



Beauty Changes Lives and Amazing Lash Announce Inaugural Scholarship Winners

San Diego, Calif. (September 13, 2017) – Amazing Lash Studio, a nationwide franchise concept of eyelash extensions, and the Beauty Changes Lives Foundation are proud to announce the five winners of the inaugural Beauty Changes Lives Amazing Lash scholarship competition. Each winner receives a \$2,250 tuition scholarship toward her education at an accredited aesthetics school.

The 2017 Amazing Lash Studio Scholarship winners and their respective schools are:



Amber Belt, Maryville, TN, Douglas J Aveda Institute

Amber's passion for aesthetics developed early in life. An anxiety disorder affected her skin, eyelashes and eyebrows, and made her the subject of ridicule. Coupled with losing her father, the condition caused Amber's self-esteem to plummet. In her 20's, she was given the gift of restoration and healing. "I want to use lessons from my journey to help restore the same lost beauty in others," Amber says. "I am now filled with purpose and joy," she wrote in her application essay.



Nicole Heap, South Bluffdale, UT, National Institute of Medical Esthetics

Nicole says she "fell even more in love with the beauty industry" after taking a classic lash extension course. "Not only is aesthetics therapeutic and fun, but it is so rewarding to see how I can help transform someone," she says in her application. Nicole wants to use the gift of education to empower others to look and feel better. She also celebrates the liberation that comes with staying true to her passions while succeeding as a business woman.



Jessica Olivier, Bethlehem, PA, Metro Beauty Academy

Jessica's grandmother inspired her passion for aesthetics. The former marketer turned aspiring makeup and aesthetics professional saw firsthand how a signature coral blush and pink lipstick transformed her grandmother even as she was in hospice care. Jessica is also encouraged by the growth of Amazing Lash as a premier aesthetics franchise. "The growth of this franchise speaks volumes about the leadership and vision behind the brand," she says. Ultimately, Jessica wants to use her aesthetics education to help others feel better whether it's through a facial, massage or makeup.



Julie Roll, Charlotte, MI, Douglas J Aveda Institute

Julie believes in the power of the poster to inspire others. For years, she has created “tear and share” posters with affirming messages and placed the affirming posters in office restrooms for employees to share with coworkers. “I want to be able to lift others up, not just with Botox, but emotionally as well,” Julie says in her application video. She says the Amazing Lash scholarship will allow her to learn about the many services that can help people feel better, including lash extensions and laser hair removal. “I want to learn about all of the aesthetic options to help people feel amazing and this scholarship will help me do that,” says Julie.

Chanell Smith, Mount Vernon, NY, Atelier Esthetique Institute of Esthetics



Chanell spent a decade working in the health industry, continually seeking job security. After being laid off for the second time and facing the threat of homelessness, she resolved to pursue a career change. “The beauty industry has always been my passion but fear and doubt held me back,” she says. The Amazing Lash Studio Scholarship inspires Chanell to model independence and empowerment to her young daughter and adopted niece. “My goal is to show them the importance of staying true to your passions and the liberation that comes with being a business woman,” Chanell shared in her essay.

Heather Elrod, President and COO of Amazing Lash Studio, says the company is honored to support aestheticians through the Beauty Changes Lives scholarship program. “This is an exciting time in the beauty industry and we are proud to support the students who are pursuing a career path in the industry. We look forward to many years of promoting and celebrating aestheticians through our partnership with Beauty Changes Lives,” says Heather.

Beauty Changes Lives Foundation President Lynelle Lynch said the tremendous applicant response for the scholarship speaks to booming demand in the spa industry and the reputation of the Amazing Lash brand. “We are so honored that one of the most innovative, respected and entrepreneurial brands in beauty is paying their success forward through the gift of education,” Lynelle stated.

Winners will be recognized at the Amazing Lash National Franchisee Meeting on September 15.

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About the Beauty Changes Lives Foundation: *With a mission to elevate, educate and empower, Beauty Changes Lives is uniting the industry and building awareness of the extraordinary career opportunities in the beauty, wellness and massage therapy industries. Learn more at www.beautychangeslives.org or find us on [Facebook](#).*

About Amazing Lash Studio: *Amazing Lash Studio was founded in 2010 by Edward and Jessica Le, with the vision to create excellence and affordability in the eyelash extension industry. Amazing Lash Studios are retail salons that apply semi-permanent eyelash extensions with a proprietary, patented process to the clients’ own lashes, replicating the curve and size of natural lashes. The concept began franchising in 2013 and to date has 138open studios and 274 sold in 26 states and in January 2017 began franchising internationally.*

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