



Suzanne Stewart inside the new salon of her beauty therapy business, Beautify on Bells Road, and left, in the new therapy room

Success spurs Suzanne to set up beauty therapy salon

By Katie Macleod

Want to be 'beautified'? Then you need go no further than Bells Road in Stornoway, where Suzanne Stewart has recently relocated her beauty therapy business, Beautify.

She opened her new salon on September 9th, after working from her kitchen at home since she started Beautify in November 2013. "It just outgrew my house, it got really busy," says Suzanne, who with the help of her family turned what had been a shop (Dragonfly Bay) into a sleek salon in just one week.

The colour scheme inside is modern and monochrome, with flashes of pink giving it a softer edge, and a throne-style cushioned seat positioned in front of the nail bar. It's here that Suzanne offers Gelish manicures, on both natural nails and extensions, which can last up to three weeks. She can also offer nail art, the growing trend for intricate patterns painted on nails.

Beautify is the only salon in Stornoway to do HD Brows and LVL Lashes. Trained by HD Brow professionals, Suzanne works with her customers on a seven-step treatment that includes tinting, waxing, threading, and tweezing, ultimately reshaping the brow. It's an important service: as Suzanne points out, well-groomed brows "can completely change the way the face looks."

LVL Lashes – the initials stand for length, volume, and lift – are a striking alternative to

false eyelash extensions. By making the best of your natural lashes, the treatment straightens and tints them to give the impression of longer, fuller eyelashes. Suzanne doesn't offer eyelash extensions, but one client was so impressed with the change after the LVL treatment that she initially mistook her own lashes for extensions.

Other salon services available at Beautify include teeth whitening, waxing, and tanning. The Collatan Twist tan cab is the newest, most up-to-date tan cab on the market, and uses a combination of regular tan lights and special collagen-releasing ones to rejuvenate the skin and reduce blemishes, while also tanning.

Beauty therapy is something that Suzanne, a former dental nurse, has "always been interested in. It's always been something I wanted to do but never had the chance, so when the chance came I just took it." The fact that Beautify has grown so rapidly in less than a year is evidence that her hard work and determination is paying off.

"It's really really busy, the diary is chock-a-block all the time," says Suzanne. And the hard work doesn't end with relocating to a modern, chic salon. Beautify is open late during the week, 11am until 8.30pm on Tuesday and Wednesday, 9.30pm on Thursday and Friday, and 6pm on Saturday – perfect for those nine-to-five workers who need a beauty boost but can't make it during the day.

So what are you waiting for? Go and get 'beautified' on Bells Road.

Beautify
Suzanne Stewart
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FULLY QUALIFIED AND TRAINED TO A HIGH STANDARD IN THE BELOW TREATMENTS:

- HD Brow Stylist • LVL Lash Technician
- Nail Technician • Wax Technician
- Tooth Whitening Technician

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