.3d 1333, 57 USPQ2d 1557 (Fed. Cir. 2001).....	13, 14
<i>Hercules, Inc. v. Nat’l Starch & Chem. Corp.</i> , 223 U.S.P.Q. 1244 (T.T.A.B. 1984).....	14
<i>Hewlett Packard Co. v. Packard Press Inc.</i> , 281 F.3d 1261, 62 U.S.P.Q.2d 1001 (Fed. Cir. 2002)....	15, 16
<i>In re 1st USA Realty Prof’ls, Inc.</i> , 84 U.S.P.Q.2d 1581 (TTAB 2007)	13
<i>In re Bisset-Berman Corp.</i> , 177 U.S.P.Q. 528 (C.C.P.A. 1973)	16
<i>In re Chatam Int’l Inc.</i> , 380 F.3d 1340, 71 U.S.P.Q.2d 1944 (Fed. Cir. 2004)	14
<i>In re E.I. du Pont de Numours & Co.</i> , 476 F.2d 1357 (C.C.P.A. 1973)	12
<i>In re Gyulay</i> , 820 F.2d 1216 (Fed. Cir. 1987)	8
<i>In re Jump Designs, LLC</i> , 80 U.S.P.Q.2d 1370 (T.T.A.B. 2006).....	16
<i>In re Kysela Pere et Fils Ltd.</i> , 98 U.S.P.Q.2d 1261 (T.T.A.B. 2011).....	15
<i>In re Majestic Distilling Co.</i> , 315 F.3d 31311, 65 U.S.P.Q.2d 1201 (Fed. Cir. 2003).....	16
<i>In re Martin’s Famous Pastry Shoppe</i> , 748 F.2d 1565, 223 USPQ 1289 (Fed. Cir. 1984).....	14
<i>In re Merrill Lynch, Pierce, Fenner & Smith, Inc.</i> , 828 F.2d 1567 (Fed. Cir. 1987).....	10
<i>In re Narwood Prods. Inc.</i> , 223 U.S.P.Q. 1034 (TTAB 1984)	14
<i>In re Riddle</i> , 225 U.S.P.Q. 630 (TTAB 1985)	14
<i>In re Shell Oil Co.</i> , 26 USPQ2d 1687 (Fed. Cir. 1993)	14
<i>In re Smith and Mehaffey</i> , 31 U.S.P.Q.2d 1531 (T.T.A.B. 1994).....	16

<i>In re Steelbuilding.com</i> , 415 F.3d 1293 (Fed. Cir. 2005)	8, 10
<i>In re The House Store, Ltd.</i> , 221 U.S.P.Q. 92 (TTAB 1983).....	7
<i>In re Thor Tech Inc.</i> , 90 U.S.P.Q.2d 1634 (TTAB 2009)	14
<i>In re TMS Corporation of the Americas</i> , 200 U.S.P.Q. 57 (TTAB 1978)	7
<i>In re Toshiba Med. Sys. Corp.</i> , 91 U.S.P.Q.2d 1266 (TTAB 2009)	14
<i>In re U.S. Shoe Corp.</i> , 229 U.S.P.Q. 707 (TTAB 1985).....	14
<i>In re White Swan Ltd.</i> , 8 U.S.P.Q.2d 1534 (TTAB 1988)	13
<i>Job’s Daughters v. Lindeberg & Co.</i> , 727 F.2d 1087, 220 U.S.P.Q. 1017 (Fed. Cir. 1984)	6
<i>King Candy, Inc. v. Eunice King’s Kitchen, Inc.</i> , 496 F.2d 1400, 182 USPQ 108 (C.C.P.A. 1974)	11
<i>Larami Corp. v. Talk to Me Programs, Inc.</i> , 36 USPQ2d 1840 (T.T.A.B. 1995)	11
<i>Old Tyme Foods Inc. v. Roundy’s Inc.</i> , 961 F.2d 200, 22 USPQ2d 1542 (Fed. Cir. 1992).....	5
<i>Qualitex Co. v. Jacobson Prods. Inc.</i> , 514 U.S. 159, 131 L. Ed. 2d 248, 115 S. Ct. 1300 (1995)	8
<i>Ritchie v. Simpson</i> , 170 F.3d 1092, 50 U.S.P.Q.2d 1023 (Fed. Cir. 1999).....	6
<i>Stix Products, Inc. v. United Merchants & Manufacturers, Inc.</i> , 160 U.S.P.Q. 777 (DC N.Y. 1968)	7
<i>Sweats Fashions Inc. v. Pannill Knitting Co., Inc.</i> , 4 U.S.P.Q.2d 1793 (Fed. Cir. 1987).....	5
<i>T.A.B. Sys. v. PacTel Teletrac</i> , 37 U.S.P.Q.2d 1879 (Fed. Cir. 1996).....	5
<i>Two Pesos, Inc. v. Taco Cabana, Inc.</i> , 505 U.S. 763, 120 L. Ed. 2d 615, 112 S. Ct. 2753 (1992)	8
<i>Warnaco, Inc. v. Adventure Knits, Inc.</i> , 210 USPQ 307 (T.T.A.B. 1981).....	15
Federal Statutes	
15 U.S.C. § 1052.....	8, 9, 16
15 U.S.C. § 1064.....	6
Fed. R. Civ. P. 56(e)	5
Rules and Regulations	
TMEP § 1207.01	13
TMEP § 1209.01	9

TABLE OF CONTENTS

I. SUMMARY 1

II. EVIDENCE OF RECORD 1

III. STATEMENT OF UNDISPUTED FACTS 2

IV. ARGUMENTS AND AUTHORITIES..... 4

A. Summary Judgment Standard..... 4

B. Dreamworks has standing..... 5

V. DREAMWORKS’S MARK IS NOT GENERIC 6

A. The THE LASH LOUNGE Mark is suggestive..... 6

B. Even if the Board determines that THE LASH LOUNGE is merely descriptive, it has acquired distinctiveness, thus entitling it to registration and protection..... 7

C. THE LASH LOUNGE is not generic. 9

VI. DREAMWORKS ENJOYS CLEAR PRIORITY OF RIGHTS 11

VII. CONFUSION BETWEEN THE PARTIES’ MARKS IS HIGHLY LIKELY 12

A. Nebeker conclusively establishes in her pleadings that a likelihood of confusion exists. 13

B. Nebeker’s Mark is nearly identical in sound, appearance, connotation, and commercial impression to Dreamworks’s Mark..... 13

C. The Parties’ services are identical. 14

D. The parties’ channels of trade are identical..... 15

E. Actual confusion is unnecessary to a finding of likely confusion. 16

VIII. CONCLUSION..... 16

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD**

AP Dreamworks, LLC,

Petitioner,

v.

Reyna Nebeker,

Registrant,

v.

AP Dreamworks, LLC (as consolidated).

CANCELLATION NOS. 92057469 and
92057797

Registration No. 4322978

Mark: CHERRY LASH LOUNGE

Registered: April 23, 2013

PETITIONER’S MOTION FOR SUMMARY JUDGMENT

Petitioner AP Dreamworks, LLC (“Dreamworks”) moves for summary judgment under Fed. R. Civ. P. (“Rule”) 56, and requests that the proceedings be suspended pursuant to 37 C.F.R. § 2.127(d).

Dreamworks moves this court to enter summary judgment as a matter of law in favor of Dreamworks and cancel Registrant Reyna Nebeker’s (“Nebeker”) Registration No. 4322978 for CHERRY LASH LOUNGE pursuant to Rule 56 and as made applicable to these proceedings under 37 C.F.R. §2.116(a). In support of this Motion for Summary Judgment, Dreamworks states as follows:

I. SUMMARY

Dreamworks is entitled to summary judgment as a matter of law because it can conclusively demonstrate the following:

1. THE LASH LOUNGE is not generic, and thus entitled to rights and protections under the Lanham Act.
2. Dreamworks’s registered THE LASH LOUNGE trademark has priority over Nebeker’s Mark, CHERRY LASH LOUNGE.
3. THE LASH LOUNGE and CHERRY LASH LOUNGE are nearly identical in sound and connotation and both are used in connection with identical services, thus creating a high likelihood of consumer confusion.

II. EVIDENCE OF RECORD


The evidence of record consists of the following:

- a. Dreamworks’s Amended Petition to Cancel CHERRY LASH LOUNGE, Proceeding No. 92057469 – July 16, 2013;
- b. Nebeker’s Answer in Proceeding No. 92057469 – August 8, 2012;
- c. Nebeker’s Motion to Suspend Cancellation Proceeding No. 92057469;
- d. Nebeker’s Petition to Cancel THE LASH LOUNGE Proceeding No. 92057797 – August 28, 2013;
- e. THE LASH LOUNGE TSDR Registration Records attached hereto as Exhibit A and incorporated by reference.

III. STATEMENT OF UNDISPUTED FACTS

Dreamworks contends that there is no issue to be tried with respect to each of the following material facts.



- 1. Dreamworks is the owner of U.S. Trademark Registration No. 3866558 for the standard-character trademark THE LASH LOUNGE, registered in connection with “Beauty spa services, namely, cosmetic body care, namely, eyelash extension application, eyelash and eyebrow tinting, eyelash perming, and permanent makeup application,” (“THE LASH LOUNGE Mark”).¹ This Registration recites August 1, 2006 as the date of first use of this mark in commerce in connection with services in Class 044.² This registration includes a disclaimer of the word “Lash” but not “Lounge”.
- 2. Dreamworks is also the owner of the following family of trademarks (“Dreamworks Family of Marks”):³

Trademark	Registration No.	Class of goods / services	First use in commerce
	3741501	IC 044: Health spa services, namely, cosmetic body care services.	August 1, 2006

¹ Decl. of A. Phillips ¶ 2. *See also*, Exhibit A – A true and correct copy of the THE LASH LOUNGE TSDR Registration records.

² *Id.*

³ *See Exhibits C-F* – True and correct copies of the TSDR Registration Records. *See also* Nebeker’s Pet. to Cancel THE LASH LOUNGE, Proceeding No. 92057797 p. 2 ¶ 1.

	3959255	IC 003: Cosmetics IC 044: Beauty spa services, namely, cosmetic body care, including eyelash extension application, eyelash and eyebrow tinting, eyelash perming, and permanent makeup application	December 7, 2009
	4267914	IC 003: Cosmetics	November 2009
THE Lash LOUNGE	4267915	IC 003: Cosmetics IC 044: Beauty spa services, namely, cosmetic body care, including eyelash extension application, eyelash and eyebrow tinting, eyelash perming, and permanent makeup application	November 2009

3. None of the trademarks in the Dreamworks Family of Marks disclaims the word “Lounge” apart from the marks as shown.⁴

4. Dreamworks has been continuously using the THE LASH LOUNGE Mark in United States commerce since August 1, 2006.⁵

5. Nebeker is the record owner of U.S. Trademark Registration No. 4322978 for the trademark CHERRY LASH LOUNGE, registered in connection with “Beauty salon services; Beauty salons; Beauty spa services, namely, cosmetic body care,” (“Nebeker’s Mark”).⁶ This Registration recites May 25, 2010 as its date of first use and August 20, 2010 as the date of first use in United States commerce in connection with services in Class 044.⁷

6. The marks in both THE LASH LOUNGE Mark and Nebeker’s Mark contain the words LASH LOUNGE.

⁴ *Id.*

⁵ Decl. A. Phillips ¶ 4.

⁶ Exhibit B – A true and correct copy of the CHERRY LASH LOUNGE TSDR Registration records.

⁷ *Id.*

7. Nebeker's Mark is intended for use in connection with beauty salon services, which are highly similar to Dreamworks's beauty spa services, and Nebeker's targeted customer base is identical to the customers of Dreamworks.⁸

8. In addition to Nebeker having constructive knowledge of the Dreamworks Family of Marks, Nebeker has had actual knowledge of the Dreamworks Family of Marks as early as May 20, 2012.⁹

9. On May 20, 2012, the examining attorney for Nebeker's Mark issued an Office Action rejecting Nebeker's application under Section 2(d), citing a likelihood of confusion with Dreamworks's marks in U.S. Registration Nos. 3959255; 3866558; and 3741501.¹⁰

10. On November 20, 2012, Nebeker filed a Response to the Office Action, under which she asserted that THE LASH LOUNGE Mark was merely descriptive as it applies to beauty salon services.¹¹

11. If the Board determines that THE LASH LOUNGE Mark is not generic, then Nebeker's petition to cancel Dreamworks's mark should be denied.¹²

IV. ARGUMENTS AND AUTHORITIES

12. The pinnacle issue in this consolidated cancellation proceeding is whether or not Dreamworks's standard-character THE LASH LOUNGE Mark is generic.¹³ Nebeker concedes that if the Board determines that THE LASH LOUNGE is not generic, then Dreamworks should prevail in this consolidated proceeding.¹⁴

13. While Nebeker has effectively admitted that Nebeker's Mark is confusingly similar to THE LASH LOUNGE Mark, in an abundance of caution, Dreamworks will also conclusively establish that it has priority of use and that Nebeker's Mark is confusingly similar to Dreamworks's Mark.

A. Summary Judgment Standard.

⁸ See Dreamworks Amended Pet. ¶ 9, Proceeding No. 92057469 filed Jul. 16, 2013 and Nebeker's corresponding admission in Nebeker's Answer ¶ 9 filed Aug. 12, 2013.

⁹ Dreamworks Amended Pet. ¶ 12 and corresponding admission in Nebeker's Answer ¶ 12.

¹⁰ See Office Action issued May 20, 2012.

¹¹ Nebeker's Response to Office Action filed Nov. 20, 2012.

¹² Nebeker's Mot. to Suspend filed Aug. 28, 2013, p. 2.

¹³ Nebeker's Mot. to Suspend filed Aug. 28, 2013, p. 1.

¹⁴ Nebeker's Mot. to Suspend filed Aug. 28, 2013, p. 2.

14. Summary judgment is “designed ‘to secure the just, speedy and inexpensive determination of every action.’”¹⁵ A motion for summary judgment must be granted if there is no dispute with respect to any issue of material fact.¹⁶ A dispute as to a material fact is genuine only if a reasonable fact finder viewing the entire record could resolve the dispute in favor of the nonmoving party¹⁷. The “mere existence of a scintilla of evidence in support of the [non-moving] plaintiff’s position will be insufficient; there must be evidence on which a reasonable jury could reasonably find for plaintiff.”¹⁸ Once a summary judgment motion is made and properly supported, the adverse party may not rest on the mere allegations of its pleadings, but must set forth specific facts showing that there is a genuine issue for trial.¹⁹ Summary judgment is appropriate in a trademark administrative proceeding where, as in the present case, there are no genuine issues of material fact to be tried and the proceeding can be resolved as a matter of law.²⁰

15. This Motion for Summary Judgment is predicated on Dreamworks’s prior use of the term THE LASH LOUNGE in connection with beauty spa services. Here, the evidence conclusively demonstrates that THE LASH LOUNGE is not generic; Dreamworks has priority; and the marks and services are virtually identical, causing a likelihood of consumer confusion.

B. Dreamworks has standing.

16. The Lanham Act allows for cancellation of a mark registered on the Principal Register by anyone “who believes that he or she will be damaged . . . by the registration.”²¹ The party seeking cancellation must prove two elements: 1. that it has standing; and 2. that there are valid grounds for cancelling the

¹⁵ *Sweats Fashions Inc. v. Pannill Knitting Co., Inc.*, 4 U.S.P.Q.2d 1793, 1795 (Fed. Cir. 1987).

¹⁶ *Anderson v. Liberty Lobby, Inc.*, 477 U.S. 242, 248 (1986).

¹⁷ *Old Tyme Foods Inc. v. Roundy’s Inc.*, 961 F.2d 200, 22 USPQ2d 1542, 1544 (Fed. Cir. 1992).

¹⁸ *Anderson*, 477 U.S. at 252.

¹⁹ Fed. R. Civ. P. 56(e); *Celotex Corp. v. Catrett*, 477 U.S. 317 (U.S. 1986).

²⁰ *T.A.B. Sys. v. PacTel Teletrac*, 37 U.S.P.Q.2d 1879, 1881 (Fed. Cir. 1996).

²¹ 15 U.S.C. § 1064.

registration.²² Standing is established by showing that a party has a reasonable belief that it would be damaged by the continued registration of registrant's mark.²³

17. Here, there is no genuine issue of material fact regarding Dreamworks's standing. Dreamworks is the valid owner of THE LASH LOUNGE Mark, which has been registered with the U.S.P.T.O. since October 26, 2010.²⁴ Moreover, the examining attorney for Nebeker's application for the CHERRY LASH LOUNGE Mark initially refused registration of Nebeker's Mark on the basis of likelihood of confusion with the Dreamworks Family of Marks. Dreamworks is seeking cancellation of Nebeker's Mark on the basis of both priority of use and likelihood of confusion. Accordingly, there is no genuine issue of material fact as to Dreamworks's standing.

V. DREAMWORKS'S MARK IS NOT GENERIC

18. In her pleadings, Nebeker toggles back and forth, sometimes arguing that THE LASH LOUNGE is merely descriptive, while other times arguing that THE LASH LOUNGE is generic.²⁵ It is Dreamworks's contention that the mark THE LASH LOUNGE is suggestive, not descriptive or generic. If, however, the Board determines that THE LASH LOUNGE Mark is merely descriptive, then summary judgment in favor of Dreamworks should still be granted because THE LASH LOUNGE has acquired distinctiveness through its nearly eight years of continual use in commerce.

A. The THE LASH LOUNGE Mark is suggestive.

19. A suggestive term suggests, rather than describes some characteristic of goods to which it is applied and requires the consumer to exercise his imagination to reach a conclusion as to the nature of those goods.²⁶ A mark is suggestive if it requires "imagination, thought and perception to reach a conclusion as to the nature of the goods (or services)".²⁷ For example, the TTAB overturned an

²² See international order of *Job's Daughters v. Lindeberg & Co.*, 727 F.2d 1087, 220 U.S.P.Q. 1017 (Fed. Cir. 1984).

²³ *Ritchie v. Simpson*, 170 F.3d 1092, 50 U.S.P.Q.2d 1023 (Fed. Cir. 1999).

²⁴ Decl. A. Phillips. See also Exhibit A attached hereto and incorporated by reference.

²⁵ See Nebeker's Answer in Proceeding No. 92057469 filed Aug. 8, 2012, p. 1 ¶1, ¶4, ¶7 and ¶8; See also Nebeker's Pet. to Cancel, Proceeding No. 92057797 filed Aug. 28, 2013, p. 1.

²⁶ *Artcraft Novelties Corporation v. Baxter Lane Company of Amerillo*, 216 U.S.P.Q. 654 (5th Cir. 1982).

²⁷ *Stix Products, Inc. v. United Merchants & Manufacturers, Inc.*, 160 U.S.P.Q. 777 (DC N.Y. 1968).

examining attorney's refusal to register the mark THE HOUSE STORE used in connection with retail store services in the field of furniture and housewares, holding that the dominant term "HOUSE" is broad and suggests a number of possibilities.²⁸ Similarly, the TTAB overturned an examining attorney's refusal to register THE MONEY SERVICE in connection with services to arrange for the transfer of funds (or money) to and from savings accounts, holding that while THE MONEY SERVICE suggests a number of services, it falls short of describing applicant's services in any one degree of particularity.²⁹

20. Like THE HOUSE STORE and THE MONEY SERVICE, THE LASH LOUNGE suggests a broad number of possibilities as to the actual good or service provided and falls short of describing Dreamworks's services in any one degree of particularity.

21. Webster's Online Dictionary defines "lounge" as a verb to mean: "to sit or lie in a relaxed way; to spend time resting or relaxing; to act or move idly or lazily, to pass idly".³⁰ It defines "lounge" as a noun to mean "a place for lounging; a room in a private home or public building for leisure activities; a room in a usually public building or vehicle often combining lounging, smoking, and toilet facilities," or it could also mean "a long couch."³¹ Dreamworks's services neither facilitate nor promote "lounging," and they are not provided in a communal room or setting that promotes relaxation.

22. Dreamworks provides one-on-one, professional eyelash-extension, styling and tinting services in a clinical salon setting by appointment only.³² This service involves a highly technical and skilled procedure in which a technician glues synthetic lash extensions onto a customer's natural lashes with medical grade glue.³³ While THE LASH LOUNGE may be suggestive of the types of services Dreamworks provides, the amount of imagination required to associate THE LASH LOUNGE with a salon providing eye-lash extension services elevates the mark above mere descriptiveness.

B. Even if the Board determines that THE LASH LOUNGE is merely descriptive, it has acquired distinctiveness, thus entitling it to registration and protection.

²⁸ *In re The House Store, Ltd.*, 221 U.S.P.Q. 92 (TTAB 1983).

²⁹ *In re TMS Corporation of the Americas*, 200 U.S.P.Q. 57 (TTAB 1978).

³⁰ See Exhibit G attached hereto and incorporated by reference.

³¹ See Exhibit A.

³² Decl. A. Phillips ¶ 5.

³³ *Id.*

23. Even if THE LASH LOUNGE, when adopted, was merely descriptive of services offered, which Dreamworks contends it was not, THE LASH LOUNGE Mark has acquired distinctiveness through nearly eight years of continuous use in commerce.

24. A merely descriptive mark describes "the qualities, ingredients or characteristics of" the goods or services related to the mark.³⁴ A mark is "merely descriptive" if it "immediately conveys . . . knowledge of the ingredients, qualities, or characteristics of the goods . . . with which it is used."³⁵

25. Descriptive marks can qualify for registration on the Principal Register if they acquire distinctiveness.³⁶ To show that a mark has acquired distinctiveness, an applicant must demonstrate that the relevant public understands the primary significance of the mark as identifying the source of a product or service rather than the product or service itself.³⁷ Several factors may be considered when determining whether a mark has acquired distinctiveness, including: 1) the length of time the mark has been used in commerce; 2) customer surveys and testimony; 3) exclusivity of use; 4) number of sales; 5) the use of the mark in trade journals; and 6) the extent of advertising leading a buyer to association.³⁸

26. Exclusive and continuous use in commerce for five years is prima facie evidence that a mark has become distinctive.³⁹ Thus, if considered merely descriptive, THE LASH LOUNGE Mark acquired distinctiveness long ago through its continuous use in commerce for nearly eight years.⁴⁰

27. Moreover, THE LASH LOUNGE Mark has acquired distinctiveness for the following reasons:

- a. Dreamworks currently has nine salon locations operating under the THE LASH LOUNGE mark;⁴¹

³⁴ *In re Steelbuilding.com*, 415 F.3d 1293, 1297 (Fed. Cir. 2005).

³⁵ *In re Gyulay*, 820 F.2d 1216, 1217 (Fed. Cir. 1987).

³⁶ See 15 U.S.C. § 1052(f); *Two Pesos, Inc. v. Taco Cabana, Inc.*, 505 U.S. 763, 769, 120 L. Ed. 2d 615, 112 S. Ct. 2753 (1992).

³⁷ *Qualitex Co. v. Jacobson Prods. Inc.*, 514 U.S. 159, 163, 131 L. Ed. 2d 248, 115 S. Ct. 1300 (1995).

³⁸ See *Commerce Nat'l Ins. Servs. v. Commerce Ins. Agency, Inc.*, 214 F.3d 432, 438, 55 U.S.P.Q.2d 1098 (3d Cir. N.J. 2000).

³⁹ 15 U.S.C. § 1052(f).

⁴⁰ Decl. A. Phillips ¶ 4.

⁴¹ *Id.* at ¶ 6.

- b. Dreamworks continuously promotes THE LASH LOUNGE through the Dreamworks Family of Mark, which include the words “THE LASH LOUNGE”;
- c. THE LASH LOUNGE Mark is featured on multiple online social media web sites including www.yelp.com (including 41 customer reviews); www.facebook.com (including 7,627 ‘likes’); and www.twitter.com (including 833 followers),⁴²
- d. Since August, 2006, Dreamworks and its affiliates have spent \$504,000 and The Lash Lounge Franchise, LLC, franchisor of the LASH LOUNGE[®] franchise system, has spent over \$336,800 on advertising to promote the Dreamworks’s THE LASH LOUNGE Mark and related Family of Marks.⁴³
- e. THE LASH LOUNGE Mark has been featured in more than 30 publications throughout the United States.⁴⁴

28. Accordingly, even if THE LASH LOUNGE, when adopted, was merely descriptive of services offered (which Dreamworks contends it was not), THE LASH LOUNGE Mark has conclusively acquired distinctiveness through years of continuous use, web publications, and advertising and is entitled to maintain its registration on the Principal Register of the U.S.P.T.O. pursuant to Section 2(f) of the Lanham Act.

C. THE LASH LOUNGE is not generic.

29. A mark is generic when the relevant purchasing public understands the mark primarily as the common or class name for the goods or services.⁴⁵ Establishing that a mark is generic requires a substantial showing that the mark is in fact generic based on clear evidence of generic use.⁴⁶ A generic term, by definition, identifies a type of product, not the source of the product.⁴⁷

⁴² Exhibits H-J.

⁴³ Decl. A. Phillips ¶ 7.

⁴⁴ Decl. A. Phillips ¶¶ 8-37.

⁴⁵ See TMEP § 1209.01(c).

⁴⁶ *In re Steelbuilding.com*, 75 U.S.P.Q.2d 1420, 415 F.3d 1293, 1296 (Fed. Cir. 2005).

⁴⁷ *Id.*

30. The two-part test used to determine whether a mark is generic is: “(1) What is the class of goods or services at issue; and (2) Does the relevant public understand the designation primarily to refer to that class of goods or services?”⁴⁸ “The critical issue in genericness cases is whether members of the relevant public primarily use or understand the term sought to be registered to refer to the genus of goods or services in question.”⁴⁹

31. For example, in *In re Merrill Lynch*, the court held that the TTAB clearly erred in determining that CASH MANAGEMENT ACCOUNT was generic of “stock brokerage services, administration of money market fund services, and providing loans against securities services.”⁵⁰ The board had based its determination on the voluminous evidence of usage in financial publications of the term CASH MANAGEMENT ACCOUNT; however the Federal Circuit disagreed explaining that:

[t]he mixture of usages unearthed by the NEXIS computerized retrieval service does not show, by clear evidence, that the financial community views and uses the term CASH MANAGEMENT ACCOUNT as a generic, common descriptive term for the brokerage services to which Merrill Lynch first applied the term . . . a term that immediately and unequivocally describes the purpose and function of appellant's goods is a name for those goods, for "that is what *names* do. They tell you what the thing *is*." The term CASH MANAGEMENT ACCOUNT was not shown to meet this standard. Accordingly, because the Patent and Trademark Office failed to sustain its burden of showing that appellant's proposed trademark is generic, we hold that the factual determination by the Board, finding that the term CASH MANAGEMENT ACCOUNT as used by appellant is generic, is clearly erroneous.⁵¹

32. In the present case, the class of services at issue is beauty-salon services, thus the question must be, is there clear evidence to establish that the relevant public understands the term LOUNGE to refer to beauty salon services? The answer is clearly and conclusively, No.

33. Like CASH MANAGEMENT ACCOUNT, there is no clear evidence to suggest that consumers seeking beauty salon services view and use the term LOUNGE as a generic, common descriptive term for beauty salon services. As described in more detail above, Webster’s dictionary defines the word “lounge” to mean “to sit or lie in a relaxed way”, “a place for lounging, smoking, and toilet facilities”, or “a long

⁴⁸ *H. Marvin Ginn Corp. v. International Association of Fire Chiefs, Inc.*, 782 F.2d 987, 989-990, 228 U.S.P.Q. 528, 530 (Fed. Cir. 1986).

⁴⁹ *Id.*

⁵⁰ *In re Merrill Lynch, Pierce, Fenner & Smith, Inc.*, 828 F.2d 1567, 1568 (Fed. Cir. 1987).

⁵¹ *Id.* at 1571.

couch.”⁵² Nowhere in the definition does it reference or indicate any identification of beauty salon services. Moreover, a search on Google.com of the word “Lounge” predominately features bars and restaurants.⁵³ The term THE LASH LOUNGE does not immediately, unequivocally describe the purpose and function of Dreamworks’s services, and thus, is clearly not generic.

34. The conclusive evidence shows that Dreamworks is entitled to maintain its registration of THE LASH LOUNGE Mark and cancellation of Nebeker’s Mark is appropriate because THE LASH LOUNGE is suggestive or at the very least descriptive of the services provided in connection with the mark. There is no genuine issue of material fact to clearly and conclusively establish that THE LASH LOUNGE is generic, thus Dreamworks is entitled to summary judgment.

VI. DREAMWORKS ENJOYS CLEAR PRIORITY OF RIGHTS

35. There is no genuine issue of material fact that THE LASH LOUNGE Mark has priority over Nebeker’s Mark because Dreamworks has been using THE LASH LOUNGE Mark long prior to Nebeker’s use of Nebeker’s Mark.

36. To establish priority in a cancellation proceeding, Petitioner must show is that it has made use of Petitioner’s Mark prior to Respondent so that the public has come to identify Petitioner with the services it offers under Petitioner’s Mark.⁵⁴ Proof of ownership of its pleaded registration removes priority as an issue with respect to the services identified in the registration.⁵⁵

37. Dreamworks began using the THE LASH LOUNGE Mark on August 1, 2006, filed its U.S. Trademark application on October 1, 2009, and obtained its federal trademark registration on October 26, 2010.⁵⁶

⁵² See Exhibit A.

⁵³ See Exhibit B attached hereto and incorporated by reference.

⁵⁴ *National Cable Television Ass’n, Inc. v. American Cinema Editors, Inc.*, 937 F.2d 1572, 1578, 19 USPQ2d 1424, 1429 (Fed. Cir. 1991).

⁵⁵ *King Candy, Inc. v. Eunice King's Kitchen, Inc.*, 496 F.2d 1400, 182 USPQ 108 (C.C.P.A. 1974). See also *Larami Corp. v. Talk to Me Programs, Inc.*, 36 USPQ2d 1840 (T.T.A.B. 1995) (parties may rely on these constructive use (filing) dates for purposes of priority).

⁵⁶ See Exhibit A; see also Decl. A. Phillips, ¶ 4.

38. The earliest Nebeker used the mark CHERRY LASH LOUNGE in commerce was August 20, 2010; she did not file her trademark application for CHERRY LASH LOUNGE until February 9, 2012; and did not obtain registration until April 23, 2013.⁵⁷ Because Dreamworks's use and registration of THE LASH LOUNGE Mark long pre-dates Nebeker's use and registration of her Mark, Dreamworks has clear priority of rights over THE LASH LOUNGE Mark.

VII. CONFUSION BETWEEN THE PARTIES' MARKS IS HIGHLY LIKELY

39. The issue of likelihood of confusion is governed by the factors described by the court in *In re E.I. du Pont de Numours & Co.*:

(1) The similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation and commercial impression. (2) The similarity or dissimilarity and nature of the goods and services as described in any application or registration or in connection with which a prior mark is in use. (3) The similarity or dissimilarity of established, likely-to-continue trade channels. (4) The conditions under which and buyers to whom sales are made, i.e. 'impulse' vs. careful, sophisticated purchasing. (5) The fame of the prior mark (sales, advertising, length of use). (6) The number and nature of similar marks in use on similar goods. (7) The nature and extent of any actual confusion. (8) The length of time during and conditions under which there has been concurrent use without evidence of actual confusion. (9) The variety of goods on which a mark is or is not used (house mark, 'family' mark, product mark). (10) The market interface between applicant and the owner of a prior mark. (11) The extent to which applicant has a right to exclude others from use of its mark on its goods. (12) The extent of potential confusion, i.e. whether *de minimis* or substantial. (13) Any other established fact probative of the effect of use.⁵⁸

40. To prevail, a petitioner need not prove that all, or even most, of these factors favor a likelihood of confusion.⁵⁹ Similarity in any one of these factors may be sufficient to find the marks confusingly similar.⁶⁰ The Board need only consider those factors for which the parties present evidence and "may focus its analysis on dispositive factors, such as similarity of the marks and relatedness of the goods."⁶¹

Petitioner submits that likelihood of confusion exists due to the following undisputed factors:

(A) Nebeker conclusively establishes in her pleadings that a likelihood of confusion exists;

⁵⁷ See Exhibit B; see also Nebeker's Answer in Proceeding No. 92057469 filed Aug. 8, 2012, p. 1.

⁵⁸ *In re E.I. du Pont de Numours & Co.*, 476 F.2d 1357, 1361 (C.C.P.A. 1973).

⁵⁹ See *Id.* at 1362.

⁶⁰ *In re White Swan Ltd.*, 8 U.S.P.Q.2d 1534, 1535 (TTAB 1988); see *In re 1st USA Realty Prof'ls, Inc.*, 84 U.S.P.Q.2d 1581, 1586 (TTAB 2007); TMEP §1207.01(b).

⁶¹ *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 U.S.P.Q.2d 1557, 1560 (Fed. Cir. 2001).

- (B) similarity in the sound, appearance, connotation and commercial impression of the marks;
- (C) similarity of the services offered by the parties under their respective marks;
- (D) the parties' trade channels are identical; and
- (E) actual confusion of marks is not necessary to prove likelihood of confusion.

A. Nebeker conclusively establishes in her pleadings that a likelihood of confusion exists.

41. As a preliminary matter, it should be noted that Nebeker has conclusively established in her pleadings that a likelihood of confusion exists between THE LASH LOUNGE Mark and Nebeker's Mark. In her Answer to Dreamworks's Petition Nebeker confirms that Nebeker's Mark is likely to be confused with and mistaken for Dreamworks's salons marketed under THE LASH LOUNGE Mark, by stating that "[Dreamworks's] word mark will be confused with the mark of any other business that attempts to describe its lash extension services as a lash salon or lash lounge."⁶² Further, in her Motion to Suspend filed on September 4, 2013, Nebeker admits that if this Board determines that THE LASH LOUNGE Mark is not generic, then Dreamworks would prevail on its Petition to Cancel.⁶³

42. Thus, there is no genuine issue of material fact that Nebeker's Mark is confusingly similar to THE LASH LOUNGE Mark.

B. Nebeker's Mark is nearly identical in sound, appearance, connotation, and commercial impression to Dreamworks's Mark.

43. The similarity of the parties' marks is one of the most important factors to be considered in determining whether there is a likelihood of confusion.⁶⁴ An applicant or registrant need not adopt a mark identical to that of an opposer to find likely confusion.⁶⁵ The "greater the similarity in the design of the trademarks, the greater the likelihood of confusion."⁶⁶ When the marks are considered as a whole,

⁶² Nebeker's Answer in Proceeding No. 92057469 filed Aug. 8, 2012, p. 2 ¶ 8.

⁶³ See Nebeker's Mot. to Suspend filed Aug. 28, 2013, p. 2 ("the TTAB determines that the word mark THE LASH LOUNGE is neither generic nor merely descriptive of the services, provided, in which case the Petition to Cancel in [Nebeker's proceeding against Dreamworks] would be denied, necessitating the grant of the Petition in the present proceeding [against Nebeker]").

⁶⁴ *In re Shell Oil Co.*, 26 U.S.P.Q.2d 1687, 1688 (Fed. Cir. 1993); see also *Han Beauty, Inc.*, 236 F.3d at 1336.

⁶⁵ See e.g. *Hercules, Inc. v. Nat'l Starch & Chem. Corp.*, 223 U.S.P.Q. 1244, 1246 (T.T.A.B. 1984).

⁶⁶ *Exxon Corp. v. Tex. Motor Exch. Inc.*, 628 F.2d 500, 505, 208 U.S.P.Q. 384, 389 (5th Cir. 1980).

similarity is found based upon the marks' appearance, sound, connotation and commercial impression.⁶⁷ When comparing similar marks, the inclusion of the term "the" at the beginning of one of the marks will generally not affect or otherwise diminish the overall similarity between the marks.⁶⁸ Moreover, the mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Trademark Act Section 2(d).⁶⁹ As such, the addition of the term "CHERRY" to "LASH LOUNGE" does not overcome a likelihood of confusion.

44. Here, Nebeker's Mark is nearly identical to THE LASH LOUNGE Mark in sound, appearance, connotation, and commercial impression, thus this factor weighs heavily in favor of a finding of likelihood of confusion.⁷⁰ THE LASH LOUNGE Mark consists of the words THE LASH LOUNGE, whereas Nebeker's Mark consists of the words CHERRY LASH LOUNGE. The mere replacement of "THE" with "CHERRY" is not sufficient to overcome a likelihood of confusion. Thus when the marks are considered as a whole, it is clear that the overall commercial impression of both THE LASH LOUNGE Mark and Nebeker's Mark are nearly identical.

C. The Parties' services are identical.

45. In any likelihood-of-confusion analysis, the relationship of the parties' respective goods is a key consideration.⁷¹ Where the parties' services are integrally related and likely to be viewed as such by consumers, the likelihood of confusion increases.⁷² The relatedness of the services in a cancellation

⁶⁷ *Apple Computer v. TVnet.net, Inc.*, 90 U.S.P.Q.2d 1393, 1396 (T.T.A.B. 2007).

⁶⁸ See *In re Thor Tech Inc.*, 90 U.S.P.Q.2d 1634, 1635 (TTAB 2009) (finding WAVE and THE WAVE "virtually identical" marks; "[t]he addition of the word 'The' at the beginning of the registered mark does not have any trademark significance."); *In re Narwood Prods. Inc.*, 223 U.S.P.Q. 1034, 1034 (TTAB 1984) (finding THE MUSIC MAKERS and MUSIC-MAKERS "virtually identical" marks; the inclusion of the definite article "the" is "insignificant in determining likelihood of confusion").

⁶⁹ See *In re Chatam Int'l Inc.*, 380 F.3d 1340, 71 U.S.P.Q.2d 1944 (Fed. Cir. 2004) (GASPAR'S ALE and JOSE GASPAR GOLD); *In re Toshiba Med. Sys. Corp.*, 91 U.S.P.Q.2d 1266 (TTAB 2009) (TITAN and VANTAGE TITAN); *In re U.S. Shoe Corp.*, 229 U.S.P.Q. 707 (TTAB 1985) (CAREER IMAGE and CREST CAREER IMAGES); *In re Riddle*, 225 U.S.P.Q. 630 (TTAB 1985) (ACCUTUNE and RICHARD PETTY'S ACCU TUNE); TMEP §1207.01(b)(iii).

⁷⁰ *In re Martin's Famous Pastry Shoppe*, 748 F.2d 1565, 1567; 223 U.S.P.Q. 1289, 1290 (Fed. Cir. 1984).

⁷¹ *In re Kysela Pere et Fils Ltd.*, 98 U.S.P.Q.2d 1261, 1263 (T.T.A.B. 2011).

