

At the cutting edge of beauty

Beautique Salon owner Leah Lynch brings latest beauty science to Newburyport

Beautique and its owner Leah Lynch are best known for their expertise in eyelash extensions, a luxury beauty service that Lynch teaches around the country.

As a national and international, award-winning artist, author of several industry manuals, and creator of Lash Affair Academy, Lynch is able to provide continual training, enabling her staff to give the best-possible experience to Beautique's customers.

"Lash extensions are extremely difficult to do," she says. "A lot of people will cut corners because they just see dollar signs, so it's imperative that clients do their research before choosing an artist."

At Beautique, however, the training never ends when a national instructor is the owner.

"We have the most well-rounded, well-trained staff," Lynch says. "They get ongoing mentoring, and can ask me questions. Having a mentor right by your side for the first few months is really something most artists are not fortunate enough to have."

Many people think lash extensions are always dramatic, but Beautique often does very natural extensions, Lynch says. The staff takes time to consult with the client about exactly what she is looking for.

"It can be dramatic, it can be undetectable, and we can do anything in between," she says.

Recently, Beautique was granted Newburyport's first and only tattoo license, allowing Lynch to bring a cutting-edge, new beauty technique to the city.

Microblade is a semi-permanent eyebrow



Beautique Salon owner Leah Lynch poses inside her Newburyport salon.



Beautique Salon uses health-conscious, environmentally friendly products.

enhancement technique that involves using a precise hand tool to achieve the look of realistic, three-dimensional eyebrows.

The technique just hit the United States, and Lynch is excited for her staff to bring it to the Greater Newburyport area.



Unlike other forms of cosmetic tattooing, microblading gives a very natural look. See the difference: on the left, an eyebrow before the microblade treatment; on the right, the same eyebrow after the microblade treatment.

Microblading is a great option for people with thinned or missing brows because of medical conditions or a lifetime of tweezing. The procedure is done over the course of an hour

and lasts for one to three years. Unlike other forms of cosmetic tattooing, microblade gives a very natural look.

"Traditional cosmetic tattooing would be like a

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Sharpie," Lynch says. "With a microblade, we can now draw with the precision of a mechanical pencil."

The service is being offered at Beautique for a special introductory price; interested clients are encouraged to visit its website for details.

Bringing microblade into her salon was a natural next step for Lynch, who has created quite a reputation for herself as the go-to girl for enhancement of the eyes and outstanding and safe services for her customers.

In addition to more modern services like microblade and lash extensions, Beautique is also the winner of five Best of North Shore Awards for its more traditional spa treatments, earning "Best" honors for Facial, Makeup Application, Day Spa, Waxing and Spa Treatment.

The salon also uses some of the most health-conscious and environmentally friendly products available that people can feel safe using.

"All of our products, even our hair color, are as natural as can be, while still being very effective," Lynch says.

The large, bright salon has a bar area and couch that have made it a popular option for wedding parties to get ready for the big day.

"It's like being in your friend's living room," Lynch says. "It's really a fun environment."