



MEDIA ADVISORY: FOR IMMEDIATE RELEASE

BEAUTY FOR THE BLIND

Three local businesses showcase techniques in cosmetology for the blind

Miami, FL. - Imagine being blind and styling your own hair, putting on lipstick or even painting your own nails. **On Monday, October 1st three local businesses, Nail Bar & Beauty Lounge, Blo Blow Dry Bar Midtown and Robbie Lip Gloss, will join forces at Miami Lighthouse for the Blind and Visually Impaired** to showcase techniques in cosmetology for the blind at a first of its kind event entitled “Beauty for the Blind.”

For the blind and visually impaired the sense of touch is very important with all aspects of cosmetology. The use of your fingers allows you to explore the shape of your lips, the length of your hair and the curvature of your fingernails. “Applying lipstick can be a complicated task if you are blind or have low vision and this event will provide simple techniques to make application easy” said Shira Kastan CEO of Robbie Lip Gloss. “It requires precision and control when applying cosmetics and it helps to keep your hand steady against a stationary object before you apply anything.”

A little forethought goes a long way to prevent accidents or mishaps. “One of the simple techniques we will be teaching Miami Lighthouse clients will be to refrigerate nail polish before use because they can sense the cold polish on their nails” said Desiree Parth CEO of Nail Bar & Beauty Lounge. “We want to provide the clients of the Miami lighthouse a sense of confidence when it comes to their appearance. We are honored to collaborate with Miami Lighthouse for this event, and look forward to helping these deserving individuals who we otherwise might not have been able to reach.” Kailey Magder Co-Owner of Blo Blow Dry Bar Midtown said. Virginia Jacko, CEO of Miami Lighthouse said “We teach that remaining independent, whether styling your own hair, painting your own nails, or even putting lipstick on is certainly possible for anyone with vision loss and this event will reinforce Miami Lighthouse’s philosophy—it’s possible to see without sight.” **Media is advised to arrive by 1:00pm.**

WHEN: Monday, October 1, 2012 from 1:00 p.m. – 3:00 p.m.
Nail Bar & Beauty Lounge, Blo Blow Dry Bar Midtown and Robbie Lip Gloss will feature techniques in cosmetology for clients of Miami Lighthouse for the Blind

WHERE: Miami Lighthouse for the Blind and Visually Impaired
601 S.W. 8th Ave. Miami, FL 33130

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MIAMI LIGHTHOUSE MISSION STATEMENT:

*To provide vision rehabilitation
and eye health services
that promote independence,
to educate professionals, and
to conduct research in related fields.*

www.miamilighthouse.org



Blo is North America's Original Blow Dry Bar. Scissors are verboten. Dye, ditto. No cuts, no color: Just WASH BLOW GO. Hair Cadets (aka Clients) choose from 7 styles featured in the Blo Hair Menu, from the sexy razor-straight "Executive Sweet" to the rocker-chic inspired "Sex, Hugs and Rock & Roll". It all started in 2007 with a vital question: "Why isn't there a place for quick, affordable catwalk-quality blow outs?" We have been coiffing ever since. Currently, Blo has 22 locations to serve you across North America with more opening soon. We can't wait to

blo you away!



Launched in Miami in 2010, Robbie Lip Gloss is a treatment-based lip gloss for healthier lips. Antioxidant Vitamins A and E soften, hydrate, smooth and protect lips and promises to never leave a sticky mess. Robbie's mission is to make sure that every woman treats her lips with tender loving care while looking her best. The easy glide-on applicator tube makes application easy and perfect for multitasking. Boldface names like Actress Kristin Cavallari, ABC's The Bachelorette Emily Maynard, HBO True Blood Star Janina Gavankar and singer/songwriter Christina Milian have been using Robbie Lip Gloss. Robbie has featured in a variety of media outlets, including national luxury magazine (*Angeleno Magazine's* August 2011, February 2012 & September 2012 issues) as a "beauty and fashion must-have". Robbie Lip Gloss can be found at a variety of salons, boutiques and spas. For a complete listing and to learn more about Robbie, please visit www.robbielipgloss.com



NailBar & Beauty Lounge has innovated and revolutionized nail care and is taking weekly visits to the salon to new heights. Whether lounging on the sleek white couches, resting at the manicure bar or unwinding at the pedicure stations which each house a personal iPhone, iPod or iPad dock, the friendly and attractive staff will melt your stress away. The services are diverse and include: facials, nails, lash bar, make-up bar, massages, reflexology and more. Voted the best nail salon in Miami New Times' Best Of 2011 issue, NailBar & Beauty Lounge is eco-chic, laid-back, inventive and clean-cut, blending east coast sophistication with a luminous ambiance and smart interior.