⁷² See, e.g., *Hewlett Packard Co. v. Packard Press Inc.*, 281 F.3d 1261, 1268, 62 U.S.P.Q.2d 1001, 1004-05 (Fed. Cir. 2002) (confusion likely between PACKARD TECHNOLOGIES and HEWLETT PACKARD where, *inter alia*, applicant's services electronic transmission of data and documents via computer terminals were "very similar" to opposer's facsimile machines, computers, and computer software); *Chicago Bears Football Club, Inc. v. 12th*

proceeding is determined by comparing the services for which the petitioner has shown prior use with those that the Respondent described in its registration.⁷³ Where, as here, the parties' marks are very similar, it is only "necessary that there be a viable relationship between the goods or services in order to support a holding of likelihood of confusion."⁷⁴ There is more than a viable relationship between the parties' services.

46. Nebeker admits in her Answer that her CHERRY LASH LOUNGE mark is intended for use in connection with beauty salon services, which are highly similar to Dreamworks's beauty spa services.

47. Dreamworks has registered THE LASH LOUNGE Mark under class 44 and uses it in connection with "Beauty spa services, namely, cosmetic body care, namely, eyelash extension application, eyelash and eyebrow tinting, eyelash perming, and permanent makeup application."⁷⁵

48. Nebeker has registered her Mark under class 44 as well and registered it in connection with "beauty salon services; Beauty salons; Beauty spa services, namely, cosmetic body care."⁷⁶

49. Thus, it is undisputed and there is no genuine issue of material fact that both Dreamworks and Nebeker use their respective Marks in connection with nearly identical services.

D. The parties' channels of trade are identical.

50. In determining whether two parties' travel in similar channels of trade, it is sufficient to show that the parties advertise in the same media, offer the same types of goods and services to the same types of customers, or use the same types of distribution channels.⁷⁷

51. In the absence of a restriction of trade channels in a petitioner's and respondent's registration, the Board must assume that the parties' respective services could be offered and sold to the same class of

Man/Tenn. LLC, Opp. No. 911150925, 2007 WL 683778, at*12 (T.T.A.B. Feb. 28, 2007) (confusion likely between applicant's 12th BEAR mark and opposer's BEARS and CHICAGO BEARS *inter alia*, applicant's jewelry, bumper stickers, insulated containers, entertainment clothing, and buttons were related to and promotional products).

⁷³ *Autac, Inc. v. Viking Indus., Inc.*, 199 U.S.P.Q. 367, 374 (T.T.A.B. 1978).

⁷⁴ *Warnaco, Inc. v. Adventure Knits, Inc.*, 210 U.S.P.Q. 307, 315 (T.T.A.B. 1981).

⁷⁵ See [Exhibit A](#).

⁷⁶ See [Exhibit B](#).

⁷⁷ *Century Real Estate Corp. v. Century Life of America*, 970 F.2d 874, 877, 23 U.S.P.Q.2d 1698, 1701 (Fed. Cir. 1992).

purchasers through all normal channels of trade.⁷⁸ Because the services offered in connection with the parties' Marks are nearly identical, the Board may presume that the respective services are or will be sold in the same trade channels and to the same class of purchasers.⁷⁹

52. Even without this presumption, Nebeker admits in her Answer that Nebeker's targeted customer base is identical to the customers of Dreamworks.⁸⁰ Thus, there is no genuine issue of material fact that Dreamworks's and Nebeker's channels of trade are identical.

E. Actual confusion is unnecessary to a finding of likely confusion.

53. The operative test under the Lanham Act is *likelihood* of confusion, not *actual* confusion.⁸¹ Courts consistently have found that evidence of actual confusion is not necessary to show a likelihood of confusion, and that "lack of evidence of actual confusion carries little weight."⁸² In the present case, the examining attorney's initial refusal of Nebeker's trademark application due to a likelihood of confusion with the Dreamworks Family of Marks⁸³ provides conclusive evidence that, although no actual confusion currently exists, it is highly likely that consumer confusion between the parties' Marks has, and will continue to be, extremely likely.

VIII. CONCLUSION

For the foregoing reasons, Dreamworks respectfully requests that registration of Nebeker's Mark be cancelled because there is a strong likelihood of confusion between THE LASH LOUNGE Mark and Nebeker's Mark in violation of Section 2(d) of the Lanham Act.

⁷⁸ *Canadian Imperial Bank of Commerce v. Wells Fargo Bank Nat'l Assoc.*, 811 F.2d 1490, 1492, 1 U.S.P.Q.2d 1813, 1815 (Fed.Cir. 1987).

⁷⁹ *See Brown Shoe Co. v. Robbins*, 90 U.S.P.Q.2d 1752 (T.T.A.B. 2009) (sustaining opposer's opposition); *In re Smith and Mehaffey*, 31 U.S.P.Q.2d 1531 (T.T.A.B. 1994) (affirming refusal to register). *See also, Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1216, 1268, (Fed. Cir. 2002) (stating "absent restrictions in the application and registration, goods and services are presumed to travel in the same channels of trade to the same class of purchasers"); *In re Jump Designs, LLC*, 80 U.S.P.Q.2d 1370, 1376 (T.T.A.B. 2006) (finding a likelihood of confusion).

⁸⁰ Nebeker's Answer in Proceeding No. 92057469 filed Aug. 8, 2012, p. 2 ¶ 9.

⁸¹ 15 U.S.C. § 1052(d).

⁸² *In re Majestic Distilling Co.*, 315 F.3d 31311, 1317, 65 U.S.P.Q.2d 1201, 1205 (Fed. Cir. 2003) ("[Applicant's] uncorroborated statements of no known instances of actual confusion are of little evidentiary value"); *See also, In re Bisset-Berman Corp.*, 177 U.S.P.Q. 528, 529 (C.C.P.A. 1973) ("The fact that appellant is not aware of any actual confusion is not conclusive that actual confusion does not exist or that there is no likelihood of confusion.").

⁸³ *See Dreamworks Amended Pet.*, ¶ 12, Proceeding No. 92057469 filed Jul. 16, 2013.

CERTIFICATE OF TRANSMISSION AND MAILING

I hereby certify that on April 16, 2014, a true and correct copy of the foregoing document was filed with the T.T.A.B. and served on Nebeker's counsel via email and First Class Mail at the following address:

Angus C. Fox, III
PATENTS TRADEMARKS COPYRIGHTS
4093 North Imperial Way
Provo, Utah 84604-5386
Acfox3@gmail.com

 /Christianne Edlund/
Christianne Edlund

EXHIBIT A

STATUS **DOCUMENTS**

[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2014-03-19 11:26:10 EDT

Mark: THE LASH LOUNGE

THE LASH LOUNGE

US Serial Number: 77839184

Application Filing Date: Oct. 01, 2009

US Registration Number: 3866558

Registration Date: Oct. 26, 2010

Register: Principal

Mark Type: Service Mark

Status: A cancellation proceeding is pending at the Trademark Trial and Appeal Board. For further information, Trial and Appeal Board web page.

Status Date: Sep. 04, 2013

Publication Date: Mar. 02, 2010

Mark Information

Mark Literal Elements: THE LASH LOUNGE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "LASH"

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Beauty spa services, namely, cosmetic body care, namely, eyelash extension application, eyelash and eye makeup application and permanent makeup application

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 01, 2006

Use in Commerce: Aug. 01, 2006

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

A

Filed ITU: No

Currently ITU: No

I

Filed 44D: No

Currently 44D: No

A

EXHIBIT A

Filed 44E: No

Currently 44E: No

A

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: AP Dreamworks, LLC

Owner Address: 1925 Fair Field
Grapevine, TEXAS 76051
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: TEXAS

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: Maral M. Kilejian

Attorney Primary Email maral.kilejian@mullinlawpc.com

Attorney Email Authorized: No

Address:

Correspondent

Correspondent Name/Address: CHRISTIANNE L EDLUND

MULLIN LAW PC
2524 N CENTRAL EXPY
STE 200
RICHARDSON 75080
UNITED KINGDOM

Phone: 972-931-0022

Fax: 972-931-0124

Correspondent e-mail: maral.kilejian@mullinlawpc.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 04, 2013	CANCELLATION INSTITUTED NO. 999999	57797
Oct. 26, 2010	REGISTERED-PRINCIPAL REGISTER	
Jul. 16, 2010	EXTENSION OF TIME TO OPPOSE PROCESS - TERMINATED	
Apr. 01, 2010	EXTENSION OF TIME TO OPPOSE RECEIVED	
Mar. 02, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 02, 2010	PUBLISHED FOR OPPOSITION	

EXHIBIT A

Jan. 22, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70138
Jan. 22, 2010	ASSIGNED TO LIE	70138
Dec. 30, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 30, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Dec. 30, 2009	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Dec. 30, 2009	EXAMINERS AMENDMENT E-MAILED	6328
Dec. 30, 2009	EXAMINERS AMENDMENT -WRITTEN	83695
Dec. 29, 2009	ASSIGNED TO EXAMINER	83695
Oct. 09, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 05, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information**TM Staff Information - None****File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 26, 2010

Assignment Abstract Of Title Information - None recorded**Proceedings****Summary**

Party type

Pro

Number of Proceedings: 3

Type of Proceeding: Cancellation**Type of Proceeding: Cancellation****Type of Proceeding: Extension of Time**

EXHIBIT B

STATUS **DOCUMENTS**

[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2014-03-19 11:29:45 EDT

Mark: CHERRY LASH LOUNGE

Cherry Lash Lounge

US Serial Number: 85538880

Application Filing Date: Feb. 09, 2012

US Registration Number: 4322978

Registration Date: Apr. 23, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

Status: A cancellation proceeding is pending at the Trademark Trial and Appeal Board. For further information, Trial and Appeal Board web page.

Status Date: Jul. 03, 2013

Publication Date: Feb. 05, 2013

Mark Information

Mark Literal Elements: CHERRY LASH LOUNGE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "LASH LOUNGE"

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *.* identify additional (new) wording in the goods/services.

For: Beauty salon services; Beauty salons; Beauty spa services, namely, cosmetic body care

International Class(es): 044 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 25, 2010

Use in Commerce: Aug. 20, 2010

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	A
Filed ITU: No	Currently ITU: No	I
Filed 44D: No	Currently 44D: No	A
Filed 44E: No	Currently 44E: No	A
Filed 66A: No	Currently 66A: No	

EXHIBIT B

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Nebeker, Reyna

Owner Address: 3311 S. Rainbow Boulevard
Las Vegas, NEVADA 89146
UNITED STATES

Legal Entity Type: INDIVIDUAL

Citizenship: UNITED STATES

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: Angus C. Fox, III

Docket Number: Nebeker-Cher

Attorney Primary Email acfox3@gmail.com
Address:

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: ANGUS C FOX III

ANGUS C FOX ATTORNEY AT LAW
4093 NORTH IMPERIAL WAY
PROVO, UTAH 84604
UNITED STATES

Phone: 801-225-9000

Fax: 815-301-3195

Correspondent e-mail: acfox3@gmail.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Jul. 03, 2013	CANCELLATION INSTITUTED NO. 999999	57469
Apr. 23, 2013	REGISTERED-PRINCIPAL REGISTER	
Feb. 05, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 05, 2013	PUBLISHED FOR OPPOSITION	
Jan. 16, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 28, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	74221
Dec. 28, 2012	ASSIGNED TO LIE	74221
Dec. 11, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 21, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

EXHIBIT B

Nov. 20, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 20, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 20, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 20, 2012	NON-FINAL ACTION E-MAILED	6325
May 20, 2012	NON-FINAL ACTION WRITTEN	88220
May 19, 2012	ASSIGNED TO EXAMINER	88220
Feb. 15, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 13, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information**TM Staff Information - None****File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 23, 2013

Assignment Abstract Of Title Information - None recorded**Proceedings****Summary**

Party type

Pro

Number of Proceedings: 1

Type of Proceeding: Cancellation

EXHIBIT C**STATUS** **DOCUMENTS**[Back to Search](#)[Print](#)**Generated on:** This page was generated by TSDR on 2014-03-20 11:45:22 EDT**Mark:** THE LASH LOUNGE**US Serial Number:** 77201812**Application Filing Date:** Jun. 08, 2010**US Registration Number:** 3741501**Registration Date:** Jan. 26, 2010**Register:** Principal**Mark Type:** Service Mark**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.**Status Date:** Jan. 26, 2010**Publication Date:** Nov. 10, 2009**Mark Information****Mark Literal Elements:** THE LASH LOUNGE**Standard Character Claim:** No**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)**Description of Mark:** The mark consists of a brown circle with small purple dots around the outer edge of the circle. In purple, the words "the Lash Lounge" are written inside the circle.**Color Drawing:** Yes**Color(s) Claimed:** The color(s) brown and purple is/are claimed as a feature of the mark.**Disclaimer:** "LASH"

Design Search Code(s): 26.01.05 - Circles made of broken or dotted lines
 26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles
 26.01.21 - Circles that are totally or partially shaded.

Goods and Services**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of intent to use;
- Asterisks *..* identify additional (new) wording in the goods/services.

EXHIBIT C**For:** Health spa services, namely, cosmetic body care services**International Class(es):** 044 - Primary Class**U.S Class(es):** 100, 101**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Aug. 01, 2006**Use in Commerce:** Aug. 01, 2006**Basis Information (Case Level)****Filed Use:** Yes**Currently Use:** Yes**Filed ITU:** No**Currently ITU:** No**Filed 44D:** No**Currently 44D:** No**Filed 44E:** No**Currently 44E:** No**Filed 66A:** No**Currently 66A:** No**Filed No Basis:** No**Currently No Basis:** No**Current Owner(s) Information****Owner Name:** AP DREAMWORKS, LLC**Owner Address:** 1925 FAIRFIELD
GRAPEVINE, TEXAS 76051
UNITED STATES**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where
Organized:** TEXAS**Attorney/Correspondence Information****Attorney of Record****Attorney Name:** Maral M. Kilejian**Attorney Primary Email** maral.kilejian@mullinlawpc.com**Attorney Email Authorized:** No**Address:****Correspondent****Correspondent** Maral M. Kilejian**Name/Address:** Mullin Law, PC
2425 N. Central Expy.
Suite 200
Richardson, TEXAS 75080
UNITED STATES**Phone:** 972-931-0022**Fax:** 972-931-0022**Correspondent e-mail:** maral.kilejian@mullinlawpc.com**Correspondent e-mail
Authorized:** No**Domestic Representative - Not Found**

EXHIBIT C**Prosecution History**

Date	Description	Proceeding Number
Jan. 26, 2010	REGISTERED-PRINCIPAL REGISTER	
Nov. 10, 2009	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 10, 2009	PUBLISHED FOR OPPOSITION	
Oct. 06, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Oct. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 25, 2009	ATTORNEY REVOKED AND/OR APPOINTED	
Sep. 25, 2009	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jul. 31, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Jan. 30, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	76243
Sep. 10, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 29, 2008	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Jul. 29, 2008	LETTER OF SUSPENSION E-MAILED	6332
Jul. 29, 2008	SUSPENSION LETTER WRITTEN	82413
Jul. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 17, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 17, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 20, 2008	NOTIFICATION OF NON-FINAL ACTION E- MAILED	6325
Mar. 20, 2008	NON-FINAL ACTION E-MAILED	6325
Mar. 20, 2008	NON-FINAL ACTION WRITTEN	82413
Mar. 18, 2008	ASSIGNED TO LIE	76243
Mar. 15, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 14, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 14, 2008		

EXHIBIT C

	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 15, 2007	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 15, 2007	NON-FINAL ACTION E-MAILED	6325
Sep. 15, 2007	NON-FINAL ACTION WRITTEN	82413
Sep. 15, 2007	ASSIGNED TO EXAMINER	82413
Jun. 14, 2007	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 13, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 26, 2007

[Assignment Abstract Of Title Information - Click to Load](#)

[Proceedings - Click to Load](#)

EXHIBIT D

STATUS

DOCUMENTS

[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2014-03-20 11:47:40 EDT

Mark: THE LASH LOUNGE



US Serial Number: 77950360

US Registration Number: 3959255

Register: Principal

Mark Type: Trademark, Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance docu

Status Date: May 10, 2011

Publication Date: Jan. 11, 2011

Notice of Allowance Date: Mar. 08, 2

Mark Information

Mark Literal Elements: THE LASH LOUNGE

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a circle made up of small dots within which is the stylized spelling of the lit LOUNGE". The "L" of the word "LASH" within the mark has small concave lines protruding from

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "LASH"

Design Search Code(s): 02.11.02 - Iris (eye); Human eyes; Eyes, human
 26.01.05 - Circles made of broken or dotted lines
 27.01.04 - Punctuation forming objects; Letters forming objects; Objects composed of letters or

Related Properties Information

Claimed Ownership of US [3741501](#), [3866558](#)
Registrations:

Goods and Services

Note:

EXHIBIT D

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cosmetics

International Class(es): 003 - Primary Class **U.S Class(es):** 001, 004, 1

Class Status: ACTIVE

Basis: 1(a)

First Use: May 2010

Use in Commerce: May 2010

For: Beauty spa services, namely, cosmetic body care, including eyelash extension application, eyel perming, and permanent makeup application

International Class(es): 044 - Primary Class **U.S Class(es):** 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 07, 2009

Use in Commerce: Dec. 07, 2

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: AP Dreamworks, LLC

Owner Address: Suite 104
5009 Thompson Terrace
Colleyville, TEXAS 76034
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: TEXAS

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: Maral M. Kilejian

maral.kilejian@mullinlawpc.com

Attorney Email Authorized: No

EXHIBIT D**Attorney Primary Email****Address:** _____**Correspondent****Correspondent** MARAL M. KILEJIAN**Name/Address:** MULLIN LAW, PC
2425 N CENTRAL EXPY STE 200
RICHARDSON, TEXAS 75080-2700
UNITED STATES**Phone:** 972-931-0022**Fax:** 972-931-0**Correspondent e-mail:** maral.kilejian@mullinlawpc.com**Correspondent e-mail No
Authorized:** _____**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
May 10, 2011	REGISTERED-PRINCIPAL REGISTER	
Apr. 08, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 07, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Apr. 07, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 28, 2011	STATEMENT OF USE PROCESSING COMPLETE	61813
Mar. 16, 2011	USE AMENDMENT FILED	61813
Mar. 28, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
Mar. 16, 2011	TEAS STATEMENT OF USE RECEIVED	
Mar. 08, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 11, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 11, 2011	PUBLISHED FOR OPPOSITION	
Dec. 03, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Dec. 03, 2010	ASSIGNED TO LIE	66213
Nov. 10, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 10, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 10, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328

EXHIBIT D

Nov. 10, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Nov. 10, 2010	EXAMINERS AMENDMENT -WRITTEN	76838
Nov. 10, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Nov. 10, 2010	NON-FINAL ACTION E-MAILED	6325
Nov. 10, 2010	NON-FINAL ACTION WRITTEN	76838
Oct. 20, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 20, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 20, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 10, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jun. 10, 2010	NON-FINAL ACTION E-MAILED	6325
Jun. 10, 2010	NON-FINAL ACTION WRITTEN	76838
Jun. 07, 2010	ASSIGNED TO EXAMINER	76838
Mar. 10, 2010	NOTICE OF DESIGN SEARCH CODE MAILED	
Mar. 09, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 08, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information**TM Staff Information - None****File Location**

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 07, 2010

Assignment Abstract Of Title Information - Click to Load**Proceedings - Click to Load**

EXHIBIT E

STATUS DOCUMENTS

[Back to Search](#)

Print

Generated on: This page was generated by TSDR on 2014-03-20 11:49:10 EDT**Mark:** L**US Serial Number:** 85618157**US Registration Number:** 4267914**Filed as TEAS Plus:** Yes**Register:** Principal**Mark Type:** Trademark**Status:** Registered. The registration date is used to determine when post-registration maintenance docu**Status Date:** Jan. 01, 2013**Publication Date:** Oct. 16, 2012**Mark Information****Mark Literal Elements:** L**Standard Character Claim:** No**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)**Description of Mark:** The mark consists of a circle made up of small dots within which is the stylized literal element o within the mark has small concave lines protruding from the bottom of the letter.**Color(s) Claimed:** Color is not claimed as a feature of the mark.

Design Search Code(s): 02.11.25 - Buttocks, human; Spine, human; Nose, human; Nerves, human; Lungs, human; Bloc
Tongue, human; Human, other parts of the body; Intestines, human
26.01.05 - Circles made of broken or dotted lines
27.01.01 - Punctuation forming human beings; Numbers forming human beings; Letters forming
letters or numerals

Related Properties Information

Claimed Ownership of US [3741501](#), [3866558](#), [3959255](#)
Registrations:

EXHIBIT E**Goods and Services****Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Cosmetics

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 0

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 2009

Use in Commerce: Nov. 2009

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: AP Dreamworks, LLC

Owner Address: Suite 106
2200 Pool Road
Grapevine, TEXAS 76051
UNITED STATES

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country Where Organized: TEXAS

Attorney/Correspondence Information**Attorney of Record**

Attorney Name: Maral Kilejian

Attorney Primary Email Address: tmattorney@mullinlawpc.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: MARAL KILEJIAN

MULLIN LAW, PC
2425 N CENTRAL EXPY STE 200

EXHIBIT E

RICHARDSON, TEXAS 75080-2700
UNITED STATES

Phone: 972-931-0022

Fax: 972-931-0

Correspondent e-mail: tmattorney@mullinlawpc.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 01, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 16, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 16, 2012	PUBLISHED FOR OPPOSITION	
Sep. 26, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 12, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Sep. 12, 2012	ASSIGNED TO LIE	68123
Aug. 30, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 29, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 29, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 29, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 28, 2012	NOTIFICATION OF NON-FINAL ACTION E- MAILED	6325
Aug. 28, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 28, 2012	NON-FINAL ACTION WRITTEN	83178
Aug. 28, 2012	ASSIGNED TO EXAMINER	83178
May 15, 2012	NOTICE OF DESIGN SEARCH CODE MAILED	
May 14, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 10, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

EXHIBIT E

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 01, 21

[Assignment Abstract Of Title Information - Click to Load](#)

[Proceedings - Click to Load](#)

EXHIBIT F**STATUS** **DOCUMENTS**[Back to Search](#)[Print](#)**Generated on:** This page was generated by TSDR on 2014-03-20 11:50:00 EDT**Mark:** THE LASH LOUNGE

 THE *Lash* LOUNGE
US Serial Number: 85618163**Application Filing Date:** May 07, 2013**US Registration Number:** 4267915**Registration Date:** Jan. 01, 2013**Register:** Principal**Mark Type:** Trademark, Service Mark**Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.**Status Date:** Jan. 01, 2013**Publication Date:** Oct. 16, 2012**Mark Information****Mark Literal Elements:** THE LASH LOUNGE**Standard Character Claim:** No**Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)**Description of Mark:** The mark consists of a stylized spelling of the literal element "THE LASH LOUNGE". The "L" of small concave lines protruding from the bottom of the letter.**Color(s) Claimed:** Color is not claimed as a feature of the mark.**Disclaimer:** "LASH"

Design Search Code(s): 02.11.25 - Buttocks, human; Spine, human; Nose, human; Nerves, human; Blood vessels, human; Human, other parts of the body; Intestines, human; Lungs, human

27.01.01 - Punctuation forming human beings; Numbers forming human beings; Letters forming letters or numerals

Related Properties Information

Claimed Ownership of US Registrations: [3741501](#), [3866558](#), [3959255](#)

Goods and Services**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of intent to use;
- Asterisks *.* identify additional (new) wording in the goods/services.

EXHIBIT F**For:** Cosmetics**International Class(es):** 003 - Primary Class**U.S Class(es):** 001, 004, 1**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 2009**Use in Commerce:** Nov. 2009**For:** Beauty spa services, namely, cosmetic body care, including eyelash extension application, eyel perming, and permanent makeup application**International Class(es):** 044 - Primary Class**U.S Class(es):** 100, 101**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 2009**Use in Commerce:** Nov. 2009**Basis Information (Case Level)****Filed Use:** Yes**Currently Use:** Yes**Filed ITU:** No**Currently ITU:** No**Filed 44D:** No**Currently 44D:** No**Filed 44E:** No**Currently 44E:** No**Filed 66A:** No**Currently 66A:** No**Filed No Basis:** No**Currently No Basis:** No**Current Owner(s) Information****Owner Name:** AP Dreamworks, LLC**Owner Address:** Suite 106
2200 Pool Road
Grapevine, TEXAS 76051
UNITED STATES**Legal Entity Type:** LIMITED LIABILITY COMPANY**State or Country Where
Organized:** TEXAS**Attorney/Correspondence Information****Attorney of Record****Attorney Name:** Maral Kilejian**Attorney Primary Email** tmattorney@mullinlawpc.com**Attorney Email Authorized:** No**Address:****Correspondent**

MARAL KILEJIAN

EXHIBIT F

Correspondent MULLIN LAW, PC
Name/Address: 2425 N CENTRAL EXPY STE 200
 RICHARDSON, TEXAS 75080-2700
 UNITED STATES

Phone: 972-931-0022

Fax: 972-931-0

Correspondent e-mail: tmattorney@mullinlawpc.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 01, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 16, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 16, 2012	PUBLISHED FOR OPPOSITION	
Sep. 26, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 12, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	68123
Sep. 12, 2012	ASSIGNED TO LIE	68123
Aug. 30, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 29, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 29, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 29, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Aug. 28, 2012	NOTIFICATION OF NON-FINAL ACTION E- MAILED	6325
Aug. 28, 2012	NON-FINAL ACTION E-MAILED	6325
Aug. 28, 2012	NON-FINAL ACTION WRITTEN	83178
Aug. 28, 2012	ASSIGNED TO EXAMINER	83178
May 15, 2012	NOTICE OF DESIGN SEARCH CODE MAILED	
May 14, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 10, 2012	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

EXHIBIT F

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 01, 2014

[Assignment Abstract Of Title Information - Click to Load](#)

[Proceedings - Click to Load](#)

EXHIBIT G

AdChoices



Quizzes & Games | Word of the Day | Video | New Words | My Favorites

New! Spanish Central

lounge



Save Popularity

lounge

7 ENTRIES FOUND:

Save this word to your Favorites. If you're logged into Facebook, you're ready to go.

- lounge
- lounge car
- lounge chair

Sponsored Links

Extended Stay America
Official Site. Free WIFI, Kitchens. Our best rates here, guaranteed.
www.extendedstayamerica.com

¹lounge **verb** \ˈlaʊnj\

: to sit or lie in a relaxed way : to spend time resting or relaxing

lounge **lounge-ing**

Full Definition of LOUNGE

8+1 Like

intransitive verb

: to act or move idly or lazily : [LOAF](#)

transitive verb

: to pass (time) idly

See [lounge](#) defined for English-language learners »
See [lounge](#) defined for kids »

Examples of LOUNGE

She was *lounging* on the sofa.
He was *lounging* by the pool all afternoon.

Origin of LOUNGE

origin unknown
First Known Use: 1508

Related to LOUNGE

Synonyms

[bask](#), [kick back](#), [loil](#), [rest](#), [relax](#), [repose](#)

Related Words

[bum](#), [goldbrick](#), [hang](#), [hang about](#) [*British*], [hang around](#), [idle](#), [loaf](#), [slack \(off\)](#), [veg out](#)

Near Antonyms

[drudge](#), [grub](#), [hump](#), [hustle](#), [labor](#), [moil](#), [peg \(away\)](#), [plod](#),

Quiz
Name That Thing
Take Our 10-Question Quiz

Best DWI Defense Lawyer

www.davidburrowsa.com

Attorney wins DWI, DUI Defense, TX, Collin County, Plano, Dallas, DFW

17 May 2014
THE GREAT WALL MARATHON
Places are selling out fast!
BOOK NOW

MORE QUIZZES



Spell It

The commonly misspelled words quiz
[Hear It, Spell It »](#)



Vocabulary Quiz

How strong is your vocabulary?
[Take the Quiz »](#)



Quizzitive: Our New App!

The Vocab Quiz Game for iPhone & iPad
★★★★★ "Incredibly fun and addictive. And informative!" — User Review, iTunes
[Learn More »](#)



"Urbane," "Incisive" & Other Good Things to Be

Top 10 Sophisticated Compliments



Language of Love: The Story of "Romantic," "Infatuation" & More

Top 10 Words for Valentine's Day

STAY CONNECTED

EXHIBIT G

plow, plug, slave, slog, strain, strive, struggle, sweat, toil, travail, work; exercise, work out

[more](#)

See Synonym Discussion at [idle](#)

Rhymes with LOUNGE

[scrounge](#)

²**lounge** *noun*

Definition of LOUNGE

1 : a place for [lounging](#): as

a : a room in a private home or public building for leisure activities : [LIVING ROOM](#); *also* : [LOBBY](#)

b : a room in a usually public building or vehicle often combining lounging, smoking, and toilet facilities

2 : a long couch

[See lounge](#) defined for English-language learners »



Get Our Free Apps

Voice Search, Favorites, Word of the Day, and More

[iPhone](#) | [iPad](#) | [Android](#) | [More](#)



Join Us on FB & Twitter

Get the Word of the Day and More

[Facebook](#) | [Twitter](#)

AdChoices

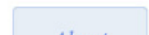


EXHIBIT G

7 comments



Add a comment...

 Also post on FacebookPosting as Christianne Edlund
(Not you?)**Comment****Ben Beaver** · Line Cook at Browns Socialhouse Nanaimo

in "heart of darkness" "it was the haft of a spear that, either thrown or lounged through the opening had caught him in the side just below the ribs".

[Reply](#) · [1](#) · [Like](#) · [Follow Post](#) · February 19, 2012 at 10:19pm**Paqui DL** · Encuestadora at Ecugestión Sur SL- Consultora de empresas y Formación

what does "lounging up and down" mean??? I found it in A SCANDAL IN BOHEMIA, Sherlock Holmes

[Reply](#) · [Like](#) · [Follow Post](#) · January 28, 2012 at 11:28am**Mostafa Bakr** · Riyadh, Saudi Arabiawell I am a translator and actually I was translating from Arabic to English and have come across it. I needed to make sure of pronunciation. I prefer webster because phonetics help me when I don't have speakers.
Regards,[Reply](#) · [Like](#) · [Follow Post](#) · January 9, 2012 at 2:15am**McZef Squire** · University of Buea, Cameroon

from the name of a nightclub in DC.

[Reply](#) · [Like](#) · [Follow Post](#) · January 1, 2012 at 5:56pm**Alice Charão** · Works at Atualmente estou aposentada.

A friend of mine told me she wanted to have a lounge facing the sea.

[Reply](#) · [1](#) · [Like](#) · [Follow Post](#) · November 6, 2011 at 5:26pm[View 1 more](#)

Facebook social plugin

[View Seen & Heard highlights from around the site »](#)

Merriam-Webster on Facebook

Like < 171k

EXHIBIT G

The Merriam-Webster Unabridged Dictionary



Online access to a legendary resource
[Log In](#) or [Sign Up](#) »

Learning English? We can help.



Visit our free site designed especially for learners and teachers of English
[LearnersDictionary.com](#) »



Our Dictionary, On Your Devices

Merriam-Webster, *With Voice Search*
[Get the Free Apps!](#) »

Merriam-Webster's Visual Dictionaries



The new edition of the remarkable reference features 8,000 illustrations.
[Learn More](#) »

AdChoices

Join Us



[Merriam-Webster on Twitter](#) »



[Merriam-Webster on Facebook](#) »

Bookstore: Digital and Print

Merriam-Webster references for Mobile, Kindle, print, and more. [See all](#) »

Other Merriam-Webster Dictionaries

[Webster's Unabridged Dictionary](#) »

[Learner's ESL Dictionary](#) »

[WordCentral for Kids](#) »

[Visual Dictionary](#) »

[Spanish Central](#) »

[Home](#) [Help](#) [About Us](#) [Shop](#) [Advertising Info](#) [Dictionary API](#)

[Privacy Policy](#) [About Our Ads](#) [Contact Us](#) [Browser Tools](#)

© 2014 Merriam-Webster, Incorporated

[Browse the Dictionary](#)

[Browse the Thesaurus](#)

[Browse the Spanish-English Dictionary](#)

[Browse the Medical Dictionary](#)

[Browse the Concise Encyclopedia](#)

EXHIBIT H

- Tweets Search
- Following
- Followers
- Favorites
- Lists

Tweet to Anna Phillips, CEO

@TheLashLounge

Photos and videos



Who to follow · Refresh · View all

- US Olympic Team @U...
 Follow
- Bill Clinton @billclinton
 Followed by Stephen Colbert
 Follow
- Mels @FearlessTravels
 Followed by Megan Smith
 Follow

Popular accounts · Find friends

Trends · Change

- #Ukraine
- #tcot
- #Russia
- #FoodSongs
- IHOP
- #coupon
- Dallas
- Spring Break
- Happy Fat Tuesday
- Starbucks



Anna Phillips, CEO

@TheLashLounge

The first and largest upscale eyelash extension salon franchise. Lashes. Makeup. Fashion. Where beauty meets low-maintenance.
 Dallas - Fort Worth, Texas · thelashlounge.com

TWEETS 1,590
 FOLLOWING 833
 FOLLOWERS 689

Following

Tweets

- Anna Phillips, CEO @TheLashLounge · 2h
 How to apply blush according to your face shape! More tips here>>tinyurl.com/pwjcej [fb.me/XXSCv831](https://www.facebook.com/XXSCv831)
 View details Reply Retweet Favorite More
- Anna Phillips, CEO @TheLashLounge · Mar 3
 Check out some of our favorite looks from the Oscars last night! We loved Lupita Nyong'o's princess moment in... [fb.me/3e0BMEJn3](https://www.facebook.com/3e0BMEJn3)
 View details Reply Retweet Favorite More
- Retweeted by Anna Phillips, CEO

 Fatima B @TimaFBaby · Mar 2
 Oscars giving awards to Glam is dope. (Hair. MUA. Stylist)
 Expand Reply Retweet Favorite More
- Anna Phillips, CEO @TheLashLounge · Mar 2
 @dkny Yep!
 View conversation Reply Retweet Favorite More
- Anna Phillips, CEO @TheLashLounge · Mar 2
 Anne Hathaway's eyebrows are perfect! #Oscars
 Expand Reply Retweet Favorite More
- Anna Phillips, CEO @TheLashLounge · Mar 2
 Jennifer Lawrence knows how to tell and take a joke! She wears confidence well. #Oscars
 Expand Reply Retweet Favorite More
- Anna Phillips, CEO @TheLashLounge · Mar 2
 Ellen looks fresh and ready to put on a great show! Sometimes less is more! #Oscars
 Expand Reply Retweet Favorite More
- Anna Phillips, CEO @TheLashLounge · Mar 2
 The #RedCarpet is ending but we'll be tweeting through the show! We'll talk second reactions tomorrow on Facebook. #Oscars
 Expand Reply Retweet Favorite More



EXHIBIT H

Anna Phillips, CEO @TheLashLounge · Mar 2

Smokey eyes are a theme for the #Oscars this year huh? Hopefully primers were used to keep shadow and liner in place all night!

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Sandra Bullock's dramatic eye is the perfect pairing for her blue dress. She's bringing all of the glam tonight! #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Jada and Will Smith look beautiful. Jada's pink lips match her blush gown perfectly. #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Angelina goes for the smokey eye! A fun twist on this look is to use a color shadow like blue or green. #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Julia is rocking blonde locks but her dark brows keep her from looking flushed out! #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

@TheDCLadies Lupita is definitely the front runner!

[💬 View conversation](#) ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Mixed reviews of Julia Roberts black lace gown but no doubt her makeup makes her look youthful and fresh! #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Want to do the dark lip trend right like Kerry? Play up the lashes with volume and length but go for nude eyeshadow. #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Loving @kerrywashington's dark lip and purple dress! #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Cate Blanchett's beautiful lashes balance her minimal makeup. They're not too long or overly curled. #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Bette Midler looks fresh faced and beautiful! She kept the eye makeup simple. No bottom liner = more youthful appearance. #Oscars

Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Anna Phillips, CEO @TheLashLounge · Mar 2

Jessica Beil in a nude gown, pink lip and a few coats of mascara. Perfection. #Oscars

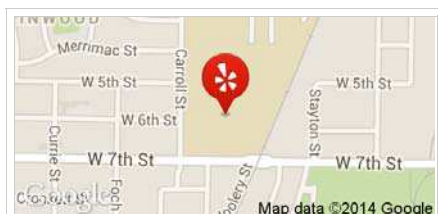
Expand ■ [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

EXHIBIT I**Lash Lounge The**

★★★★★ 4 reviews

[Details](#)

Eyelash Service

[Edit](#)**2600 W 7th St**
Fort Worth, TX 76107
Arlington Heights[Get Directions](#)

(817) 332-5274

thelashlounge.com**Recommended Reviews**Yelp Sort [Date](#) [Rating](#) [Elites](#)

English 4

**Brook V.**

Fort Worth, TX

36 friends

11 reviews

★★★★★ 11/7/2013

Awesome place for lashes! Ask for Jennifer!! She's the best. And don't let them give you to just anyone. Sadly there's one or two that will rip a couple of your real eyelashes out but I'll leave them unnamed. Jennifer is fast and I couldn't ask for better results!

**Chrisy F.**

Fort Worth, TX

0 friends

22 reviews

★★★★★ 3/22/2012

Leah saved my lashes!! Unfortunately, I was sucked into agroupon deal for mink lashes from a rinky dink "salon" off University in Fort Worth. Needless to say my lashes looked absolutely terrible. I went home crying. I called the Lash Lounge immediately after my appointment to schedule a removal of lashes and they got me in the very next day!!

I was sure I would lose most of my real lashes because the previous woman used so much glue. Leah rescued my lashes and removed all of the lashes without losing ANY of my real lashes!! I was thrilled!!!!

Bottom line, The Lash Lounge and their staff are extremely professional and comforting, the atmosphere is welcoming, friendly, and clean! I highly recommend their services!!

**Lauren H.**

Fort Worth, TX

21 friends

7 reviews

★★★★☆ 5/30/2011

2 check-ins here

I have been using Lash Lounge for about 8 months now. Lynn does an excellent job(First treatment room on the right). Also love that they call and give you a reminder for your appt. Typically have to schedule your appt a few weeks ahead of time. You need a fill every 2-3 weeks. I

[Edit business info](#)[Work here? Claim this business](#)**Hours****Lillian T.**

First to review

People also viewed**Lash Nouveau**

★★★★★ 3 reviews

**The Lash Lounge**

★★★★☆ 2 reviews

**Hollywood Spa & Nails**

★★★★☆ 11 reviews

Work Here? Claim this Business

- Respond to reviews and privately message customers
- Claiming is free, and only takes a minute

People Viewed This After Searching For...[Eyelash Extensions Fort Worth](#)

EXHIBIT I

love that they stay open after normal business hours so I can go after work. It can get a little pricey(several hundred for initial visit and \$50/fill)..but the lashes look so good you'll be hooked after the first time!!! Enjoy!



