

\*\*\* PRESS RELEASE \*\*\*

## **Glad Lash Inc. Gets a GladGirl Make-Over and Expands Its Line of Beauty Products and Enhances Website Services**

*As new cosmetic technologies emerge, GladGirl is able to offer higher-end products at more affordable rates*

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LOS ANGELES--(BUSINESS WIRE)--**GladGirl by Glad Lash Inc.**, will become the new name and brand for the popular online company that has been manufacturing and outfitting women for 30 years with professional-grade eyelash and eyebrow extensions, application tools and after-care products. GladGirl by Glad Lash is not only changing out its name, but enhancing its website to provide a more personalized, expanded and seamless experience for make-up professionals and consumers.

The new GladGirl website will make it easier for make-up lovers, estheticians, cosmetologists and professional make-up artists to compare, purchase and learn about the best quality lashes, brows and make-up available today. In addition, GladGirl by Glad Lash Inc. now has an expanded range of services, products and a new website to help all of their customers.

“We wanted to freshen up our name to GladGirl so that it is more in-line with our more varied product line and it really defines our brand,” said Esther Bolkin, Director and Founder for Glad Lash Inc. “We cater to all women who define their own sense of beauty and are smart and in-charge. GladGirl applies our expertise from the world of

cosmetology, esthetics and professional makeup artistry to bring all women lashes, brows and makeup they will love and use every day.”

Bolkin also added that with Valentine’s Day coming up, GladGirl offers women a safe and affordable means to bring out the sultry in their eyes. “As the beauty industry evolves and new technologies emerge, convenient access to higher-end products for lower costs in beauty enhancement is available to all,” says Bolkin. “It is in this spirit that we have remained focused on providing the most comprehensive line of products along with excellence in services.”

The new GladGirl website is built on a Magento platform which offers a high performance and scalable digital ecommerce solution. As such, customers as well as GladGirl customer service representatives, can view complete order history as well as easily reorder items, build wish-lists and compare and contrast products. The GladGirl site will also offer videos, blogs and articles with relevant news and tips from beauty experts around the world for lash, brow and makeup lovers alike.

The new GladGirl website will officially go live in January 2016 and can be reached [www.eyelashextensions.com](http://www.eyelashextensions.com).

#### **Quotes from GladGirl Customers:**

“For my celebrity clients that love full lush lashes, I always reach for the Glad Lash Mink Sienna Lashes and for some extra glamour. I love the Mink Lopez Lashes,” says Johny Saade, celebrity makeup artist.

“I found Glad Lash after searching for a good quality supplier. Much to my delight, they have been much more (then just eyelash extensives). Their customer service had been over and above my expectations. Their products are fairly priced, current and high quality. I am a truly satisfied Glad Lash customer. I recommend them to all my students

and peers. They make you feel like family!” says Maryann Matykowski, Salon and Spa Owner.

### **About GladGirl by Glad Lash Inc.:**

Glad Lash Inc. (now GladGirl) was founded in 1981 specializing in the new world of eyelash extension application. Over the last three decades the company has grown, deepening its knowledge of this exciting avenue in beauty while developing a standard of unparalleled expertise and quality.

With a focus in providing the most well rounded line of products along with the absolute in quality and pricing, GladGirl by Glad Lash surpasses current industry standards. The beauty company has become industry leaders in Single Strand Eyelash Extensions as well as new techniques like, Volume Lashing. It is with this expertise that we also provide certification training for both eyelash and eyebrow extensions through our Glad Lash Training Academy.

### **Contacts**

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