

# MODERN

MARCH 2009  
MODERNSALON.COM  
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## SALON

### Wave Maker

Loose curls and  
chic waves  
are on trend

### BALANCED BEAUTY

Four globally  
inspired looks

### SPECIAL PREVIEW

### AMERICA'S BEAUTY SHOW

Luis Alvarez goes on  
location in Miami  
to create  
stunning styles.

# lush LENGTHS

Vance

# CHOOSE BEAUTY

Salon professionals share the reason they chose to be part of the beauty industry.

## DANIELLE ASHER

Lash Artist, Educator/Licensed Esthetician and Massage Therapist and founder of Studio Lash in Ventura, California.

Year I Obtained My Beauty License: 2005

I chose beauty because it is my passion. I knew I needed to do something that would awaken my creativity and inspire me to follow my dreams. I knew that becoming an esthetician was the first step in achieving that.

Seeing the transformation in my clients, both physically and emotionally, is one of the many rewards of this profession. Through massage, facials, waxing and peels, I have the ability to

customize personal treatments that will best meet their needs. Several years ago I discovered the opportunity that exists in the lash industry. I knew this was an exciting, unique beauty trend that would only increase in popular-

ity. I made the decision to focus on eyelash extensions.

Despite my motivation and commitment to this growing field, I would not be as successful as I am today if it weren't for the product and constant support of Novalash. Novalash has been extremely accommodating through my growth by providing excellent marketing tools to advance my career and by having the most innovative lash products. I am honored to represent such a high-quality product.

I have been so fortunate to find my place in the beauty industry. I have achieved a career that has enabled me to do what I love. The freedom to create my own schedule has provided me the flexibility to maintain my career while starting a family. —Alicia Marantz Liotta

## TERRI TARICCO

Vice President of Marketing, Helen of Troy  
Year I Obtained My Beauty License: 1984

I chose beauty because the beauty industry allowed me to raise my children and work my hours around them. I was able to express myself creatively. As my



TARICCO

children grew, I was able to spend more hours in the business and branch out to other areas.

After high school, I had aspirations of being a bomb demolition expert. I thought that diffusing explosives would be an exciting career. Although I discovered that untangling bombs was literally a breathtaking experience—I am more of a high heels kind of gal.

“I seized every opportunity, trusting that I would learn what I needed to know along the way.”

After my divorce, I was a single mother, working as a waitress and receiving government assistance. But I managed to graduate from beauty school through a state-funded program. The next step was taking out a loan and opening a salon.

I enjoyed stints at R.G. Shakour and the Professional Beauty Association before joining Helen of Troy in 2004. On my journey, I seized every opportunity, trusting that I would learn what I needed to know along the way. —AML

## PATRICK MELVILLE

Owner, Patrick Melville Salon & Spa  
Year I Obtained My Beauty License: 1970 in the U.S. and 1975 in England

Raised in Manchester, England, I was a young boy with a deep passion for sports. By the age of 12, I began boxing for England, which soon became an outlet for me and a means of keeping me out of trouble! By the age of 15, with the completion of grade school, I was forced

to think about a career. With the limited job availabilities at the time, I began working for a ship carpenter on the docks and quit after three months.

On a whim, with the thought of meeting women in mind, I applied for a hair assistant job at Harvey and Rupids Salon. I had found my calling.

Throughout my 20s, my hands endured the brute force of boxing, and assisted in the creation of various hair cuts and styles at the salon. Despite my newfound inspiration for hair, I couldn't give up boxing—it was a great way to meet women and attract new clients. With a one-week vacation planned, I went to New York City. The trip turned into an endless journey and I moved to New York to pursue my career as a hairdresser in what I believed to be a city of opportunity and growth.

At one of New York's hottest salons, I grew tired of being an assistant and felt an uncontrollable enthusiasm and hunger for greater things. I decided I needed to make a change in my life and, on a whim, called the beauty editor of *Glamour* magazine from a pay phone on 54th street and pitched a hair story. I was



MELVILLE

able to convince her to book me for a spring/summer feature hair story. Once the 12-page feature hit the stands, my career as a hair stylist took off—two weeks later I was on a plane going to shoot the cover of *Vogue*.

From boxing to making people beautiful, my hands have always been the root of my talent. My career choice to become a hairdresser has become my life, my breath and my passion.

—Maggie Mulhern