Lillian T.

Houston, TX

24 friends

23 reviews

★★★★★ 9/6/2010

1 check-in here First to Review

Leah and Meg are awesome stylists. If you try to book with them, you will more likely have to wait for an appointment next week! Just know that once you get your gorgeous new lashes, you won't want to stop, expect to pay at least \$60/2 weeks (including tip)

Page 1 of 1

6 other reviews that are not currently recommended

About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Investor Relations](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Help

- [FAQ](#)
- [Advertise](#)
- [Content Guidelines](#)
- [Contact Yelp](#)
- [Business Support](#)
- [Developers](#)

More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [Yelp SeatMe](#)
- [RSS](#)
- [Top Searches](#)

Languages

English

Countries

United States

Fort Worth Business Listings # [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [Newly Added](#) | [Talk Archive](#)

[Site Map](#) | [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)

EXHIBIT I

Copyright © 2004–2014 Yelp Inc. Yelp, , and related marks are registered trademarks of Yelp.

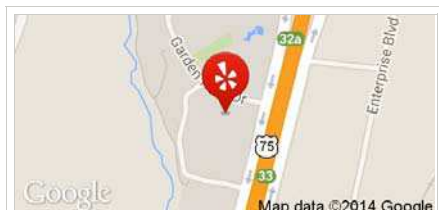
EXHIBIT I



The Lash Lounge

★★★★☆ 4 reviews [Details](#)

\$\$\$\$ • [Eyelash Service, Permanent Makeup](#) [Edit](#)



930 Market St
Allen, TX 75013
[Get Directions](#)
 (214) 383-9900
thelashlounge.com



Recommended Reviews

Yelp Sort [Date](#) [Rating](#) [Elites](#)

English 4



michelle e.
 Allen, TX
 5 friends
 45 reviews

★★★★★ 11/11/2013

I love Lash lounge. I recently had a full set put on (mascara look). I have been skeptical about getting lashes and finally purchased a Groupon and I am so happy I did. I can not say enough good things about Lash lounge. Victoria did my lashes and she is a doll. She listened to my non stop rambling about how I did/ didn't want my lashes to look like and when she was done she was spot on. I love them and can't wait to go back for my fill.



Lynne O.
 Irving, TX
 4 friends
 18 reviews

★☆☆☆☆ 1/1/2014

Wish I could give 0 stars. I get mink lashes because they are light weight and work better for me. For some reason, they kept trying to push the synthetic. I've had extensions for years and always went to lash lounge in colleyville. This location is nothing like colleyville! I kept asking if they were sure they were using mink because they looked bad, were falling off, and didn't feel right. They assured me they were, charging me extra for them every time. Since I knew they weren't mink, I went to a new place. Of course, the lashes I had were synthetic. Got my new set of minks from DEP boutique and they look and feel great. Poor quality work here!



Comment from Amy C. of The Lash Lounge
 Business Owner

2/8/2014 · Lynne, I am terribly sorry to hear about your experience. Every Lash Lounge receives their products...
[Read more](#)



Dawn T.
 Dallas, TX
 69 friends
 37 reviews

★★★★★ 10/23/2012

First to Review

Today **10:00 am - 7:00 pm** Open now

\$\$\$ Price range **Ultra High-End**

Hours

Mon 10:00 am - 7:00 pm Open now
Tue 10:00 am - 7:00 pm
Wed 10:00 am - 7:00 pm
Thu 10:00 am - 7:00 pm
Fri 10:00 am - 7:00 pm
Sat 9:00 am - 5:00 pm
Sun Closed

[Edit business info](#)

More business info

Accepts Credit Cards **Yes**
 By Appointment Only **Yes**



Dawn T.
 First to review

People also viewed



Lash Envy
 ★★★★★ 12 reviews



The Lash Lounge
 ★★★★★ 5 reviews



Blash Style & Lash Boutique
 ★★★★★ 9 reviews

People Viewed This After Searching For...

[Eyelash Extensions Allen](#)

EXHIBIT I

Hi, my name is Doan and I am a lash addict. No seriously. I can't stop. I don't even remember what it was like to NOT have gorgeous, lush lashes 24/7.

I originally came in because I had gotten a great deal viagroupon. I was using the excuse of having upcoming engagement pictures as a reason to get my lashes done and maintaining refills until our pictures. Yes, pictures are done. And yes, I'm still going in for fills!

Everyone I've encountered here is so sweet and very educated on the ins and outs of lash extensions. Brittany and Amy both do fabulous jobs. The first set took a little over 2.5 hrs (I got the "dramatic look") and each set of (basic) refills is about an hour. It's actually quite a relaxing process. It's a great way to pamper/reward yourself and get a little me-time every two to three weeks. They're so easy to maintain and the only fall-out I experience is when my own lashes naturally shed. Whatever glue they use here is awesome!

I absolutely love having eyelash extensions. I get so many compliments on my lashes and every single time I've ever told someone they're extensions, they are truly surprised and comment on how natural my lashes look! Another bonus-- it takes barely any time for me to get ready for work in the mornings now. I just powder my face, add a tiny bit of eyeliner, and out the door I go. My eyes always look "ready."

The Lash Lounge in Allen is definitely 5 stars!



Christina H.
Flower Mound, TX
3 friends
15 reviews

★★★★★ 7/26/2013

Groupon led me to try the dramatic eyelash extension today with an employee named Andrea. She was wonderful! The whole experience was relaxing and my eyelashes look beautiful. Andrea was particularly skilled because she is an artist and has a real eye for design. Highly recommend!

EXHIBIT I

From the business

Specialties

The Lash Lounge™ is a high-end, beauty salon specializing in semi-permanent eyelash extensions. We offer our clients more than just a beautiful set of eyelashes; our mission is to provide each client with a low-maintenance beauty routine, a simplified lifestyle and a new definition of confidence. The Lash Lounge™ salon seamlessly combines private beauty service rooms, an exclusive Lash Lounge™ makeup counter and a clothing and accessories boutique - making it a one stop shop. We focus on providing amazing customer service by building personal connections with each person, treating every customer like a special guest and creating a relaxing escape from daily life!

History

Established in 2006.

The Lash Lounge opened the doors to its first salon in 2006. The concept was a runaway success and it grew into a franchise opportunity in 2010. The Lash Lounge-Allen opened July 5, 2012 in Watter's Creek Shopping Center, which is conveniently located directly off I-75 and Bethany in Allen, TX.



Best of Yelp Allen – Eyelash Service



Lash Envy

★★★★★ 12 reviews



Dep Boutique

★★★★★ 4 reviews



Lynn at H&M Salon

★★★★★ 5 reviews



Zen Nails & Spa

★★★★☆ 81 reviews



Lash Holic

★★★★★ 3 reviews

[See More](#)

About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Investor Relations](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Help

- [FAQ](#)
- [Advertise](#)
- [Content Guidelines](#)
- [Contact Yelp](#)
- [Business Support](#)
- [Developers](#)

More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [Yelp SeatMe](#)
- [RSS](#)
- [Top Searches](#)

Languages

English

Countries

United States

Allen Business Listings # [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [Newly Added](#) | [Talk Archive](#)

Site Map [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)

EXHIBIT I

Copyright © 2004–2014 Yelp Inc. Yelp, , and related marks are registered trademarks of Yelp.

EXHIBIT I



The Lash Lounge



12 reviews

[Details](#)

\$\$ • [Makeup Artists](#), [Eyelash Service](#)

[Edit](#)



10601 FM 2222

Ste I
Austin, TX 78730

[Get Directions](#)

(512) 346-5274

thelashlounge.com



[See all 10 photos](#)

[We take average lashes and make them...](#) by Teresa R

Recommended Reviews

\$\$\$ Price range **Moderate**

[Yelp Sort](#) [Date](#) [Rating](#) [Elites](#)

[English](#) 12



Michele W.

Austin, TX

0 friends

3 reviews



3/9/2014

I love, love, love everyone at The Lash Lounge. Personable and professional make for a great combination and everyone at The Lash Lounge is just that. I have been having my lashes done for several months and am now completely addicted. They look beautiful. In addition, I just had permanent make-up done by Rachel and am thrilled! I have a tremor in my right hand and have difficulty putting on eye make-up. They have taken this frustration out of my life. They always make me feel so very welcome. Great job ladies. Keep it up.



Tifne H.

Leander, TX

0 friends

4 reviews



11/11/2013

I've been here a few times for lashes and make-up application and it's always been a great experience. The staff has always been friendly and the Lash Techs are well-equipped and do an awesome job.

I had Cassie do my lashes yesterday and she is wonderful! Very professional, and precise with what I asked for my lashes to look like. I've received a lot of compliments already and most importantly- they are comfortable to wear. If you have ever had lashes that were heavy, or set incorrectly- you know what I mean.

The front desk staff could have been more friendly, but I'll chalk that up to a Sunday afternoon appointment. They were nice, just distracted. However, they did warm up towards the end.

All in all, I do love this place. Also, be prepared to fall in love with all of the boutique clothing, shoes, jewelry, etc.- all at great prices!

Hours

Mon	Closed
Tue	10:00 am - 7:00 pm
Wed	10:00 am - 7:00 pm
Thu	10:00 am - 7:00 pm
Fri	9:00 am - 6:00 pm
Sat	9:00 am - 6:00 pm
Sun	Closed

[Edit business info](#)

More business info

- Accepts Credit Cards **Yes**
- Parking **Private Lot**
- By Appointment Only **Yes**



Peanut S.
First to review

From the business

We're Making Effortless Glamour More Convenient! In addition to beauty enhancing services and trendy boutique items, we now also offer an exclusive cosmetics line featuring mineral and ...

[Learn more about The Lash Lounge](#)

People also viewed



Flutter Lash Boutique
★★★★★ 10 reviews



Blink Beauty
★★★★★ 39 reviews

EXHIBIT I

11/2/2011



Jenn M.
Hutto, TX
59 friends
69 reviews

Listed in [Hair & Beauty](#)

"Your lashes are beautiful. Are they real?". If you have to ask, then they're probably not, fool.

Luckily, my vanity is Mike Tyson to my Evander Holyfield-sized anger.

Suzi does my lashes and I love her like a fat kid loves cake. She's Zooney Deshanel without the ukulele and annoying singing, meaning she's quirky-cool and freakin' hilarious. The girl dressed as a low-resolution photo for Halloween for goodness sake! She tells great stories and keeps me laughing so hard that my appointments fly by.

I only have (2) concerns:

1. The damn boutique. Normally, I can ignore boutiques because they never carry MYSIZE. And the ones that do are the fire-retardant, polyester-fests reserved for Palm Beach retirement communities. Come to Lash Lounge to extend your lashes, but be prepared to (whatever the opposite of extend is) your wallet.
2. The mystery booze. So I've seen a sign that basically says 'If you get drunk, it's not our fault'. Which my Wondertwin powers have sensed a serious lack of cocktails being offered to me. There's a small fridge with soda, but I haven't been brazen enough to just grab one. Not sure what the deal is there, but being buzzed while a strange woman applies a foreign substance to my eyeballs sounds all kinds of good to me.



Rebecca M.
Austin, TX
0 friends
7 reviews

★★★★☆ 5/10/2013

I have long been intrigued by the notion of enhancing my peepers with lash extensions so I jumped on a Groupon to try these babies out.

I must commend the LL staff for being so friendly despite that I showed up 45-min late for my appointment due to a last-minute change in my work schedule which I DID call them about. The technician (whose name I have unfortunately forgotten) was able to apply a full dramatic set in the time we had with no problem at all.

So the staff gets 5 stars in customer service. The reason for the 4 stars is the lashes themselves. On day 1-2 they look perfect. I comb them down and up every day as instructed. But by 4-5+ they become a bit uncomfortable as individual hairs can twist in the wrong direction due to the weight of the extension, pulling on the follicle just enough to feel it.

Will I get them again? Absolutely. But I think I will opt for the more natural look next time as opposed to the dramatic flared look. I imagine the natural option will wear more comfortably.

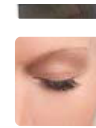


Jessica M.
Austin, TX
0 friends
1 review

★☆☆☆☆ 11/1/2013

NOT A FAN. I was very surprised. A couple of notes:

- 1: Customer service- not great at all. I realized after I left yesterday that somehow some of the lash glue got in my hair. I thought, ok, not a big deal, I'll go back and have them



Elluminize
★★★★★ 8 reviews

Related Lists



Hair & Beauty
Here's where I go to look less like the beast I am in the morning.

[More Lists](#)

People Viewed This After Searching For...

[Permanent Makeup Austin](#)

[Best Eyelash Extensions Austin](#)

[Cheap Eyelash Extensions Austin](#)

EXHIBIT I

put in remover and we'll get it out. I went in and let them know and the response I received was, 'what did you do, roll around in it when I went to the bathroom?!' Seriously? Seriously. I was taken aback so I just said, 'um, nope, just laid there with my eyes shut (my lashes were taped and the glue stings, so why would I open them...or roll around?! Ha.) She took me back, put in some remover, we didn't get it out there, but she said, seriously it's not bad at all now and the rest should come out when you wash it. I went home and washed...to no avail. I had to cut it out. :(

-When I called today to let the manager know about the situation (cutting that clump of hair out!) and give them a chance at redemption, what I received was, I'm sorry- we will definitely address it. That's it. Not saying I wanted anything for it, but for cutting some of my hair out and having to deal with that reaction upon going back- this response was NOT ideal for me.

2: Price for quality: When I called today, I also let her know that I tried them out because I saw the Groupon. It was \$80 or \$99 for the dramatic (I think it is normally \$250+) I have had my lashes done once before with a noticeable difference (done in Colorado) and definitely worth the money. These look like I have a little mascara on and that's about it. I told her that I definitely would not pay the normal price and that I didn't really think it was even worth the \$99. (*Caveat: I was very polite in my delivery- I simply wanted to inform and give them something constructive.) The response to that even was; I am sorry you feel that way. Again, not wanting anything for it, but with this and the aforementioned customer service comment, one would think a money back offer would have at least been thrown out on the table.

Should you choose to visit and partake in services, I hope your experience was better than mine. Needless to say, I won't be going back...and I'm notifying Groupon.



Jenny K.
Austin, TX

2 friends
7 reviews

★★★★☆ 7/26/2011

Great place... Clean love the boutique up front. Teresa has done both my upper and lower eye lids with permanent make-up and does a free touch-up! Can't wait until you open down in SWAustin.



Maryanne B.
Cedar Park, TX

4 friends
10 reviews

★★★★★ 10/23/2012

Teresa is the best, I'm scared to do anything semi-permanent, especially on my face, but wanting to do something different for myself I jumped in. She deserves the great reputation and trust that she has earned. I loved my lashes, I was such a GIRL I didn't know what to do and I was probably more dangerous on the road home than someone drunk on a cellphone eating bbq because I could not stop looking at my eyes. It's almost holiday party time again and I've been thinking of treating myself so I can feel extra sparkly again.



Sherine K.
Cedar Park, TX

0 friends
1 review

★★★★★ 1/3/2012

I Love this place!
Not only do they do an amazing job on lashes, but they have a great assortment of clothes, make up, and

EXHIBIT I

accessories! I have had my lashes done at least 5 times so far, and they look so amazing. I have had several people stop me to admire them and have since gone to have their lashes done too! It is addicting, and to be honest I enjoy that time of relaxation. I have had 3 different techs and loved them all. If you want amazing, thick, natural looking lashes then this is the place!



Mindy A.
Cedar Park, TX
3 friends
3 reviews

★★★★★ 1/3/2012

The shop is awesome! All of the girls are professional and experienced, and I have always received excellent service. If you're not a gal that goes for the lashes or permanent makeup, then visit the shop for great accessories and on-trend clothing at fantastic prices. I love that there is ways something fab to add to my wardrobe!



Peanut S.
Austin, TX
1 friend
9 reviews

★★★★★ 8/1/2011 · Updated review

On Saturday I got my lashes refilled with Suzi - they look beautiful!! Suzi is the best! I'm definitely going to keep getting extensions at The Lash Lounge.

★★★★☆ 7/5/2011 · Previous review

I knew I always wanted to try eyelash extensions. I've always been envious of people with long... [Read more](#)



Jean W.
Austin, TX
1 friend
9 reviews

★★★★★ 6/13/2012

Great boutique w/reasonable prices. Just tried out the semipermanent lashes before a cruise. Love them! Great service and the staff is great - friendly and patient w/ all my questions. I plan to get a refill soon! So fun and takes a step out of getting ready in the morning! No mascara and look great in the morning even without makeup!



Vickie C.
Austin, TX
2 friends
13 reviews

★★★★★ 2/14/2012

The idea of fake lashes sounds pretty weird but I figured, "what the heck!". I figured if I didn't like them I would just not go back for refills. That was 6 months ago and I am addicted. I'm addicted to having great looking, long, full lashes. And, I am addicted to this adorable boutique. And, I am addicted to Jami - the very friendly and eclectic technician that applies my lashes. She is smart and funny and entertaining. The whole experience is so pleasant and the end result is just yummy! Thank you to Lash Lounge for giving me lashes that God did not!

EXHIBIT I

6 other reviews that are not currently recommended

Best of Yelp Austin – Makeup Artists



Pinup Salon

★★★★★ 47 reviews



Makenzi Laine
Professional Makeup Artist

★★★★★ 17 reviews



Ashleigh Grounds Hair Stylist & Makeup Artist

★★★★★ 29 reviews



Salon Hush

★★★★★ 18 reviews



Maris Malone Calderon
Makeup Artistry

★★★★★ 12 reviews

[See More](#)

About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Investor Relations](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Help

- [FAQ](#)
- [Advertise](#)
- [Content Guidelines](#)
- [Contact Yelp](#)
- [Business Support](#)
- [Developers](#)

More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [Yelp SeatMe](#)
- [RSS](#)
- [Top Searches](#)

Languages

English

Countries

United States

Austin Business Listings # [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [Newly Added](#)

[Site Map](#) | [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)

EXHIBIT I



The Lash Lounge



2 reviews

[Details](#)

\$\$ • [Eyelash Service, Cosmetics & Beauty Supply](#)

[Edit](#)



16 Village Ln
Ste 150
Colleyville, TX 76034
[Get Directions](#)
 (817) 514-9300
thelashlounge.com



[See all 13 photos](#)

After Lash Extensions at The Lash Lounge by Anna P.

Recommended Reviews

\$\$\$ Price range **Moderate**

[Yelp Sort](#) [Date](#) [Rating](#) [Elites](#)

[English 2](#)



Kelly P.
 Irving, TX
 13 friends
 5 reviews

★★★★★ 3/7/2012

First to Review

I have always been one of those girls who loves really long dramatic eyelashes. I looked at the movie stars in envy and assumed I could never have eyelashes like that unless I spent extra time gluing strips of fake eyelashes on. Within 1-1.5 hours I had the eyelashes I had always dreamed about. I love them! I wake up in the morning feeling pretty, and find myself feeling more attractive when I go out because I can bat my eyelashes at people. It's silly, but true! I don't wear mascara anymore, and hardly wear eye makeup which cuts down my morning routine significantly. (Just ask my fiance). I had fairly long eyelashes to begin with, but now they pop! Fallon is my technician and I love her. She does a great job! Whether you are thinking about getting eyelashes for a specific event, or just because you love long eyelashes don't hesitate. I'm getting married in the next year and I am definitely going to be wearing these extensions instead of a ton of goopy mascara that would mess up my makeup if I cried.

Hours

Mon Closed
Tue 10:00 am - 7:00 pm
Wed 10:00 am - 7:00 pm
Thu 10:00 am - 8:00 pm
Fri 9:00 am - 6:00 pm
Sat 9:00 am - 5:00 pm
Sun Closed

[Edit business info](#)

More business info

Accepts Credit Cards **Yes**
 Parking **Street**
 Wheelchair Accessible **Yes**
 By Appointment Only **Yes**



Kelly P.
 First to review

People also viewed



Elite Skin Solutions
 ★★★★★ 1 review



Facelogix
 ★★★★★ 4 reviews



Arch Brows Salon & Spa
 ★★★★★ 10 reviews



Naomi L.
 Colleyville, TX
 25 friends
 49 reviews

★★★★☆ 4/22/2012

9 check-ins here

I go here for fills every 2 weeks. They are polite and curious. I am not a fan of hearing all the women around me, they could use some privacy screens or something... But good work and I will continue to go.

EXHIBIT I

18 other reviews that are not currently recommended

[Eyelash Extensions Colleyville](#)

[Eyelash Perm Colleyville](#)

From the business

Specialties

A unique salon that combines a spa-like atmosphere with fashion and beauty! We specialize mainly in semi-permanent eyelash extensions with complimentary services including: permanent makeup, lash and brow tinting, lash perming, makeup services, an exclusive cosmetics line and a trendy boutique! We're making effortless glamour more convenient! As the first eyelash salon in Texas and the very first to franchise our concept in the U.S. we hold a reputation as the BEST in the business. Rather than be mediocre at an abundance of services, we excel in a handful of specialized services to enhance our client's natural beauty. Using cutting edge techniques and the highest quality products, we give what Mother Nature did not! There is a reason The Lash Lounge was voted by our clients as "The Best Eyelash Salon in Tarrant County" for 2010. Come see why our clients say "Welcome to your new addiction".

History

Established in 2006.

The Lash Lounge was created by our owner, Anna Phillips, out of a need to either expand her private practice or stop taking new clients. She was one of the first advanced trainers for one of the leading eyelash extension companies and word spread like wildfire about her quality work.

She opened our Colleyville salon in 2006 and within 6 months it was evident that another store needed to open. The demand was amazing and not to long after - the second location in Plano opened. One year after that her third location in Fort Worth opened. Now with three successful eyelash salons - she has been approached by countless clients who are interested in trying her concept out for themselves. And so the franchise was created. We have started selling The Lash Lounge franchises in 2010. We believe that eyelash salons will become as prevalent as nail salons in the future and we are pioneering the way. A new trend-setting opportunity awaits!

Meet the Business Owner

 **Anna P.**
Business Owner

I have been in the beauty industry for over 12 years, and have worked in a variety of salons, spas, medi-spas, and corporate settings from California to Texas. I always believed that if you treat your clients the way you would want to be treated and with a gracious heart - you will have a loyal following. That has proven to be successful for me. I came across the semi-permanent eyelash extensions 6 years ago and never looked back. The demand for them - and at a level of quality that many people didn't offer - was huge. I have always been a perfectionist at what I do and I expect the same from my employees. I came out of college with a business marketing degree, and felt that I needed to feed my creative side so I got into the beauty industry. I love what I do, but I have also felt a tug at wanting to get back into the business side of things again.

Now I have everything I could dream of. A unique trend-setting salon chain, and a franchise to run. I am blessed!



Best of Yelp Colleyville – Eyelash Service



LA's Top Nails

★★★★☆ 17 reviews



Facelogix

★★★★★ 4 reviews



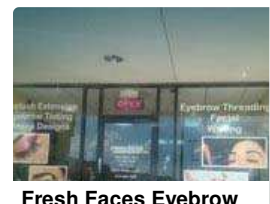
Zen Nails & Spa

★★★★☆ 3 reviews



OhMyGorgeous

★★★★★ 1 review



Fresh Faces Eyebrow Threading Salon

★★★★★ 1 review

[See More](#)

EXHIBIT I

About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Investor Relations](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Help

- [FAQ](#)
- [Advertise](#)
- [Content Guidelines](#)
- [Contact Yelp](#)
- [Business Support](#)
- [Developers](#)

More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [Yelp SeatMe](#)
- [RSS](#)
- [Top Searches](#)

Languages

English

Countries

United States

Colleyville Business Listings # [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [Newly Added](#) | [Talk Archive](#)

Site Map [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)

Copyright © 2004–2014 Yelp Inc. Yelp, , and related marks are registered trademarks of Yelp.

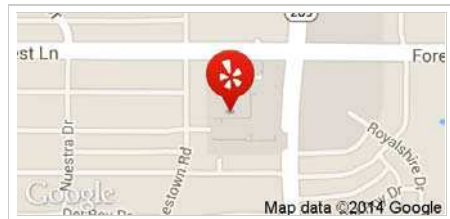
EXHIBIT I



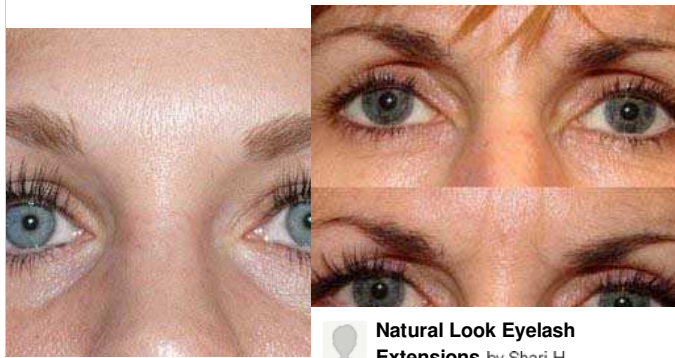
The Lash Lounge

★★★★☆ 5 reviews [Details](#)

\$\$\$ • [Eyelash Service](#) [Edit](#)



11661 Preston Rd
Ste 119
Dallas, TX 75230
 North Dallas
[Get Directions](#)
 (214) 363-5274
thelashlounge.com



Natural Look Eyelash Extensions by Shari H.

[See all 9 photos](#)

Recommended Reviews

Yelp Sort [Date](#) [Rating](#) [Elites](#)

English **5**



Brittany K.
 Addison, TX
 1 friend
 3 reviews

★★★★★ 1/19/2014

I've had extensions done at the Lash Lounge several times and was exceedingly pleased with the results! I've tried other lash studios, but the quality of lashes, attention to detail of the lash technician, and overall experience was most pleasant at the Lash Lounge. The only downside is that it's a little pricey... But you get what you pay for, and for special events, Lash Lounge is worth it!



Terrie R.
 Plano, TX
 4 friends
 2 reviews

★★★★★ 2/19/2014

Just got extensions from here last week and LOVE them! I have very short, light colored, thin lashes and the extensions give me such a great look without makeup that I can't recommend them enough! Ask for Sondra Patton -- I highly recommend!



Michaela B.
 Plano, TX
 1 friend
 23 reviews

★★★★☆ 12/23/2011

First to Review

I recently was given a Groupon for a full set of mascara lashes at The Lash Lounge. Upon Arrival, I was greeted and asked to fill out a form before my appointment. After returning it i waited maybe 3 minutes before Kristina (My LASH tech) met with me. Overall it was a very pleasant experience. I was comfortable for the 2 1/2 hour session and had great conversation with Kristina! My Lashes looked great, and i can't wait to go get them refilled! They have lasted longer than i anticipated so that makes me even happier! I definitely recommend this place, and look

\$\$\$ Price range **Pricy**

Hours

Mon Closed
Tue 10:00 am - 7:00 pm
Wed 10:00 am - 7:00 pm
Thu 10:00 am - 7:00 pm
Fri 9:00 am - 6:00 pm
Sat 9:00 am - 5:00 pm
Sun Closed

[Edit business info](#)

More business info

Accepts Credit Cards **Yes**
 Parking **Private Lot**
 Wheelchair Accessible **Yes**
 By Appointment Only **Yes**



Michaela B.
 First to review

People also viewed



Ooh-la-lash
 ★★★★★ 20 reviews



The Lash Lounge
 ★★★★★ 4 reviews



Lash.i.Candy
 ★★★★★ 10 reviews

People Viewed This After

EXHIBIT I

forward to revisiting!!

Searching For...

[Eyelash Extensions Dallas](#)

Calyxo K.
Richardson, TX
19 friends
16 reviews

★☆☆☆☆ 6/4/2012

I've been to the Lash Lounge in Plano several times, they do a really good job. I've never had any issues with itching or irritations. But this time I tried the new location and my lashes look really bad. They itch and I've had to try to remove some because they were poking my eye. My lashes were sticking together. The glue had a bluish tint to them so it was noticeable. I would be careful with who they set your appt with. I asked for the technician with the most experience and the girl said that all their techs have the same amount of experience. My technician was nice but didn't do a very good job. I don't recommend this location until they are more established.



Jomarie M.
Dallas, TX
0 friends
3 reviews

★☆☆☆☆ 1/17/2012 · Updated review

I have naturally long eyelashes but lack in volume so I decided to get eye lash extensions. Before I got them done I repetidly asked the front desk and several of the technicians if it would ruin my lashes after I take them off and everyone said no. After 3 months of having refills I decided to give my lashes and my bank account a break. I went to the lounge in Dallas to get them taken off, after 20 minutes of the technician poking at my eye I looked in the mirror to find that my lashes were HALF the size they use to be!! I was devastated! My lashes do not even long with mascara now. I would NOT EVER recommend getting extentions unless your lashes are naturally short. to begin with! Warning!! It will ruin your eye lashes!!!!!!

I called the Dallas location manager and she said there was no way that my eyelashes could've broken off by having them removed. She said the technician probably slowly broke them off while she was doing the refills and there was nothing she could do.

I called the Plano location and there was no manager at the store but the receptionist said there should not have been any breakage and my eye lashes should be the same way they originally were and it would not be possible for my lashes to break during refills and to contact info@thelashlounge if I had any complaints. So I emailed them and didn't hear anything back so I filled a complaint at the BBB. I immediately got a phone call from The Lash lounge corporate office saying they wanted to "make me happy and try to fix the problem."

I met with the owner of the lounge the following week. She took a look at my lashes and basically said they were healthy lashes with no breakage or damage to them and that she didn't see a problem. I told her several times that they were half the length they were before I got the extensions put on. She kept saying there was no way to know that since she never saw what they originally were. I

EXHIBIT I

had 2 technicians do my initial extension yet neither of them could attest to how long they were since they "look at eye lashes all the time and wouldn't remember." She questioned why I even had extensions put on if they were so long. Really?? Wow. I told her before that it wasn't about the length but I wanted volume. She then said she has never had a complaint before and this is the 1st case she's seen of someone claiming their eye lashes have been cut short. And then followed up with she could not give me a refund because if she gave me one, she'd have to give everyone that complained one and that she had already given out commissions.

Basically, our whole 45 minute conversation was her implying that I was lying and that I wasn't use to how I looked yet. How insulting and rude can you be? I think I would KNOW what my orig. eye lashes looked like. It was so frustrating. She then tried to defended herself by saying I never complained before and that the first complaint she heard about was after I wrote to the BBB. I then showed her the sent email receipt of when I complained, which she didn't say anything. I told her several times, that I didn't have a problem with my extensions but only AFTER they removed them. Of course I wouldn't complain while they were on, why would I? They looked great. And of course I would complain AFTER they were removed because they were HALF the length they origonally were. Her argument was that my eye lashes looked healthy and that they would grow back. My point is, that's great they will grow back but I would have NEVER gotten them put on if I knew there was even a slight possibility my eye lashes wouldve been cut in half in the first place.

She ended up giving me a refund for \$20, the amount I paid to get the extensions removed and she offered to give me their lash growing serum. Yeah like I would want to use another product that will just ruin my lashes even more.

She asked me several times to remove my complaint on Yelp because it makes them look bad. I am not a big complainer. You can check my Yelp history. I just want other girls who might be interested in getting extensions to know my bad experience and take precaution before getting them



1/3/2012 · Previous review

I have naturally long eyelashes but lack in volume so I decided to get eye lash extensions. Before I... [Read more](#)

Page 1 of 1

6 other reviews that are not currently recommended

From the business

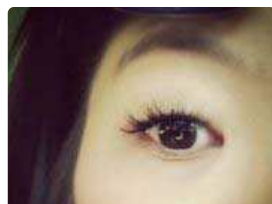
Specialties

We are the first eyelash salon franchise in the nation and the only place you should trust with your lashes! Our unique salon specializes in the application of semi-permanent eyelash extensions and other enhancing services, which all give the low maintenance beauty you've always dreamed of. Combined with our exclusive cosmetics line and trendy fashion boutique - we are truly your one stop beauty shop.

It is our goal to exceed our clients' expectations for quality and service, while paying close attention to each clients' individual needs.

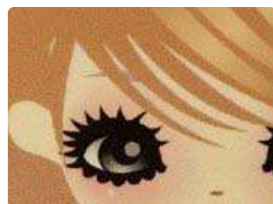
EXHIBIT I

Best of Yelp Dallas – Eyelash Service



Ooh-la-lash

★★★★☆ 20 reviews



Lash.i.Candy

★★★★★ 10 reviews



Lynn at H&M Salon

★★★★☆ 5 reviews



Mai Le Nails & Spa

★★★★☆ 10 reviews



Zen Nails & Spa

★★★★☆ 81 reviews

[See More](#)

About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Investor Relations](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Help

- [FAQ](#)
- [Advertise](#)
- [Content Guidelines](#)
- [Contact Yelp](#)
- [Business Support](#)
- [Developers](#)

More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [Yelp SeatMe](#)
- [RSS](#)
- [Top Searches](#)

Languages

English

Countries

United States

Dallas Business Listings # [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [Newly Added](#) | [Talk Archive](#)

Site Map | [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)

EXHIBIT I



The Lash Lounge


★★★★☆ 14 reviews [Details](#)

\$\$ • **Eyelash Service** [Edit](#)



5717 Legacy Dr
ste 130
Plano, TX 75024
[Get Directions](#)
 (972) 801-9073
thelashlounge.com



 **Eyelashes courtesy of the Lash Lounge** by Jacqueline S.

Recommended Reviews

Yelp Sort [Date](#) [Rating](#) [Elites](#)

English 14

\$\$\$ Price range **Moderate**



Amelia O.
 Dallas, TX
 36 friends
 63 reviews

★★★★☆ 5/31/2012

1 check-in here

I can only speak for lash tinting. I had my lashes done for the first time almost 2 months ago and they still look great. I'll probably need to have them re-tinted soon, but it definitely lasted longer than the 4-6 weeks they tell you. My technician wasn't overly talkative, but she did explain each step before actually doing it, which eased my slight nervousness.

I purchased the lash gel, but was not a fan of using it on my actual eye lashes, as the brush did not absorb enough of the gel to coat my lashes. I now use it as an eyebrow gel, so not a total waste.

Hours

Mon Closed
Tue 10:00 am - 7:00 pm
Wed 10:00 am - 7:00 pm
Thu 10:00 am - 8:00 pm
Fri 9:00 am - 6:00 pm
Sat 9:00 am - 5:00 pm
Sun Closed

[Edit business info](#)

More business info

Accepts Credit Cards **Yes**
 Parking **Garage, Street, Private Lot**
 Wheelchair Accessible **Yes**
 By Appointment Only **Yes**



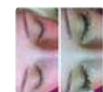
Heather H.
 First to review

From the business

The Lash Lounge is a unique salon where we specialize in mainly semi-permanent eyelash extensions. We also offer the BEST in permanent makeup, lash & brow tinting, and lash perming. We are ...

[Learn more about The Lash Lounge](#)

People also viewed



Lash Envy
 ★★★★★ 12 reviews



The Lash Lounge



Ashlee C.
 Mountain View, CA
 3 friends
 33 reviews

★★★★☆ 12/8/2010

When Groupon advertised for Lash Lounge, I was STOKED. I made an appointment (they called to reschedule it once - no biggie) and anxiously awaited the day when my lashes would be full and beautiful. The girl that did my lashes was super friendly, the tint did not burn my eyes and while gluing the lashes on took about 1.5 hours it was not that bad as the girl and I just chatted. My left eye was red when I left from glue irritation but my lash professional said that would go away within a couple of hours. As I was leaving a tip at the register I made my next two appointments (the lashes looked great).

I woke up the next day and my eye was now bloodshot and worse than it was the day before. Worried, I called the Lash Lounge and left a message asking what I should do, how normal this was, etc. No call back. My family was in town for Thanksgiving that week and I was so excited to show off my eyes but alas, the bloodshot eye continued. I had to wear glasses instead of my normal contacts for

EXHIBIT I

three days after that so no one got to see my awesome eyelashes. I thought that maybe I did not get a call back b/c the shop had an extra extended holiday but, no. No call back well after the Holiday.

So, I called and left another message. This message let them know that I needed all future appointments canceled since I never received a call back and had no clue whether or not my eye sensitivity was normal for such an extended period of time. I am sure not going to keep damaging my eyes for lashes that lasted about a week before they started falling off in mass droves. I still never received a call back.

I would have been a long term customer but am so disappointed with their lack of care for their customers. Don't waste your time here - go somewhere else.



4 reviews



The Lash Lounge

★★★★☆ 5 reviews

People Viewed This After Searching For...

[Best Eyelash Extensions Plano](#)

[Eye Lashes Extension Plano](#)

[Eyelash Perm Plano](#)



Heather H.

Dallas, TX

40 friends

101 reviews



7/5/2010

First to Review

As a girl with naturally very blonde lashes, I learned a long time ago that dying my lashes once a month meant my eyes would look great 24/7. Who doesn't want that?

Lash Lounge is by leaps and bounds the best place I have ever been to for getting my lashes tinted. The atmosphere is relaxing by the modern decor and terry cloth covered beds you lay on.

They are also extremely fast since some how my lashes get tinted in a matter of minutes versus the 15 minutes I have to wait with my eye lids glued together at other places.

I've also never experienced any discomfort with the dye that they use. They assured me my lashes get tinted with a dye made with totally natural ingredients.



Jacqueline S.

Dallas, TX

8 friends

23 reviews



2/22/2012

Update:

Unfortunately, my technician, Chelsea, is no longer with the lash lounge. I went to several other stylists after Chelsea's departure, and sadly was very displeased with the results. The lashes were clumped together, and many fell off soon after my appointment.

That being said, I still stand by my comments about Julie and Trish at the front desk. They are extremely friendly, customer service driven, and are absolute delights.

Original Post: 5 stars

9 months ago, my morning routine consisted of a 15 minute battle between my short stubby lashes and 3 different types of mascara (One for color, one for length, and one for volume--TOTALLY not overboard, right?) Now, I am proud to say that I have kicked my mascara habit, and have lashes that far exceed anything that I could have hoped for.

In addition to loving my lashes, I also love everyone at this Lash Lounge. Trish and Julie at the front desk are beyond awesome. I love that when I walk in, they know who I am, and who I am there to see. I see Chelsea for my lashes, and let me tell you---girlfriend is a ROCK STAR. She does great work, and is also super friendly and funny...definitely

EXHIBIT I

a plus when you're sitting with your eyes closed for an hour with nothing else to do but chat :)

I get compliments on my eyelashes daily, and couldn't be happier with the Lash Lounge!



Mary W.
Irving, TX
25 friends
40 reviews

★★★★★ 10/16/2010

Love lash lounge. I have been going for 2.5 years & have no complaints.
Gail & Char are the most amazing stylist



Wendy W.
Prosper, TX
5 friends
18 reviews

★☆☆☆☆ 10/5/2010

I have been getting Extreme Lash Extentions for 2 years now. My regular technician is on maternity leave so I thought I would give the Lash Lounge a try. I am completely dissatisfied with my fill. I actually have less lashes than I did when I got there. The technician took more off then she put on. I will NOT return. Don't waste your money. There are a lot of other places out there!!



Kim D.
Frisco, TX
64 friends
51 reviews

★☆☆☆☆ 10/30/2010

Worst place EVER to get your lashes filled. One time I got my lashes filled and the next day, they all came off. I called back and questioned why and the receptionist informed me that "it was the glue." WTH, shouldn't they be using the Xtreme Lashes glue? She then told me because it hadn't been refrigerated or some excuse like that. My friends know how much I love getting my lashes filled and have given me gift certificates to this place, but they're still unused. Why would I want to waste an hour of my time only for me to leave looking the same as when I came in? Lash Lounge? No thank you! Save your money and go elsewhere.



Shelley S.
Carrollton, TX

★★★★☆ 8/13/2010

EXHIBIT I

I visited the Lash Lounge for the first time today to get my lashes tinted. I have had my lashes tinted before at other places but took a break from it while on a strict budget. I'm hoping to get back to having it done regularly: mascara is such a pain in the butt! I made this particular appointment because I'm going on a beach vacation in a few weeks and didn't want to hassle with waterproof mascara.

I made the appointment a few days in advance. When I first called I had to leave a message even though it was during their business hours. After two hours they hadn't called back yet so I tried again and got someone this time! They had several appointments available that fit my schedule. The next day someone returned my call because they'd just gotten my message (oops).

The parking out front is rather dismal: the only spots immediately in front of the store that aren't valet are marked with "20 minute retail parking" signs and although the receptionist told me that my appointment would take longer than 20 minutes because my stylist was running late, she also said they would not tow me. I don't know how strict they are with that but I was a little nervous about the parking situation. There is a parking garage in the center of the shopping center but it's a bit of a hike from the store.

Anyway, the setup is sort of a studio layout with reception, retail products, and a make-up station up front and lash service stalls in two rows on either side of a long hallway towards the back of the store. After being welcomed back by a stylist, I plopped down on her soft terry-cloth-covered table. I told her I'd had lash tints done before but never here, so she took a moment to educate me on their process which was similar to what I'd experienced before. My lashes are brown, so I always get them dyed black. She got down to business while we chatted, and after about 10 minutes later I let her know I was feeling some discomfort from the dye (which is normal in my experience) and since it had been long enough to effectively dye my lashes she got to work removing the dye and rinsing my lids. She made sure that my eyes were clear of all dye and had me check myself in a mirror before getting up. I now have beautiful black lashes!!

The price for the lash tint is a tad bit more expensive than what I've paid in the past (plus tip of course!) but since I had a good experience. they specialize in eye lash treatments, and they're the closest place to my home that offers this service, I'm cool with it. I don't know that I'll ever use their lash extension services: I had never heard of that before I looked this place up and it's crazy expensive. I'll just stick with my lash tints for now, thanks!!



9 friends
72 reviews



Denise Z.
Plano, TX
Elite '14

5 friends
77 reviews

★★★★☆ 11/20/2011

I love how you get in and get out so quickly. Overall, great service! I wish services such as waxing or threading were available.



Christa T.
Addison, Dallas, TX
1 friend

★★★★☆ 7/20/2012

In my opinion this service should be one that is both

EXHIBIT I

8 reviews

pampering and relaxing. I really do enjoy my tech but it's frustrating to hear the very loud and most times personal phone call and/or conversations stemming from the reception area. Also it is as equally frustrating to be missing as many lashes after two week because I work out and/or take showers.



shanon m.
Lewisville, TX
1 friend
8 reviews

★ ★ ★ ★ ★ 6/2/2011

I set up an appointment for my mother last Friday (5/27/2011) to have her eyelashes permed and dyed at The Lash Lounge. We are both extremely disappointed with the service. I have had these services done at another location and was highly satisfied with the outcome. Her lashes don't look as if they are curled whatsoever. The technician should have also known better than to have "tinted" her lashes, as they are darker than the tint that was used. Even the woman who rendered the service mentioned this. If needed, I will send you "after" pictures. Frankly I'm shocked this was acceptable service for this salon. Her lashes are not curled in the least and the tint was counter-productive.

They offered a credit, but my mother is terrified to return and after seeing their service, a credit would be useless to me. My advice? Avoid this place like the plague and spend your money elsewhere.



Hashawn E.
Dallas, TX
0 friends
1 review

★ ★ ★ ★ ★ 9/24/2012

Who would have every thought I would wear lash extensions. I tried them and now it's been 6 months and I can't do without them. The ladies are professional and always on time. I receive so many compliments on my lashes, Thanks Lash Lounge!



kailan f.
Dallas, TX
1 friend
6 reviews

EXHIBIT I

 3/16/2011

I bought a Groupon for The Lash Lounge for a tint and lash extensions. As this was my first time to have either done, I was very excited. I had to wait a couple of months before they had an appointment available, which was a little frustrating, but understandable, I guess, with the inundation of Groupon users. I went to the Plano/Legacy location. Before my technician applied the tint, she told me I might feel a "slight tingling sensation"--I was a little surprised when it felt like someone was rubbing soap in my eyes. A little better warning on the burning might have been nice. My main concern, however, was not with the poor customer service, but with the results. The tint was great; as someone with blonde lashes, this was a nice improvement. However, several of the pre-curved lashes were glued on crooked, so I had lashes going every which way, which you cannot correct yourself. I was very careful with my lashes, but after about a week, they started to fall out. By this point I was pretty frustrated with the whole experience, so I did my best to dissolve the adhesive and take the rest of the lashes off. Now, here comes the worst part. once I removed the false lashes, I realized that the technician had cut down my natural lashes!!! So now I am left with short, blunt cut, ridiculous looking lashes. Nice little trick to try to get your clients to keep coming back! Well, it didn't work this time. I will never be returning. Way to go Lash Lounge!




Jomarie M.

Dallas, TX

0 friends

3 reviews

 2/27/2012 · Updated review

I have naturally long eyelashes but lack in volume so I decided to get eye lash extensions. Before I got them done I repetidly asked the front desk and several of the technicians if it would ruin my lashes after I take them off and everyone said no. After 3 months of having refills I decided to give my lashes and my bank account a break. I went to the lounge in Dallas to get them taken off, after 20 minutes of the technician poking at my eye I looked in the mirror to find that my lashes were HALF the size they use to be!! I was devistated! My lashes do not even long with mascara now. I would NOT EVER recommend getting extenstions unless your lashes are naturally short. to begin with!

At first I thought I was just not use to the length after having long extensions so I did not mention it while I was in the lounge. After I got home I applied mascara and found out now I can not even curl my lashes because they are so short. They do not even go up my eyelid with mascara now.

I called the Dallas location manager and she said there was no way that my eyelashes could've broken off by having them removed. She said the technician probably slowly broke them off while she was doing the refills and there was nothing she could do.

I called the Plano location and there was no manager at the store but the receptionist said there should not have been any breakage and my eye lashes should be the same way they originally were and it would not be possible for my lashes to break during refills and to contact info@thelashlounge if I had any complaints. So I emailed them and didn't hear anyting back so I filled a complaint at the BBB. I immediately got a phone call from The Lash

EXHIBIT I


lounge corporate office saying they wanted to "make me happy and try to fix the problem."

I met with the owner of the lounge the following week. She took a look at my lashes and basically said they were healthy lashes with no breakage or damage to them and that she didn't see a problem. I told her several times that they were half the length they were before I got the extensions put on. She kept saying there was no way to know that since she never saw what they originally were. I had 2 technicians do my initial extension yet neither of them could attest to how long they were since they "look at eye lashes all the time and wouldn't remember." She questioned why I even had extensions put on if they were so long. Really?? Wow. I told her before that it wasn't about the length but I wanted volume. She then said she has never had a complaint before and this is the 1st case she's seen of someone claiming their eye lashes have been cut short. And then followed up with she could not give me a refund because if she gave me one, she'd have to give everyone that complained one and that she had already given out commissions.


Basically, our whole 45 minute conversation was her implying that I was lying and that I wasn't use to how I looked yet. How insulting and rude can you be? I think I would KNOW what my orig. eye lashes looked like. It was so frustrating. She then tried to defended herself by saying I never complained before and that the first complaint she heard about was after I wrote to the BBB. I then showed her the sent email receipt of when I complained, which she didn't say anything. I told her several times, that I didn't have a problem with my extensions but only AFTER they removed them. Of course I wouldn't complain while they were on, why would I? They looked great. And of course I would complain AFTER they were removed because they were HALF the length they originally were. Her argument was that my eye lashes looked healthy and that they would grow back. My point is, that's great they will grow back but I would have NEVER gotten them put on if I knew there was even a slight possibility my eye lashes wouldve been cut in half in the first place.

She ended up giving me a refund for \$20, the amount I paid to get the extensions removed and she offered to give me their lash growing serum. Yeah like I would want to use another product that will just ruin my lashes even more.

She asked me several times to remove my complaint on Yelp because it makes them look bad. I am not a big complainer. You can check my Yelp history. I just want other girls who might be interested in getting extensions to know my bad experience and take precaution before getting them.

 1/17/2012 · [Previous review](#)

I have naturally long eyelashes but lack in volume so I decided to get eye lash extensions. Before I... [Read more](#)

 1/3/2012 · [Previous review](#)

I have naturally long eyelashes but lack in volume so I decided to get eye lash extensions. Before I... [Read more](#)

EXHIBIT I

23 other reviews that are not currently recommended

Best of Yelp Plano – Eyelash Service



Blash Style & Lash Boutique

★★★★★ 9 reviews



Lash Envy

★★★★★ 12 reviews



Dep Boutique

★★★★★ 4 reviews



Lynn at H&M Salon

★★★★☆ 5 reviews



Mai Le Nails & Spa

★★★★☆ 10 reviews

[See More](#)

About

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Investor Relations](#)
- [Terms of Service](#)
- [Privacy Policy](#)

Help

- [FAQ](#)
- [Advertise](#)
- [Content Guidelines](#)
- [Contact Yelp](#)
- [Business Support](#)
- [Developers](#)

More

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [Yelp SeatMe](#)
- [RSS](#)
- [Top Searches](#)

Languages

[English](#)

Countries

[United States](#)

Plano Business Listings # [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) | [Newly Added](#) | [Talk Archive](#)

[Site Map](#) | [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)


Copyright © 2004–2014 Yelp Inc. Yelp, , and related marks are registered trademarks of Yelp.

EXHIBIT I

The Lash Lounge-Fort Worth

Jennifer Home



The Lash Lounge-Fort Worth

Like

Follow

★★★★★ (4 ratings)

39 likes · 4 were here

Beauty Salon
2600 W 7th St # 106, Fort Worth, Texas 76107
(817) 332-5274

About – Suggest an Edit

Photos

Li

Highlights

Post

Photo / Video

Be the first to write something on The Lash Lounge-Fort



The Lash Lounge-Fort Worth

February 11

We are open today! Be safe coming in!

Like · Comment · Share

Invite Your Friends to Like This Page

Type a friend's name...



Ashley Swart



Joe Grizzle



Angelica Edmondson

Reviews



What do you think of The Lash Lounge-Fort Worth?

Earlier in 2014

Chat (6)

EXHIBIT I

The Lash Lounge-Fort Worth

Jennifer Home

Create Page

Joined Facebook

February 11

2014

[Home](#) [Create Page](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

Facebook © 2014 · [English \(US\)](#)

Chat (6)

EXHIBIT J

The Lash Lounge Dallas Park Cities

Jennifer Home



The Lash Lounge Dallas Park Cities

Like

Follow

★★★★★ (15 ratings)

411 likes · 14 talking about this · 82 were here

Cosmetics & Beauty Supply
 11661 Preston Rd, # 119, Dallas, Texas 75230
 (214) 363-5274

🕒 Closed until tomorrow 10:00 am - 7:00 pm

411

About – Suggest an Edit

Photos

Welcome

Likes

P

Highlights

Post

Photo / Video

Post something on this Page...

When the
 going gets
 tough, the

Invite Your Friends to Like This Page

Type a friend's name...



James Little



Matt Maples



Amy Fernando

Review:

Chat (7)

EXHIBIT J

The Lash Lounge Dallas Park Cities

Jennifer Home

Create Page

Recent

- 2010s
- 2011



Southern Methodist University

College & University · Arts & Entertainment



Dallas Cowboys Cheerleaders: Making a Team

TV Show



Beauty Bar Dallas

Bar



The Dallas Morning News

Newspaper

Like · Comment · Share

1

Sponsored

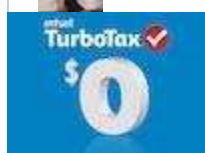
5 people like this.

Create Ad

File your taxes for \$0

Write a comment...

turboax.intuit.com



Taxes done right fast and FREE with TurboTax Federal Free Edition. Start now!

See More Recent Stories

Electric Cowboy Lewisville

Electric Cowboy Lewisville



"Like" us on Facebook for daily updates! Click the "Like" below, or from our page!

Like

Chris Carroll likes Electric Cowboy Lewisville.

Free Samples

honest.com



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

Chat (7)

EXHIBIT J

The Lash Lounge Dallas Park Cities

Jennifer Home

Create Page

Recent

2010s

Create Page Developers Careers Privacy Cookies Terms Help

2011

sh (US)

Sponsored

Create Ad

File your taxes for \$0

turbotax.intuit.com



Taxes done right fast and FREE with TurboTax Federal Free Edition. Start now!

Electric Cowboy Lewisville

Electric Cowboy Lewisville



"Like" us on Facebook for daily updates! Click the "Like" below, or from our page!

Like

Chris Carroll likes Electric Cowboy Lewisville.

Free Samples

honest.com



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

Chat (7)

EXHIBIT J

The Lash Lounge

Jennifer Home



The Lash Lounge

★★★★☆ (20 ratings)

2,274 likes · 26 talking about this · 15 were here

Like

Follow

Beauty Salon · Cosmetics & Beauty Supply
 2200 Pool Rd Ste 106, Grapevine, Texas 76051
 (817) 442-5274

● Today 10:00 am - 6:00 pm

About – Suggest an Edit

Photos

Welcome

Franchise

Locat

Highlights

Post

Photo / Video

Write something on The Lash Lounge's Page...



The Lash Lounge

3 hours ago

Lash Crush: Karina Smirnoff! <http://tinyurl.com/nlp7e4u>

Invite Your Friends to Like This Page

Type a friend's name...



Karie Johnston Mashunkashey



Brooke Herrington



Sarah Crawford

Reviews

Chat (6)

EXHIBIT J

The Lash Lounge

Jennifer Home

Create Page

Recent

2010s

Founded



Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

Home Concrete Projects

homeadvisor.com



HomeAdvisor is a Free resource for all homeowners looking for great contractors!

Free Samples

honest.com



Get 2 free sample kits of good time of the year to do a little Spring our makeup collection. Don't know what you r fess? Reclaim the family

Sarah Crawford likes this.

<http://www.seventeen.com/beauty/tips/makeup-expiration-date-guidelines>
www.seventeen.com

Greg Abbott

ObamaCare Bad for Texas.



LIKE to keep ObamaCare out of Texas

Like · Comment · Share

Like

305,017 people like Greg Abbott.



Write a comment...

What do you think of The Lash Lounge?



Kerrie Rettig-Barker

★★★★★

What a beautiful boutique with friendly peop
A very nice area with a very upscale feel.

Like · about a month ago ·



Kimberly Kay

★★★★★

Great place!!! Professional & very sanitary. L
excellent!!!

Like 1 · about 4 months ago ·

Recent Posts by Others on The Lash Lounge



RainTree

The Lash Lounge is celebrating another op

1 · March 20 at 11:36am



Sheehan Advertising and Marketing

Just liked your Facebook page, please like mi
February 27 at 10:48pm



Clinical Skin Care Center in Grapevine

Check out these cute holiday dresses from
1 · December 19, 2013 at 10:34am

More Posts

Likes



International Franchise Association

Non-Profit Organization



Cherry Blow Dry Bar Tallahassee

Hair Salon



Pure Barre

Company



Sheehan Advertising and Marketing

Consulting/Business Services



Celebrity Cafe & Bakery

Bakery · Cafe

Chat (6)

EXHIBIT J

The Lash Lounge

Jennifer Home

Create Page

See More Recent Stories

Recent

2010s

Founded

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

Home Concrete Projects

homeadvisor.com



HomeAdvisor is a Free resource for all homeowners looking for great contractors!

Free Samples

About Create Ad honest.com

Create Page

Developers

Careers

Privacy

Cookies

Terms

Help



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

Greg Abbott

ObamaCare: Bad for Texas.



LIKE to keep ObamaCare out of Texas

Like

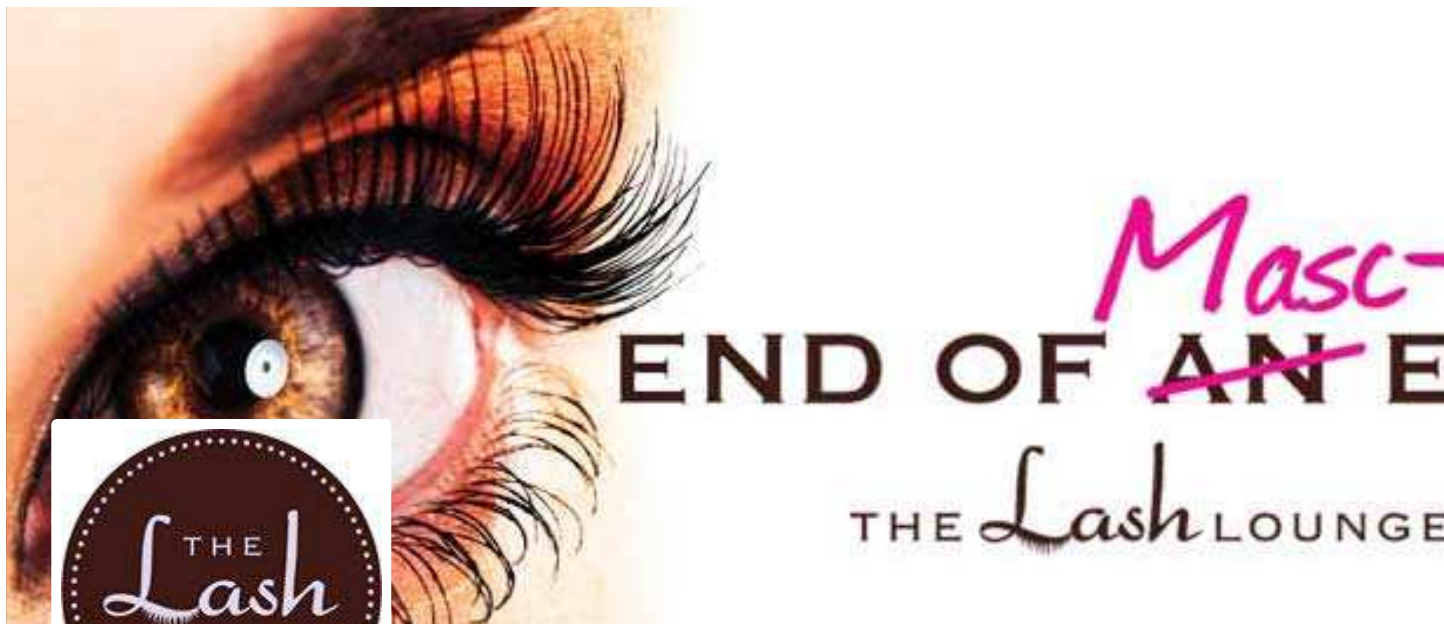
· 305,017 people like Greg Abbott.

Chat (6)

EXHIBIT J

The Lash Lounge - Allen

Jennifer Home



The Lash Lounge - Allen

Like

Follow

★★★★☆ (16 ratings)

951 likes · 2 talking about this · 137 were here

Spa, Beauty & Personal Care
 930 Market St., Allen, Texas 75013
 (214) 383-9900
 ● Today 10:00 am - 7:00 pm

About – Suggest an Edit

Photos

Welcome

Events

Li

Highlights

Post

Photo / Video

Write something on The Lash Lounge - Allen's Page...



The Lash Lounge - Allen
 March 2

Like if you'll be watching the Oscars tonight! We'll be live tweeting during the red carpet and show - follow @thelashlounge!

Invite Your Friends to Like This Page

Type a friend's name...



Julia Pettus Williams



Lincoln Luetette



Cheyenne Carter

Reviews

Chat (8)

EXHIBIT J

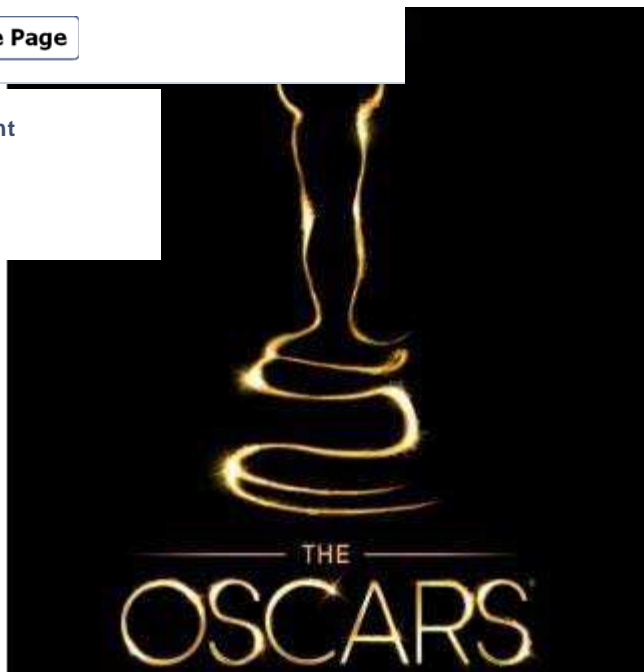
The Lash Lounge - Allen

Jennifer Home

Create Page

Recent

- 2013
- 2012



Like · Comment · Share

1



The Lash Lounge - Allen

February 28

Sponsored

Create Ad

Introducing our new Rewards Program! Earn 1 point for every \$1 you spend at any Lash Lounge salon! 500 points = \$25
 Use your points to purchase any product at any location! Click here
 to learn more about our new Rewards Program!
 Get your tax done right, and your biggest refund, guaranteed. File federal for FREE.

Electric Cowboy Lewisville

Electric Cowboy Lewisville

"Like" us on Facebook for daily updates! Click the "Like" below, or from our page!

Like

Chris Carroll likes Electric Cowboy Lewisville.

Free Samples

honest.com



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family
 Earn 1 point for every \$1 you spend at any Lash Lounge salon! 500 points = \$25
 Use your points to purchase any product at any location! Click here to learn more about our new Rewards Program!

Sarah Crawford likes this.

What do you think of The Lash Lounge - Allen?



Berthina Marie Warren

EVERYTHING!!!!!!

Like · about 10 months ago ·

Recent Posts by Others on The Lash Lounge - Allen



Brenda Hollenbeck

How far are you from Gilmer ? Im coming in!

1 · February 25 at 5:24pm



Pamela Shank Martin

Love my Groupon and LOVE, LOVE, LOVE my

1 · 2 · February 25 at 4:20pm



Debbie Davis

I was told that if your lashes are falling out a

1 · February 21 at 8:20am



Michelle Moseley Harlan

Thank you Lash Lounge for your donation to

2 · April 23, 2013 at 9:09am



Desiree Bye

Since I don't wear makeup as a norm, these

1 · February 12, 2013 at 9:01am

More Posts

Likes



The Londoner Pub Allen

British Restaurant · American Restaurant · Brunch Restaurant



Refinery29

News/Media Website



Small Business Saturday

2 friends also like this.



Bonnie Ruth's Bistro at Watters Creek

French Restaurant · Bakery · Cafe



Krystalline Brands

Shopping & Retail

Chat (8)

EXHIBIT J

The Lash Lounge - Allen

Jennifer Home

Create Page

See More Recent Stories

Recent

- 2013
- 2012

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

Electric Cowboy Lewisville

Electric Cowboy Lewisville



ite Ad "Like" us on Facebook for daily updates! Click the "Like" below, or from our page!

Developers Careers Privacy Cookies Terms Help

Like

Chris Carroll likes Electric Cowboy Lewisville.

Free Samples

honest.com



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

Chat (8)

EXHIBIT J

The Lash Lounge - Colleyville

Jennifer Home



The Lash Lounge - Colleyville

Like

Follow

★★★★★ (3 ratings)

81 likes · 13 talking about this · 10 were here

Spa, Beauty & Personal Care

16 Village Lane, Suite 150, Colleyville, Texas 76034

(817) 514-9300

🕒 Closed until tomorrow 10:00 am - 7:00 pm

About – Suggest an Edit

Photos

Welcome

Li

Highlights

Post

Photo / Video

Write something on The Lash Lounge - Colleyville's Page...



The Lash Lounge - Colleyville

April 11 · Edited

SHARE & LIKE THIS POST AND WE WILL PICK ONE PERSON TO RECEIVE 20% OFF any 1 boutique item at The Lash Lounge-Colleyville. You have to share and like to win. It's here!! Come and check out all our new clothes, purses, clutches, and jewelry that just got here! Which one is your fave? (4 photos)



Invite Your Friends to Like This Page

Type a friend's name...



Jessica Gault



Dionna Montgomery



Libby Hardy

Reviews

Chat (9)

EXHIBIT J

The Lash Lounge - Colleyville

Jennifer Home

Create Page

What do you think of The Lash Lounge - Colleyville?

Recent Posts by Others on The Lash Lounge - Colleyville



Sheehan Advertising and Marketing
Just liked your Facebook page, please like mi
February 27 at 10:35pm



Suzette Kelly
Thank you Kristen for doing my lashes!
December 5, 2013 at 12:29pm

More Posts

Likes



Posh Hair Studio
Beauty Salon · Cosmetics & Beauty Supply · Extensions



The Lash Lounge Austin NW
Lifestyle Services



The Village at Colleyville
Shopping & Retail



The Pink Hanger
Local Business



The Lash Lounge
Beauty Salon · Cosmetics & Beauty Supply

Recent

- 2014
- 2013



Like · Comment · Share

1

Sponsored [10 people like this.](#) [Create Ad](#)

Write a comment...

Taxes done right FREE
turbotax.intuit.com



Get your taxes done right, and your biggest refund guaranteed. File federal for FREE.

ONLY 1 Botox appointment left for this Saturday at 11:10. Call now to schedule your appointment 817-514-9300.
foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Write a comment...
Taherah Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

[See More Recent Stories](#)

Francesca Suarez likes this.

THE BEST CAMRY YET

gulfstates.buyatoyota.com



Lease a new 2014.5 Camry LE for \$199/mo. for 24 mos. and \$999 due at signing. *

Chat (9)

EXHIBIT J

The Lash Lounge - Colleyville

Jennifer Home

Create Page

Recent

2014

Create Page Developers Careers Privacy Cookies Terms Help

2013

sh (US)

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.

THE BEST CAMRY YET

gulfstates.buyatoyota.com



Lease a new 2014.5 Camry LE for \$199/mo. for 24 mos. and \$999 due at signing. *

Chat (9)

EXHIBIT J

The Lash Lounge - Plano

Jennifer Home



The Lash Lounge - Plano

Like

Follow

★★★★★ (3 ratings)

103 likes · 77 talking about this · 7 were here

Beauty Salon · Cosmetics & Beauty Supply · Women's Clothing Store
 5717 Legacy Dr., Suite 130, Plano, Texas 75024
 (972) 801-9073

🕒 Closed until tomorrow 10:00 am - 7:00 pm

About – Suggest an Edit

Photos

Welcome

Li

Highlights

Post

Photo / Video

Write something on The Lash Lounge - Plano's Page...



The Lash Lounge - Plano

3 hours ago · Edited

Lash extensions instantly give the face a more youthful appearance! First time clients receive 50% OFF a full set all



Invite Your Friends to Like This Page

Type a friend's name...



Sarah Crawford



Justin Moser



Darryl Stuples

Reviews



Chat (8)

EXHIBIT J

The Lash Lounge - Plano

Jennifer Home

Create Page

Recent

2013



The Lash Lounge - Plano

April 10

All first time clients receive 50% OFF a full set of eyelash extensions this month only! Call 972-801-9073 to book.

New Client Special Offer
The Lash Lounge Plano Salon

50% OFF YOUR FIRST FULL SET

Book By: 4/30/2014



Located at The Shops at Legacy
972-801-9073



Like · Comment · Share

Recent Posts by Others on The Lash Lounge - Plano



The Lash Lounge

Spring Accessories at The Lash Lounge - F
April 10 at 11:41am



Nikki George

Big Thanks from Holiday Inn Express Frisco
2 1 · March 19 at 1:51pm

[More Posts](#)

Likes



SugarBox

Restaurant/Cafe



Twisted Root Burger Co

Burger Restaurant · Hot Dog Joint · Bar



Potbelly Sandwich Shop

Food/Beverages



The Shops at Legacy

Shopping District · Restaurant · Movie Theatr



The Lash Lounge

Beauty Salon · Cosmetics & Beauty Supply

[See More Recent Stories](#)

Chat (8)

EXHIBIT J

The Lash Lounge - Plano

Jennifer Home

Create Page

Recent

2013

Chat (8)

EXHIBIT J

The Lash Lounge Austin NW

Jennifer Home



DESIGNED
RADIANT
BEAUTIFUL
RADIANT NA



The Lash Lounge Austin NW

Like

Follow

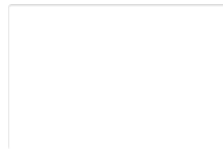
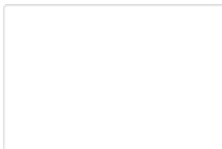
★★★★★ (43 ratings)

2,499 likes · 36 talking about this · 143 were here

\$\$\$ (50+) · Lifestyle Services

10601 FM 2222 Ste. 1 (Shops @ Riverplace), Austin, ...
(512) 346-5274

Today 9:00 am - 7:00 pm



2,499



About – Suggest an Edit

Photos

Welcome

Likes

Event

Highlights

Post

Write something on The Lash Lounge Austin NW's Page...



Invite Your Friends to Like This Page

Type a friend's name...



Chris Williams



Brittany Whorton Little



Karie Johnston Mashunkashey



Reviews



Chat (8)

EXHIBIT J

The Lash Lounge Austin NW

Jennifer Home

Create Page

Recent

2014

Opened

Like · Comment · Share

1

3 people like this.



Write a comment...

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



The Lash Lounge Austin NW

Get your taxes done right, and your biggest refund, guaranteed. File and e-file for FREE all day!

40% off all boutique items!!

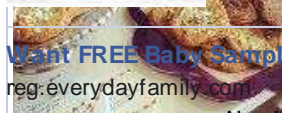
THE BEST SAMBYET

gulfstatesbuycaroyota.com



Swag bags to the first 40 customers who purchase \$40 or more with us today * while supplies last* Lease a new 2014.5

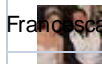
Camry LE for \$199/mo. for 24 mos. and \$999 due at signing. *



Want FREE Baby Samples?

reg.everydayfamily.com

Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today! Share this.



Francisco Suarez likes this...

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

New to us but not to doing Eyelash Extensions!! Tomorrow only! Ryland-Neal likes this.

Free services with Denice at our Austin NW location. Call now!



Gloria R. Johnson

★★★★★

I loved my experience @ the Lash Lounge!!

Like 1 · about a month ago ·



Pamela Cummings

Love my lashes @ Lash Lounge ♥

Like 3 · about 6 months ago ·



Shannon Mixon

★★★★★

Amazing boutique and i love the services the

Like 2 · about 6 months ago ·



Adrienne Lopez Donato

★★★★★

Love love my lashes!!! Rachel is AMAZING!!

Like 1 · about 3 months ago ·

Recent Posts by Others on The Lash Lounge Austin N



Teresa Robertson

Thank you! To the most amazing Rock Star s April 12 at 9:07am



austinwoman Magazine

A huge thanks to The Lash Lounge Austin 14 1 1 · February 5 at 9:20am



Annie Ray

Got the chance to photograph the lovely ladi 6 1 · February 4 at 10:40am



Teresa Robertson

Always having fun at The Lash Lounge Aus 38 2 · January 14 at 6:54am



austinwoman Magazine

We all need a little pampering before the t 5 · December 6, 2013 at 12:04pm

More Posts

Likes



Little Feats Society

Cause



Hunan Riverplace

Chinese Restaurant · Korean Restaurant



The Lash Lounge - Colleyville

Spa, Beauty & Personal Care

Chat (8)

EXHIBIT J

The Lash Lounge Austin NW

Jennifer Home

Create Page

Recent

2014

Opened

Stylist



Steiner Ranch Social Committee
Community Organization · Event

Special Offer!

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

Share

1

5 people like this

THE BEST CAMRY YET



Lease a new 2014.5 Camry LE for \$199/mo. for 24 mos. and \$999

due at signing *Temporarily out of stock!! Never on Fridays, Emily. Good

April 8 at 9:31pm · Like

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

See More Recent Stories

Francesca Suarez likes this.

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Chat (8)

EXHIBIT J

The Lash Lounge Austin NW

Jennifer Home

Create Page

Recent

2014

Create Page Developers Careers Privacy Cookies Terms Help

Opened

sh (US)

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

THE BEST CAMRY YET

gulfstates.buyatoyota.com



Lease a new 2014.5 Camry LE for \$199/mo. for 24 mos. and \$999 due at signing. *

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Chat (8)

EXHIBIT J

The Lash Lounge Flower Mound

Jennifer Home



The Lash Lounge Flower Mound

Like

Follow

★★★★★ (13 ratings)

275 likes · 1 talking about this · 68 were here

Spa, Beauty & Personal Care

1400 Shoal Creek, Suite 140, Highland Village, Texas 75077

(972) 317-1125

⌚ Closed until tomorrow 10:00 am - 7:00 pm

275

About – Suggest an Edit

Photos

Likes

Welcome

E

Highlights

Post

Photo / Video

Write something on The Lash Lounge Flower Mound's Page...

Invite Your Friends to Like This Page

Type a friend's name...



The Lash Lounge Flower Mound

March 25

Spring is in the air.....

Like · Comment · Share



Rebecca Maples Gleason



Daniel Dunford



Angelica Edmondson



The Lash Lounge Flower Mound

March 4

Reviews

Chat (11)

EXHIBIT J

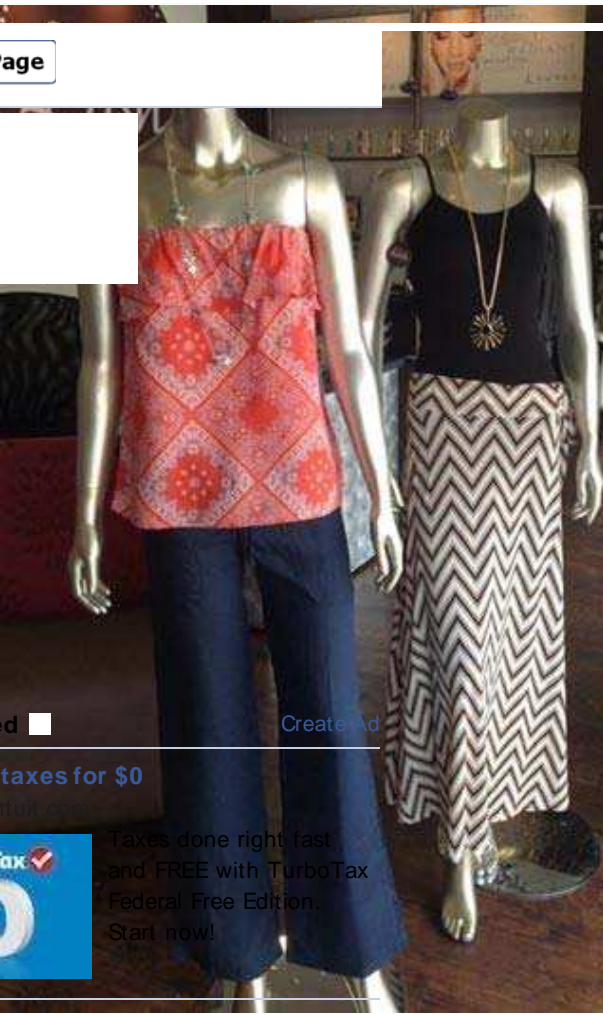
The Lash Lounge Flower Mound

Jennifer Home

Create Page

Recent

- 2010s
- 2011



Sponsored Create Ad

File your taxes for \$0
turbotax.ir



Taxes done right fast and FREE with TurboTax Federal Free Edition. Start now!

HBO® + Internet for \$39
Like · Comment · Share
savings.att.com



Order AT&T U-verse® Internet for \$39/mo for 12 mos w/ term and get HBO® /HBOGO® -see details

Like if you'll be watching the Oscars tonight! We'll be live tweeting during the red carpet and show - follow



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.

What do you think of The Lash Lounge Flower Mound



Kellie Allgood Block

Lawon Meador makes my lashes LASHtastic! best at making people feel & look beautiful. Extensions on my lashes! Highly recommend
Like 5 4 · over a year ago ·



Gina Gianopoulos Hogan

★★★★★

Veena did my permanent eyeliner, upper and She is so patient and kind. Once the swelling its going to look fantastic!!!!
Like · about 4 months ago ·

Recent Posts by Others on The Lash Lounge Flower M



Mary White Cox

Do I need to make an appointment for just a
1 · September 5, 2013 at 11:08am



Doyce Janecka Gonzales

Kelly Ripa was talking about how much she l
1 1 · July 24, 2013 at 9:12am



Doyce Janecka Gonzales

I love my eyelashes from The Lash Lounge
1 1 · June 15, 2013 at 11:09am



Running Moms Rock!

Excited to see you tomorrow at the Runnir
1 · April 19, 2013 at 8:08pm

More Posts

Likes



Gypsy Soule®

Clothing



The Lash Lounge Round Rock

Spa, Beauty & Personal Care



Jack's Outfitters in The Shops of Highla

Shopping & Retail · Restaurant



The Lash Lounge Houston, Washington

Spa, Beauty & Personal Care



Blue Goose Cantina

Tex-Mex Restaurant

Chat (11)

EXHIBIT J

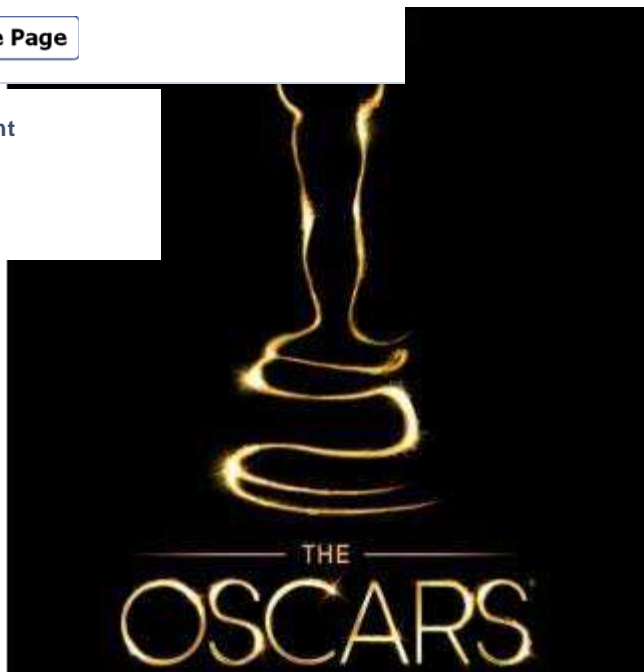
The Lash Lounge Flower Mound

Jennifer Home

Create Page

Recent

- 2010s
- 2011



Sponsored

Like Comment Share

Create Ad

1

File your taxes for \$0

turbotax.intuit.com



Taxes done right fast and FREE with TurboTax Federal Free Edition. Start now!

See More Recent Stories

HBO® + Internet for \$39

savings.att.com



Order AT&T U-verse® Internet for \$39/mo for 12 mos w/ term and get HBO®/HBOGO® -see details

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.

Chat (11)

EXHIBIT J

The Lash Lounge Flower Mound

Jennifer Home

Create Page

Recent

2010s

Create Page

Developers

Careers

Privacy

Cookies

Terms

Help

2011

sh (US)

Sponsored

Create Ad

File your taxes for \$0

turbotax.intuit.com



Taxes done right fast and FREE with TurboTax Federal Free Edition. Start now!

HBO® + Internet for \$39

savings.att.com



Order AT&T U-verse® Internet for \$39/mo for 12 mos w/ term and get HBO®/HBOGO® -see details

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.

Chat (11)

EXHIBIT J

The Lash Lounge Houston, Washington Heights

Jennifer Home



The Lash Lounge Houston, Washington Heights

Like

Follow

★★★★★ (14 ratings)

555 likes · 28 talking about this · 19 were here

\$\$\$ (30-50) · Spa, Beauty & Personal Care
187-A Heights Blvd., Houston, Texas 77007
(713) 864-5274

🕒 Closed until tomorrow 10:00 am - 7:00 pm

555

About – Suggest an Edit

Photos

Welcome

Likes

P

Highlights

Post

Photo / Video

Post something on this Page...



Invite Your Friends to Like This Page

Type a friend's name...



Elder Samuel LaVor Haynie



James Little



Cory Keist

Reviews

Chat (6)

EXHIBIT J

The Lash Lounge Houston, Washington Heights

Jennifer Home

Create Page

Recent

2014

Started

Top Comments



Write a comment...



Michelle Adams I need a dress for stefs graduation.... Do you have anything like that?

Like · Reply · Yesterday at 12:08pm



The Lash Lounge Houston, Washington Heights Sure, we have lots of dresses - come in and have a look. We're also having a 50% off sale!

Like · about an hour ago



Write a reply...

Sponsored **The Lash Lounge Houston, Washington Heights** Spring dresses.....not sure if dressy enough. I'll make ya an appt for lashes

Taxes done April FREE Set April FREE & you can check boutique stuff out . What time is

Get your taxes done right and your biggest refund, guaranteed. File federal for FREE.

The Lash Lounge Houston, Washington Heights

Free Samples April 11 honest.com



Get 2 free sample kits of makeup - NO FILLERS, NO FRAGRANCE - triple honest coverage and water resistant! products! Try 7 products al grade zinc & titanium for a natural SPF - Can be sun screen, and so gentle you can sleep in it!

Sarah Crawford likes this.

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.

What do you think of The Lash Lounge Houston, Was



Teresa Robertson

★★★★★

Super awesome owner!!

Like 3 · about a month ago ·



Marie Arcos

★★★★★

I have a set if minx/ winged..fun and glamor

Like 2 · about a month ago ·



Rayena Kusch

★★★★★

LOVE LOVE LOVE the Lash Lounge!! Very be welcoming. The staff is great and the produc fabulous!!!!.

Like 2 · about 2 months ago ·



Marjorie Ramsey Ward

★★★★★

Gotta say, the only thing that makes us grea employees. The best lash stylists in town: N ... See More

Like 1 · about a month ago ·

Recent Posts by Others



Marjorie Ramsey Ward

Now that's what I'm talking about....the 2

4 1 · April 11 at 10:02am



The Lash Lounge

Marjorie Ward, owner of the new The Last

23 1 1 · March 24 at 11:44am



The Lash Lounge

The Lash Lounge Houston, Washington He

9 · February 28 at 12:12pm



Andrea Jones-Mackey

Is there any openings for this Friday?

1 · February 25 at 7:57pm



Marjorie Ramsey Ward

Marjorie posted a photo.

13 1 · November 19, 2013 at 2:51pm

More Posts

Likes



Venus Hair Houston

Beauty Salon

Chat (6)

EXHIBIT J

The Lash Lounge Houston, Washington Heights

Jennifer Home

Create Page

Recent
2014
Started



Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

Free Samples

honest.com



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

See More Recent Stories

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.



Ruggles Green
American Restaurant



Green Plate Kitchen
Health Food Store · Health Food Restaurant ·



THE LOFTS CI TYCENTRE
Real Estate · Apartment & Condo Building

Chat (6)

EXHIBIT J

The Lash Lounge Houston, Washington Heights

Jennifer Home

Create Page

Recent

2014

Create Page

Developers

Careers

Privacy

Cookies

Terms

Help

Started

sh (US)

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

Free Samples

honest.com



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

Foam Glow 5K - \$20

foamglow.com



\$20 early bird tickets to Foam Glow 5K. Don't miss out. This price is ending quick!

Tahereh Ryland-Neal likes this.

Want FREE Baby Samples?

reg.everydayfamily.com



Absolutely Free Stuff! Get free samples delivered to your mailbox. Sign up today!

Francesca Suarez likes this.

Chat (6)

EXHIBIT J

The Lash Lounge Round Rock

Jennifer Home



The Lash Lounge Round Rock

Like

Follow

★★★★★ (17 ratings)

439 likes · 126 talking about this · 21 were here

Spa, Beauty & Personal Care
 200 University Blvd Suite 410, Round Rock, Texas 78665
 (512) 868-5274

About – Suggest an Edit

Photos

Welcome

Li

Highlights

Post

Photo / Video

Write something on The Lash Lounge Round Rock's Page...



Invite Your Friends to Like This Page

Type a friend's name...



Rebecca Maples Gleason



Linda Potter Henley



Stephanie Russ

Reviews



Chat (8)

EXHIBIT J

The Lash Lounge Round Rock

Jennifer Home

Create Page

Recent

2014

2013

Like · Comment · Share

4 people like this.



Write a comment...

Sponsored

Create Ad

Taxes Done Right For
turbotax.intuit.com
19 hours ago

Get your taxes done right and your biggest refund, guaranteed. File federal for FREE.

THE BEST CAMRY
gulfstates.buyercenter.com

Lease a new 2014.5 Camry LE for \$199/mo. for 24 mos. and \$999 due at signing.*

Free Samples
honest.com

Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

Excite 5 people like this.
excite.com



Private Student Loans
Bad Credit No Cosigner -
Earn your degree from home. Get started...

The Lash Lounge Round Rock

April 12



Sheri Musslewhite

★★★★★

Beautiful new office. I love getting my lashes Mixon and then shopping in the boutique!!

Like 2 · about a month ago ·



Natasha Shulz McKinney

★★★★★

It was my first time here, I loved it! Cute place your laying there getting your lashes done. E great job!

Like 1 · about a month ago ·

Recent Posts by Others on The Lash Lounge Round R



Renee Khalar

Love my lashes from The Lash Lounge Round

3 4 · March 27 at 11:11pm



Tara Lea Maciej

I have my 1st appointment with Jamie today

March 25 at 10:08am



Teresa Robertson

We had a fabulous first week! Thank you F

13 · March 24 at 7:30am



The Lash Lounge

The Lash Lounge Round Rock made the fr

4 · March 21 at 11:35am



Nancy Mariness

How long does it stay on

1 1 · March 18 at 3:23pm

More Posts

Likes



Hotel Saint Cecilia

Hotel



The Contemporary Austin

Museum · Art School



Dell Children's Trust of Central Texas

Community



Annie Ray Photography

Artist



Big Brothers Big Sisters of Central Texa

Y Chat (8)

ior

EXHIBIT J

The Lash Lounge Round Rock

Jennifer Home

Create Page

Recent

2014

2013

re

ment...

See More Recent Stories

Sponsored

Create Ad

Taxes done right FREE

turbotax.intuit.com



Get your taxes done right, and your biggest refund, guaranteed. File federal for FREE.

THE BEST CAMRY YET

gulfstates.buyatoyota.com



Lease a new 2014.5 Camry LE for \$199/mo. for 24 mos. and \$999 due at signing. *

Free Samples

honest.com



Get 2 free sample kits of Honest Company products! Try 7 products for your home and family

Sarah Crawford likes this.

About Excite Create Ad Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2014 · English (US)



Private Student Loans Bad Credit No Cosigner - Earn your degree from home. Get started...

Chat (8)

EXHIBIT J

The Lash Lounge-Fort Worth

Jennifer Home



The Lash Lounge-Fort Worth

Like

Follow

★★★★★ (4 ratings)

39 likes · 4 were here

Beauty Salon
2600 W 7th St # 106, Fort Worth, Texas 76107
(817) 332-5274

About – Suggest an Edit

Photos

Li

Highlights

Post

Photo / Video

Be the first to write something on The Lash Lounge-Fort



The Lash Lounge-Fort Worth

February 11

We are open today! Be safe coming in!

Like · Comment · Share

Invite Your Friends to Like This Page

Type a friend's name...



Ashley Swart



Joe Grizzle



Angelica Edmondson

Reviews



What do you think of The Lash Lounge-Fort Worth?

Earlier in 2014

Chat (6)

EXHIBIT J

The Lash Lounge-Fort Worth

Jennifer Home

Create Page

Joined Facebook

February 11

2014

Facebook Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2014 · English (US)

Chat (6)

**U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE**

DECLARATION UNDER 37 C.F.R. § 2.20

Mark: The Lash Lounge – Reg. No. 4322978
Cancellation Proceeding Nos. 92057469 and 92057797
Int'l Class No. 44



**DECLARATION OF ANNA PHILLIPS
as Corporate Representative of AP Dreamworks, LLC**



STATE OF TEXAS

COUNTY OF DALLAS

I, Anna Phillips, as Chief Executive Officer of AP Dreamworks, LLC, declare that the foregoing is true and correct:

1. I am over 18 years old and of sound mind, I make this declaration based on my own personal knowledge, and I am familiar with the facts of these proceedings.
2. I am the owner of AP Dreamworks, LLC (“Dreamworks”), which owns all rights and interests in and to the THE LASH LOUNGE trademark, as reflected in U.S. Trademark Registration number 3866558 (“THE LASH LOUNGE Mark”).
3. Dreamworks also owns the following family of trademarks (“Family of Marks”):

Trademark	Registration No.	Class of goods / services	First use in commerce
	3741501	IC 044: Health spa services, namely, cosmetic body care services.	August 1, 2006
	3959255	IC 003: Cosmetics IC 044: Beauty spa services, namely, cosmetic body care, including eyelash extension application, eyelash and eyebrow	December 7, 2009

Trademark	Registration No.	Class of goods / services	First use in commerce
		tinting, eyelash perming, and permanent makeup application	
	4267914	IC 003: Cosmetics	November 2009
	4267915	IC 003: Cosmetics IC 044: Beauty spa services, namely, cosmetic body care, including eyelash extension application, eyelash and eyebrow tinting, eyelash perming, and permanent makeup application	November 2009

4. Dreamworks has been continuously using the THE LASH LOUNGE Mark in United States commerce since August 1, 2006.

5. Dreamworks provides one-on-one, professional eyelash-extension, styling and tinting services in a clinical salon setting by appointment only. This service involves a highly technical and skilled procedure in which a technician glues synthetic lash extensions onto a customer's natural lashes with medical grade glue.

6. To date, Dreamworks owns two THE LASH LOUNGE[®] salons and licenses the use of the Family of Marks to the franchisor of the THE LASH LOUNGE[®] franchise system, The Lash Lounge Franchise, LLC ("Lash Lounge Franchisor"), which currently has seven franchised Salons operating under the THE LASH LOUNGE Mark and related Family of Marks and two additional franchised Salons currently in development.

7. Since August, 2006, Dreamworks and its affiliates have spent over \$504,000 and the Lash Lounge Franchisor has spent over \$336,800 on advertising to promote Dreamworks's THE LASH LOUNGE Mark and related Family of Marks.

8. THE LASH LOUNGE® salons were featured in Forbes on January 23, 2013. A true and correct copy of the article is attached as Exhibit K.
9. THE LASH LOUNGE® salons were featured in the November/December 2008 edition of Panache. A true and correct copy of the article is attached as Exhibit L.
10. THE LASH LOUNGE® salons were featured in Franchise Chatter on June 14, 2012. A true and correct copy of the article is attached as Exhibit M.
11. THE LASH LOUNGE® salons were featured in the Dallas Business Journal on June 15, 2012. A true and correct copy of the article is attached as Exhibit N.
12. THE LASH LOUNGE® salons were featured in the Austin Business Journal on July 12, 2012. A true and correct copy of the article is attached as Exhibit O.
13. THE LASH LOUNGE® salons were featured in the Allen American on July 17, 2012. A true and correct copy of the article is attached as Exhibit P.
14. THE LASH LOUNGE® salons were featured in the Small Business Online Community on July 16, 2012. A true and correct copy of the article is attached as Exhibit Q.
15. THE LASH LOUNGE® salons were featured in Star-Telegram on August 6, 2012. A true and correct copy of the article is attached as Exhibit R.
16. THE LASH LOUNGE® salons were featured in SheKnows on December 24, 2012. A true and correct copy of the article is attached as Exhibit S.
17. THE LASH LOUNGE® salons were featured in Business Insider on February 12, 2013. A true and correct copy of the article is attached as Exhibit T.
18. THE LASH LOUNGE® salons were featured in Style Goes Strong on February 13, 2013. A true and correct copy of the article is attached as Exhibit U.

19. THE LASH LOUNGE® salons were featured in Elle on February 7, 2013. A true and correct copy of the article is attached as Exhibit V.
20. THE LASH LOUNGE® salons were featured in the May 2013 edition of Entrepreneur. A true and correct copy of the article is attached as Exhibit W.
21. THE LASH LOUNGE® salons were featured in Huff Post Business on October 14, 2013. A true and correct copy of the article is attached as Exhibit X.
22. THE LASH LOUNGE® salons were featured in the October/November 2013 edition of Working Mother. A true and correct copy of the article is attached as Exhibit Y.
23. THE LASH LOUNGE® salons were featured in Daily Makeover on February 17, 2014. A true and correct copy of the article is attached as Exhibit Z.
24. THE LASH LOUNGE® salons were featured in Houston Chronicle on March 21, 2014. A true and correct copy of the article is attached as Exhibit AA.
25. THE LASH LOUNGE® salons were featured in the April 2013 edition of Fort Worth Child. A true and correct copy of the article is attached as Exhibit BB.
26. THE LASH LOUNGE® salons were featured in the April 2010 edition of The Woman's Club of Fort Worth Courier. A true and correct copy of the article is attached as Exhibit CC.
27. THE LASH LOUNGE® salons were featured in the June 2010 issue of The City's Magazine FortWorth, Texas. A true and correct copy of the article is attached as Exhibit DD.
28. THE LASH LOUNGE® salons were featured in Real Beauty Powered by You in 2013. A true and correct copy of the article is attached as Exhibit EE.
29. THE LASH LOUNGE® salons were featured in the May 2013 edition of American Spa. A true and correct copy of the article is attached as Exhibit FF.

30. THE LASH LOUNGE[®] salons were featured in the May 2007 edition of Society Life. A true and correct copy of the article is attached as Exhibit GG.

31. THE LASH LOUNGE[®] salons were featured in Women's Wear Daily on August 30, 2006. A true and correct copy of the article is attached as Exhibit HH.

32. THE LASH LOUNGE[®] salons were featured in the April 2013 edition of North Texas Child. A true and correct copy of the article is attached as Exhibit II.

33. THE LASH LOUNGE[®] salons were featured in a Modern Wedding Mom radio interview on February 7, 2014. A true and correct copy of the audio file can be heard at <http://www.blogtalkradio.com/modernweddingmom/2014/02/03/modern-wedding-mom>.

34. THE LASH LOUNGE[®] salons were featured in a Jim Blasingame, The Small Business Advocate, radio interview on October 4, 2014. A true and correct copy of the audio file can be heard at <http://www.smallbusinessadvocate.com/small-business-interviews/anna-phillips-14008>.

35. THE LASH LOUNGE[®] salons were featured in a My Fox 26 Houston television segment on February 1, 2013. A true and correct copy of the video file can be seen at https://www.youtube.com/watch?v=k1dpsDJNEg0&list=UUllVZbCW_BH-TdZ3ukZRsZA.

36. THE LASH LOUNGE[®] salons were featured in a Hot On! television segment in February 2008. A true and correct copy of the video file can be seen at <http://www.youtube.com/watch?v=fPaW8WF64nE>.

37. THE LASH LOUNGE[®] salons were featured in a Shopping in My Cardio television segment in June 2013. A true and correct copy of the video file can be seen at <https://www.youtube.com/watch?v=7DL2DRmqXXE>.

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that

the facts set forth in this Declaration are true; also statements made of her own knowledge are true,
and all statements made on information and belief are believed to be true.

By: Anna Phillips
Anna Phillips, CEO

EXHIBIT K



Google To Glam: One Woman's Career Reboot Finds Cash In Lashes



Lash Lounge President and CEO, Anna Phillips

January 23, 2013
by Meghan Casserly

When Anna Phillips looks in the mirror every morning, she likes what she sees: a CEO, a mother and someone who's turned a healthy profit helping other women look her best. And thanks to that six-year-old [Texas](#)-based business, [The Lash Lounge](#), she also looks pretty damned good for a 37-year-old mom of two.

"I've had mine on for seven years," Phillips says about the semi-permanent eyelash extensions she's built her business upon, a trend that's booming in major metros where fashionistas thrive but unsurprisingly put down roots in the bigger-is-better stomping grounds of Texas's Southern Belles.

And that seven years has flown by. Since that time Phillips has opened three company-owned locations of the Lash Lounge in the Lonestar state and franchised four more. What's more impressive? After opening the doors to her first salon in Colleyville, Texas in early August 2006, Phillips' operation was profitable by the first week in September. From that day forward The Lash Lounge hasn't spent a single month in the red.

EXHIBIT K

Of the fewer than [2% of women business owners whose companies coast revenues over \\$1 million](#), Anna Phillips is one of the lucky ones. Company owned-stores alone pulled in nearly \$2 million last year and according to the company's franchising financials store-by store profitability is roughly 30% and growing.

But what's most interesting about Phillips is how a 2000 layoff from a Bay Area career in computer programming detoured her to the success she's found in Texas. "I was let go from my job in early 2000 but had already developed an interest—and started taking courses in—massage therapy," she says. "Instead of continuing to look for jobs in the corporate world, I decided to go out on my own."

Within months though, she found herself back on a corporate campus, only this time on her own terms. [Google](#) was only 500 employees at the time but was already focused on keeping each of them as productive and happy. As the company's third-chair massage therapist Phillips found herself working late nights and early mornings to accommodate for the often-erratic schedules of Googlers. Her only regret at the time? Accepting an hourly salary. "The other two massage therapists were paid a lower salary rate but also earned stock options," she says. "At the time Google was just one of so many startups in the Bay Area, who knew it would be the one to make so many people millionaires?"

Still, the gig was a great one and Phillips says she'd still be rubbing down engineers if it weren't for her husband. "I'd still be there if I hadn't gotten married and moved to Texas," she says. She was distraught at leaving the job she loved—and says she even flew back on occasion to pick up shifts—but found that the more time and distance she put between herself and Google, the more she began to identify as an entrepreneur—and rapidly began growing her client base in her new hometown. "I realized that I had really been an independent contractor all along, and that realization empowered me," she says.

By 2004 though, her massage clientele began clamoring for more, more, more out of Phillips, who quickly trained as a certified aesthetician and permanent make-up artist to keep up with the demand. As one [Houston](#)-based cosmetologist put it bluntly. "It's hot as hell in Texas and make-up is just dripping off these women's faces. They'll open their purses to keep their face on—whatever it costs."

Through her research she stumbled upon a booming Korean trend: the semi-permanent eyelash extensions that would become the miniscule building blocks of a growing empire. When she started accepting eyelash clients in her massage office she found her schedule packed 'round the clock. "I had to hire a girlfriend to work out of an adjoining room and we still couldn't keep up," Phillips says. "I told my husband that I would either need to stop taking clients or open by very own salon."

"He looked at me like I'd lost my mind."

It may seem shocking that a woman is willing to shell out more than \$200 and an hour of her time to never wear mascara, but you only have to turn on the television to know that eyelashes are the new black. False eyelash sales soared through the recession, and eyelash-enhancing

EXHIBIT K

products like Latisse and RapidLash beat all expectations. But for Texan beauties, it seems no product is as effortless or effective as extensions. It works like this: thread by thread technicians apply the synthetic, polyester-based extensions to each tiny lash (up to 120 an eye) leaving clients the look of full eye-make up. They last until the natural lash falls out, roughly 60-90 days. Some women return for refills every 20-30 days. Others get them done for special occasions and then let them grow out, returning (and paying full price) when they need a new set.

Once Phillips drew up a plan and showed her husband her projected revenue, she says he quickly came around. “The extensions themselves cost very little, so the biggest expense was going to be labor,” she recalls. “But no matter what the opportunity was clear.” But to play it safe she built her first store on the small side. “I knew how much money I was bringing in on clients already,” she says of her decision to stick to a small space, with room enough for only five clients at a time, “So I found a lease where my break even point would be exactly what I’d bring in just with those existing clients.”

Opportunity knocked harder than Phillips ever dreamed. “We had this one lady who’d fly in every two weeks from [Amarillo](#) for a touch-up,” she remembers of her first weeks in business. “We had ladies making two to three hour drives to see us.” Within a month of opening the store was profitable and within three the Lash Lounge had added additional rooms. Six months later Phillips broke ground on her second location.

In 2000, now operating three salons herself Phillips turned to franchising to continue to serve the women of Texas, selling [Dallas](#) and Austin right away. “It feels great that our franchisees have found success,” she says of the decision which, according to franchising documents costs aspiring salon operators under \$400,000 to build out. “I have four franchises open right now and the fifth coming this year. Of those five, three of them are looking to open their second location.”

So can this single-state franchise go national? Phillips hopes so, and says she’s seen offers as far reaching as New York city to open Lash Lounge locations (currently the New York City market, where eyelash extensions have become commonplace, is dominated by Korean aestheticians). “We have a lot of strong prospects in Miami, New York City and Arizona,” she says, adding that her expansion goals are 25 salons within the next three years.

If the precedent of [successful “blowout-only” chain Drybar is any guide](#), chances look good that the Lash Lounge could take a Texas-big bite out of the \$40 billion beauty salon industry. Mintel research predicts that nice salon services will continue to be a growing trend for the beauty industry in 2013 “with ample opportunity for growth post-recession.” What’s even more notable to Phillip’s ongoing success is buried much deeper in the report: 52% of women surveyed in March of 2012 told Mintel they visit a salon for an eyelash “extension or tinting” every four to six weeks.

<http://www.forbes.com/sites/meghancasserly/2013/01/23/google-to-glam-anna-phillips-thelash-lounge-entrepreneur/>



The Lash Lounge chooses Fort Worth as its newest location

By Joy E. Cressler, Special to the Star-Telegram

The Lash Lounge just opened its third salon, thanks to its incredible success among clients who love what the company has to offer — all things eyelashes. The company is not only a local favorite, but has also received national recognition in Allure, Seventeen, and Women's Wear Daily.

The owners, Anna Phillips and Christy Lindsay, attribute their company's success to its reputation as the best in the business.

"We believe we are the best at what we do," Lindsay said. "Our clients can trust that we're going to have the most highly-trained staff, use only safe products, and provide a very sanitary environment. Superior skill, service, and products are what sets us apart from others and what keeps our clients coming back time after time."

Their lash-loving clients have actually helped to coin their motto — WELCOME TO YOUR NEW ADDICTION!

While all of The Lash Lounge's services are dedicated to making your life lower maintenance. Their specialty is semi-permanent eyelash extensions. These are called semi-permanent because the extensions are adhered to an existing natural lash, and natural lashes shed about every 60 – 90 days.

"So, when your natural lash falls off, your



The Lash Lounge Boutique

extension falls off with it, making refills necessary to maintain a full appearance," Lindsay explained.

Most of their clients get refills every two or three weeks. Lindsay explained how extensions enhance a woman's beauty by making her eyes appear younger and more refreshed.

"When you get out of bed in the morning, you have beautiful long lashes and look like you are wearing perfectly-applied mascara," she said. "Best of all, they are low-maintenance and eliminate time from your beauty routine because you don't have to wear mascara or curl your lashes."

Lindsay said stylists can give clients the most subtle, natural look or a more dramatic look. Many clients have remarked that their extensions give them

a sort of non-surgical eye enhancement without the pain and cost of surgery.

Phillips describes this service as being very relaxing.

"It has been compared to receiving a spa service," she said. "You lie down on a cushy spa table and have your eyes closed the entire time. Many of our clients fall asleep."

Wearing magnifying glasses, the stylist meticulously isolates a single natural lash and applies a synthetic extension to it with medical-grade adhesive to where a person standing right in front of them can't tell that they're wearing extensions.

Phillips explained that their clients are "reflective of all types of women, from local celebrities and models to business women and grandmothers."

Extensions are particularly popular among those with busy lifestyles — be they professionals or soccer moms. Lindsay said women aren't their only clients.

"We have a handful of men who come in for services," she said. "Most popular among men are the brow and lash tinting. Of course, men more frequently come in for gift

Lash Lounge client with extensions and permanent lip color



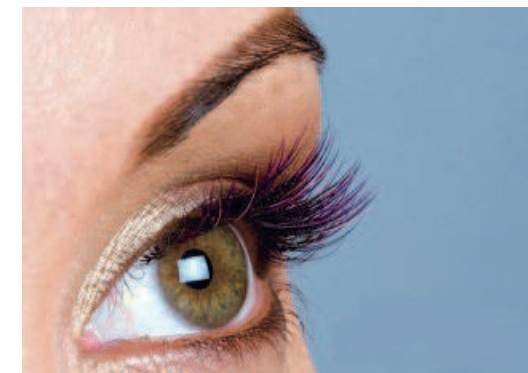
Lash Lounge client with extensions, permanent eyeliner and permanent lip color

certificates and to shop our boutique for the women they love."

The boutique features trendy and classic fashions and accessories of all sizes, gift items, and eyelash-related products.

Phillips, a seasoned spa technician, is one of the first in the United States to learn to apply eyelash extensions. Soon, she didn't have time to do facials and massages because her schedule stayed booked 14 hours a day with lash clients.

Lash Lounge specializes in everything eyelashes



Eyelash extensions with highlights

"So, Anna made the brave move to open The Lash Lounge, first in Colleyville and then in Plano — and now Fort Worth!" Lindsay said.

Phillips, one of the few Certified Advanced Trainers with the leading eyelash extension company, Xtreme Lashes, extensively trains their staff with the assistance of the other master stylists.

"Most people doing eyelash extensions have learned to do so by watching a video or taking a one-

day course," Phillips said. "Our Lash Lounge stylists are trained for months. Because applying lashes is what they do all day, every day, their skills are far superior to those less trained and who don't specialize in extensions."

While The Lash Lounge specializes in extensions, it also offers temporary eyelash strips and tabs, eyelash and eyebrow tinting, eyelash perming, and permanent makeup. Phillips personally has narrowed down her services to just providing permanent makeup at all locations. She has become well known and highly sought after for her very natural-looking eyebrow hairline strokes, eyeliner and full lips.

"When you combine some permanent makeup with the eyelash extensions, you can wake up looking ready to go," she said. "I believe every woman sees the value in not only

Lash Lounge client with one eye with extensions and permanent eyeliner and one without



enhancing your beauty, but also in giving yourself the time saver of having your face already done in the mornings."

The Lash Lounge also offers private "lash parties" for special occasions.

"Come with your girlfriends and enjoy appetizers and drinks while everyone gets their lashes done," says Phillips.

As for the future, Phillips said the next expansion is certain to be Dallas.

"We hope to have a Lash Lounge open in Dallas sometime this year. We are also working on franchising locations outside the Metroplex area. The goal is to have The Lash Lounge sign shining in cities across the nation!"

For answers to frequently asked questions and to see before-and-after photos of clients with lash extensions, visit the Web site at www.thelashlounge.com.

COLLEYVILLE LOCATION

16 Village Lane
Suite 150
Colleyville, TX 76051
817-514-9300

PLANO LOCATION

The Shops At Legacy
5717 Legacy Dr., Suite 130
Plano, TX. 75024
972-801-9073

FORT WORTH LOCATION

Montgomery Plaza
2600 W. 7th St. Suite 106
Fort Worth, TX. 76107
817-332-LASH (5274)

TUE 10 am - 7 pm, WED 10 am - 7 pm
THU 10 am - 8 pm, FRI 9 am - 6 pm, SAT 9 am - 5 pm

www.thelashlounge.com

EXHIBIT M

FRANCHISE CHATTER

Exclusive Interview with Anna Phillips, Founder and CEO of The Lash Lounge, a Niche Salon Dedicated to Eyelash Extensions

June 14, 2012

By Ambrosio Cantada

Anna Phillips, founder and CEO of The Lash Lounge, is a licensed Esthetician, Massage Therapist, and Permanent Make-Up Artist, and was one of the first certified eyelash extension trainers in the United States in 2005. Anna has worked in a variety of day spas, salons, and med-spas for over 10 years before deciding to create a completely new salon concept specializing in semi-permanent eyelash extensions.

Much like the evolution of nail salons, eyelash salons are becoming increasingly popular and The Lash Lounge is pioneering the way. As the first of its kind, this salon franchise dedicated to eyelash extensions has grown a once untapped niche into a flourishing business by providing entrepreneurs with a franchise opportunity that offers consumers a glamorous, low-maintenance beauty routine.



EXHIBIT M

Franchise Chatter (FC): Why did you decide to open a niche salon specializing in eyelash extensions back in 2005?

Anna Phillips (AP): The Lash Lounge, which started out as a single-room operation in 2005, emerged from the overwhelming popularity and demand for eyelash extensions. With the growing demand, I felt the need to either expand the eyelash portion of my business or stop taking new clients. Finding no other specialty salons with this concept, I personally managed the product research and development and then created every process, training manual, and protocol.

FC: What are some of the key milestones in your company's history to date?

AP: After developing the concept in 2005, the first Lash Lounge opened in 2006 and became an immediate success. One year later, a second location opened in a high-end urban shopping and living center, followed by a third location in an up-and-coming urban living and shopping district.

Even through the declining economy, we've not only managed to open our newest salon, we've see it flourish while businesses around us are closing their doors.

We began franchising in 2010 with our first signed agreement, and have since expanded with three locations opened in 2011 and another location planned to open by the end of June 2012.



FC: Please tell us about the services and products that you offer.

EXHIBIT M

AP: The Lash Lounge provides quality services in an upscale, relaxing environment that allows our customers to achieve a beautiful low-maintenance beauty routine. We specialize in semi-permanent eyelash extensions, lash and brow tinting, lash perming, and permanent make-up.

In addition to beauty enhancing services, our lash-loving clients can shop at our trendy retail boutique featuring the sale of clothing, jewelry, gift items and accessories, and enjoy an exclusive cosmetics line featuring mineral and vitamin enriched products.



FC: Can you give us an idea of the demand for these products and services? What is the revenue potential for a salon specializing in eyelash extensions?

AP: Semi-permanent eyelash extensions were introduced to the U.S. in late 2004. In 2010, ABC Nightline did a story reporting that eyelash related enhancements were bringing in over \$1 billion a year in a \$40-billion-a-year beauty industry. Of that, the eyelash extensions segment grossed \$45 million a year and growing.

The Lash Lounge's concept was built on specializing in semi-permanent eyelash extensions, with a handful of additional complementary services so that customers can enjoy the convenience of achieving gorgeous eyes that look totally natural, all at one stop.

The beauty industry and specialty salons have proven to be recession proof by showing continuous growth while other industries have downsized or slowed in development. This new niche service is undeniably demanded by consumers with revenue potential ranging from \$532,000 to \$734,100 per location.

EXHIBIT M

FC: Why should someone interested in running her own niche salon go with The Lash Lounge versus starting her own independent operation?

AP: Being a part of The Lash Lounge franchise system allows owners to not only be included in a revolutionary opportunity that's the first of its kind, but truly have all the guesswork taken out of opening their business and have a support system to fall back on whenever guidance is needed. It really feels like a family as opposed to starting an independent operation.

Lash Lounge franchisees are offered an array of revenue streams, like the exclusive cosmetic make-up line, as well as the trendy boutique set up in each salon. The Lash Lounge provides would-be business owners with the opportunity to own a business that is not only profitable, but personally fulfilling as well.



FC: Please walk us through the key elements of your training program for franchisees and technicians.

AP: I've developed a comprehensive training model to ensure a visit to any Lash Lounge exceeds industry standards and customer expectations. The tried and true methods have been seamlessly replicated in each salon to make effortless glamour more convenient. The Lash Lounge franchise provides a seamless business operation and on-going support, which include:

- Site selection utilizing state of the art demographic and market segmentation analysis
- Complete store design and build-out information
- A comprehensive five-day training program at the corporate headquarters

EXHIBIT M

- 40 hours of on-site training at the franchise location prior to opening
- A comprehensive operations manual
- A thorough training manual with on-going training programs and quality control
- Advertising campaigns and social media training and support
- Computer software that links up globally
- Continuous research and development to keep The Lash Lounge constantly ahead with the latest services, products, and knowledge



FC: Can you name the top 3 factors that have contributed the most to the success of The Lash Lounge?

AP: The Lash Lounge has found success for the following top 3 reasons:

#1: The eyelash extension service is a repeat business. On average, clients come back every two weeks, sometimes weekly, to get refills on their eyelash extensions. This quickly results in a large, loyal client base who visit the salon twice a month on average.

#2: The Lash Lounge dedicates itself to providing over-the-top quality and customer service to every customer who walks through the door. Clients who wear eyelash extensions can tell the difference between a set applied by a technician at The Lash Lounge versus elsewhere.

#3: “Express Beauty Services” are booming in all areas of the industry, especially those services that provide lower-maintenance beauty for the increasing population of busy women who want to look their best but have very little time each day to maintain it. Our salons provide a quick, in-and-out appointment option that eliminates the daily maintenance of mascara and eye makeup to enhance the eyes.

EXHIBIT M



FC: What is the ideal location and geographic territory for a unit of The Lash Lounge?

AP: Being that this concept attracts higher-income individuals as well as a celebrity clientele, The Lash Lounge is eyeing larger cities for expansion, like Chicago, Houston, Los Angeles, Miami, and New York. In conjunction, The Lash Lounge seeks to open salons in high-end urban shopping centers.

FC: What is the estimated initial investment for The Lash Lounge? What are your royalty fees and marketing fees?

AP: The Lash Lounge franchise fee is \$30,000 and the monthly royalty fee is 6 percent of gross revenue. The Lash Lounge also requires a monthly national marketing fee of up to 2 percent of gross revenue. The average total cost to open a franchise is between \$220,000 and \$383,000. This cost includes everything a franchisee will need to open a complete turn-key operation.

The annual revenue potential can range from \$532,000 to \$734,100.

FC: What other areas of the beauty business do you see yourself branching out to in the future?

AP: We may be adding brow threading services to our menu by the end of 2012 to further satisfy customer demands. The Lash Lounge also envisions partnering with a

EXHIBIT M

high-end boutique hotel chain, like the W Hotel, with The Express Lash Lounge situated in it.



FC: Can you name a few franchises (inside or outside your category) that you admire, and why?

AP: Nothing Bundt Cake, Zoup!, and Painting With A Twist are just a few of the franchise systems I admire. These franchisors have built a very thorough and smooth process to on-board new franchisees and help them become successful quickly. All of these franchise systems continue to grow quickly during a downward economy and I believe that is due to having developed a strong and proven business model.

FC: What are your growth plans for The Lash Lounge in 2012, and beyond? How do you plan to reach these targets?

AP: With six salons already open throughout Texas and one soon to come, our plans call for 10 salons to be open by the end of 2012 and 25 salons open within the next three years, eyeing Chicago, Houston, Los Angeles, Miami, and New York for expansion. By 2018, the goal is for more than 50 Lash Lounge salons operating nationwide.

We plan to reach these targets through national advertising and word-of-mouth referrals. Seventy-five percent of current franchisees resulted from visiting corporate salons. With a new franchise niche, half the battle is educating the audience as to what

EXHIBIT M

The Lash Lounge actually does and once they learn that, it does not take long before they are looking to open a Lash Lounge of their own.

<http://www.franchisechatter.com/2012/06/14/exclusive-interview-with-anna-phillips-founder-of-the-lash-lounge-a-niche-salon-dedicated-to-eyelash-extensions/>

EXHIBIT N

Dallas Business Journal

June 15, 2012

With new Allen location, Lash Lounge eyes growth

BY STEVEN R. THOMPSON | STAFF WRITER

Colleyville-based The Lash Lounge is looking to grow its salon model, opening a seventh Dallas-Fort Worth location and searching for franchisees across the country.

Anna Phillips started the Lash Lounge in 2006 after business for eyelash extensions became more than she could handle on her own as a licensed aesthetician and permanent makeup artist.

"I couldn't keep up with it. My only options were either to stop taking clients or expand my business, so I thought, 'Let's give it a try,'" Phillips said.

Phillips opened three DFW stores before franchising The Lash Lounge in 2010. The salon company, which is devoted to eyelash extensions, now has six locations in DFW and one in Austin.

The Lash Lounge will open in Allen on July 9, and Phillips is targeting areas outside of the state like Scottsdale, Ariz.; Chicago; and Los Angeles.

"Our goal is to really advertise in the major metropolitan areas," Phillips said.

The company hopes to have 10 locations by the end of the year and 25 locations within the next five years.

"It's very exciting because we are new and potentially have the opportunity to blaze the way in this new industry," Phillips said.

The personal-services sector of franchising is expected to grow 2.7 percent in 2012 in terms of the number of establishments, according to the International Franchise Association. That's compared with 1.7 percent for franchising overall.

"The personal-services category is very dependent on consumer spending. That's something for them to watch," said Matt Haller of the IFA. "Those types of businesses are easy for consumers to choose to pass on or not go on a consistent basis."

Phillips said the process of adding eyelash extensions is becoming increasingly popular, and customers keep coming back.

"The beauty of our business is that it's a repeat customer," Phillips said. "Clients come in, they get their lashes on and the extensions are attached to one of their natural hairs. So when that hair sheds, that extension sheds. They have to come back every two to three weeks to get refills done, similar to getting nails done."

Eyelash extensions make up about 80 percent of the Lash Lounge's business.

LOOKING FORWARD

NAME: The Lash Lounge
BUSINESS: Eyelash extension salon
HEADQUARTERS: 16 Village Lane, Ste. 150, Colleyville 76034
OWNERSHIP: Private
TOP EXECUTIVE: Anna Phillips
EMPLOYEES: 40 to 50 (28 corporate)
ANNUAL REVENUE: \$532,000 to \$735,000 per unit (\$1.8 million for corporate)
PHONE: 817-442-527
WEB: thelashlounge.com

The salon also offers permanent makeup services and a small lady's clothing boutique.

Eyelash extensions can cost between \$250 and \$400 with refills from \$25 to \$75. One Lash Lounge location has annual revenue potential of \$532,000 to \$735,000, Phillips said.

While the idea is simple, formulating a franchise model has been a challenge for Phillips.

"I've had to look at other franchise systems and mold it into what works for us," Phillips said. "A lot of people have never even heard of eyelash extensions. We can't just get out there in the typical franchise sales portals and put our name out there, because people look at us and have no clue what we are. We are not a typical sandwich shop or even a hair salon."

Opening a Lash Lounge can cost between \$220,000 and \$338,000 with a \$30,000 franchise fee.

"The challenge will be the replication and creating the system and support," Haller said. "And that there is demand for it and show that franchisees are profitable. They may have a recipe for success there."

Phillips believes the service is something that is here to stay since it requires touch-ups every few weeks. While there are medications, such as Latisse, that boast improvement to eyelash growth, Phillips says they are not a competitor, but help her business.

"The enhancers actually help some of our ladies that hardly have any hairs," Phillips said. "The benefit of our service is that they get a hair that is pitch black and it's a little thicker than a normal hair. They get that mascara look."



SEARCHING FOR FRANCHISEES: The extensions are attached to one of their natural hairs. So when that hair sheds, that extension sheds, says Anna Phillips, who started The Lash Lounge in 2006.

Tiny eyelashes spell big business for Austinite

Thursday, July 12, 2012
by Jan Buchholz

Austin entrepreneur Teresa Robertson has discovered some big fringe benefits in the eyelash extension business.

“Our business has gone fabulously,” said Robertson, who owns the Lash Lounge at 10601 FM 2222 in Northwest Austin.

The specialized salon has been open a little over a year. Robertson and her husband Brian spent about \$250,000 to open the first Lash Lounge in Austin.

The franchiser is headquartered in Dallas and there are currently seven stores in Texas with plans for three more stores this year, including one in Scottsdale, Ariz.

Anna Phillips is the founder and president of the Lash Lounge. She started the company in 2006 and began franchising in 2010.

Phillips had been in the information technology business in Silicon Valley, but layoffs in that field led to a move and a new career.

Eyelash extensions were just becoming available in the United States. The method for applying eyelash extensions, Phillips said, was created in Korea.



Anna Phillips created the Lash Lounge franchised salons. One is open in Austin with more on tap.

EXHIBIT O

An initial application costs \$250 at the Lash Lounge. The process takes about two hours. Refills, which need to be applied every two to three weeks, cost between \$30 and \$50 and take between 30 minutes to an hour to be completed.

In addition to eyelash extensions, the Lash Lounge includes a small jewelry and accessory boutique and private label cosmetics. A franchisee may also opt to offer permanent makeup applications.

The cost to open a franchise ranges from \$230,000 to \$350,000, which includes a \$30,000 franchise fee, Phillips said.

Robertson said she was looking for a new business opportunity for a couple of years before she discovered the Lash Lounge. She had been a painter specializing in faux finishing.

When she came across the Lash Lounge while surfing the Internet, it didn't take long to sign on the dotted line.

"About a month after finding it, I signed a contract," Robertson said.

The couple cobbled together loans and kicked in their savings to make it happen.

When selecting a site, Robertson focused on a location within 10 to 15 minutes of several large affluent communities like Steiner Ranch and Lakeway.

She likes that the business is simple and offers a small range of services and products.

Robertson employs four stylists, a manager and a part-time receptionist.

"I've been very pleased with the business," she said.

Pleased enough that Robertson hopes to open a second Lash Lounge in the next year or so in Round Rock. She's even thinking about a third location in South Austin.

Phillips has lofty expansion ideas of her own, and would like to add 25 additional salons in the next three years in places like Houston, Chicago, Los Angeles, Miami and New York.

She said she's had a lot of interest from women who are tired of the corporate world.

"They want to branch off into their own business and find something more fulfilling," Phillips said.

EXHIBIT O

<http://www.bizjournals.com/austin/blog/retail/2012/07/tiny-eyelashes-spell-big-business-for.html?page=all>

EXHIBIT P



Dashing lashes: Young entrepreneur opens eyelash extension salon in Allen

By Lexie Morrison, staff writer

Published: Tuesday, July 17, 2012 5:00 PM CDT

Local resident Amy Cline had always dreamed of owning her own business someday. Earlier this month, that dream came true.

On July 9, the Lash Lounge opened its newest location at 930 Market St. in Allen, which is owned and operated by Cline.

The Lash Lounge is a unique franchise that provides beauty services such as semi-permanent eyelash extensions, permanent makeup and lash and brow tinting. It also offers a cosmetics line of mineral-enriched products and a boutique that sells clothing and jewelry.

"I've always desired the intrinsic reward owning your own business brings," Cline said. "I love the beauty industry and I love fashion, and this is an amazing concept that incorporates both of my passions."

The opening of the Lash Lounge in Allen marks the salon chain's seventh location in Texas. Three of the locations are company-owned in Colleyville, Plano and Fort Worth and four of the locations are franchised in Dallas, Highland Village, Allen, and Austin.

"It's amazing how much the company has grown in just a few years," Cline said. "It's such a wonderful opportunity that I believe that it's only going to continue to grow."

Semi-permanent eyelash extensions are synthetic individual eyelashes that are applied by technicians and can give the customer a fuller, darker lash line without the need of mascara, according to the Lash Lounge's website.

Permanent makeup is a process that tattoos color onto the eyebrows, eyelids or lips to give the appearance of wearing makeup. The Lash Lounge's website says that it eliminates the maintenance of daily application.

The Lash Lounge also specializes in corrective cosmetics and paramedical procedures that can reduce the appearance of scars and stretch marks as well as areola reconstruction for breast cancer survivors.

"It's so rewarding to make our clients feel beautiful, no matter the service we provide, but to

EXHIBIT P

take an issue that a client is self-conscious about and be able to restore their confidence is such a humbling experience," Cline said.

Cline said that the Lash Lounge offers their services to a diverse group of customers because of their products and services' wide-ranging appeal. The salon offers services to everyone from stay-at-home mothers, to students, to the retired, and even to a few men.

"We have great products and great service menu items that really allow us to achieve many different looks. From extremely natural to super dramatic, we can meet our clients' needs," she said.

After researching eyelash extensions and filling out a franchise questionnaire on the Lash Lounge's website, Cline decided to follow her dreams and open the Lash Lounge in Allen.

"I actually started on this journey by just wanting to be a client," she said. "I received a call from the franchising coordinator and really liked what I heard. I picked Allen for my location because it's such a great community."

Quality customer service is important to Cline and she wants to provide an exceptional experience to customers at the Lash Lounge.

"Being a salon dedicated to eyelashes ensures we are experts at what we do," she said. "I'm a fanatic about quality and customer service and I love the fact that I'm able to say that we provide beautiful extensions while maintaining our clients' natural lash health and a phenomenal customer experience to boot."

Cline advises other entrepreneurs to be prepared and find an effective way to handle the stress that owning your own business can bring.

"Opening a business requires some time, patience, and an ability to multitask," she explained. "Do not underestimate how difficult it will be, but do not underestimate yourself either."

Cline is looking forward to the perks of owning her own business and being able to set her own standard of customer service in her salon.

"I love the feeling of being able to set a standard of customer service and the joy in beating the customer's expectations, she said. "When you own your own business and you work really hard you are able to see a positive result from it, whether it's gaining a loyal customer or brightening someone's day."

Cline aims to make customers feel beautiful and confident through their services, while maintaining an easy beauty routine for clients.

"The mission of the Lash Lounge is to provide customers with a glamorous, yet low

EXHIBIT P

maintenance beauty routine that minimizes the time they have to spend on applying makeup in the morning," she said. "We all have busy lives and the less time we have to spend getting dressed in the morning the more time we'll have to spend on the things and with the people that really matter."

More information on the Lash Lounge can be found on its website, www.thelashlounge.com.

EXHIBIT Q



Building Your Five-year Plan: Budgeting strategies to project future growth and the revenue necessary to fuel it

By Cindy Waxer
July 16, 2012

Long gone are the days when an entrepreneur could scribble a half-baked business plan on a napkin, hang out a shingle, and hope for success. Given today's volatile economy and tight credit market, small business owners need to establish an ironclad business budget that maps out the company's anticipated revenue, costs and growth.

"Without a budgeting plan, it's difficult to project how fast you're growing," warns D. Alexander Washington, CEO of The Washington Consulting Group in Bala Cynwyd, Pennsylvania. His company provides financial planning and budgeting services to small businesses. "A plan is necessary to measure how and when you reach the benchmarks you've set, both mid-term and long-term," he says.

Anna Phillips knows all about the importance of budgeting. As CEO of The Lash Lounge, a Texas-based beauty salon franchise, Phillips says, "I actually had to take a step back and look at what we were doing. We were chugging along day to day, trying to keep up with everything, but we didn't have a vision for the future." Just weeks away from opening a seventh location, Phillips now boasts a detailed budget that will take the franchise through the next five years and the launch of an additional 43 salons.

Here's how to create a five-year budget for your small business that will help you manage the money your business is making, the money it's spending, and the money it's likely to earn in the future.



Sales, revenue and cash flow

Calculating how much money your company is making—and spending—is critical to creating a realistic budget. But for many small businesses, seasonal changes and marketing fluctuations can have a significant impact on cash flow, making it difficult to cover capital expenses.

To better anticipate these dips, The Lash Lounge keeps a graph chart that "shows our franchisees, historically, when our busy times are and when we have slow times," explains Phillips. "For example, when school lets out or starts up again, sales tend to dip down a bit. With the graph, we can prepare for slow months like June by ramping up our marketing efforts in May. That way our monthly cash flow stays relatively the same throughout the year."

Pricing for profit

A small business owner can set his or her own price, but entrepreneurs have little control over

EXHIBIT Q

how their suppliers price their products and services. Just ask Phillips. “The biggest surprise jump in price we’ve experienced is when a certain type of lash glue that we needed to provide our services went through the roof from \$50 a bottle to \$200 a bottle,” she recalls.

To better manage these variable costs, Phillips says she’s made a point of “negotiating accounts with vendors where, while prices may go up every so often, they are capped at a certain percentage.” What’s more, Phillips says making strong supplier relations a key component of a budget has helped her find new vendors with better prices on short notice and without any impact on the company’s bottom line.

Forecasting the future

It’s one thing to keep careful tabs on how much money your company is generating. It’s another to know how much you’re spending to keep your business afloat. But what about five years down the line? Failing to anticipate changes in inventory, pricing and consumer demand can stunt a business’s growth. For this reason, many small businesses deploy accounting software such as Intuit’s QuickBooks or Sage 50 Complete Accounting. Reasonably priced and easy to use, these programs allow small business owners to keep track of their daily growth numbers and to make sure they’re meeting their monthly targets.

Nevertheless, while software programs such as QuickBooks are ideal for budgeting, Washington warns that small business owners should feel comfortable using a particular solution before staging a full-fledged deployment. “There’s so much budgeting software out there,” he says. “You really have to pick what comes easy for you to understand.”

Managing manpower

Many small businesses are so busy wheeling and dealing with suppliers that they forget about what is typically a business’s largest expense—its people. In fact, manpower—and its accompanying costs— should be a key component of a small business’s budget. That’s because young companies need to look at how many employees are needed to get the job done, how many new hires will be required as the company grows, and how these numbers are likely to fluctuate during seasonal changes.

Financing finesse

Factors such as inflation can easily turn fixed costs into a variable nightmare. However, Phillips says it takes more than accounting software to avoid a cash crunch. “We’ve applied to be put on the SBA Franchise Registry so that when we go to the bank for a loan, we’re already on the list and they don’t have to do as much of an investigation,” says Phillips. “We’ve also started looking at alternate lenders to finance the business.”

It’s an approach Washington believes is wise. “The first thing a small business has to do is establish a banking relationship,” he says. “As a business owner, without proper financing and working capital, it’s difficult to operate. You never know when you may need more manpower or have to increase inventory on short notice. So know who your bankers are and establish a relationship with them—that’s the key to financial stability.”

Not sure how to create your own budget? The US Small Business Administration offers some great examples to help you get started.

<http://smallbusinessonlinecommunity.bankofamerica.com/community/accountingandbudgeting/blog/2012/07/16/building-your-five-year-plan-budgeting-strategies-to-project-future-growth-and-the-revenue-necessary-to-fuel-it>

EXHIBIT R

Star-Telegram

Success has Lash Lounge eyeing national franchises

BY SANDRA BAKER
AUGUST 6, 2012

GRAPEVINE -- Anna Phillips started her eye lash extension business six years ago with a shop in Colleyville and it quickly grew to three locations.

Two years ago, because of strong demand for her services, Phillips started offering franchises. That resulted in the addition of four shops, including one in Austin.

Now The Lash Lounge is looking to go national.

Phillips said she has franchisees lined up for Houston and Scottsdale, Ariz., and a second shop is planned by the Austin franchisee. She expects those shops to open this year, which would bring the location count to 10.

She's on a marketing blitz to promote franchise locations for some of the nation's largest cities, including Chicago, Los Angeles, New York and Miami. Fashion and beauty services "are flourishing" in those areas, she said. The Grapevine-based business hopes to have 25 locations in the next three years.

"I don't think I've stopped to see what we've been able to achieve," she said of her business. "Typically, in franchising, once you have 10 locations, you double that quickly. We've had a lot of interest."

The Lash Lounge is a beauty salon that specializes in all things for the eyes. About 85- to 90-percent of its business is semi-permanent eyelash extensions, she said. They also offer lash and eyebrow tinting, lash perming and permanent make-up. Permanent eyeliner is popular.

"My Plano shop, it's a two- to three-week wait to get in. It's crazy," Phillips said.



Phillips opened her first shop in the Villages of Colleyville in 2006, followed by a Plano location and then at Montgomery Plaza in the bustling West 7th Street corridor in Fort Worth. Those shops are corporate-owned. The other Dallas-Fort Worth shops are in Preston Forest Village in Dallas, Allen and Flower Mound.

When she started in the industry, Phillips was in a doctor's office offering massages and other beauty-related services, including lash extensions.

"The lashes took over," she said.

From there, she developed a business plan and stuck to her gut feeling it would be a success and opened the Colleyville shop. Within six months, she was looking for a second location.

"We're the first of our kind," she said of her franchise opportunity.

The shops range in size from 1,500 square feet to 2,000 square feet and feature six to 10 private rooms. They're often located in high-end shopping centers.

Phillips said she's "spent long days and hard work" building the business.

EXHIBIT S

GIVEAWAYS ENTERTAINMENT NEWS DIET AND FITNESS GAMES HAIRSTYLES FOR ROUND FACES

SHEKNOWS

NEW YEAR, NEW YOU

Login Sign up

ENTERTAINMENT BEAUTY LOVE PARENTING PETS HOME LIVING FOOD HEALTH EXPERTS SHOPPING GIVEAWAYS GAMES

NEW YEAR'S New Year - Your Life New Year - Your Body New Year - Your Love New Year - Your Style New Year - Your Family New Year - Your Career

Bold and beautiful in 2013: Bold lip and eye trends for the new year



Dec 24, 2012 3:40 AM by Aly Walansky
Posted in Holidays & Seasons / New Year's / New Year - Your Style
Rate this Article:

Like Share 7

Tweet 6

+1 3

8

0



2013 beauty trends

Be noticed

Get ready for a bold new year — the trends are here, and we're seeing bright, bold color all over the facial canvas. Get ready to have some fun — choose your target area, and go with it!

Ombre: It's not just for hair

"The 'Ombre Lip' trend will become more popular with the everyday woman," says **Anna Phillips, founder and president of The Lash Lounge**. This trend is the process of blending different shades of the same color or more than one color. The blending can be done either by starting on one end of the lips and blending/fading it down to the opposite end of the lips or by fading the color from the outside of the lip line to the inside of the lip (or vice versa). The colors that will be the most popular for this technique include the shades of deep red, burgundy, blush and plum.

Phillips also sees the color-blocking technique as big this year. This will be done by applying an allover bold color such as Coral, Fuschia, Cherry Red or Berry on your lips to pop against perhaps a cobalt blue shirt, for example.

Find your mood match

Think about the mood that you're trying to communicate. Is it a classic red lip statement or something more punchy like coral or orange, says celebrity makeup artist Napoleon Perdis. If it's a red lip, either go for the classic blue base or match to your complexion. The general rule is that a blue base will suit most complexions, especially brunettes, while pink bases work well with blondes and red heads. Orange bases love blondes, too. That aside, it's about choosing an intensity of color to suit your mood. But remember this; confidence wears a bright lip best!

Play with texture

If you're going to go with a more matte finish, it's crucial to take care of your lips — regular exfoliation and conditioning is key, says Perdis, whose Double Agent Rouge Palette allows you to achieve different textures, creamy and matte, and when used together ensures a hydrated, yet enduring finish. However, since not everyone feels comfortable in a bold, matte lip, brightly colored glosses are an easy way to toe-dip into the bright-lip trend without fully taking the plunge. Another option is to create a stain by pressing color with your fingers onto the lips and building the voltage in doses.

trending stories

- EASTER** 7
The perfect dye: Achieving picture-perfect Easter eggs
- MOTHER'S DAY** 3

EXHIBIT S

Trends in color

Emerald green

Pantone's 2013 color of the year makes a striking eyeliner and beautifully enhances hazel and brown eyes. This jewel tone can also be used to add a gorgeous pop of color to a smoky eye. (Make sure to use eye drops, as greens tend to emphasize any redness in the eyes.)

Blackened berry

Dark berry/wine lip colors can actually be worn year-round (as a subtle stain in the spring/summer, and to enhance a full-on vampy pout in the fall and winter). It's less in-your-face and an easier match for most complexions than a true red, but still looks dark, delicious and mysterious! (Make sure lips are exfoliated before applying a dark color.)

Rose gold

Blue and green eyed gals, meet your perfect match! Shimmering Rose Gold eyeshadows provide a subtle but stunning contrast to eye color (making your irises appear that much more vibrant), and it's the perfect color balance: The rosiness keeps the gold from appearing too yellow, while the gold keeps the color from leaning too pink. This shade also makes a beautiful bronzer/blush for fair skin, allowing the wearer to achieve a very trendy monochromatic makeup look!

Make it last

Whatever the shade you covet, it's important that it lasts the whole day. Like you do for your skin with a prefoundation primer, create a base for your lips to last, suggests Perdis who advises you choose a nude lip pencil or a color to match the shade of lipstick and line then fill lips with the pencil. Apply two coats of your lipstick with a brush for precision then re-line lips for a layering effect — this will really seal in color. We love mattifying lipsticks with powders for long-lasting results. If you're going to an event where you know you'll be eating and drinking, maybe consider a more matte finish. And if you're out and about, ensure you have the shade on hand to refresh the color!

More bold beauty

'Tis the season to look your best!
Winter solstice: Does your sign influence your makeup choices?
What if the Mayans are right? How to dress for the end of civilization.

Tags: beauty trends eye shadow eyes lip color lips

Like 7 people like this. [Sign Up](#) to see what your friends like.

• [Share](#)

related articles



Kid-friendly crafts for spring and Easter



How to host an Easter brunch



Eco-friendly Easter eggs



5 Unique Easter basket ideas



Pretty DIY Easter table setting ideas

comments

Comments on "Bold and beautiful in 2013: Bold lip and eye trends for the new year"

+ Add Comment

	Say "I love you" with these quotes for Mom
	SINGLE GIRL'S GUIDE TO VALENTINE'S DAY 25 10 Keys to a man's heart: Single girl's guide
	THANKSGIVING SIDE DISH RECIPES 0 Mashed Potato Stuffing



3 Amazingly perfect brunch sandwiches



7 Multitasking beauty products to try...



How to make greeting cards with fresh...



Michael Phelps dipping his toes back...

EXHIBIT S

Name

E-mail (required - not published)

Comment

BABIES R US

follow SHEKNOWS

g into

ess

ie!

Like

8+1

wide

gs on

othing,

, baby

more

You roll over for may
be more deals!

Do you:

Accept it

Find a doctor

YOUR ZIP CODE

AP/CSS/09/14, 14/09/11



•
•
• [View all articles »](#)

EXHIBIT S

Entertainment
Beauty & Style
Parenting
Home & Garden
Food & Recipes
Health & Wellness

Homergency
Homestretch
Be-You-Tiful
ChefMom TV
Corner Kitchen
The Buzz

Sign up for newsletters
SheKnows Experts
Sex positions
Virtual makeover
Hairstyle photos
Girl Crush of the Month

Rewards
SheKnows on Pinterest
SheKnows on Instagram
Gift Guides
Pregnancy Calendar
Recipes

AllParenting
Pregnancy & Baby
Mommalogues
Baby Names
Parenting Awards
Printable coloring pages

© Copyright 2003 - 2014, SheKnows, LLC. All Rights Reserved.

[AdChoices](#) | [Sign Up & Manage](#) | [Contact Us](#) | [Advertise](#) | [Careers](#) | [Privacy Policy](#) | [Terms of Use](#)



popular today

EXHIBIT T

**BUSINESS
INSIDER**

INSTANT MBA: Make Your Clients Feel Special for Choosing You

Tuesday, February 12, 2013
by Mariana Simoes

Today's advice comes from our interview with Anna Phillips, founder and president of [The Lash Lounge](#):

"I feel like customer service is somewhat of a lost art these days. There aren't a lot of businesses that really take the time to make their clients feel over the top special for coming into their business."

Phillips says her eyelash salon grew into a thriving franchise in Texas because of the extra attention she pays to customer service. It's important to keep your customers happy because you want them to refer your company to their friends and family. Still, relying on your clients to spread the word about your business shouldn't be your only marketing strategy.



"Just try to stay fresh on people's minds. Sometimes you might have 20 to 30 percent clientele drop off even though new people are still coming so you always want to stay fresh whether that's through email blasts or constant social media. That's practically a must now ... Sending birthday cards or maybe even a birthday email with some sort of a discount ... that's always good."

<http://www.businessinsider.com/make-your-clients-feel-special-for-choosing-you-2013-2#ixzz2KiqilUpN>



Get Longer Lashes with Semi Permanent Lash Extensions

Amy E. Goodman
February 13, 2013

Always wanted to try the trend of semi-permanent lash extensions but need to know more? Here's a step-by-step interview with Anna Phillips, president and founder of The Lash Lounge, on what they are, what to expect and why eye-flattering **longer lashes** can be yours over 40.



Why consider lash extensions?

"Our lashes are like the hair on our heads and as we age it thins and gets brittle and dries out," says Phillips. "Using mascara, putting on and taking off makeup and rubbing our eyes enhances these aging effects on our lashes and contributes to a non-voluptuous lash look as we get older."

Who is a good lash extension candidate?

"Our core clientele is in the 40-60 age range and they come in for the low-maintenance beauty option."

How do eyelash extensions work?

A semi permanent lash extension is made of synthetic hair. One synthetic hair is added to every one of your natural lashes. You can select the length, thickness and color. "Most people prefer black for that mascara look," says Phillips.



EXHIBIT U



What can you expect on your first visit?

A full set of 50-100 lashes is applied to the upper lid of each eye for your desired look. How many longer lashes are added depends on your natural lash volume. The fuller you go the darker the lash line is going to look.

What's the maintenance?

Your natural hair has a 2-3 week life cycle, and as your natural lash sheds it takes the synthetic lash with it. "Typically clients come every 2-3 weeks for refills," says Phillips. "I've had mine on for 7 years!"



What's the cost?

At [The Lash Lounge](#), the first full set takes 1.5-2 hours to apply and costs \$250 and up. Refills can take anywhere from 30 minutes to an hour to apply and should be done every 2-3 weeks (\$30-75).



EXHIBIT U

What about natural hair lashes like on Kim Kardashian?

“Mink lashes are very popular right now because celebrities are touting them. I don’t like to use animal hair. You cannot properly sanitize the lash without ruining the hair, so there is the potential for allergic reactions there,” says Phillips.

Longer lashes are a low-maintenance option.

This is not just for glamour gals, says Phillips. “I find that I don’t want any makeup on when I have my long eyelashes and others are like this too,” says Phillips. “I dust with powder and blush in the morning and I’m out the door.”

<http://style.lifegoestrong.com/slideshow/get-longer-lashes-semi-permanent-lash-extensions-slideshow-image/why-consider-lash-extensions#7739654>

ELLE

Beauty Chat: Anna Phillips on Lash Extensions

FEBRUARY 7 12:45 PM by AMBER KATZ



Photo: Courtesy of The Lash Lounge

Beauty services now approach Sharpie levels of permanence and are sure to evolve more in that direction in the coming years. Like gel manicures and Brazilian keratin treatments, eyelash extensions are increasing exponentially in popularity. The value proposition of leasing out your eyelid real estate to extensions is vast: You'll awaken to a thicker, denser, blacker gaze à la Betty Boop. But there's much to know before going under the glue, so we pumped The Lash Lounge proprietor and technician Anna Phillips to glean her tips on lash extensions. From the history of the drag-queen staple to how to prep and maintain a gaze that can be seen from space, here's Phillips's advice on getting a full fringe.

EXHIBIT V

ELLE: Talk to us about the history of lash extensions. How did they become so popular?

Anna Phillips: Lash extensions were created by movie director D.W. Griffith in 1916. He wanted the leading ladies to have lashes that grazed the cheeks when she closed her eyes. The first strip lashes were created from human hair and gauze, and we've come a long way since then. The popularity of extensions is a result of how it provides women with a long-term alternative to wearing eye makeup. It's all about low-maintenance beauty for women day to day.

ELLE: What are the benefits of semi-permanent lashes versus a one-time application?

AP: One-time applications are known as clusters and are done with temporary lash glue. The semi-permanent ones are attached one hair at a time to each of your natural lashes. There's not a lot of hair-pulling when you apply them and they garner minimal reactions. You can wear them as long as you'd like, provided you maintain them. You can go natural or dramatic based on your desire. You can work out with them, swim, or shower and they won't fall off.

ELLE: Who is a good candidate for lash extensions?

AP: Anyone who has a hair to which a lash can be attached. We do have cancer patients who come in with sparse lashes, and we let them know up front it's going to accentuate the sparseness. That said, the lashes you have will look thicker and dark black. Most of the time these women go through with the service. That's the only downfall, if you don't have hairs, you have to start growing them.

ELLE: What is the lash-extension process like?

AP: We get an idea of what clients are looking for; the design they want to have. The clients will lie on a table similar to a facial table. We tape the bottom lashes down with a medical-grade tape or an anti-wrinkle gel pad. They close their eyes. We isolate one hair with tweezers and pick up an individual lash extension, run it through the glue, and then attach it to a natural lash. It takes about five seconds for the glue to dry, and then it's on to the next lash. It takes 50+ lashes per eye for a basic set. A full set takes about an hour and a half. Refills can take anywhere from 30 minutes to an hour. The lashes last as long as you want to keep them up. If you have a full set on and never get a refill, after two months you might have one extension left. I recommend getting refills every two to three weeks to keep them up.

EXHIBIT V

ELLE: Is there more than one type of lash look from which we can choose?

AP: The most prominent is a natural look that follows the shape of the lash line. We typically use at least three different lengths of lashes on everyone's lids so we can do the inner eye and the outer edges. Cat-eye/flare-shaped lashes look great on those with heart-shaped faces: Think Victoria Beckham, Reese Witherspoon, or Charlize Theron. Natural lashes look great on someone with more chiseled features, a more square face like Angelina Jolie or Sarah Jessica Parker. It softens the face a bit.

ELLE: Are there any dangers to look out for when it comes to extensions?

AP: Just bad application—your technician applies extensions to more than one hair. Reactions to application or the glue is the second thing to watch out for, but that is fairly rare.

ELLE: Any tips to ease into lash extensions if you're not ready to go the distance—literally and figuratively?

AP: Try some natural-looking lash strips on. Ardell makes inexpensive ones to try and see if you like them on yourself first. Occasionally, people come in and they freak out, which always surprises me because I think it looks so good, but it's not for everyone. Sometimes people ask me to trim them, which breaks my heart after all of that work! You can also do a demi style (the outer edges) but make sure your technician is tapering them really well to your natural lash line. There should be no tufts of hair sticking out on the outside. You can start with a very basic full set. You can go very close to your natural lash length and just build thickness and a darker hue. I always tell my clients you're not married to these. You can change up the length, the design, whatever you'd like to do, whatever you're comfortable with.

ELLE: How can we best maintain our lashes in between touch-ups?

AP: The lashes are made to provide you with a low-maintenance routine, so the less you mess with them, the longer they'll last. They're very durable. Stay away from oil-based makeup removers and makeup products or constant rubbing. If you take off your makeup by rubbing your lashes vigorously, use your fingertips or a Q-tip to protect them between visits. Most women use them as an alternative to mascara, but if you want to apply one, we recommend using a water-based formula, one that dissolves when water hits it.

ELLE: Which makeup removers do you recommend?

AP: Anything oil-free—Almay has a great one. Run it across a clean mascara wand, and then brush that through your lashes. Then rinse off your mascara wand thoroughly, before running it through again to remove the remover. This is great to do in the shower.

<http://www.elle.com/news/beauty-makeup/anna-phillips-lash-lounge>

Entrepreneur®

May 2013

FRANCHISE INK

All aflutter

The eyes have it at The Lash Lounge

Success took Anna Phillips by surprise. In 2001, after being laid off from an IT job, she began working full time as a massage therapist. Soon she was offering beauty services as well, like applying permanent makeup. It was a good business, but nothing she couldn't handle. Until she started doing eyelash extensions.

"It just grew out of control," says Phillips, who is based in Colleyville, Texas, a suburb of Dallas-Fort Worth. "I told my husband I either needed to stop taking new clients, or expand and do only eyelashes."

They decided to try an eyelash salon, renting a five-room space that needed minimal construction. Within two months, they had to add a sixth room, and Phillips still had a two-month waiting list.

"The year after, we set up a second location in Plano and a third in Fort Worth," she says. "That's when I started thinking we might have a hit on our hands."

Others thought so, too, and in 2010 Phillips began selling The Lash Lounge franchises. Today there are eight locations, all in Texas; she hopes to sell 10 more this year and eventually expand across the U.S. We batted our eyes at her and asked nicely if she would tell us how her business has become so popular.

—Jason Daley

WHAT EXACTLY ARE SEMI-PERMANENT EYELASH EXTENSIONS?

We attach a synthetic hair to the natural lash, one that's much thicker and pitch black. It looks like makeup and is very low maintenance. You can swim, shower, sweat and live your life and not worry about mascara. Since eyelashes naturally fall out over time, clients can come back



Going to great lengths: Anna Phillips.

with a boutique hotel chain, like W Hotels, that caters to the type of client who likes to get their lashes on.

WHO DOES GET THEIR LASHES ON?

Our core customers are women between 30 and 65. That's not to say we don't get women in their 20s, but not as many, because our initial price is \$250 to \$300. We also have some male clients. We've been getting a lot of customers you wouldn't expect. And considering the economy is still in a downturn, we're excited to see who will be coming in once things pick up.

WOMEN IN TEXAS ARE FOND OF MAKEUP. WILL THIS CONCEPT FLY ELSEWHERE?

That's right, women in Texas love their makeup, and they love mascara for sure.

We are the first of our kind in the franchise world, and half the battle is letting people

know who we are. At trade shows, they sometimes classify us as a bar or lounge! Being first to market appeals to a lot of people, whether they're interested in the beauty industry or entrepreneurship.

ARE LASHES ENOUGH TO SUPPORT AN ENTIRE BUSINESS?

We wanted to be very niche, so we do lashes and four or five other small services, like lash and brow tinting, eyelash curling and permanent makeup. We are adding brow threading soon. The whole concept is low-maintenance beauty. On top of all that, in the front lobby we have a small boutique with a private-label cosmetics line that we designed.

We've been working on our strategic plan and on what the future looks like. We may create a smaller version to accommodate places with smaller customer counts. We'd also like to team up

PEOPLE HAVE BEEN PLAYING UP THEIR LASHES FOR THOUSANDS OF YEARS. WHY?

They say the eyes are the window to the soul, and in my opinion eyelashes are a big part of that. I think they make the biggest difference in a woman's face really quickly. We see lots of ladies who were thinking about an eyelid lift or surgical enhancement, but they opted for this instead. It makes an instant change in their face. When customers get off our tables and look at themselves in the mirror, a lot of them are seeing themselves as beautiful for the first time.

Women in Business: Q&A with Anna Phillips, CEO and Founder of The Lash Lounge



Laura Dunn

Blogger, freelance journalist, author, advisor

Posted: 10/14/2013

Anna Phillips founded [The Lash Lounge](#) in Texas in 2006. After working in IT, Anna worked at Google as a massage therapist. It was here that she realized both her passion for the beauty industry and her entrepreneurial spirit. The Lash Lounge is the first salon franchise dedicated to eyelashes and has seven open locations in Texas - three of which Anna owns and operates - and another set to open soon in Houston. Anna has established herself within the billion dollar beauty industry by focusing on one niche service.

How has your previous employment experience aided becoming a franchise owner?

My previous employment experience dates back to well before my legal work age of 16. I grew up on a farm and was no stranger to hard work, long days, and a do-what-you-have-to-do-to-get-the-job-done mentality. Although many of those jobs were neither my favorite nor something I particularly excelled at, I always worked hard and finished what I started. It wasn't until I got into corporate America and worked in the IT department at a large computer-based company that I started to really realize that I enjoyed helping people.

Unfortunately at the time (but looking back, it was fortunate for me), my job fell victim to the mass lay-offs which forced me to try out a completely different industry about which I had always dreamed. This newfound career quickly led me to become an independent massage therapist at Google, giving me the security of corporate America but the freedom to manage my own schedule and work style. In addition, working for Google gave me a glimpse into the possibility of what dreams could become when you follow your passion and work hard.

Although it was a big corporate company, the environment at Google was very collaborative and entrepreneurial at heart. I attribute a lot of my ambition to my experience working at Google and being able to make the switch successfully from the IT world to the beauty industry. This gave me the confidence to first take the leap towards opening up an eyelash dedicated salon when there was nothing like it around, and then to evolve my business into a franchise when again - there was nothing like it in the franchise world. My feelings were you'll never know what could be, unless you try...

EXHIBIT X

How can you turn your passion into a career?

I feel extraordinarily lucky that I have been able to find my passion and turn it into a lucrative career. There are a small percentage of people who can say the same. Looking back on how I got to where I am with my business I realize a few things I had to determine and work at in order to develop my passion into a career.

The first was figuring out what truly made me feel fulfilled - money aside. What could I do for others that gave me that feeling of satisfaction and accomplishment? For me, that was taking care of others and helping them feel better about themselves.

The second was figuring out exactly what skills at which I could excel that could provide me with that fulfillment. And the third was working as hard as possible to create a name for myself in my newfound industry, being open to some changes and not giving up.

I started in the beauty industry in 1999 with massage therapy and it wasn't until 2006 that my eyelash business took off, and 2009 when I started franchising my business. I would have never imagined that this is the route my business would go, but at the end of the day, my passion is still fulfilled by helping our clients feel beautiful. Amazing careers that evolve from someone's passion almost always require a ridiculous amount of hard work, focus and willingness to adjust as needed in order to find that niche that nobody else has tapped into yet.

How do you maintain a work/life balance?

This is a daily struggle for me. I think anyone who says they have it figured out must have a team of helpers in the background doing their laundry, taking care of their kids, cooking meals, and helping them with all of the little things that life demands at home.

I personally don't have a team of helpers, but I have a wonderful spouse who believes in me and picks up the slack at home while I am building my business. The most important thing I feel helps me to maintain some sort of balance is to focus solely on work when I am at work, and to focus entirely on my family when I'm at home. This allows me to give 100% of my attention and effort to the task at hand. I also make sure that I allot myself some sort of personal time each week so that I can make sure I am regenerated and ready to take care of everything else. This can be a massage, getting a work-out in, a long uninterrupted nap, or just some time to meditate or read. I have learned the hard way that you **MUST** take care of yourself and not feel guilty about it; otherwise you will quickly have nothing left to give to your business or others around you.

EXHIBIT X

What have the highlights and challenges been during your tenure as CEO and founder of The Lash Lounge?

Challenges have come in many shapes and sizes. My role as CEO is multifaceted because I have my corporate salon locations that I continue to oversee the daily operations of, but I also lead my corporate team to run the franchise sales and franchisee support departments. Dividing my time between all the different areas that I am being pulled in was particularly tough in the beginning. I challenged myself to become more organized and be strategic in planning my quarterly and annual goals which has allowed me to be more focused on the tasks in front of me. The most rewarding part of being CEO of The Lash Lounge is when I am able to see my staff or franchisees make significant strides in their own abilities to reach their goals. It's all about making each part better to make the whole unit stronger.

What advice can you offer small business owners who are seeking to become a franchisor? The best advice is to make sure to duplicate your own business in another territory to see if it is just as successful. Often opening more than two stores is most helpful when you are trying to prove that your concept and system is lucrative and easy to follow no matter where you go. The other piece of invaluable advice I can give is to start documenting your step-by-step processes for everything you do from the minute you open your first location. Typically you are so focused on getting that business open and don't think about the potential of having more openings in the future that you forget to take notes on anything.

However, you will thank yourself over and over if you document what you have done, even if it is short-hand form. This will allow you to build upon it, make improvements, and develop solid systems and processes which you will need in order to have a successful franchise. When you feel you are ready to start embarking down the franchise path, find a great mentor who can show you the ropes and a reputable franchise attorney who will help you develop the necessary legal documents to make your business a legitimate franchise. I would make it a point to talk to a handful of franchisors who have been down the road ahead of you to find out what they did well, what they would do differently, and if it has all been worth it. At the very least, it will provide you with great knowledge of what to be prepared for as a franchisor.

What do you think is the biggest issue for women in the workplace?

Many women, myself included, are constantly searching for ways to balance home life with career. Traditional gender roles have told us that we must eventually choose: family or career. I think that is becoming less true as more women are striving for top level positions and an influx of men are becoming more active in the parenting role. I believe we are in the midst of a societal shift that hopefully will lead to a new idealism that women can in fact have a successful career and a happy family!

EXHIBIT X

What are your thoughts on Sheryl Sandberg's Lean In book and movement?

I don't think anyone can argue that Sheryl Sandberg is a very intelligent woman. Lean In is a great call to action for women to "have a seat at the table" and be proactive in their careers. She is undoubtedly tough and places the responsibility of women's equality in the workplace in the hands of women. She challenges women to take bold action to position themselves as equals and leaders. Like all books, not every part (or the whole book) will be for every reader. There were parts that I cheered to when reading and others that I questioned. One fact that she didn't shed much light on, if at all, is the increase of female entrepreneurs in the last decade. I think it would have been great for her to encourage more women to become the Mark Zuckerbergs of the world! Most importantly, I think readers should keep in mind that this is one woman's journey and opinion. We must all right our own story.

As for the current women's equality movement, it has sparked an exciting conversation in this country that I think everyone should tune into. Our country has a well-defined history of equality struggles and none of us should be satisfied until all people are treated fairly, compensated indifferently and given equal opportunities.

How has mentorship made a difference in your professional and personal life?

I remember the first time someone asked me for business advice - I was blown away that they thought I could offer something of value to them. It really made me step up my game and make sure I was giving out sound and valuable information. I have found that becoming a mentor to someone else has in turn made me look at myself and my business under a microscope and make improvements in different areas. You cannot advise someone to do something that you, yourself are not willing to do on your own business. You have to be willing to practice what you preach.

On a personal side, I have found a lot of unexpected fulfillment out of being a mentor to someone who is breaking into a new business or working on expanding the business they have. It is really exciting for me to see someone who is also achieving their dreams and being able to help facilitate in any way I can.

Which other female leaders do you admire and why?

I have a couple amazing female entrepreneurs that I silently stalk on the internet to keep up with their lives and their success. They have all inspired me for different reasons and keep me intrigued with what they will come up with next. One of those women is Sara Blakely, the creator and founder of SPANX. I am most impressed with how she created a niche in a market that was already saturated with high-level brand names, worked her tail off to get noticed, and rose to the top of her industry. Her story is amazing and inspiring for anyone to read.

What are your hopes for the future of The Lash Lounge?

My vision for the future of my company is to expand our business model into a variety of concepts that allows us to put a Lash Lounge all over the US, not just the high-income areas. This will allow us to provide an opportunity for ownership to someone who might not have the means to open a full blown salon, but they definitely have the heart and the passion to be an amazing owner and the desire to work for themselves. I plan to create a system of "paying it forward" within my organization that provides the means to help others achieve their dreams and be successful. The culture of The Lash Lounge is unique, empowering, and progressive and I believe this is what resonates with our franchisees and our customers thereby building strong brand loyalty with us for years to come.

{From [Huffington Post](#)}

EXHIBIT Y

WORKING MOTHER

October/November

ENTREPRENEUR MOM

Beauty Queen Anna Phillips

It took a layoff, a career change and a multi-state move for this mom to find her big idea—and ever since, she hasn't batted a lash.

Anna Phillips, 38, is the founder of The Lash Lounge and mom of Hadley, 5, and Presley, 2.

Most people know me as the lash lady. And while I've led a beautiful life as the CEO of The Lash Lounge for the past seven years, the road wasn't always a pretty one.

In 2000, while living in the California Bay Area, I was laid off from my job in computer systems. That was the jolt I needed to realize I'd always had my eye on a more entrepreneurial endeavor. I gave my career a makeover and went from working with megabytes to wielding massages. I had gotten certified in massage therapy in 1999, mostly as a hobby, but dug my fingers in full-time when my techy corporate job folded.



Eventually I met my husband, Dave, who works for the government. Soon after we got married, we had to move to Texas for his job, so I packed up my massage therapy business along with the rest of our life and began operating out of a small single-room rental space. To keep up with my clients' needs, I also trained and became certified as an aesthetician and permanent-makeup artist. This soon led me to eyelash extensions, which are synthetic lashes applied one-by-one to the natural eyelashes with medical-grade adhesive. At the time, extensions were a booming business in Asia but not yet big in the United States.

I began offering them to my clients and realized that eyelash extensions were the new red lipstick—a true beauty staple. I soon had a booming roster of clients, concluded there was cash in the lash and opened my first official five-room eyelash salon. My husband thought I had lost my mind.

EXHIBIT Y

He's since changed his opinion. Seven years and two children later, I'm a working mom with a burgeoning business: We have three company-owned salons and five franchise locations in Texas, with plans to expand to 25 locations across the country by 2015. Even better, all of our stores have been profitable since our first month open.

Having built a successful company that I am hoping to pass on to my girls someday fills me with pride. Yet the truly priceless thing about being my own boss is the freedom I have to manage my schedule so I can spend time with them now. I catch my 5-year-old's soccer practices, handle school pickups and drop-offs and have even been known to sneak in a week-day afternoon movie with my kids. The course of my career has changed, shifted and sometimes felt stalled along the way, but I guess you could call these detours beauty marks on my resume (wink).

Top Lessons

1. **Hire wisely.** The need to add staff doesn't always come at opportune times. still, you don't want to rush and make mistakes. so take the time to do back- ground and reference checks.
2. **Wear varied hats.** every time your business grows, your role will, too. Be willing to readjust your job function and move into work areas that might not exactly be in your comfort zone.
3. **Stay laser focused.** A taste of success can make it feel like almost anything you touch will turn to gold. But branching out too far into indus- tries you know nothing about could end up costing you money.
4. **Encourage ideas.** Get your employees to flex their entrepreneurial side by letting them know you're open to creative thinking. They may just come up with clever—and lucrative—ways to promote the business.

—As told to Andrea Stanley

Video: A quick makeup tip from Anna

{From [Working Mother](#)}



EXHIBIT Z

DAILY
MAKEOVER 

Makeup Tricks to Fake a Good Night's Rest

by *Aly Walansky*

February 17, 2014



Whether you were having a wild night out or just a burst of insomnia, when you don't get a good night's rest it shows. We can't help you *feel* better, but we can help you *look* better. Use these beauty tricks to hide the evidence.

EXHIBIT Z

Hydrate

Make sure to grab a bottle of water as you walk out your door and a straw (so you don't ruin your lipstick) and drink the whole thing down. "When you are tired your face needs hydration, so drink lots of water throughout the day!" says Celebrity Makeup Artist **Nicole Bryl** of Make-Up New York.

Try Eyelash Extensions

Eyelash extensions open up the eyes and brighten your complexion. "Fluttering will be so fun with a refreshing look every morning," says **Anna Phillips**, founder and president of **The Lash Lounge**.

Hide Dark Circles

For puffiness and dark circles under the eyes, try these tricks prior to applying concealer: "Apply an ice pack, frozen vegetables or something else cold to the area for a few minutes. Gently massage the area using your ring fingers, starting at the inner corner of the eyes and sweeping outwards to improve puffiness. Use an eye cream with caffeine, which improves circulation of the area to minimize the appearance dark circles," says **Dr. Meghan O'Brien**, consulting dermatologist for **Physicians Formula**. And yes, hemorrhoid cream (that contains phenylphrine) can also be helpful to constrict under-eye blood vessels that contribute to the bluish under eye circles.

Tint Eyelashes and Eyebrows

This is the frosting on a cake. It completes a look by creating a beautiful natural appearance that is nothing but perfection. "There is no blotchiness or unevenness with tinted eyelashes and eyebrows—everything is consistent," says Phillips.

Brighten the Eyes

Use a white or blue pencil on the water line to brighten the eye. Try **Susan Posnick ColorEyeDefine in Turquoise/Topaz** (\$26, susanposnick.com). "Next, try a white pencil on the outside corner of the eye, between the upper and lower lashes to open the eyes, and make them look more almond shaped. This is a dancer's trick. Finally, try a pale shimmery shadow under the bottom lashes to keep eyes sparkling. Skip mascara on the bottom lashes. Mascara can cast a shadow making the eyes look tired," says celebrity makeup artist and founder of Susan Posnick Cosmetics, **Susan Posnick**.

Bronze the Skin

Tan skin always alludes to rest and vacation. It is another way to detract from looking tired. "Bronzed skin combined with bright lips alone will make you look very well rested," says Bryl.

EXHIBIT AA
HOUSTON★CHRONICLE
BUSINESS

The Lash Lounge caught her eye

Owner extends herself to a new career with extensions franchise

March 21, 2014



Marjorie Ramsey Ward, owner of The Lash Lounge, sells eyelash extensions to women and men, permanent makeup and cosmetics.

By Sandra Bretting

After 17 years in sales with Coca-Cola Co., famous for its longtime slogan, "It's the Real Thing," Marjorie Ramsey Ward took a different tack when she opened a franchise this month.

Called The Lash Lounge, Ward's boutique in the Heights sells eyelash extensions to women and men, permanent makeup and cosmetics. It opened March 4 as the eighth location of a Dallas-based chain.

A full set of eyelash extensions costs \$250 at The Lash Lounge and takes two hours to apply. A trained technician attaches individual synthetic fibers to the eyelashes. The results last for two to three weeks, according to Ward, after which customers return for a \$50 touch-up.

"Eyelashes grow just like your hair," Ward, 44, said. "For me, it takes the same amount of upkeep as getting my nails done."

The business primarily attracts women ages 25 to 55, Ward said. Eyelash extensions have been mentioned on reality television shows, and they are worn by performers such as singer Adele. Brides looking to primp for their big day have become a niche market for Ward.

EXHIBIT AA

On to something

Her interest in eyelash extensions began in 2011, when she visited a Houston boutique with friends. When the technician there spoke about how profitable the business could be, Ward felt she was on to something.

"What makes a great salon are the stylists; the people who are trained to do the actual job," Ward said. "And I thought I could provide better customer service than what was out there."

At the same time, Ward's job with Coca-Cola went away. Rather than work for a different brand and face a possible relocation, she opted to use \$250,000 from a 401(k) plan to form her own corporation.



Ward says a full set of eyelash extensions costs \$250 and takes two hours to apply. "But we do other things, too, like eyelash tinting and eyebrow threading," she says.

That amount covered a \$40,000 franchise fee and the build-out of her Heights storefront.

"Honestly, the thing that took the longest for me was to get permitting from the city," Ward said. "If I had to do it over, I'd research to see if maybe there wasn't a better way to expedite the process."

Permanent makeup

In addition to eyelash extensions, The Lash Lounge offers permanent makeup, which involves tattooing color on the eyebrows, eyelids or lips. There's also a cosmetics collection, which has been branded by The Lash Lounge, and a small boutique with clothes and accessories.

"I love this business plan because it has more than one revenue stream," Ward said. "Eighty percent of what we sell is lashes. But we do other things, too, like eyelash tinting and eyebrow threading."

'Instant gratification'



EXHIBIT AA

Marjorie Ramsey Ward, owner of The Lash Lounge, 187-A Heights Blvd., shows her semi-permanent lash extensions as she poses in her store Tuesday, March 18, 2014, in Houston. (Melissa Phillip / Houston Chronicle)

"For me, it's instant gratification," client Carrie Delarosa said. "I can go in, be seen by a stylist and walk out feeling more attractive."

The Lash Lounge employs three lash stylists and an office manager. Ward predicted first-year gross to reach \$500,000, based on the franchisor's projections, with a 45 to 50 percent profit margin.

"A lot of my family is working with me, which is one of the perks," Ward said. "I'm surrounded by great people ... who I know I can trust. That's one of the best things about working for yourself."



inner beauty

Interior designer and writer Shelly Rosenberg just added two new life events to her timeline. Already mom to two daughters, Brinson, 14, and Campbell, 11, Rosenberg and her husband, Barry, recently welcomed a son, Ronen, 7 months, and to accommodate their growing family, moved into a roomy ranch house. Through her interiors business, LURA Studio, she focuses on short-term “facelift” projects, where she redesigns and freshens up spaces for a flat daily fee. While she’s working on her own new digs, she’s also jet-setting to interior design blogging events on both coasts, scouring stores for vintage furniture and costume jewelry, and fitting in a lot of family time. We stopped in her new home for her list of must-haves. —Courtney Sinelli



Shelly’s 15 Beauty Essentials:

1. **Kate Spade** make-up pouch
2. **Nailtiques** Formula 2
3. **Laura Mercier** Illuminating Powder Quad in Pink Rose
4. **La Mer** The Eye Balm Intense
5. **Laura Mercier** Secret Concealer
6. **Maybelline New York** Full 'N Soft Mascara
7. **Renée Rouleau** Rosemary Mint Cleanser
8. **Renée Rouleau** Intensive Firming Serum
9. **Renée Rouleau** Age Defense Moisturizer SPF 30
10. **Renée Rouleau** Vitamin C & E Treatment
11. **Oribe** Supershine Light Moisturizing Cream
12. **Colorescience** Sunforgettable Mineral Powder Sunscreen
13. **Laura Mercier** Shimmer Lip Colour in Raspberry Sorbet
14. **Susan Posnick** ColorForever
15. **Laura Mercier** Tinted Moisturizer SPF 20

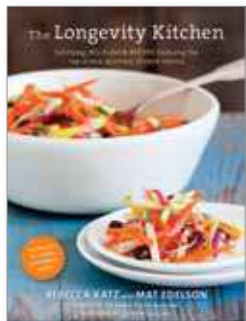


lash masters

It has often been thought that the secret to long, luscious lashes resides in a tube of overpriced, underachieving product. Local lash maven Anna Phillips disagrees. She’s been converting women from mascara addicts to eyelash extension enthusiasts since the 2006 opening of The Lash Lounge in Colleyville, which she claims is Texas’ first-ever lash salon. Today, there are six Lash Lounge locations across the Dallas-Fort Worth area, making patrons happy one eyelash at a time. It’s all about the eyes at these specialized salons that offer everything from eyelash extensions to – gasp! – permanent eye make-up (it’s more common than you think). The process is time-consuming and doesn’t come cheap, but experienced technicians will work with you to choose the service most befitting your lifestyle and desired look. Much like a gel manicure, the semi-permanent eyelash extensions last for up to three weeks before requiring a refill – a definite bonus for busy moms on the go.

—Nicole Jordan

The Lash Lounge
Flower Mound,
972/317-1125
thelashlounge.com



FOOD WITH A PUNCH

Flavorful culinary creations pack a punch when prepared with antioxidant-rich power foods. More than 125 recipes are featured in *The Longevity Kitchen*, a brand-new book by wellness guru Rebecca Katz. This isn’t your mother’s cookbook; each recipe is prepared with what Katz has dubbed “power foods.” She claims the 16 power foods (kale, olive oil and sweet potato, to name a few) will help combat everything from memory loss to high blood pressure when incorporated appropriately. *The Longevity Kitchen* avoids ho-hum recipes typical to health-centric cookbooks. Expect to see everything from Herby Turkey Sliders to a tantalizing Yogurt Berry Brûlée with Almond Brittle. —NJ.

The Longevity Kitchen, \$29.99 // Multiple Barnes & Noble locations // barnesandnoble.com

SHELLY ROSENBERG AND SHELLY'S BEAUTY PRODUCTS: PHOTOGRAPHY BY STEVEN VISNEAU; THE LONGEVITY KITCHEN PHOTO: COURTESY OF REBECCA KATZ; THE LASH LOUNGE PHOTO COURTESY OF THE LASH LOUNGE

The Woman's Club of Fort Worth

Courier

April 2010
Vol. XLVV No. 8



President's Corner

I am so happy to see the month of April arrive. We certainly had a very unusual winter. I have never been so cold or have had such high electric bills. But spring has sprung and it is time to plant flowers and do some sprucing up inside and outside our homes. I think you call it "spring cleaning." Believe me, I need to catch up on that! I can't wait to see all of the irises line my driveway again. We now have beautiful spring colors in our gardens and we can thank Barbara Russell and her committee for their hard work.



This is the month of Easter and we don our new outfits. I'll always remember as a little girl getting a new dress, spring coat, straw hat with a ribbon and an elastic band to hold the hat on under my chin, new patent leather shoes and little lace gloves. I miss seeing the hats and gloves. All six years that I lived in North Dakota, I never wore pretty shoes, just boots for Easter! Ladies, Happy Easter and enjoy all the blessings of Easter.

Thank you to Sally Ditto and her committee for the wonderful Girl's Night Out Party for prospective members and transfers. The entertainment was outstanding. Thank you clubs and departments for the informative tables about your activities and programs. It is so important that prospective

Continued on Page Two

Nancy Alexander Honored By Etta Newby

Etta Newby Club honored past president Nancy Alexander with a \$1000 donation to the Historical Preservation Trust designated to the Capital Improvement Fund. Nancy joined the Woman's Club in 1999. Besides Etta Newby, Nancy holds memberships in Achevez, 93 Club, Venture, and Federation.



She has served on the Woman's Club Board as Courier mailing chairman, hospitality chair, and archives chairman. She currently serves on the Ways & Means Committee and the Historical Preservation Trust Committee. Her outside activities include volunteer work with Texas Health Harris Methodist HEB Hospital, where she will serve as president of the auxiliary in the upcoming year. She met her husband, Larry, when she was

Continued on Page Six

Angel Lynda Hill



Angel Lynda Hill is a native of Houston and a graduate of Baylor University. She met her husband, John, at Baylor where they married while he was in Baylor Law School. They have been married 43 years and have one son, David. Lynda is a past president and director of Etta Newby. She is also active in Night Newbys, Achevez!, and Bible. She has chaired the Mailing Committee for the Courier. Lynda has also served on numerous committees related to autism, mental health, and mental retardation. She is active in Broadway Baptist Church. Lynda loves to travel, spend time on the internet, and attend events at the Woman's Club.

See More Historic Preservation Trust Angels on Page Three



Save the Date!
70th Annual



Magnolia Luncheon

Friday, June 4, 2010 - Seating at 11:30 am
Galleria Refreshments at 10:30 am

Tickets by coupon in May issue and in Business Office

President's Corner From Page One

members know what we have available at our wonderful Club. Thank you to our membership chairmen, Royette Hance and Priscilla Harris for setting up interviews. Most of all, thank you to the members who brought prospective members. **Members truly are our greatest asset!**

Again, I must say thank you to Priscilla Harris and her Dress Red Committee for rescheduling the Dress Red Luncheon as a tea and holding it on the wearing of the green day, March 17. It was a fun afternoon with good food and a great style show from The Bridge. One thing no one has control over is the weather in Texas.

At the end of March we had the opportunity to tour two homes. Thank you to Ann Sudderth and The Historical Preservation Committee for organizing this special tour to help preserve and maintain the most beautiful buildings in



Nominations Of Officers Delayed By Weather

Due to our Club closure, the Nominating Committee was delayed one week from being named and the nomination of officers was not available when this article was due. The list will be posted outside Judy's office. Be sure to congratulate the elected officers. Thank you to the Nominating Committee for their hard work. Thank you to each officer for agreeing to serve this wonderful Club. We all look forward to your leadership for 2010 - 2011.



Fort Worth. Thank you to Joe and Ruthie Bravenec and Jay and Barbara Lesok for opening your beautiful homes to us. All monies earned from this event goes into The Historical Preservation Trust Fund. Thank you members for your continued support of this event.

As we wind down the Club year, it is time to think about making year-end gifts to the Club. What a wonderful way to honor your Club and Department officers, friends and those you love!!

Be sure to keep April 29th on your calendar. There will be a Gathering of Angels Tea honoring our Stars, Crown Jewel, and Angel benefactors from 4:30 until 6:00 p.m.

Thank you for being such attentive readers. I will see you at the Club where we will continue to live the legacy, love, laugh and learn.

Barbara



A Gathering of Angels Tea

This is a special "thank you" event for all the benefactors: Platinum, Royalty, Legacy, Treasure, Rainbow, Stars, Crown Jewels, and Angels. These Trust Benefactors will be honored on Thursday, April 29 in Anna Shelton Hall from 4:30 to 6:00 p.m. Invitations will be mailed to benefactors.

Please RSVP to Judy LaSalle at jrlasalle@sbcglobal.net, telephone 817-335-3525.

Mary Arden Tea on April 28

The Woman's Shakespeare Club will host the annual Mary Arden Tea on Wednesday, April 28, 2010, at 1:30 p.m., in Anna Shelton Hall. This is a Guest Day function celebrating William Shakespeare's mother, Mary Arden.

The Whitlock String Quartet, directed by Monda Weir, will entertain attendees with their musical expertise and variety of selections. This talented group of ladies is well-known among Woman's Club members and are always eagerly anticipated.

Also performing will be the area finalists from the High School Competition of the English-Speaking Union/Fort Worth Chapter. The students will captivate the audience with selections from the works of William Shakespeare.

The Mary Arden Tea will be catered by Euro Catering. Please mark your calendars to share the afternoon with us. Tickets are \$16.00, and guests from the Woman's Club may phone Cheryl Bouffard, Entertainment Chairperson at 817-689-9326 to make reservations by Tuesday, April 20, 2010.

The Woman's Club of Fort Worth Courier

USPS 626-060

Deadline for Submission

May 2010 issue: April 1, 2010

Gerlyn McDonald Editor

gerlyn@att.net, phone: 817-731-8822

Carolyn Lombard Calendar Editor

pclombard@sbcglobal.net

phone 817-292-5886

Pam Poteet Ad Manager

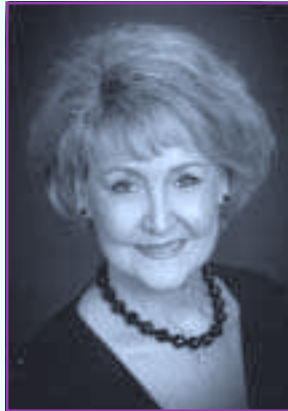
Margie Houlihan Mailing Chairwoman

Melissa Moorman Layout/design

The Woman's Club of Fort Worth Courier (USPS 626-060) is the official publication of The Woman's Club of Fort Worth, 1316 Pennsylvania Avenue, Fort Worth, TX 76104-2189. Issued monthly. Sept. - May. Subscription price is \$3.00 annually. PERIODICAL POSTAGE PAID at Fort Worth, TX 76161-9651.

Angel Nora Bender's Husband Donates to HPT

Richard Bender honored his wife of 40 years, Nora Bender, with his gift to the Historical Preservation Trust and made her an Angel. A Fort Worth native, she received her bachelor degree in elementary education from Texas Tech University and her master's from Texas Christian University. She married Richard B. Bender II in 1970 and began her teaching career in the FWISD.



In 1971 Nora joined the Junior Woman's Club where she was active in several sections, Horton Howe, Home and Garden Club, and later, in Artisan where she served as president. While in JWC she volunteered at Mayfest, in the children's section and participated in the Spring Show. In 1986 Nora "crossed the garden" and joined Fiesta de Artes. Later she was the advisor to Artcente in JWC.

Richard and Nora raised two children, Amy, a dentist in Fort Worth, and Andrew, an oil land man in Houston. Nora was honored by FWISD with the FFP Partners' Elementary Reading Chair Award in 1999-2000 year. She was also honored as an Outstanding Teacher by the *Fort Worth Star-Telegram*.

After 34 years, Nora retired from teaching and was able to participate in daytime clubs at the Woman's Club, especially the Etta Newby Club, where she has served as treasurer for two years, Ways and Means for two years, and president this year. As Ways and Means vice president, she dedicated herself to raising thousands of dollars for Scholarship and HPT through silent auctions and raffles. She has enthusiastically undertaken the job of president of Etta Newby with the goal of increasing the active membership in Etta Newby Club by reminding all FWWC members that they are members of Etta Newby, the "heart and soul" of the Woman's Club.

The Woman's Club has been a great source of joy and pride to Nora as she has met more members in the different clubs. The beautiful meeting facility is a historical gift to the women of Fort Worth. Richard said that he is delighted to give this donation to the Historic Preservation Trust in Nora's honor.



Angel Joyce Miller

Angel Joyce Miller has been honored by Linda Vick, chairman of the Language Department, with a gift to The Woman's Club for the Historical Preservation Trust.

Joyce, a former chairman of the Language Department, is a licensed specialist in school psychology who retired from the Fort Worth ISD in 2000 after 34 years in the district.

Since her retirement, she has worked as an educational consultant for several school districts in the area assessing and planning educational programs for students with developmental delays, neurological impairments, and behavioral disorders.

Joyce joined The Woman's Club in 2002. Currently she is active in the Language Department, the Creative Writing and Literature Department, Club Bon Appetit and the Friday Lecture Club. Joyce is a past chairman of the Language Department, past chairman of Community Affairs, has served as Federation representative for Bon Appetit, and has served as a committee member of the Historical Preservation Trust.

Joyce is now vice chairman of the Language Department, recording secretary for Bon Appetit and has served for the past seven years as the contest coordinator for the Creative Writing Department's annual creative writing contest. Joyce enjoys supporting and participating in the activities of The Woman's Club and all of the wonderful friendships she has made.

Joyce and her husband Dan will celebrate their 43rd wedding anniversary in June. They have two children and three grandchildren. Joyce and Dan like to travel and dance. They especially enjoy swing dancing and belong to three formal dance clubs.

Honor a friend, your club, department or yourself by making a gift to the Historical Preservation Trust this year. Contact Ann Sudderth at 817-236-8229 for information

Garden Department Plans A Bus Field Trip

Calling all members of the Woman's Club! The Garden Department will sponsor a fun-filled day in East Texas on April 23. Come board the bus at 8:15 a.m. in the Woman's Club parking lot, receive a raffle ticket, sit back, relax and enjoy the two hour ride to Ben Wheeler, Texas.

The first stop will be at the Knife Shop where Dan Harrison will tell members how he has hand made knives for 61 years, even for the Queen of England! There will be a visit to the antiques and gift shop across the street as well. Then participants will board the bus and travel to Edom, Texas where a delicious lunch at The Edom Marketplace awaits. Shopping urges can be satisfied at several unique shops in downtown Edom: Potters Brown, Zeke and Marty, Arbor Castle Birdhouses, Ken Carpenter Jewelry, and The Old Firehouse.

Travelers will continue to Blue Moon Gardens, a retail organic garden center, nestled in the rolling hills and piney woods. It has an enchanting atmosphere in which to shop for tasty herbs, vegetables, cottage garden flowers, heirloom and native plants, and unusual shrubs and tropicals. The gift shop is filled with candles, fragrant

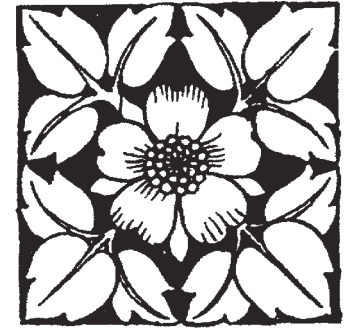


soaps and lotions, decorative home and garden accents, fairy garden accessories, relaxing music, books, wind chimes, and more! An employee of the Blue Moon Gardens will take members through their nursery center, tell us about their 12 greenhouses, and answer questions regarding knowledgeable plant selections. Of course, the bus can accommodate us stowing our plant purchases where the luggage would normally go, so no limits!!

The bus will return to Fort Worth by 5 p.m. Someone will win a gift with the right raffle ticket.

Cost of the trip is \$40 per person. Reservations and check should be sent to Sharla Tesch, 2811 Simondale Drive, FW, 76109 by April 9th. If there are questions concerning the trip contact, Fern Frost, 817-926-8375, Sharla Tesch, 817-924-5960, or Mary Lou Bilhartz, 817-732-0515.

Sharla Tesch



Quilts To Be The Topic At Penelope Club Meeting

April 12, 2010 will bring the president of the Fort Worth Federation of Women's Club to give Penelopes a presentation of "Quilts Tug at our Heart Strings". Trish Bowen will speak on this subject which will be informative and entertaining. I remember my own mother having her friends and relatives to our house for a quilting bee and I am really looking forward to this program. I hope that many of you will join us as guests for this unique and interesting program and friends are welcome. Penelope has lunch in the tearoom at 11:45 and then will adjourn to the Penelope Room on the second floor. Please call Donna Wolfe, 817-446-4996 for lunch reservations. No reservations are needed for the program at 1:00 pm. We hope to see many of you there.

Pauline Langer McMurrey



Secure a New Future Today!

Reserve your apartment
in the new City Tower

Trinity Terrace, Tarrant County's *only*
Continuing Care Retirement Community.

1-800-841-0561 • 817-338-2423

1600 Texas St. • Fort Worth, TX 76102

www.retirement.org/trinity

An Affiliate of Pacific Retirement Services, Inc.

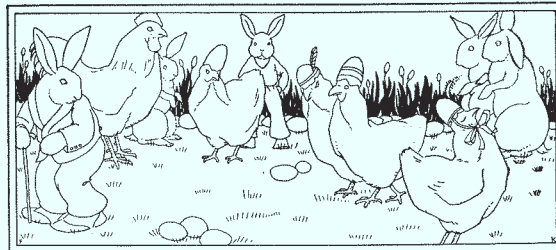


Formerly the Barton House

Where memories are held in the heart.

6931 River Park Circle
Ft. Worth, Texas 76116
(817) 731-7611
License #124553

April Calendar



- 1 **Mah Jongg Dept.** – also the 9th, 16th, 23rd, & 30th. – 1:00-3:30 in Florence Shuman Hall.
- 2 **Club Closed for Good Friday.**
- 5 **Texas Library Open** – also 5th, 12, 19th & 26th - 10:00- 2:00
- 5 **Interior Decorating Dept.** – 11:45 Lunch in Tea Room. 1:00 Program in Anna Shelton Hall – “Aging Safely and Economically in Your Own Home”, with Deborah Reed.
- 5 **JWC New Member Orientation** – 6:00 JWC
- 6 **Needlework** – also the 20th -1:00-3:30 Hobby Room – Ida Saunders Hall.
- 6 The Woman’s Club **Executive Committee Meeting**
- 7 **Euterpean Music Club** - 10:30 Bewley Hall NFMC Dayspring Liturgical Dancers
- 8 **Good Books! Good Friends!** 10:00 Coffee in Anna Shelton Hall; 10:30 Book overview & discussion – *The Guernsey Literary and Potato Peel Pie Society*, by Mary Ann Shaffer & Annie Barrows. Discussion Leader is Ruth Hendrick.
- 9 The Woman’s Club **Board of Directors** – 10:00 Bewley Hall.
- 12 **Creative Writing** – 1:00 Rose Room. Sheila Pedigo, “Reap the Harvest”.
- 12 **Achevez!** – Bus Trip
- 14 **Harmony Club Ways & Means Lunch** – 10:00 Anna Shelton Hall.
- 15 **JWC Legacy Reception** – 5:30 JWC
- 15 **Garden Dept.** – 9:45 am for hospitality; 10:00 am in Board Room next to the Garden Restaurant for the Program on Cottage Gardens
- 15 **Bible Dept.** – 11:45 Tea Room Luncheon. Reservations to Ann Ryan 817-737-8839. Program 1:00 Bewley Hall. Guest Minister.
- 17 **JWC Scholarship Golf Tournament** – The Resort at Eagle Mountain Lake, www.jwcfw.com for information.
- 19 **Creative Writing** – 11:45 Pink Luncheon – Etta Newby Suite. Reservations Jeanne Jones 817-448-9912. Guests welcome. Members will read their winning contest entries.
- 20 **Etta Newby** - Program presented by TV personality Rebecca Miller. Seating at 11:30. Lunch at 12:00 with music by Mary Helen Collier. Program 12:45 in Anna Shelton Hall. Luncheon \$14, payable to The Woman’s Club. Mail check to Margaret Landolt, 708 Waggoner Dr., Arlington 76013 by the 13th. Bring Canned Goods for the Food Bank.
- 21 **Euterpean Music Club** – 10:30 Bewley Hall. Euterpean Singers Ensemble Program.
- 21 **Fiesta de Artes** – 5:45 Dinner at McKinley’s – reservations to Ann Maddox. Meeting 7:00 Hobby Room – “Spring Greetings” presented by Pat Lawrence and Ann Bracey.
- 21 **Night Newby’s** – 6:30 Coffee in Bewley Hall. Meeting at 7:00. “Introduction to Genealogy” with Shirley Appley, Librarian.
- 23 **Fort Worth Federation of Woman’s Clubs** – 10:00 Coffee in Anna Shelton Hall. Meeting 10:30 – “Folkways and Customs of 1890-1900” presented by Bill Johnson.
- 26 **Achevez!** - Tea Party at home of Marion Snipes. Reservations to Marge Ryon.
- 28 **Harmony Club** – 11:00 Florence Shuman Hall – Texas Wesleyan University Students.
Euterpean Club —NFMC OPERA, 11:00, Euterpeans are guests of Harmony Club
- 29 **Historical Preservation Trust “Home Tour”**
- 30 **Art Dept.** – Spring Semester Classes End.

Creative Writing Plans Pink Luncheon

A sea of pink dresses, suits, blouses skirts and slacks will await members and guests who attend the annual Pink Luncheon of the Creative Writing and Literature Department Monday, April 19, at 11:45 a.m. at the Etta Newby Suite. Winners of the Writing Contest will read their poems, adventure stories, non-fiction and haikus at the 1 p.m. program in Bewley Hall. For luncheon reservations contact Jeanne Jones, 817-448-9912. The luncheon and program are both open to the public and no reservations are needed for the program. To learn more about creative writing and literature, contact the chairman, Marian Haber, 817-346-1902. Contest chairman is Joyce Miller, 817-451-6966.



Bible Department To Tour Christian Arts Commission



The Woman's Club Bible Department will tour the Last Supper Wax Figure Exhibit at the Christian Arts Commission, 3205 Hamilton Ave. on Thursday, April 15, at 1:30 p.m.

The Bible Department will meet for lunch in the Woman's Club tea room at 11:45 a.m. and depart from Bewley Hall at 1:00 p.m. in car pools for the Last Supper Exhibit. The tour will begin promptly at 1:30 p.m.

The Christian Arts Commission is sponsored by Central Christian Church. The wax figures were sculpted to represent Leonardo da Vinci's painting of the *Last Supper* and were first displayed in 1955. Oil tycoon Bill Fleming hired mother daughter artists Katharine and Katharine Marie Stubergh to create the figures after he saw some of their works in California. The wax figures have recently been restored by artists in Grand Prairie. The Stuberghs are now deceased. For information on the tour, contact Elise Jones at 817-292-0872.

The April devotional will be presented by Jeanette Bunting, while Elise Jones will present piano selections. For lunch reservations, contact Ann Ryan at 817-737-8839.

Elise Jones

Night Newbys Introduce Genealogy Program



We know a lot about our friends and family, but most people don't know a lot about their ancestors. Do you know where you come from? Are there skeletons in your closet or horse thieves hanging in the branches of your family tree? Join the Night Newbys on Wednesday, April 21 to get an introduction to genealogy research from Fort Worth Public Library expert Shirley Apley. She will inform members on how to get started in genealogical research and give tips on how to use public records in the search. Who knows what famous (or infamous) person you might uncover? And...it's all relative!

Diane McCusker, Publicity Chair

Nancy Alexander From Page One

working in the admitting office of a small private hospital in Dallas. He was finishing his first year of residency. They have four children and six grandchildren. Their oldest daughter is a school counselor. Their son works in Grapevine in promotions and marketing. Another daughter is finishing her second year of medical school in Kansas. The youngest child, a daughter, is a pediatrician in Southlake. Nancy and Larry have lived in Keller for the last eight years after raising their children in Arlington. Nancy says the best thing that ever happened to her was her introduction to the Fort Worth Woman's Club and the friends she has made there.

Lamp Shades Plus



American Lamp

Looking for a lampshade?
4650 Camp Bowie Ph. 817-732-8981

Historic Camp Bowie

The Mercantile

Home Decor * Antiques * Jewelry
Fashion Boutiques * Western Decor
and more!

7200 Camp Bowie Blvd.



Shopping (817) 377-0910 The Rose Garden Tea Room (817) 731-7673
Open 7 days a week / www.historiccampbowiemercantile.com

The Art Department Announces May Workshops

An oil workshop with Blair Currin will be on May 5, 6, 7, 2010, in the Art Department studio. Knowing that he wanted to be an artist since the age of 13, Currin attended the Art School of the Southwest in Cloudcroft, New Mexico, where his grandfather, Harold Roney, taught landscape painting. Currin graduated from Southwest Texas State University in 1979 with a degree in graphic design and worked for 26 years

draftsmanship. She also believes good art will have an emotional impact or resonance with the viewer. She says that she looks for the beauty in each of her subjects, and strives to leave her viewers in an upbeat mood, ready to face the challenges of their day. Her work may be viewed on her website, www.sharonmarkwardt.com. Please call workshop chair, Carol North, at 817-846-1073 for information.



Blair Currin



Sharon Markwardt



Chandor Garden

in a career before he returned to the easel full time to pursue his boyhood passion. Although Currin appreciates many genres and media, he prefers oil and the great outdoors as his subject of interest. "There is no shortage of lessons to be learned from observing all that nature offers. The quest is learning how to capture those offerings on canvas that will be regarded as a worthwhile work of art." His work may be viewed on his website, www.blaircurrin.com.

A watercolor workshop with Sharon Markwardt will be on May 14,15,16, 2010 in the Art Department studio. Cowboy boots are a common theme Markwardt's work. She explains, "Perhaps that is because I am a fourth generation Texan, but in addition to interesting form and often wild colors, they offer a symbolic message." Other subjects she enjoys exploring are animals and their relationships with each other and with people. Good composition and strong design are crucial to her paintings, as is good

Tour to Chandor Gardens

A tour of the beautiful, historic Chandor Gardens in Weatherford, Texas is planned for Art Department Members and guests on Friday, April 16, 2010. We will leave The Woman's Club parking lot no later than 10:00 a.m. and will arrive in Weatherford by 11:00 a.m. for a one hour tour followed by a buffet lunch at noon. The cost for lunch is \$10.00 and the cost for the tour is \$5.00. Each person will pay for their own ticket and lunch at the gardens. Transportation will be in cars caravan style. SPECIAL NOTE: Some of the ladies are planning to stay to plain air paint. Please make your reservation for lunch by Wednesday, April 14, to Evelyn Fish at 817-236-1248, or evelynfish@msn.com.

Spring Art Show and Reception

Mark your calendar to attend The 2010 Spring Art Show that will be held at the Fort Worth Central Library from May 2 through June 25.

Mary Bailey

Harmony Club Discovers Treasures

"Treasures Galore," the popular springtime Ways and Means event of the Harmony Club, is scheduled for April 14 from 10:30 a.m.-1:30 p.m. in Anna Shelton Hall. A Coldwater Creek style show, a silent auction of donated hand crafted goods, items from area merchants and arts groups, and a Eurocater lunch are planned.

Entertainment will be provided by singer Kristin Glennon, a former Harmony Club scholarship student. A portion of the proceeds from the event will fund the Irene Clark Scholarship Foundation. The purpose of the foundation is to award scholarships to music students with particular emphasis on fostering future public school music educators. For more information, contact Lois Truax, 817-244-1547.

The Euterpean Club will be guests of the Harmony Club for a Young Artists and Opera program on April 28, 2010 at 11 a.m. in Florence Shuman Hall. Outstanding music students from Texas Wesleyan University will perform under the direction of Jessica Koebee, professor of piano. The Harmony Club also promotes young artists from Texas Christian University via scholarships and public performances.

Ruth Karbach

Providing Interior Design Services Since 1974

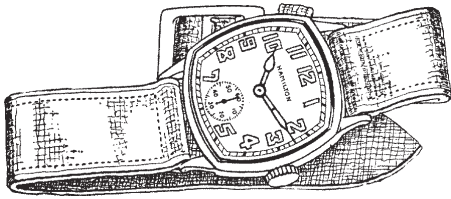
Guidance from start to completion on new homes, offices or special ideas to update existing homes or offices.

TEXAS REGISTERED INTERIOR DESIGNER

Ronda Watkins

INTERIOR DESIGNER

Please make an appointment by calling 817.595.6932



Safe Aging In One's Home's Interior Decorating Program

Deborah Reed, a full service residential designer, will speak to the Interior Decorating Department April 5th at 1:00 p.m. in Anna Shelton Hall. Her topic, "Aging Safely and Economically in Your Own Place" will be of special interest to those who care for aging family members and for those who wish to consider a long-range plan for themselves. Deborah will address safety issues in the bath, the kitchen, the home's flooring, and lighting as well as how to work with your elder member's doctor. Remaining at home with style and grace is almost always preferred to assisted living.

Members are pleased to have a designer of Deborah's experience and qualifications as our speaker. She has a degree in interior design, is a profession member of the American Society of Interior Designers (ASID), was a staff designer for over a decade at Ellison's Furniture Company, and has since started her own company. She is a regular contributor to the Historic Fort Worth Designer Show houses. In 2008, her chocolate kitchen was one of the highlights of the show.

All members of the Woman's Club and their guests are invited for lunch at 11:30 a.m. in the tearoom immediately before the 1:00 p.m. program in Anna Shelton Hall. Please call Judy LaSalle for luncheon reservations.

JWC Annual Scholarship Golf Tournament April 17



What are you doing on a beautiful Saturday in April? April 17th to be exact! Hopefully enjoying a day of golf with friends and helping to send deserving young women in the Fort Worth area to college in the process. The 9th Annual JWC Golf Tournament will be held on Saturday, April 17th at the Resort at Eagle Mountain Lake, "Wanna Come Out And Play?"

Time is running out for the Early Birdie Special - \$100 per golfer – so register now! Registration includes lunch, green fees, cart, dinner and admission to the after party where there will be a fabulous Silent Auction. Come out and play or come out for the party! Either way, we want to see you there. Not a golfer? Come for the after party, "Let's Stay Up Late!" - \$20 registration fee includes dinner, drinks, entertainment and a chance to win some great items from the silent auction!

Register on-line at www.jwcfw.com, click on the Event Calendar, scroll to April and click on the event(s) on April 17th. Contact Tammy King (817-337-3437) with any questions.

JWC Golf Tournament	
"Wanna Come Out and Play?"	
REGISTRATION	
Team Player Name	\$125/Player*
_____	_____
_____	_____
Dinner Guests # _____	X \$20 _____
	Total: _____
Name _____	
Address _____	

Phone _____	E-Mail _____
Method Of Payment	
<input type="checkbox"/> Check # _____ (Payable to: JWC)	
<input type="checkbox"/> Visa	
<input type="checkbox"/> Mastercard	
Credit Card Number _____	Exp. Date _____
Signature _____	
* If registering before April 4th, price per golfer is \$100!	
Mail your completed registration form to:	
Junior Woman's Club of Fort Worth	
Attn: Tammy King	
Scholarship Fundraiser	
1326 Pennsylvania Avenue	
Fort Worth, Texas 76104	

Welcome to
*The Rose Cottage
of Texas*

Adult Daytime Care Center
By the people known for excellence
in home care since 1988

Professional Caretakers, Inc.
6050 Harris Parkway
Fort Worth, TX 76132
www.professionalcaretakers.com
www.therosecottageoftexas.com

Good Books! Good Friends! Will Have Author at Closing Luncheon

Good Books! Good Friends! will have an exciting closing luncheon Saturday, May 13 with Neena Kahlon, who will discuss her new book and first novel, *Remembering the Juice Mango*. Neena describes her book as "a celebration of life". It is a story of survival and hope for those in India like the heroine Ratna during the unprecedented clash between Muslims, Hindus and Sikhs. It is a saga of love across three generations that transcends all human tragedies.



Neena Kahlon was born and raised in India . She was married in 1967 to Gurbux Kahlon, completed her master's degree in English literature from Punjab University in 1968, and moved to England where her husband received his master's in industrial engineering. They moved to the United States in 1974 where he retired from Lockheed Martin four years ago.

Coffee will be served at 10 a.m. prior to the luncheon and speaker. Be sure to get reservations in by Saturday, May 8 to Ludie Heineman, 5300 Collinwood Ave., Fort Worth, TX 76107. Cost is \$14 for the luncheon.

Remember to bring a new children's book for the DFW/USO reading project for our military heading overseas. Dr Seuss and similar books are very popular. Ludie Heineman will collect them or you may deposit them in the red, white and blue basket in the cloak room.

Margaret Shiels

Business Information:

Business Office: 817-335-9092

Requests for department or committee reimbursement must be turned into the Business Office with a self-addressed stamped envelope. Wheelchair available for all members of The Woman's Club. Please contact Judy LaSalle at 817-335-3525 for arrangements. Tea Room, Euro Catering: 817-335-3525 Ext 7

Get started today and
Lose up to
40 Pounds
in 40 days!
Start living the life you've always dreamed.

9 DFW locations to support you.

866.979.4091

www.hcgteam.com

B Ki
GRAND OPENING!
6040 CAMP BOWIE
Suite 2

PARKHILL'S

15% OFF
ENTIRE PURCHASE
WITH THIS AD

JEWELRY • FINE GIFTS

HOME ACCESSORIES

2751 PARK HILL

FORT WORTH, TEXAS 76109

817-921-4891

MONDAY - SATURDAY 10 - 6

The Garden Department Visits the Cottage Garden

The Garden Department invites all members of the Woman's Club to attend the April 15th meeting to learn about cottage gardens at the Fort Worth Botanical Garden. Participants will gather in the Board Room at the Garden Restaurant to hold the meeting and then go outside to learn about the flowers of the Cottage Garden in front of the restaurant.

A cottage garden is a distinct style



of horticulture that uses an informal design, traditional materials, dense plantings, and a mixture of ornamental and

edible plants. English in origin, the cottage garden depends on grace and charm rather than grandeur and formal structure.

Join us Thursday, April 15 to learn more about these wonderful gardens. If you wish to join the Garden Department members for lunch after the meeting, make your reservations with Jo Allison, 817-292-9988.

Roberta Bose

POSTMASTER: Please send changes of address to COURIER, 1316 Pennsylvania Ave., Fort Worth, TX 76104-2189

Texas Library Book Sale April 19-22



Selected books from the Texas Library will be on sale in the Garden Room April 19, 20, 21, 22, from 11 a.m. to 2 p.m. These are books that meet the criterion for being included in the Library's collection, those that are not about Texas or written by Texans, or duplicates.

Be sure to stop by the Garden Room on any of the selected dates. You may find something to add to your collection or give to a friend. Members of the Texas Library Committee will be in the Garden Room during the specified times to assist those who stop by.

The Texas Library Committee has prepared a program based on a book titled *Texas Tears, Texas Sunshine*, which describes the settlement and growth of Texas from the point of view of women settlers in their own letters and diaries.

A second program is in the works and will also be available for next club year. Contact Johnnie Drennan, 817-244-5146 to schedule one of these programs for your club.

In addition to opening the library every Monday from 10 a.m. to 2 p.m., the members of the committee are frequently working in the library on other days. A notice will be placed on a table in the main lobby and in the galleria to let members know when the library committee members will be in library. Come up and visit when the sign is out.

Johnnie Drennan

Euterpeans Receive Honor and List Spring Activities

The 113-year-old Euterpean Club, the oldest music club in Fort Worth, was honored with a plaque recognizing November as "American Music Month" in the City of Fort Worth. Mayor Mike Moncrief's presentation to the members was made to an appreciative crowd.

The April 7th meeting will be celebrating NFMC Dance at 10:30 in Bewley Hall. Betty Hall's *Mosaic* and Nancy Herring's *Lord of the Dance* will precede the Dayspring Liturgical Dancers.

Millard's *I Can Only Imagine* will be performed by Karen Estes and Alez Estes, the dancers, and vocalist Martin Estes.

Bizet's *Minuet No. 1* from *L'Arlesienne*, a piano duet by Kathy Moriarity and Mary Helen Collier, will conclude that program.

The April 20th meeting will feature the Ensemble Program, starring the Euterpean Singers who have been rehearsing since January. Under direction of Mary Helen Collier and with Kathy Moriarity accompanying, the singers will celebrate twentieth century musicals with a joyous march, *Seventy Six Trombones* to open the program. Featured favorites of Rodgers and Hammerstein's *The King and I*, *The Sound of Music* and *South Pacific*, as well as Lerner and Loewe's *My Fair Lady* will entertain attendees.

April 28th's program, NFMC Opera, will be in Florence Schuman Hall at 11:00 where Euterpeans will be guests of the Harmony Club. The program will be by Texas Wesleyan University Opera students from the studio of Jessica Koebe.

INSPIRATIONAL DESIGNS
Dream Remodel 2010

EXHIBIT DD
FATHERS & DAUGHTERS
Working Side-By-Side

JUNIOR LEAGUE FW
Eight Decades Strong

Fort Worth, Texas

The City's Magazine

BEST
2010

fwtx.com

JUNE 2010 • \$3.95



0 71486 02796 6

**FOUR DAY
WEEKEND**
The Untold Story



EXHIBIT DD

House Sitting

Knowing that your four-legged loved ones are being well taken care of will make your time away less stressful, plus your pets won't hold a grudge against you when you return.

abbeypetsitting.com

817.735.1486

Staff Pick: A-Animal Clinic and Boarding Kennel

a-animal.com

4990 West Vickery Blvd.

817.731.1494

BEST EYELASH EXTENSION

Lash Lounge

Talk about going to great lengths, the stylists at Lash Lounge take their extensions seriously.

thelashlounge.com

2600 W. 7th St., Ste. 106,

Fort Worth

817.332.5274

16 Village Lane, Ste. 150,

Colleyville

817.514.9300

Staff Pick: Stacie Fry

817.401.5296

BEST HANDYMAN

Stacey Turner

The old saying about a woman's place being in the home takes on a completely different meaning here. Personally, I like the old saying: If you want something done, ask a woman. Stacey Turner proves this to be true with her handy skills.

R&M Property Services

817.763.8600

Staff Pick: Stacey Turner

R&M Property Services

817.763.8600

BEST HARDWARE STORE

Westcliff Ace Hardware

If you have a question about a leaky faucet or a cracked tile, chances are good someone will have your answer at this store. Helpful employees are always just a few steps away ready to point out the right tools for the job.

3548 S Hills Ave.

817.926.1789

Staff Pick: Westcliff Ace

Hardware

3548 S Hills Ave.

817.926.1789

BEST MEN'S OLD-FASHIONED BARBER

7th Street Barber

Busy urban life makes the old-fashioned barbershops harder to find. The 7th Street Barber Shop offers a close shave with a straight razor. Try getting that at Supercuts.

701 Barnden St.

817.332.8702

Staff Pick: Fox Barber Shop

foxbarbershop.com

3028 Sandage Ave.

817.927.9061

BEST PLACE TO HOST REHEARSAL DINNER

Joe T. Garcia's

Outdoor gardens that seem on forever allow all your guests to take in the Texas summer famous Joe T. Garcia's margarita in hand.

joets.com

2201 North Commerce St.

817.626.4356

Staff Pick: City Club

cityclub-fw.com

301 Commerce St.

817.878.4000

BEST PRIVATE PARTY ROOM

Downstairs Lonesome Diner

BEST PLACE TO GET YOUR THUMB GREEN

Archie's Gardenland

The gardening gurus at Archie's are degreed foresters, horticulturists and landscape architects. The crews can help in landscaping jobs of all sizes and assist with simple gardening purchases. Our readers gave them two enthusiastic green thumbs up.

archiesgardenland.com

6700 Camp Bowie Blvd.

817.373.6614

Staff Pick: Mark Criswell

at Home to Garden

hometogarden.biz

3986 W Vickery Blvd.

817.377.0318





33 Lazy Girl New Year, New You Tips

*Instead of making our usual unrealistic resolutions, we hit up our pool of experts for simple and easy tips to get **better skin, hair, bodies, and overall health** in 2013!*

BY MEGAN CAHN



GETTY IMAGES

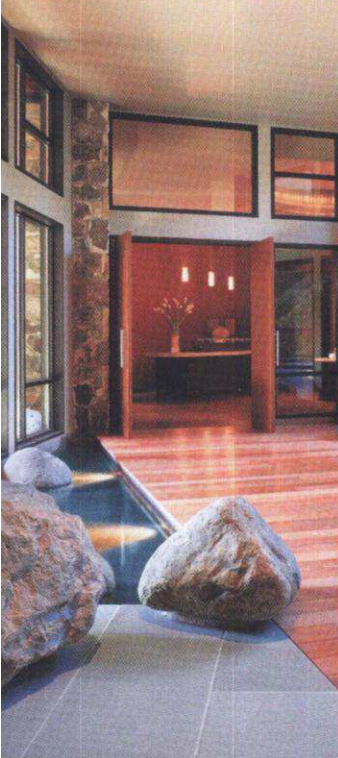
EXTEND YOUR LASHES

It's the year to go big (or long!). Ditch the mascara or falsies and tryout semi-permanent eyelashes. It will change your look, but you won't have to change your routine. "Think of eyelash extensions as your own naturally growing lashes," says Anna Phillips, President and Founder of [The Lash Lounge](#). "You don't have to avoid swimming, exercising, or any other activity you enjoy."

{full article @ [RealBeauty.com](#)}

THE PATH TO
INDULGENCE

THE ALLISON SPA AT THE ALLISON INN & SPA (NEWBERG, OR)



[success stories]



Anna Phillips (inset) founded The Lash Lounge, which now has locations throughout the state of Texas.



Lucrative Lashes

Discover how clients are going batty for an upscale eyelash franchise in the Lone Star State.

CAPITALIZING ON THE DESIRE FOR LONG, lush lashes, Anna Phillips, a licensed esthetician, massage therapist, eyelash extension specialist, and permanent makeup artist, founded **The Lash**

Lounge (Colleyville, TX) in August 2006. Since then, she has grown the business to include two additional corporate locations in Plano, TX, and Fort Worth, TX, and in 2010, the company began a franchising program, which involved the launch of four more locations in Texas: Austin, Flower Mound, Dallas, and Allen. The salons typically feature six to 10 treatment rooms staffed by an average of six to 10 employees. In addition to lash extensions, the lounges also offer additional eye-enhancing services, such as lash and brow tinting and eyelash perming, as well as permanent makeup. The Lash Lounge also offers an exclusive private-label cosmetics line which is retailed in its boutiques. “The Lash Lounge saw a twenty-seven percent increase in gross profit from 2011 to 2012 in our Fort Worth location,” says Phillips, who now serves as president of the company. Here, she shares how she is keeping her eye on the prize.

How has The Lash Lounge continued to succeed in these trying times?

A. First and foremost, it has taken time to invest in sound research to help position The Lash Lounge in areas where our core customers are located. We have focused on building the brand name and the quality simultaneously through a variety of avenues. Second, the business provides a “feel-good” service that many people are looking for these days, while not costing an arm and a leg.

Why do you think the business has been able to succeed where others have failed?

A. We believe we have succeeded for two simple reasons. First, we specialize in what we do, and because we found a niche, we have become the experts in the industry. We don’t try to offer a huge menu of services in which we are the jack-of-all trades but masters of none. Instead we are masters in the eyelash extension business, and people know they can trust their eyes to us. Second, we focus strongly on customer service. We strive to not only provide a top-notch service to our clients but also an overall great experience. On average, our customers come to see us every two weeks, so we want them to feel well taken care of and special.

continued on page 42

[success stories]

continued from page 40

How do you attract new and repeat clients and encourage them to visit?

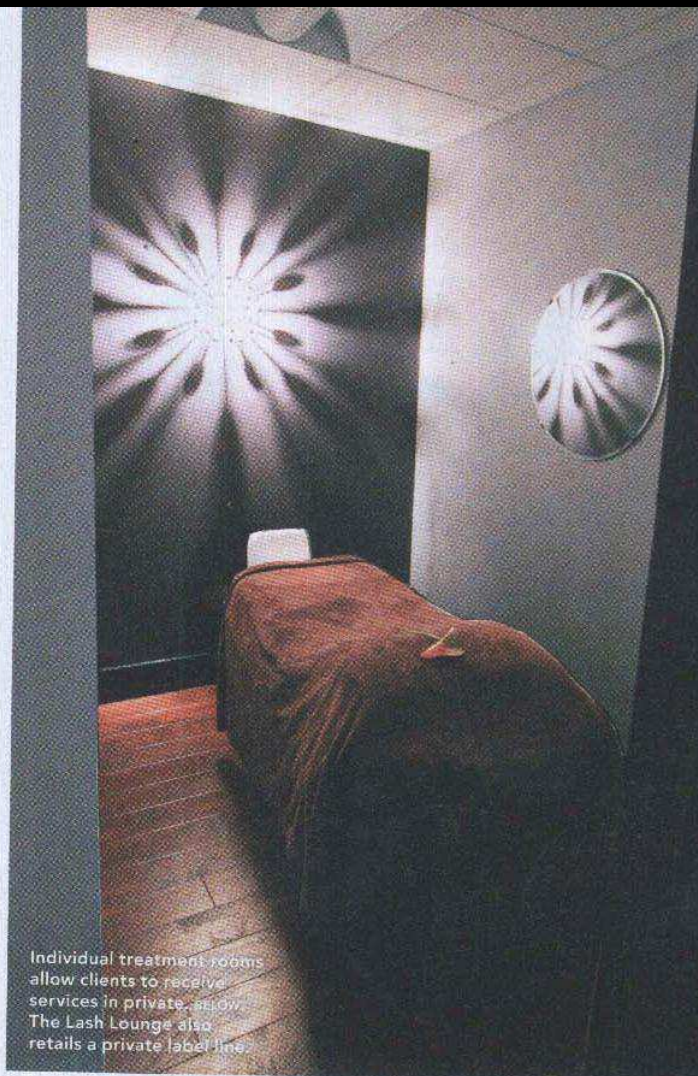
A. The Lash Lounge practices a variety of marketing and advertising techniques to bring in new customers, including referral bonuses to existing clients for sending in their friends. Once a customer receives an eyelash extension service, they need to come back for refills, which is typically every two to three weeks. This provides The Lash Lounge with repeat clientele. We try to stay in touch with clients through e-mail blasts, social media, press, and more in order to stay fresh in their minds. Some of the best advertising we have done has been with Groupon, which has gotten us a large number of clients in the door. Once they experience the service, they are hooked.

How do you use digital marketing and social media to boost business?

A. The Lash Lounge focuses heavily on different online media platforms to promote the business. We have a YouTube channel where videos are posted on various topics. Also, we have Twitter and Facebook accounts and a blog space we use to post and stay current with clients.

What steps and cost-cutting measures did you employ to offset the recession?

A. When the recession presented itself, The Lash Lounge already had three locations, and we were advised to purchase products and supplies in bulk rather than at the higher marked-up retail rates. We researched and found some of the manufacturers and ordered directly from them to lower the overall costs. Although we had to find storage space for the pre-purchased stock, it was worth the savings earned by purchasing in bulk. We also took our hiring process to an "as-needed" basis. We didn't want to have employees sitting around with no customers to service, so we hired and trained as the demand warranted. The irony of this was that it made the appointment schedule appear to be very booked, and therefore, caused a buzz and a growing demand. Apparently, when you have to pre-book your appointment nearly a month in advance, it tells the public that The Lash Lounge's services are in demand. The effect was a growing clientele.



Individual treatment rooms allow clients to receive services in private. **A. Lash Lounge** also retails a private label line.

Did you change your menu of offerings? If so, what effect did that have on the business?

A. We have not added or deleted any services on the menu. Our philosophy is to keep it simple and excel at the few things we offer. With our main service being eyelash extensions, The Lash Lounge only offers five other services. One change that was made was to increase the price on three of the five services, simply because there were so few requests. We were faced with the decision to either remove the services completely or change the pricing. We chose to increase the pricing so that it was worth the technicians' time and supply cost to perform the service. In the end, the number of these services has picked up with the increased price over the past year.

Do you employ any sort of creative staffing initiatives?

A. As I have grown the business, the hardest

continued on page 44



"We don't try to offer a huge menu of services in which we are the jack-of-all trades but masters of none."

continued from page 42

thing has been to hire employees who provide the quality of service and customer care that I built the business on. I believe that is what sets us apart from our competition, our reputation. Every employee has to go through our training program and build their skill level up before we allow them to work on paying clients. Therefore, it is difficult to fire someone and have a replacement ready to go the next day. With that said, I have learned it is much better to let a bad seed go immediately than to let them tarnish the rest of the employees' morale and, ultimately, the customers' experience. We do have a large number of long-term employees who have been working for the company for more than three years, which in the beauty industry is a great accomplishment. To attract and retain these valuable employees, we have added health benefits to the employment package, as well as semi-annual awards and bonuses. We also found that our employees want regular staff meetings so they can feel in the know and a part of the corporation. During these meetings, we always ask for their input, suggestions for improvement, and ideas for new products and services, and we always make sure they know how much they are appreciated. I believe these measures are what have helped us retain the excellent employees we have.

What have you learned from surviving the recent recession?

A. The Fort Worth salon was built out and opened in October 2008 in a beautiful shopping center with luxury condos in the upper levels. The rest of the strip where this salon was located was also designated to be built out with a variety of shops, restaurants, and living centers. Everything was on schedule to be constructed and opened at the same time or within six months of the Fort Worth location. Due to the recession, everything was at least one to two years behind. The luxury condos whose residents we expected to frequent the business weren't inhabited until 2010, thus causing a lot of businesses to close in the same center. As a result, the Fort Worth location was the slowest to grow. We hung in there, and while we didn't make any money for a long time, we were able to break even, which was all we could ask for. By mid-2010, the rest of the strip was finishing up with

development and is bustling today. Consequently, our Fort Worth location is now often the top-grossing monthly earner. It took a while for us to get there, but it has worked out in the end. What I have learned from this has been to make sure to place our salons in existing and thriving shopping centers, or have language in place within the lease that ties the landlord and developer to certain delivery dates or a certain percentage of space rented by other retailers. Positioning The Lash Lounge in the right centers actually allows us to cut back on annual advertising funds.—*Compiled by Heather Mikesell*

"Our philosophy is to keep it simple and excel at the few things we offer."



The reception area at the Dallas location welcomes guests with its casual ambience and selection of apparel.

WOMEN IN BUSINESS

EXHIBIT GG

Society Life

COVERING SOUTHLAKE, KELLER AND SURROUNDING

MAY 2007

\$1.49





{ ANNA PHILLIPS }

Semi-Permanent and Temporary Eyelash Extensions

PRODUCTS / SERVICES: Semi-Permanent Eyelash Extensions, Temporary Eyelash Extensions, Lash and Brow Tint, Lash Perming and Permanent Make-Up. *The Lash Lounge* also carries a variety of trendy women's clothing, shoes and accessories in the boutique.

WHAT / WHO INSPIRED YOU TO START YOUR OWN BUSINESS: "I have always wanted to open my own business. I have been blessed with the opportunity to pioneer a new salon trend. I couldn't have done it without the encouragement and support from my husband."

BARRIERS TO OWNING YOUR OWN COMPANY: "The biggest barriers were acquiring the finances and securing the right location. It was definitely a leap of faith and a lot of hard work – but very rewarding in the end."

BEST ADVICE RECEIVED: "The best advice I received was from my father-in-law who said, "Once you go down the path as a business owner, don't look back or second guess yourself."

YOUR ADVICE TO OTHERS: "I think if you want to be successful at anything, you have to go into it with a positive attitude, be prepared to work long days and always follow your passion. Do something you enjoy and believe in!"

GREATEST ACCOMPLISHMENT: "My greatest accomplishment is my business. I left home after college with everything I owned packed in a little truck and \$50 in my pocket. I drove to California and worked my way up the ladder. I believe that you don't have to be the smartest person out there, as long as you have a strong work ethic and good common sense – you will succeed at anything you put your mind to."

MOTTO / MISSION: "Give people more than they expect and do it graciously!"

16 Village Ln., #150, Colleyville 76034 • Ph (817) 514.9300 • www.TheLashLounge.com

Eyeing Lashes As Salon Trend

By Holly Haber

DALLAS — The way Anna Phillips sees it, eyelash salons could be the next big beauty trend.

The entrepreneurial aesthetician opened **The Lash Lounge** two weeks ago, and she claims it's the first dedicated eyelash salon in Texas. Located in Colleyville between Dallas and Fort Worth, The Lash Lounge focuses solely on the application of individual polyester eyelash hairs with medical-grade bonding glue. The idea is to give women sweeping eyelashes without mascara.

"I really see this as being the next nail salon thing," said Phillips. "I see them popping up on every corner in the future. I've noticed that there is one in Chicago, one in New York and one in Los Angeles, so it's catching on quick."

But lash extensions are not as fast and cheap as a manicure. Phillips said the first set takes 90 minutes to three hours to apply, at a cost of \$250 with one of her technicians, \$350 if she does it personally. Clients maintain the look with refills every two to three weeks, for which Phillips charges \$50 to \$75.

She projects sales of \$150,000 to \$200,000 in the first year for her 1,650-square-foot shop, which has five treatment rooms.



"My goal is to franchise it," she said. "What I would like to do is to create a business that has the bar set so high as far as customer service and quality that when others pop up, it will be hard to compete."

She pampers clients with warm hand treatments during the eyelash service and serves wine and drinks. She hopes to host bridal and girls'-night-out parties.

Phillips began applying eyelashes two years ago in a small office in nearby Grapevine. When demand for the service outgrew the space, Phillips decided to open The Lash Lounge. She is maintaining her first office in Grapevine, which also offers massages and facials.

Phillips is a certified technician and trainer for Xtreme Lashes, a brand made in Korea. The extensions mimic the shape of natural hair and are glued to the natural eyelashes, not the skin. They are designed to last two to three months.

"It's a low-maintenance lifestyle for your eyes, and it looks fabulous," said Phillips. "I use a lot of different lengths on my clients so I can simulate different designs."

"I can give them most of the length in the middle of the eye so it gives them a nonsurgical eye-lift, and I can do a cat's-eye look with flair on the outside graduated down to the inner eye," she added. "I can mix colors in that look like natural highlights in the lashes, like auburn or brown or even blue or green."

Policy Addresses Cosmetic Side Effects

PARIS — The European Commission this week came out with guidelines intended to make possible undesirable effects of cosmetics more transparent to consumers in the European Union.

According to the guidelines published Monday in Brussels, people may ask for information about a cosmetic's undesirable effects by writing to a beauty company at the address marked on its products' packaging, calling the firm or posting a question on its Web site.

The European Commission said a cosmetics company must inform the consumer about such effects from the product that may have already been reported. Further, the firm must inform the consumer on the cosmetics' quantitative and qualitative composition.

To facilitate the process, Colipa, Europe's beauty watchdog, has created a public directory of companies whose cosmetics are sold in the European Union.

"This guidance on information makes life easier for consumers and industry," said commission vice president Gunter Verheugen, responsible for enterprise and industry policy, in a statement. "This transparency helps [consumers] to make their choice in the large range of products present in the internal market."

— Jennifer Weil

MEMO PAD

FAMILY MATTERS: Joanne Lipman has snagged another writer from her old stomping grounds. The latest defect from The Wall Street Journal to Condé Nast's Portfolio is **Jesse Eisinger**, husband of WSJ media reporter **Sarah Ellison**. Eisinger, who wrote the Ahead of the Tape column on the Journal's front page and created its Long and Short business commentary column, will join the Condé Nast new business magazine as senior writer on Oct. 9. But will Eisinger's gig at Portfolio be a conflict of interest for Ellison's media beat at the Journal? Sources say the Journal will broach whether Ellison will continue to cover Portfolio or if someone else will cover the title on a case-by-case basis, but it should not hinder her ability to do a broader trend piece or a roundup that happens to mention Portfolio in passing. The marital ties to Portfolio should at least provide a nice tap into happenings at 4 Times Square, even if it's just a heads-up on the cafeteria's specials. A Wall Street Journal representative declined to comment on the potential conflict and Eisinger and editor Lipman were unavailable for comment. While at the Journal, Eisinger also spent two years in London writing the Heard in Europe column. Prior to the Journal, he covered pharmaceuticals and biotech for TheStreet.com and Dow Jones. — **Stephanie D. Smith**

NEW EPISODES: Move over, "Project Runway." Cosmogirl is taking a page from the TV show by starting its first teen magazine online series. The 11-part series of two- to three-minute "Webisodes" will give viewers a behind-the-scenes look at its inaugural "Born to Lead" Design Search, a project involving the magazine and the Fashion Institute of Technology that next month will award a budding FIT graduate with a \$10,000 grant from Macy's. Vice president and publisher **Kristine Welker** said that, in addition to receiving the grant, the winning designer will partner with Necessary Objects, a women's designer in SoHo, to produce a holiday fashion collection that will be sold in at least 20 Macy's locations. The winner will be announced at a Sept. 13 event in Bryant Park during New York Fashion Week. The four finalists, **Adam Andrascik**, **Stephanie Wasyi**, **Carol Montoya** and **Goeun Cho**, were chosen from a group of 90 graduating seniors and were announced last month at the FIT graduate fashion show after party. The judges are **Nicole Fischelis**, vice president and women's fashion director of Macy's East, photographer **Jordan Doner**, makeup artist **Frances Hathaway**, Cosmogirl editor in chief **Susan Schulz**, **Jacqueline Azria-Palombo**, creative director of Cosmogirl and **Ady Gluck-Frankel**, creative director of Necessary Objects. The winner also will be featured in the magazine's December issue. The idea behind the design search came from its readers, who list fashion as their number-one career goal. "A lot of people don't know how hard it is to be successful," Welker added. "This will show the reality of fashion and how to make their dreams into a reality." — **Amy Wicks**

Nordstrom to Anchor CityNorth in Phoenix

Nordstrom Inc. will open a 144,000-square-foot store in the \$1.2 billion CityNorth development in Phoenix to serve as one of the anchors.

The store is to open in fall 2009. CityNorth will deliver roughly 5.5 million square feet of new space.

"The arrival of the first Nordstrom store in the city of Phoenix is a milestone event," said mayor Phil Gordon in a statement. "Nordstrom is one of the most respected names in retailing, and CityNorth will be an exciting development. Together, they are another example of how Phoenix is a city on the rise."

The CityNorth project, in the Northeast Valley of Phoenix, will include retail, office, residential, hotel and dining. It is being developed by a partnership between private Chicago-based Thomas J. Klutznick Co., which has built Water Tower Place and the Peninsula hotel in Chicago, and Related Urban Development, which has built CityPlace in West Palm Beach, Fla., and the Time Warner Center in New York.

At this year's International Council of Shopping Centers convention in Las Vegas, Ken Himmel, chief executive officer of Related Urban Retail, said he was courting Neiman Marcus and Bloomingdale's for CityNorth, as well. Williams-Sonoma's new design store will occupy another anchor spot.

"Our partnership with best-in-class retailers like Nordstrom demonstrates our commitment to deliver the highest-quality project to the community and our tenants," said Himmel in a statement.

— **Amy S. Choi**

Uniqlo Introducing Limited-Edition Designs

By Tsukasa Furukawa

TOKYO — Uniqlo, the low-priced casual brand operated by Fast Retailing Co., is teaming up with seven up-and-coming designers active in Paris and Tokyo to create limited-edition merchandise for fall.

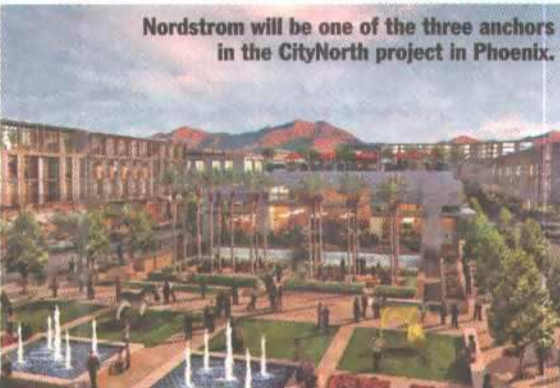
Uniqlo will use its mass production technology and mass material sourcing capabilities to offer the collections at low prices.

The seven designers — four for women's and three for men's wear — will take turns month after month introducing a collection of eight to 11 items using fabrics and other materials (supplied by Uniqlo) in what is billed as the "Designers Invitation Project."

Uniqlo said the project is its first attempt to bring new designers and consumers together to be able to offer fresh, high-quality and yet low-price merchandise that does not compromise the designer's fashion sensibility.

The leadoff designer will be Felipe Oliveira Baptista, whose designs went on sale last week in Uniqlo stores in Japan, in other overseas markets and also through Uniqlo's Web site. The Portuguese-born designer, who studied fashion at London's Kingston University, gained his experience at Max Mara, Christophe Lemaire and Cerruti.

Baptista will pass the baton in October to Nicolas Andreas Taralis, a Toronto-born Canadian designer of Greek descent who



Nordstrom will be one of the three anchors in the CityNorth project in Phoenix.

launched his own collection in 2004 after a three-year stint with Dior Homme.

In November, Adam Jones, a British designer, will come in. He started his own brand in 2001 after working at such houses as Kenzo and Christian Dior in Paris.

Jones will give way to Mint Designs in December. The Mint Designs brand is run by Hokuto Katsui, who launched the line in Japan after returning from studying at Parsons The New School for Design and London's Central Saint Martins College of Art and Design. He was joined by Nao Yagi in 2003, who studied at the same London college.

Men's wear lines will be designed and produced by Theatre Products, Scye and Iliad, who are all active in the Tokyo Collections.

Uniqlo said it expects sales of one million pieces from the project worldwide. Prices will range from 1,990 yen, or \$17.16 at current exchange, for T-shirts; 4,990 yen, or \$43, for slim straight jeans; 7,990 yen, or \$68.88, for rider's down jackets and 12,900 yen, or \$111.20, for wool coats.

The company posted consolidated sales of 384 billion yen, or \$3.31 billion, in the last business year, making it Japan's largest apparel manufacturer-retailer, with 720 outlets in Japan, eight in Britain, nine in China, three in South Korea and one in Hong Kong. In April, the company opened its second U.S. store in SoHo in New York following the first door in New Jersey.



inner beauty

Interior designer and writer Shelly Rosenberg just added two new life events to her timeline. Already mom to two daughters, Brinson, 14, and Campbell, 11, Rosenberg and her husband, Barry, recently welcomed a son, Ronen, 7 months, and to accommodate their growing family, moved into a roomy ranch house. Through her interiors business, LURA Studio, she focuses on short-term “facelift” projects, where she redesigns and freshens up spaces for a flat daily fee. While she’s working on her own new digs, she’s also jet-setting to interior design blogging events on both coasts, scouring stores for vintage furniture and costume jewelry, and fitting in a lot of family time. We stopped in her new home for her list of must-haves. —Courtney Sinelli



Shelly’s 15 Beauty Essentials:

1. **Kate Spade** make-up pouch
2. **Nailtiques** Formula 2
3. **Laura Mercier** Illuminating Powder Quad in Pink Rose
4. **La Mer** The Eye Balm Intense
5. **Laura Mercier** Secret Concealer
6. **Maybelline New York** Full 'N Soft Mascara
7. **Renée Rouleau** Rosemary Mint Cleanser
8. **Renée Rouleau** Intensive Firming Serum
9. **Renée Rouleau** Age Defense Moisturizer SPF 30
10. **Renée Rouleau** Vitamin C & E Treatment
11. **Oribe** Supershine Light Moisturizing Cream
12. **Colorescience** Sunforgettable Mineral Powder Sunscreen
13. **Laura Mercier** Shimmer Lip Colour in Raspberry Sorbet
14. **Susan Posnick** ColorForever
15. **Laura Mercier** Tinted Moisturizer SPF 20



FOOD WITH A PUNCH

Flavorful culinary creations pack a punch when prepared with antioxidant-rich power foods. More than 125 recipes are featured in *The Longevity Kitchen*, a brand-new book by wellness guru Rebecca Katz. This isn’t your mother’s cookbook; each recipe is prepared with what Katz has dubbed “power foods.” She claims the 16 power foods (kale, olive oil and sweet potato, to name a few) will help combat everything from memory loss to high blood pressure when incorporated appropriately. *The Longevity Kitchen* avoids ho-hum recipes typical to health-centric cookbooks. Expect to see everything from Herby Turkey Sliders to a tantalizing Yogurt Berry Brûlée with Almond Brittle. —NJ.

The Longevity Kitchen, \$29.99 // Multiple Barnes & Noble locations // barnesandnoble.com



lash masters

It has often been thought that the secret to long, luscious lashes resides in a tube of overpriced, underachieving product. Local lash maven Anna Phillips disagrees. She’s been converting women from mascara addicts to eyelash extension enthusiasts since the 2006 opening of The Lash Lounge in Colleyville, which she claims is Texas’ first-ever lash salon. Today, there are six Lash Lounge locations across the Dallas-Fort Worth area, making patrons happy one eyelash at a time. It’s all about the eyes at these specialized salons that offer everything from eyelash extensions to – gasp! – permanent eye make-up (it’s more common than you think). The process is time-consuming and doesn’t come cheap, but experienced technicians will work with you to choose the service most befitting your lifestyle and desired look. Much like a gel manicure, the semi-permanent eyelash extensions last for up to three weeks before requiring a refill – a definite bonus for busy moms on the go.

—Nicole Jordan

The Lash Lounge
Flower Mound,
972/317-1125
thelashlounge.com